



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

PRESS RELEASE

WPO announces a partnership with the recently created SMP (Sustainable Medicines Partnership)



WPO is sharing knowledge with SMP to help establishing the SMP Awards for 02 categories: 'Pharmaceutical' and 'Sustainable Packaging Design'.

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)** announced yesterday, during a webinar, the support to the recently created SMP (Sustainable Medicines Partnership - <https://www.yewmaker.com/smp>), a branch of YewMaker (www.yewmaker.com). The SMP is a not-for-profit private-public collaboration executing projects to make the use of medicines more sustainable and less wasteful.

The webinar 'Awarding Sustainable Pharmaceutical Packaging' counted with a number of speakers from the Pharmaceutical Industry; the global packaging industry was represented by **WPO** WorldStar Awards Coordinator Soha Atallah, that offered a look at the WorldStar Awards Program, and **WPO** Global Ambassador, Chakravarthi AVPS, who spoke about 'Sustainable and patient centric packaging'. Pierre Pienaar, **WPO** President, was the Moderator of the event.

During the webinar, SMP announced the launch of the new SMP Awards, a global pharmaceutical awards program, for 02 categories: 'Pharmaceutical' and 'Sustainable Packaging Design'. This second category will feed in to the WorldStar Packaging Awards, the global packaging competition organized by **WPO**.

"The partnership that the **WPO** has formed with the global association namely Sustainable Medicines Partnership is key to the development of more suitable packaging for a sustainable world in pharmaceuticals. Medicines and 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. This relationship between these two global organisations will bring an awareness across the world of the immense importance of sustainability and show the level of commitment to the world of packaging", celebrates **WPO** President, Pierre Pienaar.

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.

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Nazneen Rahman, CEO of YewMaker and SMP Director, said: “The World Packaging Organisation are 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 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.

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 **YouTube** World Packaging Organisation

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