



Unlocking the Power of Sustainable Packaging: Global trends, best practices, and industry standards



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in progress

Joanna Griffiths, Global Consumer, Retail
and Food Community Director, BSI Group

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Unlocking the Power of Sustainable Packaging:

Global trends, best practices, and industry standards

Joanna Griffiths
Global Consumer, Retail and Food Community Director
September 2024



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Joanna Griffiths

Global Consumer, Retail and Food Community Director



The problem with packaging



Photo by [Antoine GIRET](#) on [Unsplash](#)



The purpose of packaging



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Consumers, and understanding sustainability



Simplicity is key



Actionable,
simple, and
relatable claims



Image source: <https://glamadelade.com.au/pilot-program-for-reverse-vending-machines-is-set-to-revolutionise-the-way-we-recycle/>

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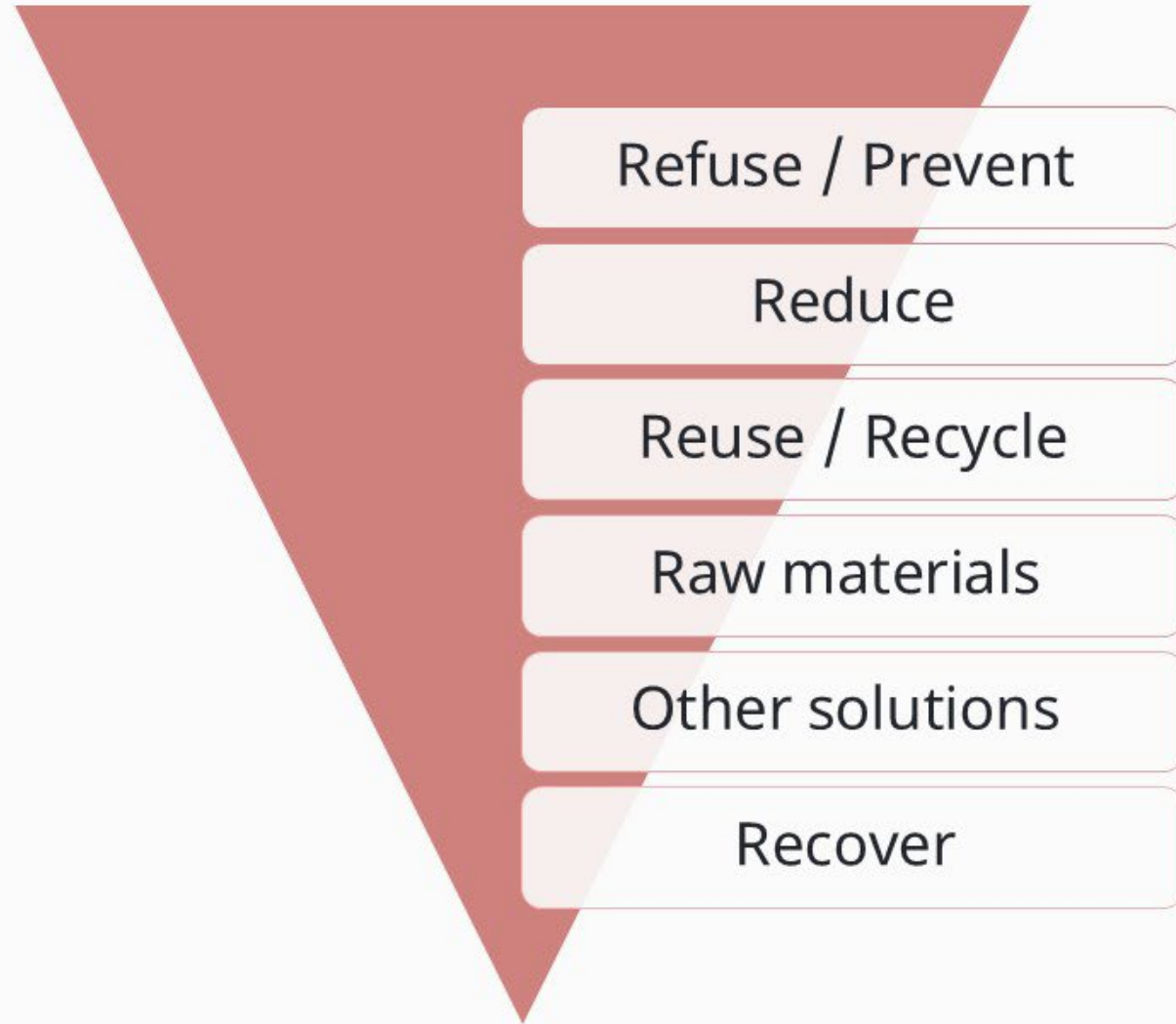




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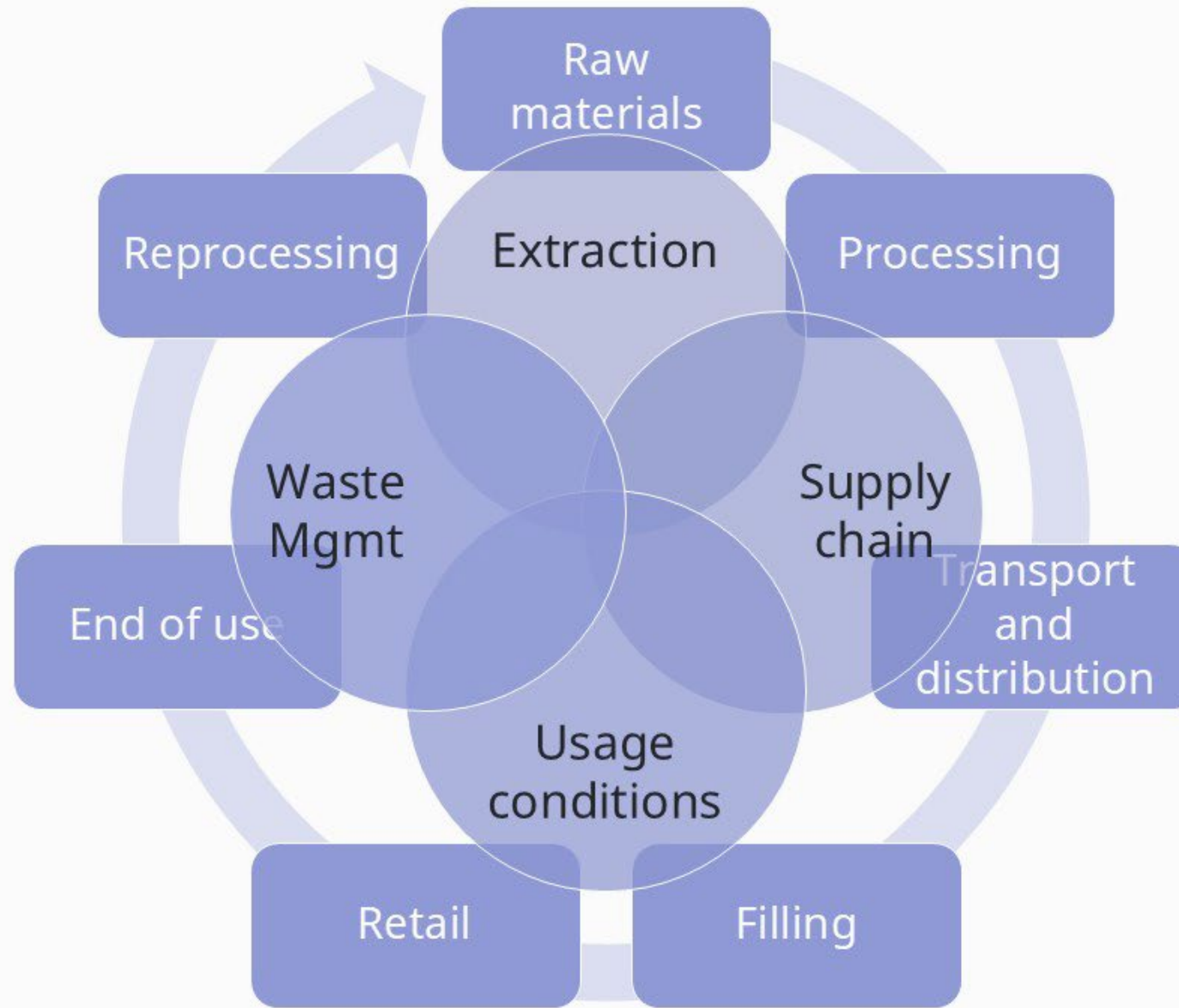
The waste hierarchy



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The life cycle approach



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Trends in sustainable packaging



Trends: Recycled content



Trends

Bio-based



Trends

Biodegradable /
compostable



Trends: plastic-free



The challenge with trends





Component claims

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Recycled Content

Third-party verification of recycling percentage

- ✓ Glass
- ✓ Metal
- ✓ Paper
- ✓ Plastic
- ✓ Laminates/combinations





ISO 9001



Mass Balance



BS EN 15343

%



Bio-based/Renewable

Third-party validated bio-based content

- ✓ Glass
- ✓ Metal
- ✓ Paper
- ✓ Plastic
- ✓ Laminates/combinations





ISO 9001



Mass Balance



BS EN 16640

%



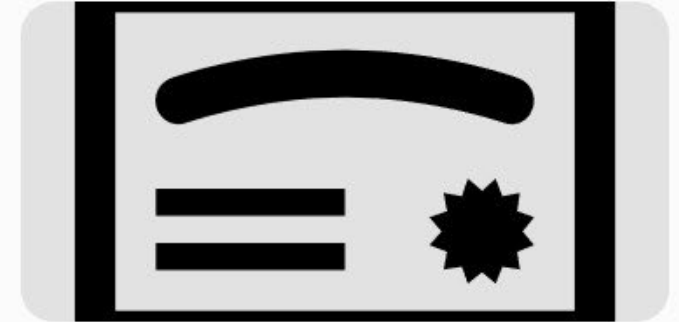
Assessment



Desktop audit



On-site assessment



Annual surveillance and
recertification.
Unannounced assessments.





Competition and Markets Authority (CMA)

- 1 Claims must be truthful and accurate
- 2 Claims must be clear and unambiguous
- 3 Claims must not omit or hide important relevant information
- 4 Comparisons must be fair and meaningful
- 5 Claims must consider the full life cycle of the product or service
- 6 Claims must be substantiated



EU Directives

Key Measures

- Common criteria on how companies should substantiate environmental claims
- Clear requirements to address the proliferation and credibility challenges of environmental labels
- Independent, third-party verification
- Sound system of independent verification and support to SMEs





Best practice standards for positive change



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The International Standards Landscape

793

...standards related to packaging, the environment, waste management, labelling, material specifications, innovation, food contact, biodegradation or compostability, physical properties and characteristics, testing protocols...



The difference between standards and schemes

Standards

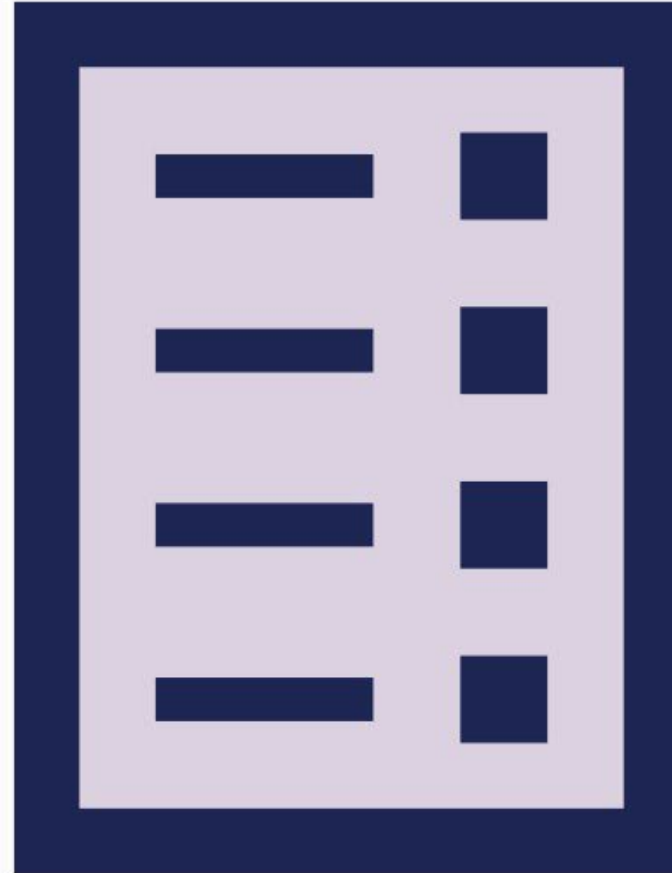
Often originate from BS (incl. PAS) / ISO with HLS

A set of requirements

Available for use by anyone

ISO – international recognition/adoption

Accredited / non-accredited recognition



Standards with Schemes

Typically, privately owned

A set of requirements

A codified protocol with requirements around:

- audit frequency
- auditor competence
- audit practices

Accredited to ISO 17021 or 17065





BS EN ISO 14001:2015



BSI Standards Publication

Environmental management systems — Requirements with guidance for use



Packaging and the Environment

ISO 18601 – using standards for sustainable packaging

ISO 18602 – Optimisation

ISO 18603 – Reuse

ISO 18604 – Material Recycling

ISO 18606 – Organic Recycling



INTERNATIONAL
STANDARD

ISO
18601

First edition
2013-01-15

Packaging and the environment — General requirements for the use of ISO standards in the field of packaging and the environment

Emballage et environnement — Exigences générales pour l'emploi des normes ISO dans le domaine de l'emballage et l'environnement

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PAS 510:2021

Plastic pellets, flakes and powders –
Handling and management throughout
the supply chain to prevent their leakage
to the environment – Specification

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Scottish Government
Riaghaltas na h-Alba
gov.scot



An investor coalition co-ordinated by



THE INVESTOR FORUM



PAS 402:2013

Waste resource management – Specification for performance reporting



ADEILADU
ARBENIGRWYDD
YNG NCHYMRU

CONSTRUCTING
EXCELLENCE
IN WALES



bsi.



Standards development portal

Committee

- ☐ PKW/0 (251)
- ☐ PKW/0/-/1 (2)
- ☐ PKW/0/-/10 (48)
- ☐ PKW/0/-/12 (8)
- ☐ PKW/0/-/2 (1)
- ☐ PKW/0/-/3 (27)
- ☐ PKW/0/-/4 (12)
- ☐ PKW/0/-/5 (4)
- ☐ PKW/0/-/7 (48)
- ☐ PKW/0/-/8 (24)
- ☐ PKW/0/-/9 (1)
- ☐ PKW/0/3 (8)
- ☐ PKW/0/4 (11)
- ☐ PKW/0/5 (7)

Category

- ☐ Accident and disaster control (1)
- ☐ Adhesives (6)
- ☐ Aerosol containers (19)
- ☐ Aids. Blind or partially sighted people (4)
- ☐ Aids. Other (1)
- ☐ Barrels. Drums. Canisters (39)

Reference	Standards description	Committee	Status
BS EN ISO 16103	Packaging — Transport packaging for dangerous goods — Recycled plastics material Categories: Unclassified documents	PKW/0/4 Packaging - Dangerous Goods	Proposal
BS ISO 28219	Packaging — Labelling and direct product marking with linear bar code and two-dimensional symbols Categories: Unclassified documents	PKW/0 Packaging	Drafting
BS ISO 22742	Packaging — Linear bar code and two-dimensional symbols for product packaging Categories: Unclassified documents	PKW/0 Packaging	Drafting
BS ISO 18995	Flat Plastic Pallets for Petrochemical Industries Categories: Unclassified documents	PKW/0/-/3 Packaging - Pallets/Wood	Proposal
BS EN XXX-8	Packaging - Design for recycling for plastic packaging products. Part 8: Guideline and protocols for PS packaging Categories: Unclassified documents	PKW/0 Packaging	Drafting
BS EN XXX-1	Packaging - Design for recycling for plastic packaging products. Part 1: Definitions and principles for design-for-recycling of plastic packaging Categories: Unclassified documents	PKW/0 Packaging	Drafting
BS EN XXX-7	Packaging - Design for recycling for plastic packaging products. Part 7: Guideline and protocols for PE and PP flexible packaging Categories: Unclassified documents	PKW/0 Packaging	Drafting
Packaging — Design for recycling for plastic packaging products —			





Thank you

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