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Packaging
contributes to
Sustainability

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Packaging contributes to Sustainability!

WPO – World Packaging Organization believes that packaging contributes to Sustainability. Packaging preserves the product and, thus, all the environmental efforts put into its production and delivery.

Global Packaging Design for Recycling Guide

The WPO has developed a global 'Packaging Design for Recycling Guide' in partnership with Circular Analytics, FH Campus University of Applied Sciences and ECR Community.



Design for recycling is part of circular product design and represents an important basis for holistic sustainability assessment. Accordingly, circularity means that the packaging is designed in such a way that the highest possible recycling of the materials in use can be achieved. The goals here are resource conservation, the longest possible service life, material-identical recycling (closed-loop recycling) or the use of renewable materials.

Circular packaging should therefore be designed and manufactured in such a way that it can be reused (reusable solution) and/or that the raw materials used can be reused to a large extent as secondary raw materials after the use phase (recycling) and/or consist of renewable raw materials.

In order to be able to apply recyclable packaging design, a certain fundamental knowledge of sorting and recycling processes is necessary. Packaging must, therefore, be suitable for state-of-the-art sorting and recycling processes in addition to its basic functions (e.g., storage, transport, product protection, product presentation and convenience).



The 'Packaging Design for Recycling Guide' is a starting point to understand Best Practice examples using state-of-the-art technology that can then be applied and tailored to suit the recovery and recyclability capabilities and infrastructure on a regional and local level.

Waste Stream Mapping Guides



In addition the WPO have developed country-specific waste stream mapping guides that will enable anyone to access current information on technically recyclable packaging.



WORLDSTAR GLOBAL PACKAGING AWARDS

Is your packaging a WorldStar Sustainability winner?

The World Packaging Organisation holds, within the WorldStar Award, the Sustainability Award and the Packaging that Saves Food Award, seeking to rewarding innovation that supports the development of more sustainable packaging from all over the world.

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Access our website to see what is being developed internationally in this field and check WPO's Sustainability Position Papers!



For additional information

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