

Continuous environmental improvement of the Packaging Supply Chain in Europe:

corporate initiatives/commitments of EUROOPEN
members

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EUROOPEN

The European Organization for Packaging and the Environment

Introduction

1. In view of the publication of the EU Plastics Strategy and the European Commission's launch of the voluntary pledging exercise, EUROPEN members have published their corporate voluntary commitments (living document). EUROPEN is an EU packaging supply chain organization that represents an important and significant part of the value chain needed to achieve the EU's Circular Economy Package (CEP)'s objectives. We support the CEP policy objectives and constructively and actively contribute to the legislative proposals related to CEP. EUROPEN offers a balanced supply chain perspective to how the EU's Plastics Strategy can complement the ongoing legislative CEP proposals, while at all times ensuring the safeguard of the EU's Internal Market principle. EUROPEN represents the plastics packaging supply chain, but also the supply chains for metal, glass and paper/board packaging. In this material neutral context, we provide broad policy recommendations for the EU Plastics Strategy, also ensuring a level playing field for all competing packaging materials.
2. Because of the wider, multi-material/sectoral membership of EUROPEN, its members have compiled existing/current corporate commitments beyond recycled content, including recyclability, resource efficiency/packaging optimisation and material sourcing. Environmental hotspots/impacts and related possible improvements vary according to e.g. supply chain stage, sector (e.g. food/non-food), material, national waste management infrastructure, technologies, supply/demand
3. For this reason, EUROPEN advises against mandatory recycled content requirements, which would be an anti-competitive requirement as it cannot be applied across the board and is not in line with life-cycle based policy-making.

EUROPEN MEMBERS

RAW MATERIAL SUPPLIERS



PACKAGING DESIGNERS MANUFACTURERS



PACKAGING USERS / BRAND OWNERS



NATIONAL PACKAGING ASSOCIATIONS



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Sector: Diversified technology company

Corporate commitments / initiatives	Start date	Deadline	Measurement of progress
<p>On Waste Management:</p> <p>3M's 2025 Sustainability Goals include:</p> <ul style="list-style-type: none"> • Invest to develop more sustainable materials and products to help 3M's customers reach their environmental goals. • Achieve global zero landfill status. • Reduce global manufacturing waste by an additional 10 %, indexed to sales. • Drive supply chain sustainability through targeted raw material traceability and supplier performance assurance. 	2015	2025	In 2016, 3M's global designed packaging reduction was just under 4,000 metric tons.



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Sector: Food industry

Corporate commitments / initiatives	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Recycled content: Cardboard represents today 78% of Bel's packaging, of which 75% is made of recycled fibers.</p> <p>Plastic represents 14% of Bel's total packaging material.</p> <p>Recyclability: Objective: Ensure 88% of Bel's packaging is recyclable by 2020 with the ambition to work towards 100% recyclable and/or biodegradable packaging by 2025.</p>	2025	In France, 17 sorting facilities have already been equipped with Eddy currents, thus enabling the recycling of light aluminium waste of 8.5 million inhabitants.	<p>Food-grade requirements make the use of recycled aluminium for Bel cheese foils packaging impossible.</p> <ul style="list-style-type: none"> The EPR framework should encourage the roll out of modern sorting facilities (e.g. Eddy current separators) as for example in France. This will help reach ambitious recycling targets for aluminium.



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Sector: Food industry

Corporate commitments/ initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Resource efficiency/ Packaging optimisation: Bel's at source reduction program will enable to save more than 3,500 t of cardboard worldwide by 2020.</p>	2015	2020	<p>Bel Group has deployed several packaging optimization projects which enabled to save 2,000t cardboard packaging between 2007 and 2015 in France.</p>	
<p>Material sourcing:</p> <ul style="list-style-type: none"> • Bel Group is committed to zero deforestation by 2025 	2016	2025	<p>30% of Bel's cardboard are already certified by third parties (PEFC/FSC) and 75% are made from recycled material.</p>	<ul style="list-style-type: none"> • Commitment of all upstream stakeholders needed to be able to develop certified aluminium.
<ul style="list-style-type: none"> • Bel objective is to work towards sourcing 100% ASI (Aluminium Stewardship Initiative) certified aluminium in Europe and US. 	2017	2025		



Sector: Plastics manufacturer

Corporate commitments/ initiatives

On Waste Management:

- Investment of EUR 15 million to advance mechanical recycling of Polyolefins, further to the acquisition of Germany's polyolefin recycling company mtm plastics GmbH.
- EUR 4 million initiative to accelerate waste management improvements in South-East Asia to be rolled out in 2018-2019, driven and to be co-funded with local and global partners.
- Commitment to zero pellet loss from its operations and to substantially invest in best available technology to prevent pellet loss.

Sector: Beverages

Corporate commitments	Start date	Deadline	Framework conditions required for achievement of commitment
<p>Recycled content: At least 50% recycled content for our PET bottles</p>	2017	2025	<p>These priority actions will be underpinned by three supporting actions that are core to the plan: on climate, water and supply chain:</p> <ul style="list-style-type: none"> • Cut greenhouse gas emissions from the core business by 50% • Replenish 100% of the water use in areas of water distress • Make sure 100% of main agricultural ingredients and raw materials come from sustainable sources by 2020.
<p>Recyclability: All of our packaging will be recyclable</p>	2017	2025	
<p>Resource efficiency/ Packaging optimisation: 100% collection of our packaging</p>	2017	2025	

Sector: Producer of rigid metal packaging

Corporate commitments/ initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Recyclability: Metal Packaging Europe target of 80% recycling rate by 2020 as EU average</p>	2011	2020	76% achieved to date	Well functioning EPR schemes

Crown Europe Comment: Total demand for steel and aluminium exceeds supply of secondary raw material. Recovering used metal packaging from the market for recycling is the key objective.

Recycled content:

n/a


Crown Europe Comment: Recycled content only works as a measure when the supply of secondary raw material is greater than the demand. For metals the reverse is the case.



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Sector: Food and Drinks

Corporate commitments	Start date	Deadline	Framework conditions required for achievement of commitment
<p>Recycled content: Use at least 25% of recycled PET in Danone’s plastic bottles by 2020 where local standards and regulations allow for it. And the target is 33% by 2025.</p>	2015	2020/2025	EU EoW criteria to stimulate secondary raw materials (SRM) markets
<p> evian. Recycled content: evian will make all of its plastic bottles from 100% recycled plastic by 2025, adopting a ‘circular approach’ to plastic usage evian plans to achieve this through pioneering partnerships to redesign its packaging, accelerate recycling initiatives and seek zero plastic bottle waste.</p>	2018	2025	
<p>Recyclability: Optimise weight and move towards 100% ‘Circular by design’</p>			



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Sector: Food and Drinks

Corporate commitments	Start date	Deadline	Framework conditions required for achievement of commitment
<p>Resource efficiency/ Packaging optimisation: Optimise weight and move towards 100% 'circular by design'</p>			
<p>Material sourcing Paper and board: eliminate deforestation within our supply chain</p>	2012	2020	<p><i>Danone Comment on Material sourcing: In 2012 Danone published its policy on 'Forest Footprint' which aimed at transparently evaluating the deforestation risks associated with commodities used directly or indirectly by the company, and set a plan to eliminate deforestation from its supply chain. This commitment is central to both this Packaging Policy and also our Climate Policy. Danone is committed to eliminating the deforestation risks of its virgin paper & board packaging supply chain by 2020. The commitment targets three concrete objectives:</i></p> <ul style="list-style-type: none"> <i>• actively reduce the weight of paper and board packaging for each product,</i> <i>• prefer the use of recycled fibers and,</i> <i>• where this is not possible, prefer Forest Stewardship Council (FSC) certified virgin fibers</i> 

Sector: Food sector

Corporate commitments/initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Recycled content: Increase 10% recycled content in Ferrero’s packaging</p>	2009	2014	Goal achieved	<p>“One solution fits all” approach does not work for food packaging (quality & safety reasons).</p> <p><i>Ferrero Comment: Due to food-contact packaging legislation and safety constraints, mandating the use of recycled content on food packaging is not recommended.</i></p> <p><i>The use of food to food post-consumer recycled material should be verified if the best solution from environmental point of view.</i></p>
<p>Recyclability: Best practises and 5Rs strategies:</p> <ol style="list-style-type: none"> 1. Remove 2. Reduce 3. Recycle 4. Reuse 5. Renew 	2009	ongoing		<p>Creation of a common and homogeneous recycling framework across EU according to best practises available.</p> <p>Ensure consistency between local waste management systems and national waste management guidelines.</p>

Sector: Food sector

Corporate commitments/ initiatives	Start date	Deadline	
<p>Resource efficiency/ Packaging optimisation: Best practises and 5Rs strategies:</p> <ol style="list-style-type: none"> 1. Remove = decrease the number of elements forming the packages 2. Reduce = reduce the use of materials, by downsizing, reducing excess packaging and optimizing design 3. Recycle =use of highly-recyclable materials and, wherever technically possible, replacement of composite 4. Reuse = development and implementation of multi-purpose solutions, and of solutions that can be re-introduced into the production cycle 5. Renew =use of materials derived from renewable and re-integrable sources (i.e. avoiding recourse to the food supply chain), as well as biodegradable materials 	2009	ongoing	<p><i>Ferrero Comment:</i> Our optimisations in packaging design have provided material savings during the years (last CSR reports). Our approach is focused on keeping food quality and safety guarantee with the lowest packaging amount.</p> <p><i>Food protection requires specific packaging characteristics and this remains the first driver for choice.</i></p>

Sector: Food sector

Corporate commitments/initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Resource efficiency/ Packaging optimisation: Increase 10% renewable materials in our packaging</p>	2009	2020	<p>Ferrero is exploring the increase of renewable material contents in its packaging going beyond the sole adoption of bioplastics.</p>	<p>A common and agreed approach to bioplastics along their life cycle.</p>
<p>Material sourcing 100% virgin paper materials coming from certified sustainable materials</p>	2009	2017	<p>Goal reached in 2017</p>	<p>Credible carbon footprint accounting methods.</p>

Sector: Food and Drinks

Corporate commitment From 2007-2015	Deadline	Measurement of progress	
<p>Recycled content: Increase recycled content in our packaging wherever possible and legal by 10%</p>	2015	17%	
<p>Recyclability: 100% of packaging to be recycled were infrastructure exists</p>	2015	90%	
<p>Resource efficiency/Packaging optimisation: Material reduction of pack materials and formats through innovation and material substitution</p>	2015	5.2%	<p><i>Mars Comment:</i> <i>Reduced our overall Global packaging use</i></p>
<p>Program based on :</p> <ul style="list-style-type: none"> • Reduce 10% • Recycle 100% were infrastructure exists • Rethink Drive long term sustainable solutions through innovation 			<p><i>Mars Comment:</i> <i>We are evaluating new material opportunities along with new end of life technologies to remove waste</i></p>

Sector: Food and Drinks

Corporate commitment 2015 onwards	Deadline	Measurement of progress	
<p>Recycled content: Utilise recycled content in our packaging wherever possible and legal</p>	ongoing		<p><i>Mars Comment : Mars will continue to increase the recycled content of our packaging were safe and legal to do so</i></p>
<p>Recyclability: 100% of packaging to be recycled</p>	2025	90%	<p><i>Mars Comment: Circular Economy principle- we are a core member of the Ellen Macarthur Foundation New Plastics Economy and want to ensure that Mars packaging is fully recovered and does not become waste</i></p>
<p>Resource efficiency/Packaging optimisation: Continue to lightweight and target Greenhouse gas reduction of pack materials and formats through innovation and material substitution</p>	ongoing		<p><i>Mars Comment: Carbon is one of the greatest climate change challenges</i></p>
<p>Material sourcing:</p> <ul style="list-style-type: none"> 100% of paper to be traceable to country of origin 100% of paper and pulp packaging to be certified, verified or recycled 	2016	complete	<p><i>Mars Comment: Both are part of our deforestation commitment.</i></p>
	2020		

Sector: Fast-moving consumer goods (FMCG) (Food sector)

Corporate commitments/initiatives

Recycled content:

Mondelez seeks to use recycled materials where practicable subject to food safety constraints. In Europe 70% of our paper is recycled.

Mondelez Comment: Protection of the consumer is always the highest priority when selecting materials and designing packaging - it is also essential to ensure the product reaches the consumer fully protected with adequate shelf life.

Recyclability:

In Europe, around 75% of Mondelez packaging is paper, glass or metal (all currently recycled or recyclable). The remaining 25% of packaging is predominately thin flexible films, of which 80% are just one material, which therefore could be recyclable if collection/ sorting facilities exist.

Mondelez Comment: Limitations placed on specific material types and/or recovery options can stifle innovation and limit flexibility. We strive for the lowest overall environmental footprint for each of our different products, which might result in mechanical recycling, pyrolysis or incineration with energy recovery.

Sector: Fast-moving consumer goods (FMCG) (Food sector)

Corporate commitments/ initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Resource efficiency/ Packaging optimisation: In line with the waste hierarchy, Mondelez primary targets are to reduce and optimise packaging usage. As such, their key global target is to deliver 65,000 T of packaging weight.</p>	2013	2020	65000 T weight reduction of packaging	A fragmented market would make it possible for individual Member States to insist on country specific labelling, rendering multimarket sales difficult and thus reducing material production runs and increasing inventory and waste.

Mondelez Comment: This is the top priority on the waste hierarchy, therefore the primary focus is to reduce before considering reuse & recycle.

Material sourcing:

Mondelez is committed to work towards recycled content OR verified non-deforested sources for paper packaging.



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Sector: Fast-moving consumer goods (FMCG)

Corporate commitments/ initiatives	Start date	Deadline	Measurement of progress
<p>Recycled content: Use recycled content wherever there is an environmental benefit and it is appropriate</p>		ongoing	
<p>Resource efficiency/ Packaging optimisation: Continue to systematically analyse and optimise Nestlé's packaging portfolio, avoiding the use of at least 140'000 tonnes of packaging material.</p>	2015	2020	
<p>Material sourcing: Paper and Board Packaging should not be associated to de-forestation.</p>		2020	<ul style="list-style-type: none"> - 75 % of virgin fibre packaging material is traceable (2016) - 55 % of virgin fibre packaging material is Responsibly Sourced (2016)



Procter & Gamble

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Sector: Fast-moving consumer goods (FMCG)

Corporate commitments/ initiatives	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
Recycled content: Double use of recyclates in packaging (global) - equates to 52,000 tonnes by 2020	2010	2020	+30%(FY 2015/16)	EU EoW criteria to stimulate secondary raw materials (SRM) markets
Recyclability: Ensure 90% of packaging recyclable (global)	2010	2020	86% (FY 2015/16)	
Resource efficiency/ Packaging optimisation: 20% Reduction in packaging use per consumer use (global)	2010	2020	-12.5%(FY 2015/16)	
Recycling Infrastructure: 100% of paper packaging recycled or third-party certified sustainable virgin material (global)	2010	2020	98%(FY 2015/16)	

Sector: Fast-moving consumer goods (FMCG)

Corporate commitments	Start date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Recycled content: Increase use of recycled content in plastics.</p>	2016	2025	Baseline validation and execution in progress	Access to secondary raw materials required .
<p>Recyclability: 100% recyclable, compostable or biodegradable.</p>	2016	2025	Baseline validation and execution in progress	Technological progress and innovation for some materials needed.
<p>Resource efficiency/ Packaging optimisation: Reduce packaging's carbon impact.</p>	2016	2025	Baseline validation and execution in progress	Credible carbon footprint accounting methods.
<p>Recycling Infrastructure: Partner to increase recycling and recovery rates.</p>	2016	2025	Baseline validation and execution in progress	Better infrastructure, finance and partnership Platforms.

PepsiCo Comment: All goals are global in scope and cover PepsiCo's entire product portfolio



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Sector: Food packaging and processing solutions

Corporate commitments	Start Date	Deadline	Measurement of progress	Framework conditions required for achievement of commitment
<p>Renewable content: All our packages will be made from 100% responsibly sourced, renewable materials</p>	2010	On going	<p>>70% renewable materials. 100% responsibly sourced paperboard (FSC™) First fully renewable beverage carton launched</p>	<p>Incentivise renewables to stimulate investment and production of bio-based plastics in Europe.</p>
<p>Recycling: Double global post-consumer recycling rate to 40% Ensure all components of our packaging is recyclable</p>	2010	2020	<p>47% recycling in Europe 25% recycling globally Recycling solutions in place for all markets</p>	<p>Mandatory separate collection of all recyclable consumer packaging waste.</p>
<p>Recycled content: Use recycled plastics when proved safe</p>				<p>Recycled plastics validated as safe and are acceptable for use as a food contact material.</p>
<p>Climate: Cap Tetra Pak 2020 climate impact across our value chain at 2010 levels</p>	2010	2020	<p>16% reduction in GHG emissions, despite 19% increase in packages sold</p>	<p>See renewable content and recycling above.</p>





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Sector: Fast-moving consumer goods (FMCG)

Corporate commitments	Start Date	Deadline	Measurement of progress	
<p>Recycled content: Increase the use of recycled plastic content in our packaging to at least 25%</p>	2010	2025	Around 3,830 tonnes of post-consumer recycled materials incorporated into our rigid plastic packaging in 2016.	<p><i>Unilever Comment:</i> Our environmental targets are expressed against a baseline of 2010 and on a 'per consumer use' basis. This means a single use, portion or serving of a product.</p> <p>We will ensure that by 2025, it is technically possible for our plastic packaging to be reused or recycled, and that there are established, proven examples of it being commercially viable for plastics reproducers to recycle the material.</p>
<p>Recyclability: Halving the waste associated with the disposal of our products.</p>	2010	2020	In 2016, our waste impact has reduced by 28% since 2010. We will report on this target in our 2017 Sustainable Living Report.	
<p>100% of plastic packaging fully reusable, recyclable or compostable.</p>	2017	2025		
<p>Resource efficiency/ Packaging optimisation: 1/3 Reduction of weight of the packaging.</p>	2010	2020	The weight per consumer use has decreased by 15% in 2016 compared to 2010.	
<p>Material sourcing: Publish the full "palette" of plastics materials used in our plastic packaging to help create a plastics protocol for the industry</p>	2017	2025		



About EUROOPEN

EUROOPEN -- the European Organization for Packaging and the Environment -- is an EU industry association in Brussels presenting the opinion of the packaging supply chain in Europe on issues related to packaging and the environment, without favouring any specific material or system.

EUROOPEN members are comprised of multinational corporate companies spanning the packaging value chain (raw material producers, converters and brand owners) plus national packaging organizations all committed to continuously improving the environmental performance of packaged products, in collaboration with their suppliers and customers.

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