



Netherlands Institute
for Sustainable Packaging

Community of Practice - Flexible Packaging

Introduction

11 February 2021

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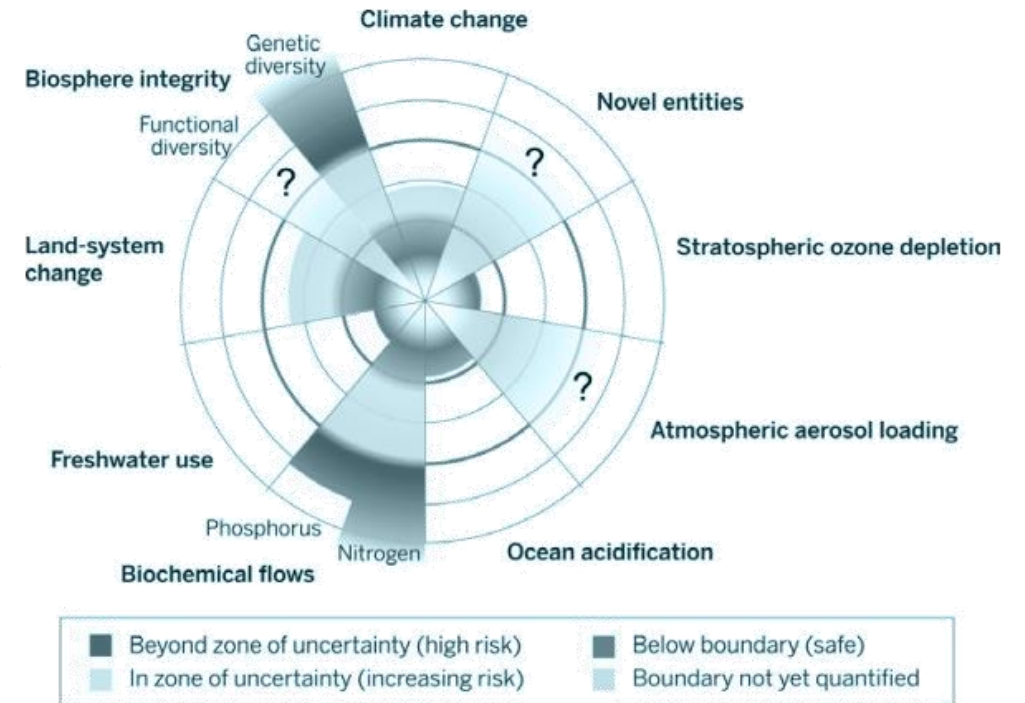


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The challenge is to maintain the functionality of the packaging and reduce our impact on the planetary boundaries.

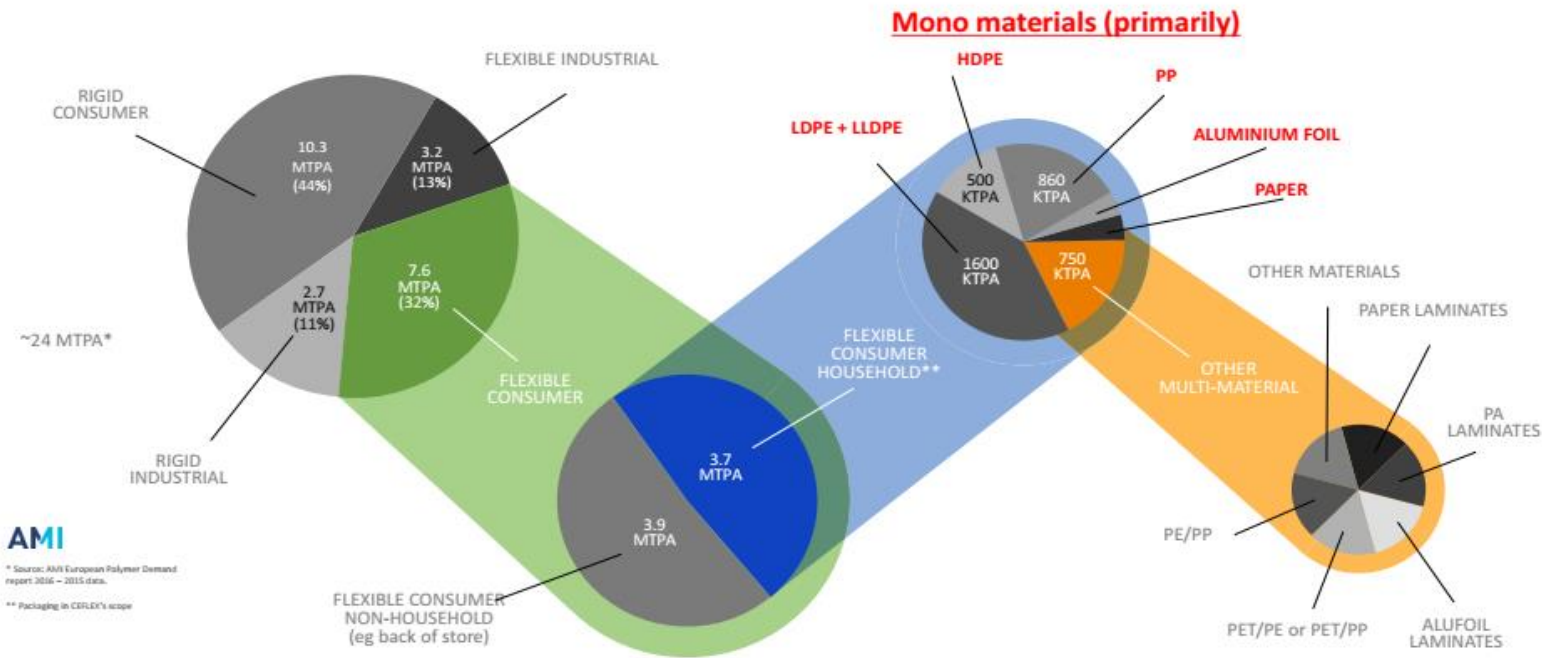


Flexible packages are a very efficient packaging solution because of few materials used, strong barrier properties, consumer convenience and overall environmental impact.



Source: The State of Sustainable Packaging, 2020 (Access via: <https://kidv.nl/state>)

Brand owners have pledged to reach 100% recyclability of their packaging in 2025. Flexible packaging is one of the key issues to tackle in realising this pledge.

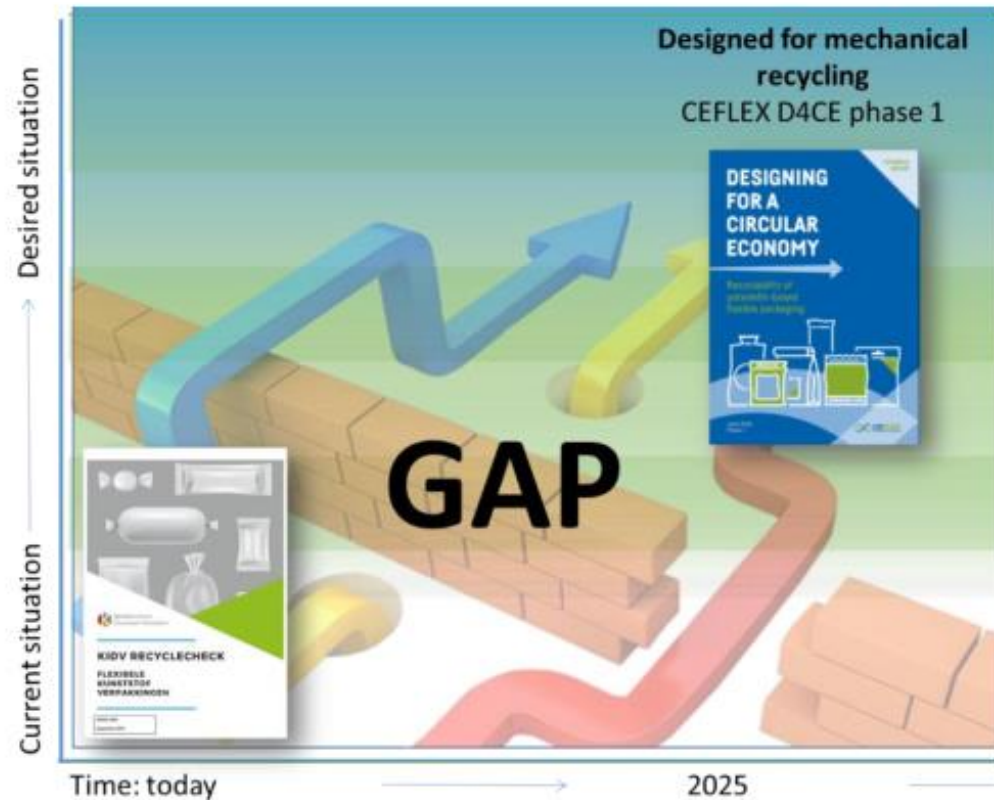


Flexible consumer packaging is about 1/3 of all plastic packaging in Europe.

About 80% of flexible consumer household packaging is recyclable or can be recyclable.

Source: Roadmap, 2020 (Access via: <https://kidv.nl/roadmap-multilayer-flexible-packaging-in-a-circular-economy-1>)

Dilemma: when brand owners design their multilayer flexible packaging according to circular packaging design guidelines, they cannot claim actual realisation of increased circularity.

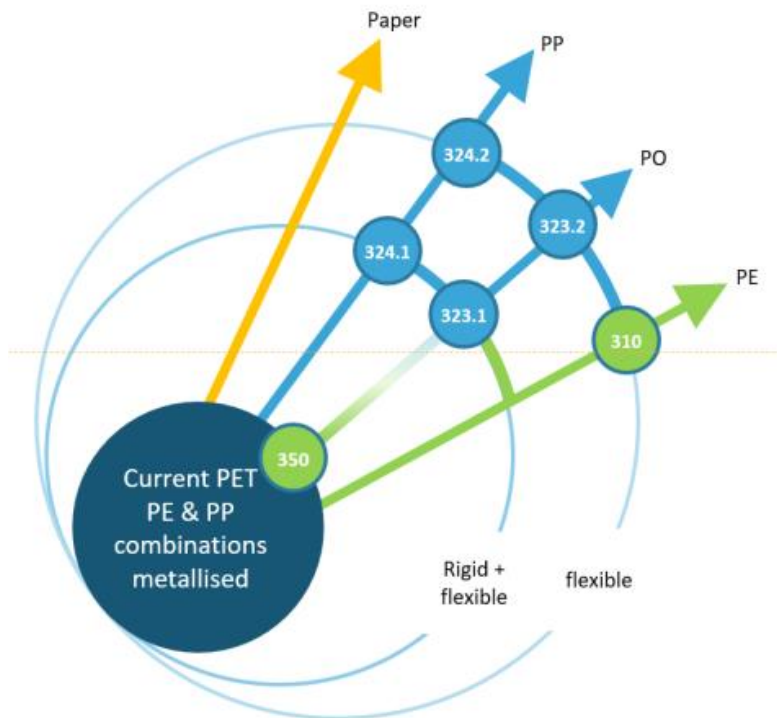


Goal: CEFLEX has created packaging design guidelines on how to create a circular economy for flexible packaging.

Current situation: Collection, sorting and recycling methods are not or partly in place and systems differ per country.

Source: Roadmap, 2020 (Access via: <https://kidv.nl/roadmap-multilayer-flexible-packaging-in-a-circular-economy-1>)

To bridge the gap, there are various sorting and recycling routes available. The Roadmap describes these routes and the no-regrets in more detail.



Currently, only PE>A₄ is recycled as a monostream (DKR₃₁₀). The others are either recycled in a mix fraction (DKR₃₅₀) or input for waste-to-energy plants.

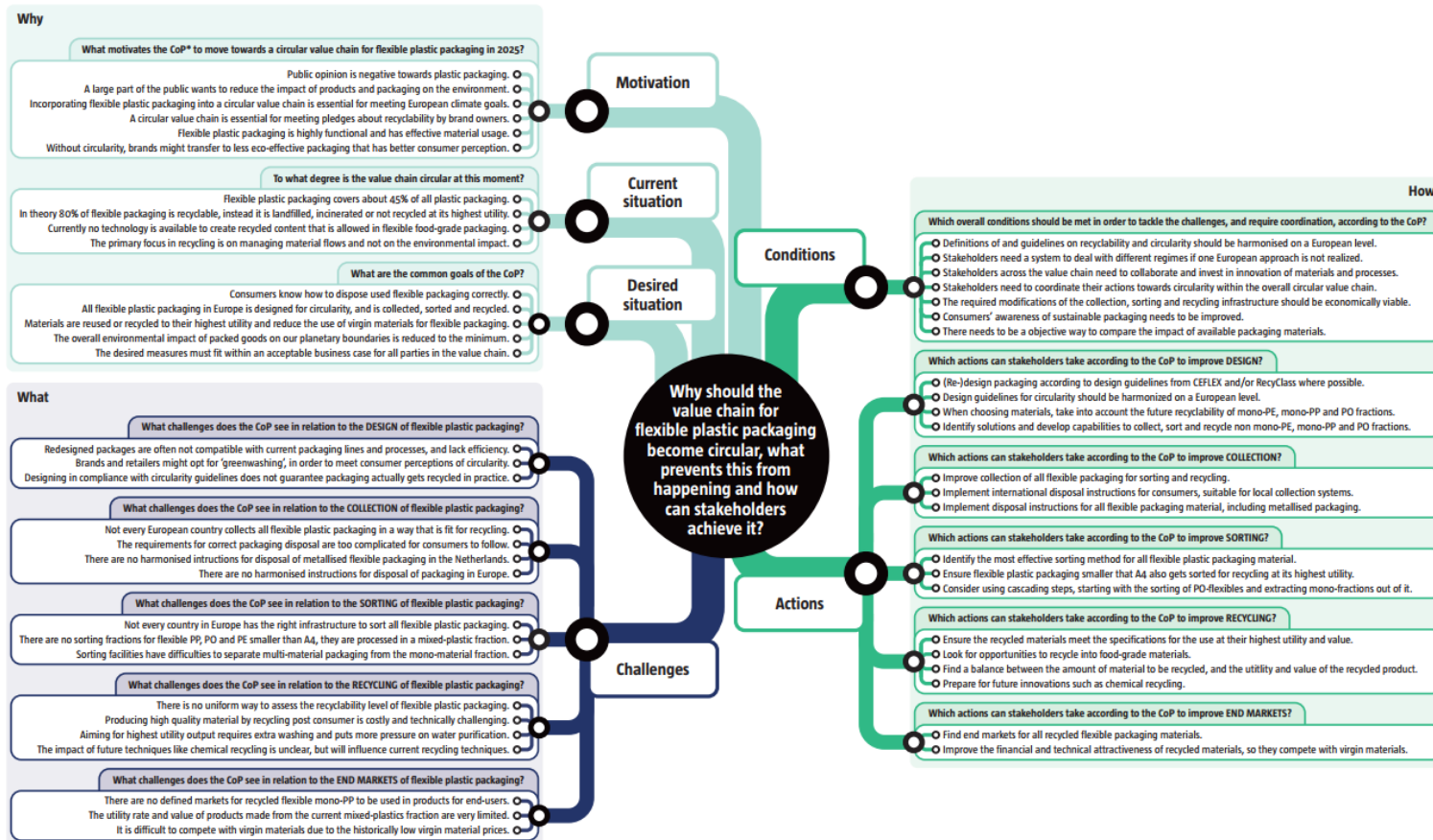
There are alternative routes. PP, PE<A₄ and PO can sorted and recycled as a monostream into labels or flexible packaging for non-food.

Source: Roadmap, 2020 (Access via: <https://kidv.nl/roadmap-multilayer-flexible-packaging-in-a-circular-economy-1>)

The Information Map gives an overview of: Why? What? How?

Information Map Circularity of flexible plastic packaging

concept 8 februari 2021



The Community of Practice (CoP) is needed to realize the required economies of scale and collaboration between brand owners and other value chain stakeholders.



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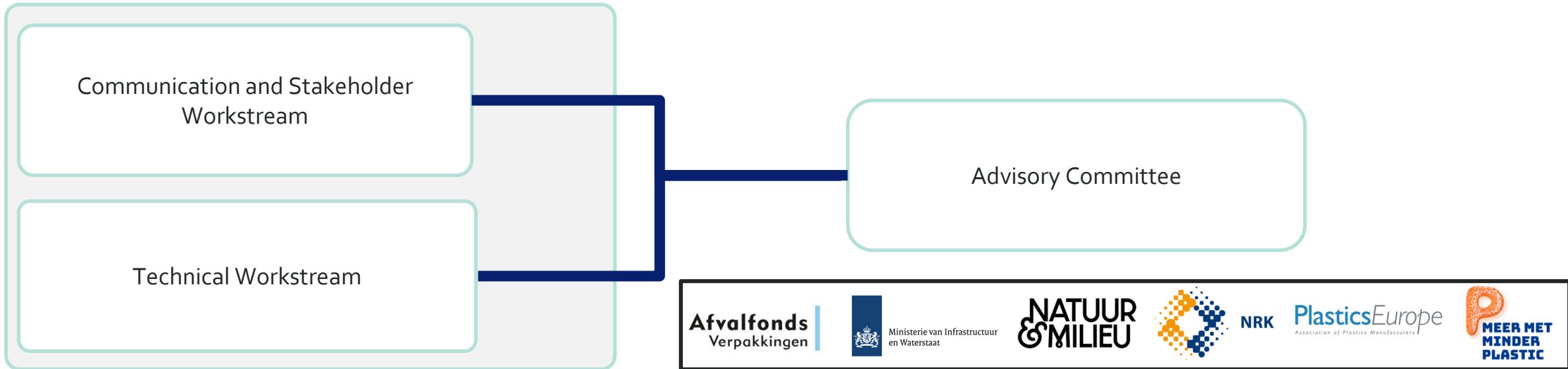


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Two workstreams will support the path forward. One to test technical solutions and one to interact with the value chain. They are advised by key representatives in the value chain.



Both Workstreams implement the Roadmap. The technical workstream collaborates and is aligned with CEFLEX. Results are shared both ways.

The Advisory Committee represents important stakeholders in the value chain.

Do you have any questions or comments? Please contact us.



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