

# Sustainable Packaging Analyser

Find your packaging solution

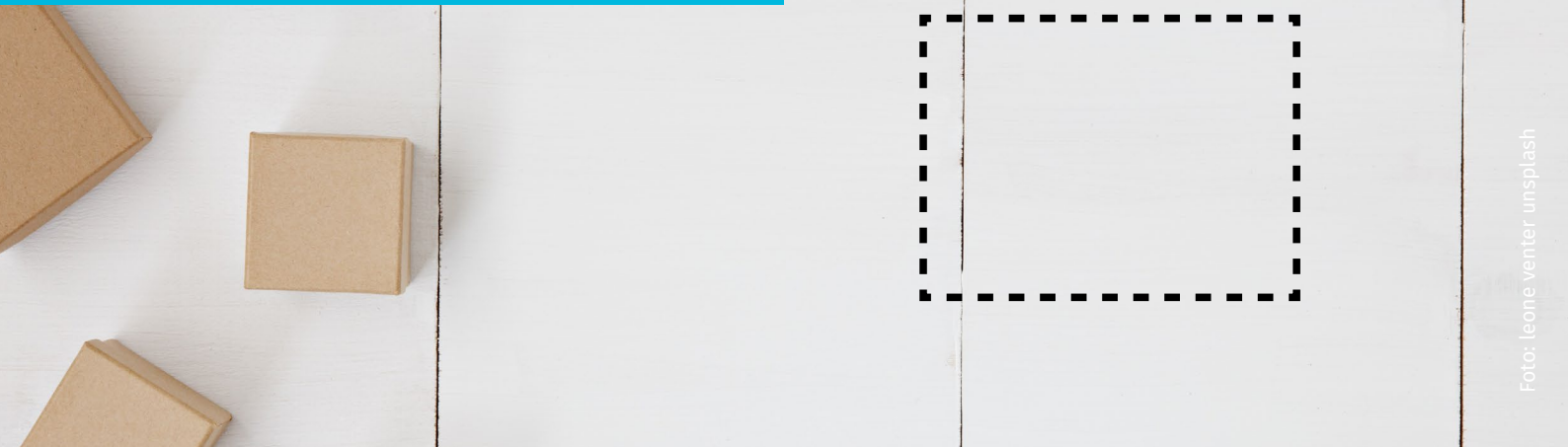
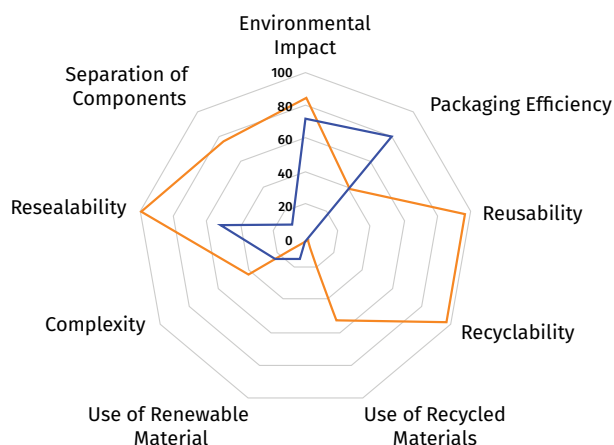


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The Sustainable Packaging Analyser is a tool that assesses the sustainability impact, as well as the consumer perspectives for different packaging solutions. This user-friendly tool will equip your organisation to make the right decision in finding a packaging concept that works best for you and your customers.

“considers the consumer’s perspective and 9 dimensions of sustainability”

□ Packaging A    □ Packaging B



## WHAT IS THE SUSTAINABLE PACKAGING ANALYSER?

Packaging concepts are striving for greater sustainability. The CSCP’s Sustainable Packaging Analyser allows you to access and compare the relevant sustainability dimensions of different packaging concepts. These include environmental impact, recyclability, circular economy aspects, renewable materials and food waste. While most packaging assessments focus on environmental effects of packaging, the Sustainable Packaging Analyser additionally considers the consumer’s perspective. This is an important criterion for decision making and will also give your organisation valuable insight on how to correspondingly market your environmentally-upgraded packaging concept.



“We successfully collaborated with one of the largest dairy companies in Germany to find new, innovative and sustainable packaging concepts for dairy products.”

– Cristina Fedato, Head of Sustainable Infrastructure, Products and Services

## FEATURES OF THE SUSTAINABLE PACKAGING ANALYSER

### General Features

- Direct comparison of sustainability effects of alternative packaging concepts
- Practical and user-friendly
- Flexible and compatible
- Application of LCA-Data
- Recyclability check of the packaging
- Resealable packaging
- Separation of Components at end of life
- Consumer perspectives
- Ergonomics of packaging type
- Perception of sustainability of packaging

### Benefits of using the Sustainable Packaging Analyser

#### You will learn about

- Overall score of packaging
- 9 sustainability dimensions
  - Environmental Impact
  - Packaging Efficiency
  - Reusability
  - Recyclability
  - Use of Recycled Materials
  - Use of Renewable Materials
  - Complexity
- directly compares solutions from different packaging suppliers
- enables better decision-making towards sustainable solutions in the future
- illustrates the sustainability effect of packaging to all stakeholders (incl. consumers)
- compares circular to linear packaging concepts
- supports customer-oriented marketing
- customised and modular



**“Manufacturers and retailers can lead the way in finding packaging solutions which demonstrate their responsibility and commitment»**

– Alexis Figeac, Head of Sustainable Business and Entrepreneurship

**“I can support you with packaging related supply chain assessments and advise you on recycling and end-of-life issues.”**

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“Manufacturers and distributors have started to question their packaging and its environmental impact. As a part of the Sustainable Infrastructure, Products and Services (SIPS) team, my focus area lies in circular economy models and practices as well as sustainability and digitalisation. I am also deeply knowledgeable of supply chains, recycling and end-of-life related to packaging concepts.”

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## WHY CSCP?

The Collaborating Centre on Sustainable Consumption and Production (CSCP) has the expertise and many years of experience in organising and facilitating dialogue processes on sustainability issues.

For example, we collaborated with one of the largest dairy companies in Germany (€7 billion revenues, 7700 employees) to find packaging concepts for dairy products. As a result the CSCP produced an evaluation tool for the sustainability impact of dairy packaging concepts.

The CSCP works with a wide range of retailers on sustainable products, packaging and food waste.

## REFERENCES

