






Winter 2019 SUSTAINABILITY DROPS: News from EXPRA members

 <p>Community of Practice 30th Oct, 2019 – presentation by Patricia Megale Cosho (Utrecht University)</p>	<h3>Community of Practice reusable packaging</h3> <p>Led by the Netherlands Institute for Sustainable Packaging the Community of Practice reusable packaging started in October 2019. Representatives of twenty companies and organizations joined together in this community. They discussed market developments, shared challenges and the necessity and opportunities of reusable packaging. The more often a packaging is used the lower the environmental impact will be. In that sense reusable packaging will be more favorable to use in comparison to single use packaging.</p> <p>The participants vary from multinationals to start-ups, brand-owners, retailers, (logistical) service providers, universities and NGO's.</p> <p>https://www.kidv.nl/9138/kansen-van-herbruikbare-verpakkingen-voor-de-circulaire-economie.html?ch=DEF</p>	 
	<h3>Pensare Circolare – Risorse e idee per la sostenibilità</h3> <p>The 2019 edition of the Prevention Dossier, entitled 'Pensare Circolare – Risorse e idee per la sostenibilità' takes stock of trends relating to the sustainability of packaging and the strategies adopted by companies. The document describes the work of virtuous companies that adopt a sustainability strategy by taking into consideration the multiple functions of packaging and its environmental characteristics as well as the implications on the same organizations and their investments. The aim of the research is to provide a roadmap for the sustainability of packaging defining the main factors to be considered in a sustainability strategy.</p> <p>www.conai.org/wp-content/uploads/dlm_uploads/2019/11/Pensare_Circolare_CONAI_2019.pdf</p>	



Greener Packaging Awards and Get Smart in Packaging join forces

In 2019, the Greener Packaging Awards concept has joined forces with the media partner Roularta with its Get Smart in Packaging. In October 2019, we have once again attributed two prizes to bring in the front line innovative packaging that contribute to circularity. This year, the prizes were attributed to L'Oréal for their refill system for shampoo in the category household packaging, and to Werner & Mertz for the circularity of their bottles in the category industrial packaging.

<https://www.greenerpackaging.be/en/presentation-of-the-winners/>



“Plastløftet” (The Plastic Pledge)

Grønt Punkt Norge (Green Dot Norway) launched Plastløftet in January 2019. Plastløftet will help Norwegian companies contribute to reaching the EU-goals for material recycling of plastic (50% of all plastics by 2025 and 55% by 2030). Plastløftet focuses on increasing the use of recycled plastic, avoiding unnecessary plastic and design for recycling.

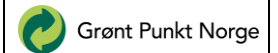
Companies taking Plastløftet commit themselves to:




1. Set ambitious goals for the increased use of recycled plastic.
2. Prevent plastic waste. The company must work to reduce, reuse and design the plastic packaging for recycling.
3. Attend three annual seminars where producers share knowledge, and experts offer updates on regulations, new materials, recycling technology, design for recycling, etc.

The companies set ambitious goals, and report on activities and results annually.

50 companies have signed Plastløftet in 2019, and it will continue through 2020.

<https://www.grontpunkt.no/kampanje/plastloeftet/>



<p>TAMIR – RECYCLING CORPORATION/ Icons Family</p> <p>SYMBOLS FAMILY/ICONS: (The use of the symbol is subject to signing a license and complying with the conditions specified by Tamir).</p>  <p>Non deposit Drink containers (1.5 liter and up)</p> <p>Paper and thin carton</p> <p>Glass packages</p> <p>Plastic packages Metal packages Drink cartons</p>	<p>Sorting symbols on packaging</p> <p>Lots of waste bins, lots of packages.</p> <p>In addition to requiring the citizens to make an effort to separate waste at home, they are required to understand into which package to throw to each waste bin.</p> <p>It prevents many from joining the effort!</p> <p>To promote a simple and clear information for the public -explaining into which waste bin to throw each package.</p> <p>http://tmir.org.il/</p>	
 <p>Efumat is the European Association of National Builders' Merchant Associations and Manufactures</p>	<p>Circular Shrink Hood wins prestigious Packaging Award</p> <p>Wienerberger Belgium won the Packaging Award during the 61st Ufemat congress in Montreux. The Spanish Danosa and the British Lakes Showering Spaces were the other Award finalists. Wienerberger entered the contest with the Circular Shrink Hood that is protecting Wienerberger's Eco-Bricks. The jury supported the Wienerberger project because of the holistic combination of an ecological product protected by an equally sustainable packaging solution. Valipac is proud because through our connect and develop efforts, Wienerberger is now the first construction materials company that is using shrink hoods containing 50% PCR.</p>	