

Certified paper packaging and the circular economy webinar – follow up



Thanks to everyone who registered for our recent webinar – **Certified Paper Packaging and the Circular Economy**. We hope that you found it both insightful and stimulating. We thought it would be useful to summarise the webinar key learnings and to provide links to the materials referenced by our speakers.

Key Learnings



The principles of the circular economy should always be considered when planning your certified paper packaging strategy



Specifying PEFC certified paper ensures that the raw material for your packaging is sourced from sustainably managed, renewable forests that is easily recycled



Consider your wider business – is a closed loop model an option for your packaging?



Is your existing packaging supplier PEFC certified? If so then ensure that you make use of the **PEFC on pack logo**. If not, encourage your supplier to achieve **PEFC Chain of Custody certification**.



Paper is an extremely versatile material - innovations such as **Sylvicta** (from Arjo Wiggins) make it easy to substitute unnecessary plastic without any loss in functionality



Developments in bio-barriers mean that plastic free, recyclable certified paper-based food packaging formats are now possible



Incorporate Eco-Design in your packaging development – consider the environmental impacts at all stages of its lifecycle



Collaboration is key! When planning new packaging initiatives, communicate openly with paper suppliers and waste management companies



Legislation is being introduced to combat single use packaging. But don't wait for this to review your packaging strategy, your customers expect more now.

Useful links



Soil Association
Sustainable Packaging Report: The Case for Paper



Two Sides
European Packaging Preferences 2020



Guidance on sourcing **PEFC-certified paper and paper-based packaging for Brand Owners and Retailers**



Link to the webinar recording and downloadable presentations from the event rebrand.ly/8/7Web



Guidance on how to become **PEFC certified**

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