



ECR Community Press Release, 13 September 2021

ECR & WPO to launch a new packaging design guide to promote recyclable packaging

ECR and WPO have launched a recommendation for the design of recyclable packaging for retailers and manufacturers that encourages the transition to a circular economy.

The guide provides FMCG/CPG businesses with a global recommendation for circular packaging design. An easy-to-read guide, as it addresses the packaging by type (bottle, cup, etc.), it is suitable for products from the food, near-food and non-food segments and can be applied to primary, secondary, and tertiary packaging.

Recycling can't happen if the packaging hasn't been designed correctly from the start. That's why it is essential for all NPD departments to understand the basics of circular packaging design. This guide provides a good starting point for non-packaging specialists, to not only understand best practice in design for recycling, but also to understand the supporting recycling processes, technology & infrastructure.

Recycling is a key component of the waste hierarchy (reduce, reuse, recycle) and an important step in our transition to a circular economy.

The guide is timely, as consumers demand more environmentally friendly options and retailers & brands respond by making public commitments to reduce their non-recyclable packaging. **ECR Community Co-Chair, Declan Carolan**, says, *"We are delighted to support this global publication which provides practical guidance to companies on how to produce packaging that can be recycled, remains fit for purpose, while continuing to look good. We know that circular packaging and the supporting recycling systems are a crucial step in the transition to a more circular economy"*.

Nerida Kelton, Vice President Sustainability & Save Food, WPO added that *"The WPO welcome this new resource, which is a first step in providing a consistent global approach to Circular Design Thinking for materials and packaging. The next step is to encourage our 53 Member countries to not only use the guide but also work with the WPO to develop more localised versions that suit their countries and regions."*

Also **Silvia Apprich, Head of Sustainable Management of Resources, Industrial Packaging Technology, Packaging Technology and Sustainability at University of Applied Sciences** emphasises the urgent need for clear guidance: *"I truly believe that this topic is so important these days that every product manager, every CEO has to understand how their respective company can make a contribution to the EU circularity goals."*

Developed by ECR Community, the World Packaging Organisation (WPO) and University of Applied Sciences FH Campus Wien, Austria, it is now available for download [here](#). To promote the launch of the guide and facilitate its understanding, we will be hosting a global webinar on Oct, 4th, 12:00 CET.

The Packaging Design for Recycling Guide: A Global Recommendation of Circular Packaging Design is now available on the ECR Community website at this link [CLICK HERE](#)



ABOUT THE COLLABORATIVE PARTNERS

ECR Community www.ecr-community.org

ECR Community is the global association for all ECR National organisations in the Retail & Consumer Product Group sector. It is a not for profit that provides a neutral platform to develop and share best practices among our network of ECR Nationals and their members. The purpose of the ECR Nationals is to bring together manufacturers, retailers, service providers and industry associations at a national level to share best practice information in areas that are mutually beneficial such as supply chain, category management, sustainability and digital transformation.

A key focus area for the ECR Community is the circular economy, given the impact that this transition will have on retailers and manufacturers over the coming years.

World Packaging Organisation (WPO) www.worldpackaging.org

Founded in 1968 the World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations. The WPO currently has 53 members covering all regions across the globe and the purpose of the organisation encourages the development of packaging technology, science, access and engineering;

A key focus for the WPO in recent years is to ensure that every packaging designers and technologists across the globe has access to education and training that will minimise unnecessary packaging and food waste, eliminate single use plastic and problematic materials, ensure that all packaging is recyclable and recoverable in the country it is sold in and help guide packaging design to offer the lowest environmental footprint possible.

University of Applied Sciences FH Campus Wien, Austria www.fh-campuswien.ac.at/en

FH Campus Wien is the largest university of applied sciences in Austria. Students can choose from more than 60 bachelor's and master's degree programs and master courses in the departments of Applied Life Sciences, Building and Design, Health Sciences, Applied Nursing Science, Administration, Economics, Security, Politics, Social Work and Engineering.

The team behind the Department of Packaging and Resource Management at the University of Applied Sciences FH Campus Wien conducts research in the areas of sustainable packaging development and circular design, as well as methods for assessing the sustainability and safety of packaging.