

SUSTAINABILITY DROPS: News from EXPRA members Autumn/Winter 2018



5th Sustainable Business Awards 2018

The 5th Sustainable Business Awards, which aims to reward the successful sustainable business models, were given to projects that created major effects on social, economic, and environmental issues.

Members of ÇEVKO Foundation L'Oreal Turkey, Mey İçki, and Süttaş were awarded with their projects.

- Co-operation – In the B2B category L'Oreal Turkey was awarded with its Project “Beauty Knows No Obstacles”. You can read more here: <http://www.guzelligiherkeslepaylasmak.com/>
- Mey İçki was rewarded in the Carbon and Energy Management category with the Carbon Footprint Calculation and Reduction Project of Kayra Vintage Wines.
- In the Waste Management category Süttaş received the award with “From Farm to Dinner Table” Value Chain Waste Management Model.



CONAI REINFORCES PACKAGING CONTRIBUTION DIVERSIFICATION: DIVERSIFICATION FOR PAPER AND CARDBOARD PACKAGING AND NEW RULES FOR THE PLASTIC SUPPLY CHAIN LAUNCHED

The CONAI Board of Directors has approved the introduction of the Diversified Contribution for certain paper and cardboard packaging and the evolution of diversification for plastic packaging since 1st January 2019.

For the paper and cardboard supply chain, the diversification concerns “*poly laminated packaging with a prevalence of cartons suitable for containing liquids*”, such as containers used for fruit juices, milk and preserves. The Diversified Contribution for these types of packaging is aimed at improving the effectiveness of the value creation process by consolidating and developing collection and sorting activities for dedicated recycling. The project is therefore oriented towards the development of collection and investments for sorting and recycling operations.



	<p>http://www.conai.org/impres/tributo-ambientale/tributo-diversificato-carta/</p> <p>For plastic packaging, on the other hand, the Contribution diversification already in place as from 1 January 2018 is further reinforced, making clearer the distinction between packaging solutions subject to sorting and recycling and those that are still not.</p> <p>http://www.conai.org/impres/tributo-ambientale/tributo-diversificato-plastica/</p>	
	<p>Ecoembes (Spain) launches the first on-line University Expert Course in Packaging and Eco-design</p> <p>Ecoembes, with the collaboration of the International University of La Rioja (UNIR), have launched the course 'University Expert in Packaging and Digital Ecodesign'. The course, which will be 100% online, will begin on November 19th and will last four months. At the end of the course, participants will be able to:</p> <ul style="list-style-type: none"> • Manage, evaluate and validate technical, economic and commercially new packaging designs. • Integrate the environmental variable within the packaging design process and ensure that packaging is reusable or easily recyclable. • Translate packaging sustainability into technical improvements and real economic savings. • Improve the competitiveness of the product, making the environmental advantages an added value to the market. <p>The combination of theoretical content and practical material, and the global approach of the final business case, will allow to practice and connect all the acquired knowledge.</p> <p>More information at https://www.unir.net/ingenieria/curso-packaging-ecodiseno-digital/5492036156</p>	

Recyclable packaging challenge

Do you want to be a market leader by improving the recyclability of 1 of the 8 following high-tonnage packaging? Contact: nicolas.egri@fostplus.be



Fost Plus tackles packaging that is difficult to recycle

At present, Fost Plus already recycles 89.1% of the packaging placed on the market in Belgium. With the expanded collection of PMD we will capture much more plastic packaging and increase the recycling rate of plastic packaging. "There are still a number of types of packaging that are very difficult to recycle," says Nicolas Egri, Prevention Advisor at Fost Plus. "Today, we want to tackle this problem in close collaboration with our members. "

During the first phase, Fost Plus has inventoried the packaging which is difficult to recycle based on the declarations of the members. Based on this a potential of 17,000 tons of packaging has been identified, which will be tackled as a priority. Some of such identified packaging include potato chips, coffee packaging, black EPS trays, drug blister packs and infant milk packaging. It's often packaging that combines different materials from plastic, paper or metal - usually for hygienic reasons and for better preservation.

"We are nevertheless convinced that we can find alternatives in collaboration with producers. In the coming months, we will be sitting around the table with many of our members to discuss this issue. "These initiatives will reconcile the ecological and economic aspects, by reducing the contribution to the Green Dot rate by our members who are putting more recyclable packaging on the market. "

Do you place on the market non-recyclable packaging, and want to discuss possible recyclable alternatives that exist? Do not hesitate to contact our prevention department at prevention@fostplus.be



Five perspectives on sustainable product-packaging combinations

New knowledge domain on the KIDV website with background information from different perspectives on how to work on sustainable product-packaging combinations.

Starting with sustainable packaging, you will quickly discover that this involves more than simply using less or a different material. The development of a successful sustainable packaging also requires you to consider for example the packaging process and the logistics, your customers' purchasing and disposal behaviour, and your organisation's packaging and sustainability strategies. That is why the Netherlands Institute for Sustainable

	<p>Packaging (KIDV) developed a model called Five perspectives on sustainable packaging®.</p> <p>https://hoeverpakieduurzaam.kidv.nl/?lang=en,</p>	
	<p>The Eternal Life of a Shrinkhood</p> <p>The World Resources Forum (WRF) is a non-profit organization for sharing knowledge about economic, political, social and environmental implications of global resource use. WRF creates a platform for researchers, policymakers, business, NGO's and the public with the aim to expand their vision of a sustainable use of resources. The WRF is organizing the 2019 forum in the city of Antwerp around the general theme 'Closing Loops – Transitions at Work'. The Valipac proposal has the title : 'To more Circular Plastic Packaging for Construction Materials' and during a presentation on 'Eternal life of a shrink hood' will be delivered. Shrink hoods for pallets can stay in circulation much longer if the entire value chain makes good agreements. Still, in order to achieve a higher rate of circularity, Valipac started a project to bring the shrink hoods of building materials back into the value chain as ... new shrink hoods. Therefore, we involve all actors: packers, construction contractors, waste collectors, recyclers and shrink hood producers. A step forward in the right direction, but more ideas are welcome. Come and brainstorm with us and let us inspire you by a more circular economy. To register please follow this link: https://www.wrf-antwerp2019.be/</p>	