

## PRACTICAL INFORMATION



# Packaging

## plays a key role in the fight against waste

The French Packaging Council wants to emphasise that packaging continually strives -especially through innovation- to reinforce the protection, preservation and integrity of packaged products. As a matter of fact, packaging plays its part in the overall effort against loss and waste.

Every year,  
**30%** of the world's agricultural production is lost<sup>(1)</sup>

**20 kg**  
of food is discarded every year in France,  
of which **7 kg are still in their packaging**<sup>(2)</sup>

Sources : (1) FAO / (2) ADEME

%

FIGURES



To address the numerous problems resulting from **waste, especially food waste**, and with regard to demographic projections, the CNE aims to **put the benefits of packaging into perspective**. In particular:

- ▶ The overall optimisation of the supply chain;
- ▶ Improved service efficiency, from manufacture to use;
- ▶ The matching of the amount of product used with consumer needs;
- ▶ The information provided by the packaging to optimise product use (preparation method, appropriate quantity, lifespan, etc.)



RECOMMENDATIONS

Product waste has **negative impacts** at:

- ▶ **Societal levels:** difficulties in accepting the notion of waste with regard to poverty and hunger;
- ▶ **Economic levels:** direct (real amount of loss) and indirect (manufacturing, packaging, transport, rubbish, etc.) costs;
- ▶ **Environmental levels:** useless mobilisation of natural resources for lost products (energy and raw materials).

### Regulations:

- ▶ French Consumer Code Decree n°2014-1489 of 12/11/04 regarding consumer information on food-stuff;
- ▶ French Environmental Code, art. L541-1-1 and R543-43;
- ▶ Energy Transition for Green Growth draft law.

### Reference documents and guides to best practices:

- ▶ Toolkit: Reducing the Food Wastage Footprint - FAO 2013;
- ▶ The Fight against Food Waste: Public Policy Proposals. Report by Guillaume Garot (in French) - April 2015.



STAKES



REFERENCES

# The four levers of packaging in the fight against waste:



## Sustainable packaging design

1

### Optimising the product/packaging pairing design by:

- ▶ Integrating the **circular economy** in product development approaches;
- ▶ **Limiting** resource usage;
- ▶ Designing products and packaging that meet **consumer needs** precisely;
- ▶ Reaching a 100% product **usage rate**.



## Successful packaging production

2

### Adapting the packaging to consumption requirements:

- ▶ **Protection and preservation** of the packaged product's integrity for transport to the consumption areas;
- ▶ **Fractional consumption** (on several times) allowing use of the packaged product without waste or loss;
- ▶ **Logistics/consumer transport and storage** for consumption over a longer time span and a greater distance;
- ▶ Adaptation to the needs linked to different **consumption patterns** (away-from-home, nomadism, etc.);
- ▶ **Precise product dosage** thanks to the packaging (dosing pumps, pre-cut products, etc.).



## Packaging life cycle extension

3

### Designing packaging as a resource for the future:

- ▶ Using **eco-design** to create packaging tailored to precise needs;
- ▶ Considering packaging **reuse** when it makes economic sense;
- ▶ Facilitating user understanding of **sorting** information;
- ▶ Recycling packaging in the dedicated **channels**.



## Packaging as a medium of information and communication

4

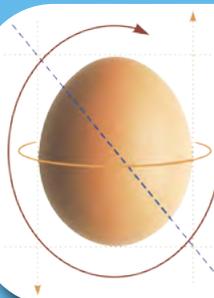
### Consuming and using the product in an informed and responsible manner:

- ▶ Legal and compulsory information;
- ▶ Providing additional information services: shopping list, consumption and recycling advice, etc.;
- ▶ Packaging will soon become a connected object that provides more useful and relevant information (e.g. cooking recipes, etc.).



The full document is available on the CNE website:

[http://www.conseil-emballage.org/eng/wp-content/uploads/2014/01/74\\_2.pdf](http://www.conseil-emballage.org/eng/wp-content/uploads/2014/01/74_2.pdf)



Since 1997, the French Packaging Council has drawn together all the stakeholders of the packaging chain. Its mission is to develop and disseminate best practices with regard to the design, use and marketing of product packaging.

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