

NEWSLETTER

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Asian Packaging Seminar Explored
**“Packaging Trends for
Sustainable Society”**

ProPak Philippines 2024



Dr. Joseph Ross S. Jocson, APF President, and Dr. Pattra Maneesin, APF Secretary General, brought their insights to the forefront at the ProPak Philippines 2024 event from January 31st to February 2nd. Dr. Joseph even took the stage, sharing valuable perspectives in a talk that added an extra layer of expertise to this dynamic gathering. A big shoutout to the Department of Trade and Industry (DTI), Department of Science and Technology (DOST), and Informa Markets for making this event so impactful!

APF President delivered a speech at the opening ceremony of ProPak Vietnam 2024



On April 3rd, 2024, Dr. Joseph Ross Jocson, President of APF, delivered a remarkable speech during the opening ceremony of ProPak Vietnam 2024 held at Hall A+B1, SECC, District 7, Ho Chi Minh City, Vietnam. His impactful efforts resulted in the successful invitation of the Viet Nam Packaging Association (VINPAS) to join APF. Let's celebrate and cheer for our president's outstanding achievement!

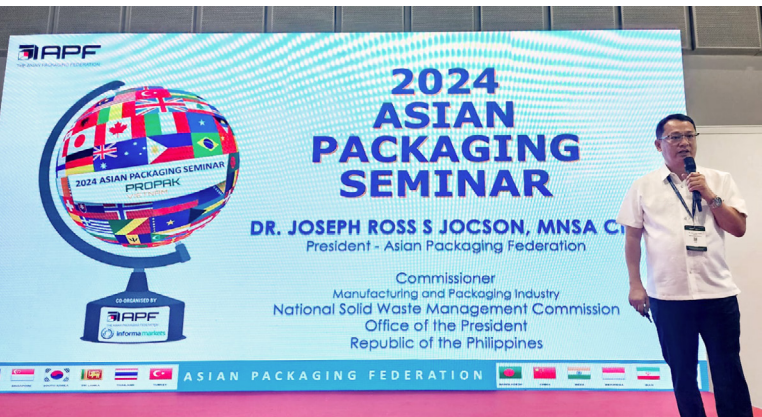
Asian Packaging Seminar Explored “Packaging Trends for Sustainable Society”



The recently concluded Asian Packaging Seminar, held on the 4th of April 2024 in Ho Chi Minh City, Vietnam, proved to be a pivotal event in the industry's journey towards sustainability. Organized by the Asian Packaging Federation (APF) and supported by Informa Market in conjunction with ProPak Vietnam, the seminar brought

together experts and stakeholders to explore the latest trends in packaging with a strong focus on sustainability.

The seminar featured a lineup of esteemed speakers who shared their insights and expertise on various aspects of sustainable packaging:



- Dr. Joseph Ross Jocson, President of APF, delivered a keynote address on “Extended Producer Responsibility (ESR) Challenges and Opportunities on Packaging,” highlighting the crucial role of producers in sustainable packaging practices.
- Ms. May Yap, 3rd Vice President of APF, discussed “Sustainable Packaging Production with Reduction,” providing strategies for reducing environmental impact in packaging processes.



- Dr. Pattra Maneesin, Secretary General of APF, delved into “Biodegradable Applications, Standards, and Testing,” showcasing advancements in eco-friendly packaging solutions.

- Ms. Ariana Susanti, Business Development Director of the Indonesian Packaging Federation (IPF) and esteemed APF member, explored “Global Packaging Trends for Sustainable Society,” emphasizing the importance of global collaboration in driving sustainability in packaging.



The seminar, which ran from 10:30 AM to 4:30 PM, offered participants a comprehensive overview of key topics shaping the future of packaging. Attendees, including industry professionals, stakeholders, and enthusiasts, actively engaged in discussions and networking sessions focused on sustainable practices.

Registration for the seminar was open to all interested individuals, providing an opportunity for participants to gain valuable insights and contribute to the ongoing dialogue on packaging sustainability.

Thank you to the talented team at Informa Markets; we are proud to be association partners of ProPak Vietnam.



APF President visited the Japan Packaging Institute (JPI) in Japan



On April 18th, 2024, APF President Dr. Joseph Ross Jocson paid a visit to the Japan Packaging Institute (JPI) headquarters in Tokyo, Japan to discuss the future activities of APF. The meeting included discussions with JPI General Managing Director and APF 2nd Vice-President Yoichi Sonoyama. Also present was Ms. Hiroko Akieda from JPI, highlighting the collaboration and exchange of ideas between APF and JPI on packaging industry initiatives.



APF Hosts 9th Strategic Planning Meeting and AsiaStar Award Presentation, Round Table with UNIDO and WPO in Bangkok

The Asian Packaging Federation (APF) is set to host its 9th Strategic Planning Meeting on June 15th, 2024 followed by the AsiaStar Award Presentation, at the Bangkok International Trade & Exhibition Centre (BITEC), featuring a round table event with the United Nations Industrial Development Organization (UNIDO) and the World Packaging Organisation (WPO) on June 13th, 2024. Supported by Informa Markets, this event will bring together industry leaders to discuss innovation, sustainability, and collaboration in the packaging sector.

The round table event with UNIDO will kick off the discussions, highlighting APF’s commitment to global sustainability goals and collaborative efforts within the industry. The Strategic Planning Meeting will focus on key initiatives to drive APF forward, setting the stage for strategic discussions and planning by office bearers, honorary members and executive members. This will be followed by the AsiaStar Award Presentation, showcasing excellence and innovation in packaging design and technology across Asia.

ProPak Asia 2024

Informa Markets Thailand has announced the upcoming launch of its flagship event, ProPak Asia 2024. The event is set to take place from June 12th to June 15th, 2024, at the Bangkok International Trade & Exhibition Centre (BITEC) in Bangkok, Thailand. For this event, the exhibition space is organized into 8 industry focused zones, the event will feature 14 international pavilions from countries such as Australia, France, Italy, Spain, Switzerland, North America, China, Japan, Korea, Singapore etc. Each of these countries is supported by their respective governments to participate, showcasing new technologies and innovations. In addition, leading global companies have confirmed their presence, with over 2,000 brands from 45 countries.

There are several interesting seminars coming up, including the Global Packaging Forum 2024 featuring 26 speakers from 15 countries, the International Standards for Eco-Friendly Plastics organized by the Thailand Institute of Scientific and Technological Research (TISTR), and the Ultimate Business Strategy in Digital Era



for Thai Entrepreneurs organized by the Department of Industrial Promotion.

For those interested in event details and wishing to pre-register to attend ProPak Asia 2024, you can visit www.propakasia.com.

Venue: BITEC, Bangkok

Website: <https://www.propakasia.com/ppka/2024>

Facebook: <https://www.facebook.com/BESProPakAsia/>

NPE 2024 (May 6-10)

Orange County Convention Center, Orlando, FL. The Plastics Industry Trade Association. Phone: 703/259-6132

Hispack (May 7-10)

Gran Via Venue, Barcelona, Spain. Fira de Barcelona

Drupa 2024 (May 8-9)

Convention Center Düsseldorf, Düsseldorf, Germany. Messe Düsseldorf North America. Phone: 312/781-5188

Luxe Pack New York (May 10-11)

Javits Center, NY. Phone: 212/274-8508

GS1 Connect 2024 (Jun 4-6)

Orlando, FL. GS1 US. Phone: 937/435-3870

EXPO PACK Mexico (Jun 4-7)

Mexico City, CDMX Mexico. PMMI. For more information please email PMMI at expo@pmmi.org or call 571/612-3200

Propak Asia (Jun 12-15)

BITEC, Bangkok, Thailand. Bangkok Exhibition Services Ltd.

ProPak China 2024 (Jun 19-21)

National Exhibition and Convention Center Shanghai), Shanghai, China. Sinoexpo Informa Markets

Taipei Pack (Jun 26-29)

Taipei World Trade Center, Nangang Exhibition Hall, Taipei, Taiwan. Taiwan External Trade Development Council (TAITRA), Chinese Taipei Packaging Association

WPO Meetings Agenda

Bangkok, Thailand 11-15 June 2024 and WS ceremony: [WorldStar: Registration](#)

AIP to Host Global Packaging Forum Supported by APF and Informa Market

2024 GLOBAL PACKAGING FORUM @PROPAK ASIA
DAY 1: WEDNESDAY 12 JUNE 2024 • SILK 2-4

APF **informa markets** **AIP**

TIME: 10.30 am to 11.20 am **SESSION 1: Global & Local Packaging State of Industry Updates**

Luciana Pellegrino
President - World Packaging Organisation (WPO)
General Manager - ABRE Brazilian Packaging Association

Nerida Kelton FAIP
Vice President - Sustainability & Save Food - WPO
Executive Director - AIP

Riccardo Cavanna
President - UCIMA
Chairman & Lead Strategist - Cavanna

LTC Joseph Ross Jocson
President
Asian Packaging Federation (APF)

This session will discuss the global state of industry for packaging, packaging waste regulations, Extended Producer Responsibility and harmonised Sustainable Packaging Design standards. The discussion will cover global, European and Asian perspectives.

TIME: 11.20 am to 12.00 noon **SESSION 2: Sustainability & Packaging Innovations through Continental & Country Based Perspectives**

Antro Säiliä
President - European Packaging Consortium (EPC)
Managing Director - Finnish Packaging Association

Ernst Krottendorfer
Managing Partner - Circular Analytics
Austrian WPO Board Member

Iva Werbynská
Director - Czech Slovak Packaging Institute SIBA
WPO Board Member

Dr Shira Rosen MAIP, CPP
Chairwoman - Israel Packaging Institute
WPO Board Member

This session will discuss the final version of the Packaging & Packaging Waste Regulation (PPWR) for Europe, how the EU Member states are working on their roadmaps, a Scandinavian view on Sustainability and design standards, and some new innovative packaging innovations coming out of start ups in Israel.

TIME: 12.00 noon to 1.00 pm **SESSION 3: Country Trends & Innovations in Packaging Design**

Sriman Banerjee
Head of Diagnostics, Software & Packaging
Takeda Pharmaceuticals

Nathalia Antoniazzi
Head of Secretariat
World Packaging Organisation (WPO)

Soha Atallah
Director & Founder - LibanPack
Vice President Marketing - World Packaging Organisation (WPO)

Patra Khunawat
Director / Co-Founder
Bangkokpack Co.

Pattra Maneesin PhD
APF Secretary General and
Deputy Governor of the Administration of
Thailand Institute of Scientific and Technological Research (TISTR)

This session will showcase innovative packaging designs and trends across Europe, Asia, Thailand, the Middle East and America. The panel will discuss trends in design and packaging including award-winning best practice examples from Asia Star and Arab Star Pack.

1.00 pm to 2.00 pm **LUNCH BREAK**

#2024GPF #2024GLOBALPACKAGINGFORUM • BOOK YOUR PLACE TODAY •

The Australian Institute of Packaging (AIP) is hosting a Global Packaging Forum with the support of Informa Market and the Asia Packaging Federation (APF). The event will take place on Wednesday, June 12nd, 2024, and will feature 28 speakers from 18 countries, coming together to discuss the future of Sustainable Packaging Design, Global Packaging Design standards, and the roadmap for developing a strong circular economy of packaging across the world.

Distinguished speakers at the forum will include Dr. Joseph Ross Jocson, President of APF; Ms. Nerida Kelton, Vice President of Sustainability & Save Food at the World Packaging Organization (WPO) and Executive Director at AIP; and Dr. Pattra Maneesin, APF's Secretary General, who will share perspectives on the future of sustainable packaging design and global packaging design standards.

Registrations are free and all attendees can register using the link below.
<https://ers.ubmthailand.com/seminar/register/1102>

AIP educates close to 500 people at ProPak Philippines

By Nerida Kelton AIP

Executive Director – Australian Institute of Packaging (AIP)

Vice President – Sustainability & Save Food, WPO

Members of the AIP Education Team recently headed to ProPak Philippines to run a Packaging Forum in partnership with Informa Markets, with 20 expert speakers from 7 countries, 2 mini training courses on Sustainable Packaging Design Guidelines and Save Food Packaging and host a stand at the show.



Highlights of the day included:

- The opening ceremony.
- Learning about the EPR program in the Philippines and how it is working.
- Catching up with APF and WPO Members.
- Meeting Central Philippines University students who are studying the Packaging Engineering degree.
- Nerida Kelton speaking on the global perspective around Sustainability from a WPO lens at the Philippines Packaging Forum.



Thank you must go out to the talented team at Informa Markets and we are proud to be association partners of ProPak Philippines. Danah F. Castillo, VEIP Apple Limbo, Rose Rungphech Chitanuwat, Arch Prakasvudhisarn and Ian Roberts

We can't wait to see everyone again in 2025!



Packaging Education : Masterclass Training Batch I – 2024

By Indonesian Packaging Federation (IPF)



In February 2024, IPF held the Masterclass Training Batch I. The participants from Brand Owners and Packaging Converters and also two participants from Tomypack Flexible Packaging, Malaysia.

These Masterclass 2024 take place in parallel, which are Masterclass A, theme: **The Future of Packaging Technology and Sustainability** and Masterclass B, theme: **Packaging Technology for Food and Pharma**.

Masterclass A is designed to provide a basic understanding of packaging types, manufacturing processes and sustainability in practice. Around 52% of Masterclass A participants have less than 10 years of experience, and 41% of participants have less than 2 years of experience, and the remaining 7% have more than 10 years of experience in the packaging field. Masterclass B is an advanced program that focuses on food and pharmaceutical packaging. Among the participants, 50% of them had more than 10 years of experience in the

packaging industry, while participants in mid- and early-stage careers accounted for 22% and 28% respectively.

This event combines seminar, plant tour and case study. Most of Participants, especially Masterclass A, are very excited in learning about Flexible Packaging and Multilayer Packaging through seminars. The satisfaction levels of the related classes are consistent more than 80%. These responses are also in line with the positive feedback after factory visit at PT Supernova Indonesia, one of the leading flexible packaging manufacturer in Indonesia. Other than flexible packaging, topic that caught people attentions is paper and corrugated packaging, which is produced from renewable material. Together, we also conduct factory visit to PT Dynapack who is specialized in rigid plastic packaging.

For Masterclass B, participants are most interested on seminar about Aseptic Packaging System that gain 83% satisfaction score from correspondent. Interestingly, participants in Masterclass B prefer topics in high quality

packaging rather than cost saving packaging which get only 55% of satisfaction level. In general, participants feel like topics regarding materials regulation and safety are really insightful for them. As mentioned by Mr. Paulus from PT. Rapidplast, Packaging is a B2B business where persuading customer to do changes is not easy. New information he learned during Masterclass really help him to communicate better with his client.

For Masterclass B, participants were most interested in the Aseptic Packaging System which received a satisfaction score of 83%. Interestingly, participants preferred the topic of high-quality packaging over cost-effective packaging which only received a satisfaction level of 55%. In general, participants found the topics regarding material and safety regulations to be very useful for them. As stated by one of the participant, Mr. Paulus from Rapidplast, Packaging is a B2B business where persuading customers to make changes is not



easy. The new information he learned in this training will really help him communicate better with his customers.

IPF is very grateful to the facilitators, partners and all training participants who were very enthusiastic and provided positive feedback. IPF is committed to providing the best training program to participants according to their expectations. And IPF hopes to meet again at the next event.



The Packaging Sector Targets Sustainability and Transformation

By Turkish Packaging Manufacturers Association (ASD)



'ASD Packaging Congress 2023 – 2nd International Packaging Industry Congress' was organized under the theme of 'Sustainability Roadmap of the Packaging Industry'. Commenting on the 2-day congress following its conclusion, Mr. Zeki Saribekir, President of ASD said: "Future in the changing world order requires transformation. As the packaging sector, we target environmental, social, and cultural transformation. Therefore, we determined the main theme of our congress as 'Sustainability Roadmap of the Packaging Industry'. We must establish our production processes as the sector on circular economy which is a sustainable production model that keeps resource productivity at the highest level. The incoming customer demands are differentiating. Not just our machinery, but our business manner is also digitalizing. Our sector needs to keep pace with all this. Now our packaging reach 180 countries directly and indirectly. In 2023 when we are proud to celebrate 100th anniversary of our republic, we are targeting to increase the market share of the Turkish packaging sector from 28 billion dollars to 30 billion dollars and our exports to 10 billion dollars."

Packaging Sector came together at the congress organized by the ASD Turkish Packaging Manufacturers Association with 'Sustainability Roadmap of the Packaging Industry' theme in Istanbul on December 7th - 8th. 48 speakers and almost 1000 participants from 13 countries attended the congress that included a total of 14 sessions. Hosted by Mr. Zeki Saribekir, President of ASD, President of World Packaging Organization (WPO) Luciana Pellegrino attended the 'ASD Packaging Congress 2023 – 2nd International Packaging Industry Congress' in addition to many invitees. In the closing session of the congress, Mr. Zeki Saribekir, Senior Policy Officer of Ellen Mac Artur Foundation Ms. Bahar Koyuncu, Head of Institute of Food and Beverage Innovation Zurich University of Applied Sciences, Head of the Research Center for Food Processing and Packaging Prof. Dr. Mr. Selçuk Yıldırım, and ASD General Secretary Ms. Aslıhan Arıkan gave remarks. Commenting on the 2-day congress, Mr. Zeki Saribekir said: "In our congress we assessed together innovations in the packaging sector, aims and future of the sector for sustainable, circular, value-added production and export. We are pleased to organize such a congress and bring our sector together in 2023 when we are proud to celebrate the 100th anniversary of our Republic."



'WE ARE TARGETING TRANSFORMATION FOR SUSTAINABLE GROWTH'

Mr. Zeki Saribekir, President of ASD noted that environmental, social, and cultural transformation must be targeted for sustainable growth in the packaging sector. Emphasizing that production processes must be established on circular economy that is a sustainable production model which keeps resource productivity of production processes at the highest level, Mr. Zeki Saribekir said: "The incoming customer demands are differentiating. Not just our machinery, but our business manner is also digitalizing. Our sector needs to keep pace with all this. We must set our targets right and progress with the lessons we learned from our past. We are closely monitoring the change and transformation and continue our efforts to ensure our sector can catch them. As ASD we are targeting to contribute to development of the packaging sector that is the common ground for all sectors in the world and relevant sectors. As a country we have a very strong standing in the global packaging sector. Considering the existing circumstances, when the geographical location of our country, its production capacity, qualified human resource, and our competitive structure, we observe that we have an ever-bigger potential. Worries for the future are increasing in the changing world order. As the packaging sector we are aiming to reduce such worries to a minimum. Therefore, we determined the theme of our congress as 'Sustainability Roadmap of the Packaging Industry'."

'WE MUST ADOPT REUSING AND RECYCLING'

Speaking at the closing session of the congress, Senior Policy Officer at Ellen MacArthur Foundation, Ms. Bahar Koyuncu said: "As a foundation, we made a call for 'Period of Reuse'. Because the most recent findings in our 'Five Years of Global Commitment' report demonstrate that without a substantial transition towards reuse, use of unprocessed plastics in packaging is unlikely to fall below



the current levels before 2050. Adopting reuse gives us the opportunity to fight against plastics contamination, mitigate the pressure on our natural resources, and take steps towards net zero. Definitely no organization can realize the required change by itself. Businesses, policy makers, and finance institutions must make a joint effort to that aim."

Head of Institute of Food and Beverage Innovation Zurich University of Applied Sciences, Head of the Research Center for Food Processing and Packaging Prof. Dr. Mr. Selçuk Yıldırım noted that they have ongoing studies to decrease time of degradation and emphasized: "The biodegradable packaging are what will contribute to the economy. In case we collect them correctly and bring them in recycling, that is when we would contribute to the economy. Their removal without causing further negative impact can be logical for countries with no collection systems or with systems that are not yet regularized."

ASD Packaging Congress 2023 brought production lines that support packaging sector and industry, academics, and representatives of non-governmental organizations. The sessions that were organized in the congress in order to contribute to development of packaging sector and related sectors were on Circular Economy and Recycling, Packaging Printing Technologies, Packaging Materials and Sustainable Production, Food Packaging Innovations, Packaging Quality and Current Legislation, New Studies in the Packaging Industry, Sustainable Packaging Design and Marketing, Industry 4.0 and Digitalization and Packaging Waste Recovery.

PACKAGED PRODUCT CONTRIBUTE TO THE ENVIRONMENT AND THE ECONOMY

Emphasizing that packaging is a tool that gives information on, protect, transport, and convey the product it contains to the consumer, ASD argues that all stakeholders must act with an integrative approach. It is claimed that the food waste in North America and European countries is sufficient to feed the entire world population. Considering our limited resources, packaged goods that ensure full

protection from production to final user ensure especially food are hygienically conveyed to consumers. The packaging that we need must be produced considering its impact on the environment. When packaging is taken into recycling process after the product it contains is used, it contributed to the environment and the economy. ASD emphasizes that focusing on recycling environmentally friendly packaging with support of all stakeholders is significant for sustainability in the world.

Thai Packaging Centre Showcased and Seminar at ProPak Philippines 2024



The Thailand Institute of Scientific and Technological Research (TISTR), represented by the Thai Packaging Centre (TPC), showcased innovative packaging works at ProPak Philippines 2024 from January 31st to February 2nd, 2024, at the World Trade Center Metro Manila, Pasay City. Ms. Rachaneepen Pensit, Director of the Thai Packaging Centre, and Dr. Supoj Pratheepthinthong, a senior researcher, gave a talk on "Packaging for Micro and Small Enterprises: Affordable Product Packaging Solutions for Micro and Small Enterprises." This event aimed to exchange knowledge, trends in packaging



innovation and technology, and promote medium, small, and micro-enterprises' competitiveness through sustainable packaging technology and innovation. Participating in this event provided an opportunity to exchange knowledge, trends in innovation and technology, and enhance competitiveness for medium, small, and micro-enterprises (MSMEs), alongside an international network using sustainable technology and innovation.



AIP and Empauer Partner to Deliver an Innovative Life Cycle Assessment Decision Package for SMEs

By Nerida Kelton AIP
Executive Director – Australian Institute of Packaging (AIP)
Vice President – Sustainability & Save Food, WPO

The AIP is pleased to announce that the Institute have joined forces with leading sustainability software company Empauer, to offer a comprehensive and cost effective LCA Decision Package for Small to Medium Enterprises (SME's). This new package will be made available to all APF Members.

AIP and Empauer have entered into an exclusive MOU, providing Life Cycle Assessments (LCAs) to SME's to ensure that they are making informed and science-based decisions when selecting packaging materials.

The driving force behind this collaboration is recognition of the challenges faced by SMEs. The AIP, through its SME training programs, identified a pressing need for affordable and customised LCA solutions that simplify the often-complex process of undertaking sustainability assessments for packaging design.

"This innovative LCA Decision Package will enable businesses to make informed and sustainable decisions when it comes to the packaging design they utilise. It will provide AIP Members and the wider industry, with access to the latest tools and expertise, enabling them to reduce their environmental footprint and make responsible choices in line with global sustainability goals," said AIP Executive Director, Nerida Kelton.

"We are delighted to partner with the AIP to enable greater industry access to high-quality LCAs. Empauer's commitment to enabling sustainability to be part of an organisation's decision-making process aligns seamlessly with AIP's mission, and together, we aim to effect change that resonates throughout the industry," said Empauer CEO, Victor Barichello.

Executive Director of the AIP, Nerida Kelton FAIP added "With the Federal Government having announced there will be mandatory packaging design standards coming in the not-too-distant-future, the launch of this program will enable all sized businesses to make the right decisions to measure their packaging circularity through the use of specifically designed LCA tool."

"The **LCA Decision Package for SME's** has been designed with the expert team at Empauer, to be used to guide SME's to make the best possible sustainable packaging material and purchasing decisions that are actually backed by evidence and science. The report part of the package can then be utilised for internal decisions including selection of packaging materials, components and the shift towards more sustainable alternatives within the business,"

"The AIP is excited to work alongside Empauer to extend valuable sustainability resources to our Members and SMEs across the packaging value chain. The partnership is a testament to the shared vision of Empauer and AIP – to lead the packaging sector towards a more sustainable future," she said.

AIP and APF members and SMEs can look forward to accessing tailored LCAs at preferential rates, thereby facilitating the adoption of sustainable practices that are both economically and environmentally sound.

Please email info@aipack.com.au for more information on how your association can get involved in accessing the tool for your Members.



SME's embed the SPG's into packaging design

By Nerida Kelton AIP
Executive Director – Australian Institute of Packaging (AIP)
Vice President – Sustainability & Save Food, WPO

In recent years the Australian Institute of Packaging (AIP) has been working with hundreds of SME's to help them to better understand how to meet the 2025 National Packaging Targets and where designing sustainable packaging fits into the picture.

AusIndustry and AIP develop Sustainable Packaging Program for SMEs

One such program was a partnership with AusIndustry, and with the support of Food South Australia, an inaugural bootcamp event (5 hours) was established to focus on Sustainable Packaging for SMEs and implementation of the Sustainable Packaging Guidelines (SPG's) into their operations.

The objective was to not only to improve the sustainability of the SME's packaging but to review their operations as a whole. The inaugural bootcamp was attended by 30 participants and from that 15 SMEs signed up to participate in the initial pilot project.

The pilot program and bootcamp was such a success that a further 3 iterations of the Sustainable Packaging for SMEs project was rolled out nationally.

Outcomes included:

- 100 SMEs participated in the program
- 30 EP Facilitators supported their clients in the projects nationally
- 4 Bootcamps sessions were held (5 hours each)
- 3,000 participants attended the educational

sessions, webinars and bootcamps held by the AIP.

- 40 sessions of the AIP Hour of Power were held (Be spoke sessions for project participants with a packaging specialist to answer their specific questions)
- 2023 Australasian AIP Packaging Conference Workshop – SMEs presented to share their success stories

A key focus in the AIP training and workshops is to help guide SME's to see the true value of embedding the Sustainable Packaging Design Guidelines into their business processes.

So what are the SPG's?

The Sustainable Packaging Guidelines (SPGs) are a central part of the co-regulatory framework established by the National Environment Protection (Used Packaging Materials) Measure 2011 (the NEPM) and the Australian Packaging Covenant (the Covenant). The NEPM and the Covenant state that the SPGs are to assist the design and manufacture of packaging that meets the sometimes-conflicting demands of the market, consumer protection and the environment.

The 10 Sustainable Packaging Principles that make up the SPGs are:

1. Design for recovery
2. Optimise material efficiency
3. Design to reduce product waste

- 4. Eliminate hazardous materials
- 5. Use recycled materials
- 6. Use renewable materials
- 7. Design to minimise litter
- 8. Design for transport efficiency
- 9. Design for accessibility
- 10. Provide consumer information on sustainability

The AIP has also developed a detailed checklist and worksheet for SME's to use so that they can incrementally improve their primary, secondary and tertiary packaging, machinery and on-site waste and recycling.

Small steps towards lowering environmental impacts across the entire business operations are encouraged and sometimes it takes an outsider like an AIP technical expert to identify low hanging fruit that can be easily achieved for their business. The results have been wide ranging with numerous businesses making valuable steps to achieve more sustainable practices. Two stand out success stories are Dentalife and Little Big Dairy which are both testaments to the people that lead the businesses and the staff that work there.

Dentalife – taking small steps to achieve change



Founded in 1999 Dentalife is a research and development, manufacturing, and sustainability specialist of dental and infection control materials, with a Manufacturing, Research and Development facility in Melbourne, Victoria, Australia.

It was evident to the AIP education team that Dentalife have an incredible ethos in the business and team. The staff are collectively committed to playing their part in developing a sustainable future and understand their responsibilities as a manufacturer to lower their environmental impacts. What stood out to the AIP was that the business has empowered every staff member to take ownership of certain packaging and waste related areas of the business and find more sustainable solutions. This is one of the few SME's that has been able to embed the principles in not only the business processes, but also the staff.

As a part of the SPG training program the AIP encourages all SME's to really stop and look at their packaging suppliers and how they engage with them. The goal is to collaborate with suppliers on all sustainable design decisions so that the SME has the ability to choose the appropriate materials and packaging based on being fit for purpose, functional and offering a lower environmental impact. The AIP believes that giving the power back to the SME's is paramount to success.

Dentalife is a wonderful example of how to successfully collaborate with suppliers to find a pathway to develop more sustainable ways of packaging their products.

Dentalife understands that most of their end users operate in the medical and/or dental industry where single-use and disposable packaging is prevalent. Waste in the industry is often classified as clinical waste and will need to be incinerated. The business quickly realised that right now it is difficult to segregate and recover waste at the end user stage without intervention from the wider

industry so they needed to look at other areas where they could enact change.

All too often SME's only look at their primary packaging when trying to meet the 2025 National Packaging Targets and forget about the opportunities within their secondary and tertiary packaging, their manufacturing processes, machinery, waste and recycling processes and wider operations such as warehouses and manufacturing plants. The AIP aims to work with the SME to help them see the bigger picture across the whole of supply chain.

While waiting for industry practices to evolve, Dentalife decided to shift their focus to sourcing recycled materials and reviewing their internal manufacturing operations to identify opportunities to eliminate waste and design reuse solutions where viable.

One area of the business that was identified was the use of label cores on a daily basis and then simply throwing them away. Dentalife wanted to see if there was a way to return the cores to their supplier for reuse. After speaking with the supplier, a closed loop collection program was developed and is now an available service for all of their clients.

Dentalife have proven that an SME only needs to take small steps to achieve change in the business.

Little Big Dairy Co – first to move to clear milk lids



Founded in 2012 the Little Big Dairy Co is a family-owned dairy business that is based on the banks of the Macquarie River outside of Dubbo, New South Wales, Australia. The company manages the product from start to finish, including milking, processing and then filling the bottles.

Whilst working with Little Big Dairy Co the AIP saw that sustainable packaging was very important to the business. They wanted their packaging to be as sustainable as possible and had identified that packaging was an area of the business that needed improvement.

The AIP guided Little Big Dairy to look at all the 10 SPG's, including the materials they used, material efficiencies, the ability to incorporate recycled content into their products and the circularity of their design to ensure true recyclability.

During the one-on-one sessions with Little Big Dairy, the AIP technical expert identified a low hanging fruit that could achieve more circular design; that was to transition the coloured lids to clear to ensure true circularity by design.

This one design improvement saw Little Big Dairy become the first dairy brand in Australia to use clear bottle caps in place of dark pigment colours, to help improve the recoverability of the material.

They also introduced their milk in 10L bladders, removing more than 260,000 single-use bottles from market a year. Investment in packaging equipment has allowed them to secure their boxes with hot glue, removing tape from our packaging.

Little Big Dairy followed the SPGs during the process and the checklists that were developed by the AIP helped to effectively translate to more sustainable packaging.

The Sustainable Packaging Design Guidelines (SPG's) are a foundational process for designing more sustainable packaging that considers all environmental impacts of the product, the packaging and the business. The AIP recommends that every business, no matter how small, should be using the 10 SPG principles in their business and we encourage everyone to take small steps today. Ask the AIP how.

SIDE BAR

"I collaborated with the Australian Institute of Packaging to design, create and deliver a Sustainable Packaging Project for SME's. The vision of this circular economy project was to provide advice and direction that was both practical and implementable for business owners. We did this by focussing on the implementation of the Sustainable Packaging Guidelines into SMEs business operation and leadership to meet the Australian 2025

National Packaging Targets. Over two years we leveraged a business advisory network who provided individual advice to 100+ small businesses that participated in the project from multiple sectors. The combined revenues of this group of businesses exceeded AUD\$1B. Forty of those businesses participated in a new innovative approach we created called the 'AIP Hour of Power'. Where business would spend one hour working remotely with and being challenged by an approved AIP packaging specialist. This delivery method proved to be invaluable to all who participated. In addition, we held multiple 1.5 hour webinars and 4 x five hour sustainable packaging bootcamps. These activities were highly regarded and as a result attracted 3,000 + participants in total. It was an audacious project of national significance that had never previously been attempted. Its success was possible only through collaboration with the Australian Institute of Packaging and those stakeholders from government and industry committed to a more sustainable and circular economy in Australia. One of the real highlights for me was working with the passionate team at the AIP led by Nerida Kelton, with Ralph Moyle, Keith Chessell and Pierre Pienaar. They worked tirelessly to deliver webinars, bootcamps and the AIP Hour of Power sessions. Without all your support none of this would have ever been possible. Nerida and I would speak on an almost daily basis and is incredibly dedicated to the greater purpose of improving industry through a circular economy lens (Thankyou). So much more work is needed to be done in this space to support SMEs to navigate their way through the sustainable packaging challenge. To be honest I would replicate this model at scale. But a worthwhile one that will no doubt be shaped through the introduction of the new packaging regulations and packaging materials as they are introduced, and new ones developed." Brett Henderson, National Project Lead – Circular Economy



PhD Student on AIP-led Save Food Packaging (SFP) project releases Industry Report

By Nerida Kelton AIP
Executive Director – Australian Institute of Packaging (AIP)
Vice President – Sustainability & Save Food, WPO

Matching Packaging Solutions to Household Food Waste Drivers so Consumers Waste Less Food at Home was a four-year PhD research project by Dr Ruby Chan, PhD Chan AAIP.



Ruby was the PhD student on the AIP-led Save Food Packaging consortium for End Food Waste Australia Cooperative Research Centre. The Save Food Packaging program has developed research, industry insights, Save Food packaging guidelines, checklists and resources, and a Save Food Packaging training course.

Ruby's PhD research project explored packaging opportunities for the food & beverage-packaging industry in Australia to better support consumers to reduce household food waste.

The PhD research was based at RMIT University and embedded within the Save Food Packaging Criteria and Framework research project of End Food Waste CRC's Reduce Program.

This PhD research was published in three peer-reviewed journal articles, which have now been distilled as an Industry Report of key insights and recommendations available on the End Food Waste CRC website.

Key recommendations suggested for industry consideration are:

- 1. Ensure that packaging solutions meet consumers' needs to reduce household food waste;
- 2. Prioritise Save Food Packaging to reduce household food waste;
- 3. Foster communication and collaboration between researchers, consumers and industry to design and implement Save Food Packaging to reduce household food waste.

Download the full report
https://endfoodwaste.com.au/wp-content/uploads/2023/11/FFWCRC_RMIT_P121_InsightsReport_PhD_FINAL.pdf

