



Better quality of life, through  
better packaging, for more people

## PRESS RELEASE

# WPO announces a collaboration with the Sustainable Medicines Partnership (SMP)



***WPO is sharing knowledge with the recently created SMP to establish the SMP Packaging Awards in two categories: 'Sustainable Design in Medicines Packaging' and 'Circular Innovation in Medicines Packaging'***

**March 17th, 2022** As part of its strategy to continually raise the profile of the important role that sustainable packaging plays in many industries, the **WPO (World Packaging Organisation - [www.worldpackaging.org](http://www.worldpackaging.org))** announced yesterday, during a webinar, the support to the recently created SMP ([Sustainable Medicines Partnership](http://www.sustainablemedicinespartnership.org)). The SMP is a not-for-profit private-public collaboration executing projects to make the use of medicines more sustainable and less wasteful, and is the flagship Programme of [YewMaker](http://www.yewmaker.com).

The webinar 'Awarding Sustainable Pharmaceutical Packaging' included speakers from the global packaging industry. Representing the **WPO WorldStar Awards**, Coordinator Soha Atallah offered a look at the WorldStar Awards Program, and Pierre Pienaar, **WPO** President, chaired the event. WPO Global Ambassador, Chakravarthi AVPS spoke on 'Sustainable and patient centric packaging', Dr Joerg Adrian from Constantia Flexibles spoke on 'Sustainable solutions for primary pharmaceutical packaging - possibilities and limitations', and Dr Carol Kilcullen-Lawrence from UPM Raflatac spoke on 'Elevating the Sustainability of Pharmaceutical Labeling'.

During the webinar, the new SMP Packaging Awards were announced, a global awards program in two categories: 'Sustainable Design in Medicines Packaging' and 'Circular Innovation in Medicines Packaging'. These awards will recognise packaging innovations that deliver superior function and sustainability and are good for people, planet and business. The awards will feed into and are endorsed by the WorldStar Packaging Awards, the global packaging competition organised by **WPO**.

"The collaboration the **WPO** has formed with the **SMP** is key to the development of more suitable packaging for a sustainable world in pharmaceuticals. Pharmaceuticals are major users of packaging globally so it makes good sense to combine forces to bring about change and create more sustainable packaging for all. By working together, WPO and SMP can bring awareness and drive innovation to make medicines packaging more sustainable", celebrates **WPO** President, Pierre Pienaar.



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Nazneen Rahman, CEO of YewMaker and SMP Director, said: “The World Packaging Organisation is a global powerhouse promoting innovation that improves the effectiveness and sustainability of packaging. We are delighted **WPO** has joined the Partnership and will be endorsing the SMP Packaging Awards. Together we will drive global awareness of the need for sustainable medicines packaging solutions and will recognise, reward, and incentivise sustainable innovation.”

#### **About WPO**

*World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is “Better quality of life through better packaging for more people”. WPO joins 76 members from around the globe, which also includes Honorary Members (12), Affiliate Members (7) and a Regional Federation (1) as well.*

#### **About SMP (Sustainable Medicines Partnership)**

*The [SMP](#) is a not-for-profit, private-public, multi-stakeholder collaboration. Through executing priority actions, the Sustainable Medicines Partnership aims to stop the avoidable waste of medicines and medicines packaging - reducing healthcare emissions and increasing health equity globally.*

#### **About YewMaker**

*[YewMaker](#) is a purpose-driven company delivering science-based, scalable concepts and solutions that make healthcare more sustainable. YewMaker is the initiator and executive lead of the Sustainable Medicines Partnership.*

#### **Press information:**

##### **Liliam Benzi**

WPO Press & Communication Officer

[ldbcom@uol.com.br](mailto:ldbcom@uol.com.br)



**(+ 55 11) 99989-1597**



**liliambenzi**



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WPO – World Packaging Organisation is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. For more information, contact WPO at [www.worldpackaging.org](http://www.worldpackaging.org).

Headquarter: Mollardgasse 2/12 • 1060 Wien • AUSTRIA • Tel.: +43 676 5711388