

## Winter 2018 SUSTAINABILITY DROPS: News from EXPRA members

	<p><b>CONAI (ITALY) ECO TOOL</b></p> <p>The Conai (Italy) Eco Tool is an online instrument that allows companies in the Conai consortium to evaluate the environmental efficiency (eco-efficiency) of their packaging through a comparison of environmental impact of the packaging BEFORE and AFTER the implemented action.</p> <p>This tool permits calculation, through simplified LAC analyses, of the effects of prevention actions implemented by companies on their packaging. The result of the analyses are expressed through reduction of CO<sub>2</sub> emissions, reduced energy consumption and reduced water consumption</p> <p><a href="http://www.ecotoolconai.org/">http://www.ecotoolconai.org/</a></p>	
	<p><b>ECOEMBEES (SPAIN) LAUNCHED ITS “PACKAGING ECODESIGN GUIDE” AT THE BASQUE ECODESIGN MEETING 2017</b></p> <p>Ecoembes (Spain) coordinated the Packaging Session at the Basque Ecodesign Meeting (BEM2017), one of the most important meetings on Ecodesign throughout Europe, facing the challenge of sustainability from the Ecodesign point of view. Biannually, the Basque Ecodesign Center organizes this International Ecodesign Event, which is one of the most important meetings on this field in Europe that brings together about five hundred business professionals with strategic decisions making capability, and with an interest in introducing Ecodesign and environmental product innovation into their corporate policies in order to obtain competitive advantages.</p> <p>Ecoembes took this opportunity to launch its "<a href="#">Packaging Ecodesign Guide</a>", developed in collaboration with IHOBE (the Basque government’s environmental entity). This guide aims to help and guide how to implement a Packaging Ecodesign Methodology from a practical point of view.</p>	

	<p>During the Packaging season, speakers from several companies, such as L'oreal, Procter &amp; Gamble, Eroski, Pescanova, Químicos Vinalopó, Wite and Solá, A &amp; B biotechnology laboratories... presented their cases of success in Ecodesign, putting their collaborative projects with Ecoembes in value. With this event, another milestone of the work plan was achieved, promoting the environmental improvement of packaging.</p>	
 <p>A survey by <b>Baromètre de la consommation responsable</b></p>	<p><b>ÉCO ENTREPRISES QUÉBEC (ÉEQ) : ECO-RESPONSIBLE PACKAGING SURVEY</b></p> <p>For the past three years, ÉEQ has been a partner in the <i>Baromètre sur la consommation responsable</i> published by the <i>Observatoire sur la consommation responsable</i> (OCR) of ESG UQAM School of Management. In 2015, the collaboration led to the release of the 1st eco-responsible packaging knowledge indicator and a survey on the myths and realities of eco-responsible packaging. More information is available <a href="#">here</a></p>	 <p>eeq Eco Entreprises Québec</p>
 <p>GREENER PACKAGING AWARDS 2017</p>	<p><b>FOST PLUS (BELGIUM) : GREENER PACKAGING AWARDS</b></p> <p>Organized in cooperation between Fost Plus and Valipac (Belgium), the 4th edition of the Greener packaging Awards ceremony took place on 23<sup>rd</sup> November 2017 in Brussels. The awards give recognition to the companies that put every effort in reducing the ecological footprint of their packaging in one or many of the following fields: packaging weight and / or volume reduction, circular economy, product waste reduction.</p> <p>Two bigger awards are also attributed to the best eco-design improvement for household packaging and for industrial packaging, and this year a new voting system was introduced to allow the public to vote for their favorite packaging eco-design initiative out of the nominates.</p> <p>The ceremony also gives the opportunity to get inspiration from a keynote speaker that introduces the audience to sustainable products and initiatives,</p>	 <p>Fostplus</p>

	<p>and it is also an opportunity to get to know and network with other players in the field of sustainable packaging.</p> <p>Please visit the following site to know more about the Greener Packaging Awards and to discover the nominates and winners of this 4<sup>th</sup> edition: <a href="https://www.greenerpackaging.be/en">https://www.greenerpackaging.be/en</a></p>	
	<p><b>GREEN DOT NORWAY: NORDIC RESEARCH PROJECT</b></p> <p>Nordic Council of Ministers awarded Green Dot Norway’s support for the project ‘Plastic packaging recyclability in a Nordic context’.</p> <p>Circular Economy Package demands a shift in knowledge and practice in the Member States of the European Union. One key driver is the drastically increased recycling targets for municipal waste. Specifically, plastic packaging may see targets increasing from 30 % up to 55 %. The main aim of this project is contributing to higher recycling rates of plastic packaging by supporting Nordic producers implement validated design for recyclability principles when designing their packaging.</p> <p>The project focuses on helping the producers design packaging solutions that are actually recyclable. This demands general, validated knowledge of how design choices influence recyclability, and success stories showing how this can be converted into practice. Circular economy calls for solutions that are both technologically feasible and produces recycled materials that are in demand. By meeting these criteria, designing for recyclability will facilitate higher levels of recycling at a reasonable cost.</p> <p>This project will bring the value chain of plastic packaging together, to learn and find solutions that enable more efficient recycling. The effects of source separated biodegradable plastics in the recycling stream will also be described. Designing for recyclability requires an understanding of the current technology for sorting and recycling. It is therefore important that this knowledge is communicated and implemented among producers in the Nordic countries. One</p>	 Grønt Punkt Norge

	<p>project aim is to develop design for recyclability guidelines that help producers to make informed design choices and validate the results in test facilities.</p>	
	<p><b>KIDV (THE NETHERLANDS) : TIPS AND TRICKS TO IMPROVE THE RECYCLABILITY OF PACKAGING</b></p> <p>The Netherlands Institute for Sustainable Packaging (KIDV) wants to help designers, developers and buyers of packaging as well as marketers to make choices that make their packaging more recyclable. For this, the KIDV made a website on which everyone can find tips and tricks to improve the recyclability of their packaging: <a href="https://recyclability.kidv.nl">recyclability.kidv.nl</a>. There are tips and tricks for each of the five materials (plastic, glass, metal, paper/board and wood). The tips are based on the knowledge of the KIDV, input on the consultation, collaboration with the different material organisations and internationally agreed standards, such as EPBP. Per material one or more packaging types are elaborated. The website can be found here: <a href="https://recyclability.kidv.nl/">https://recyclability.kidv.nl/</a></p>	
	<p><b>VALORLUX (LUXEMBURG) : THE TROPHÉCO AWARD</b></p> <p>The Trophéco award aims to reward and promote sustainable and eco-friendly packaging sold in Luxembourg with the help of a panel of experts. It offers winning businesses a unique opportunity to promote their products. Winning the Trophéco competition means obtaining certification in the form of a strong and recognizable logo. This certification is designed to make it easier to recognize the product packaging's sustainable characteristics. For consumers, it guarantees that the packaging has been produced using environmentally-friendly methods. <a href="http://tropheco.lu/en/tropheco">http://tropheco.lu/en/tropheco</a></p>	