

Business Challenge Innovatief Verpakken

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About KIDV

- Founded in 2013
- Based in The Hague, the Netherlands
- Team of 15 experts
- Supervisory board of industry representatives
- Committee of independent experts
- Funded by: Afvalfonds Verpakkingen (Dutch Packaging Waste Fund)
- Mission KIDV: to help reduce the environmental impact of packaging in the entire packaging value chain







Activities

- Translate knowledge into tools and clarify complex issues
- Consulting and advisory services for producers and importers of packed products
- Establishing 'communities of practice' on relevant themes
- Support sector organisations in setting sustainable goals
- Cooperate with universities and offer courses and workshops for professionals
- PackForward: the European movement working on sustainable packaging







Packaging delimmas

Policy

Functionality

Food safety

Marketing and design considerations

Populatio

n increase

Convenience

Waste management

Environmental considerations

CO2 emission

Greenwashin





The State of Sustainable Packaging

development Sustainable

Innovation track 3: Intrinsic sustainability

Annihilates contaminating effects of thermodynamic leakage by developing and introducing biospherecompatible material flows in our societal support systems

Innovation track 2: Circularity

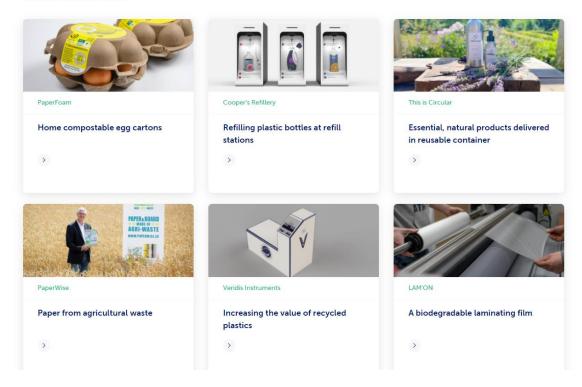
Boosts efficiency of our productionconsumption systems by introducing multicircular processes and logistics

Innovation track 1: Recycling

Closes the main linear process for reasons of eco-efficiency

Innovation is key

Innovations



KIDV- Platform of Sustainable Packaging Innovators



Collaboration KVK-KIDV







Thank you!

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