

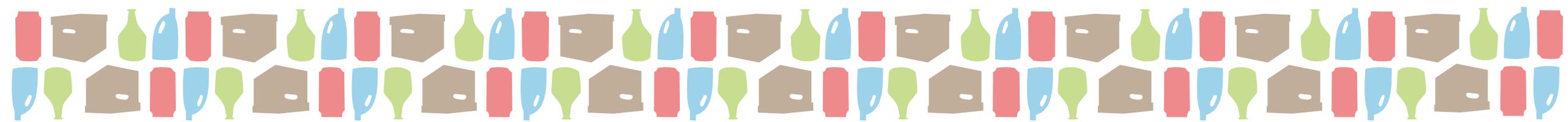


Kennisinstituut  
Duurzaam Verpakken

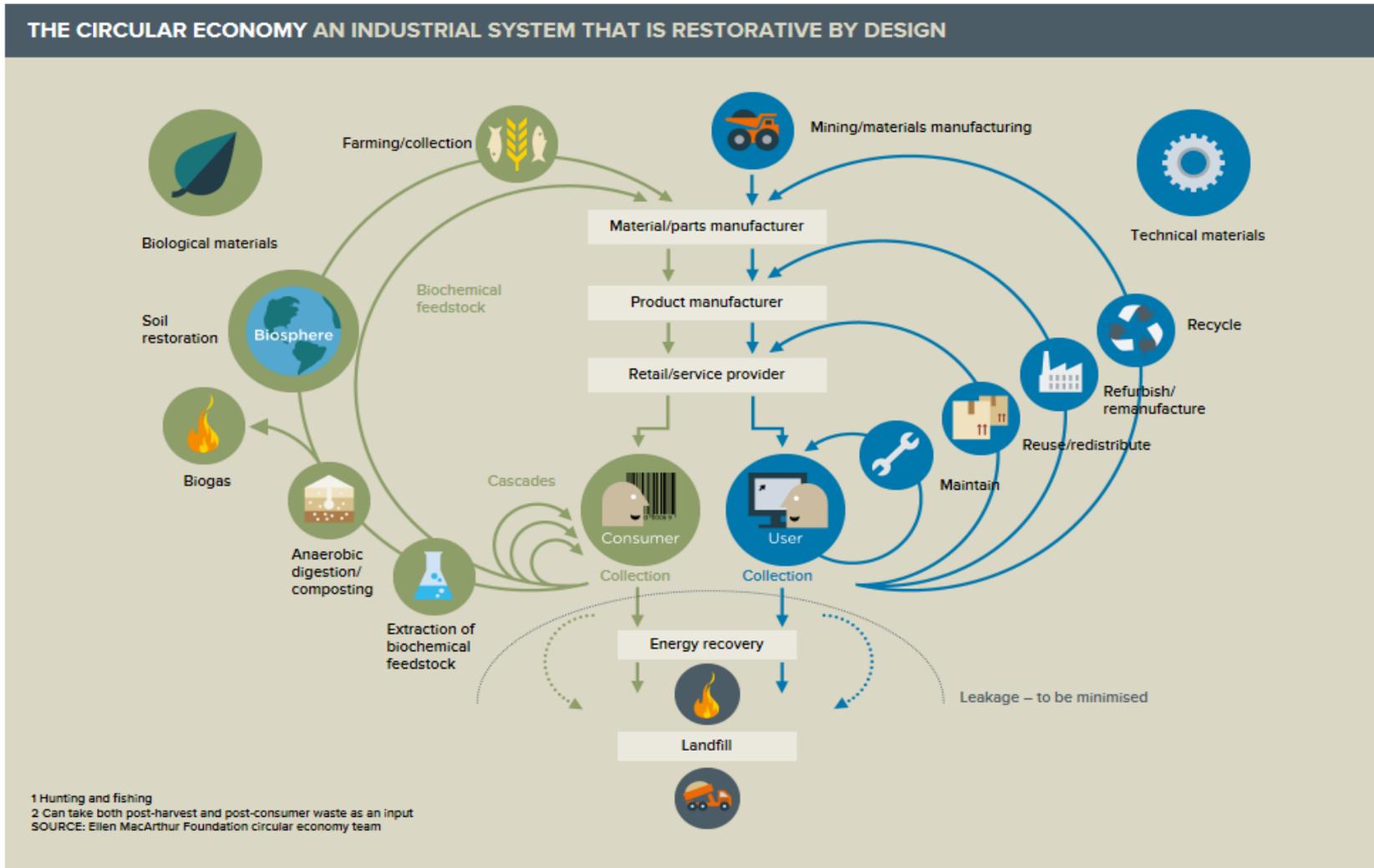
# Circular packaging: the Dutch way

Hester Klein Lankhorst

Netherlands Institute for Sustainable Packaging





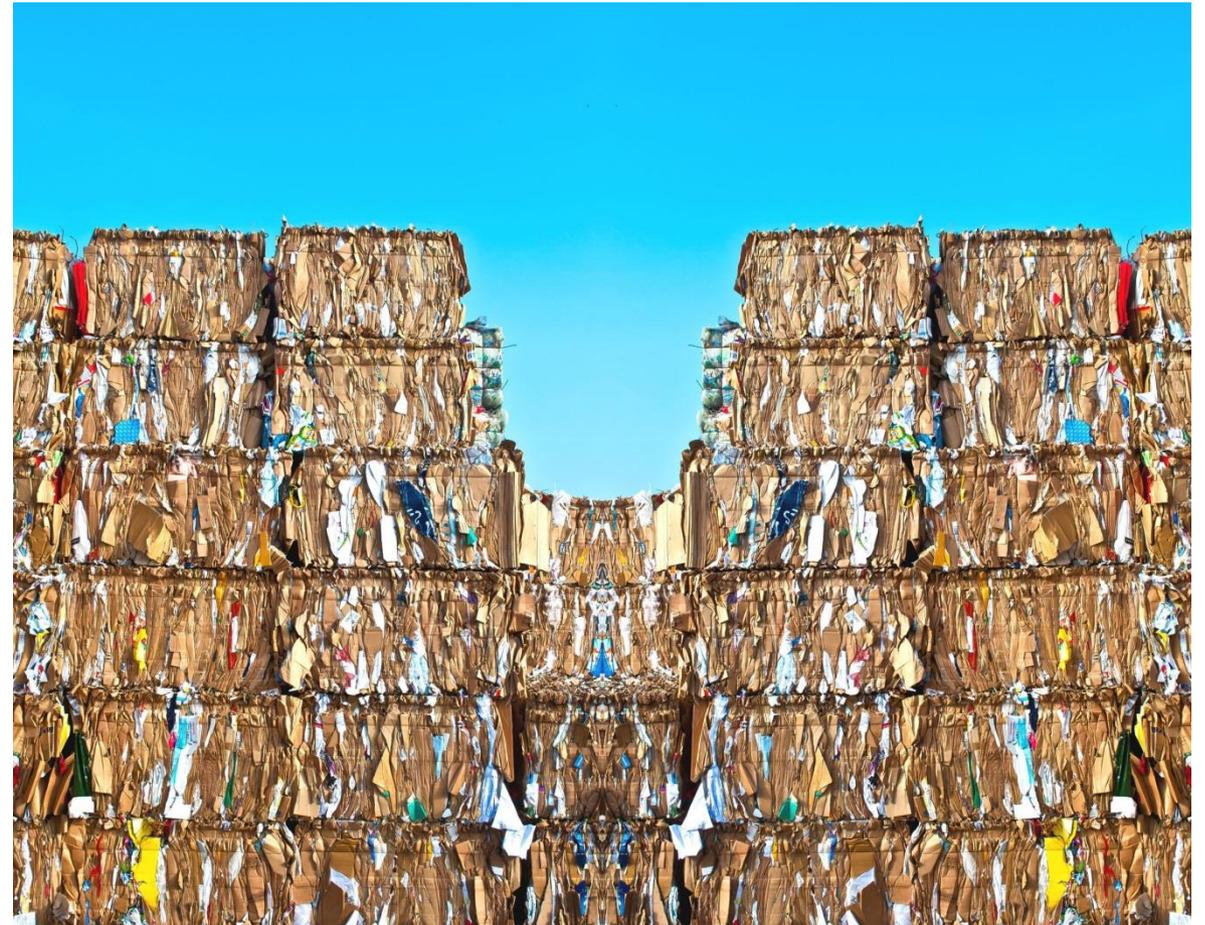


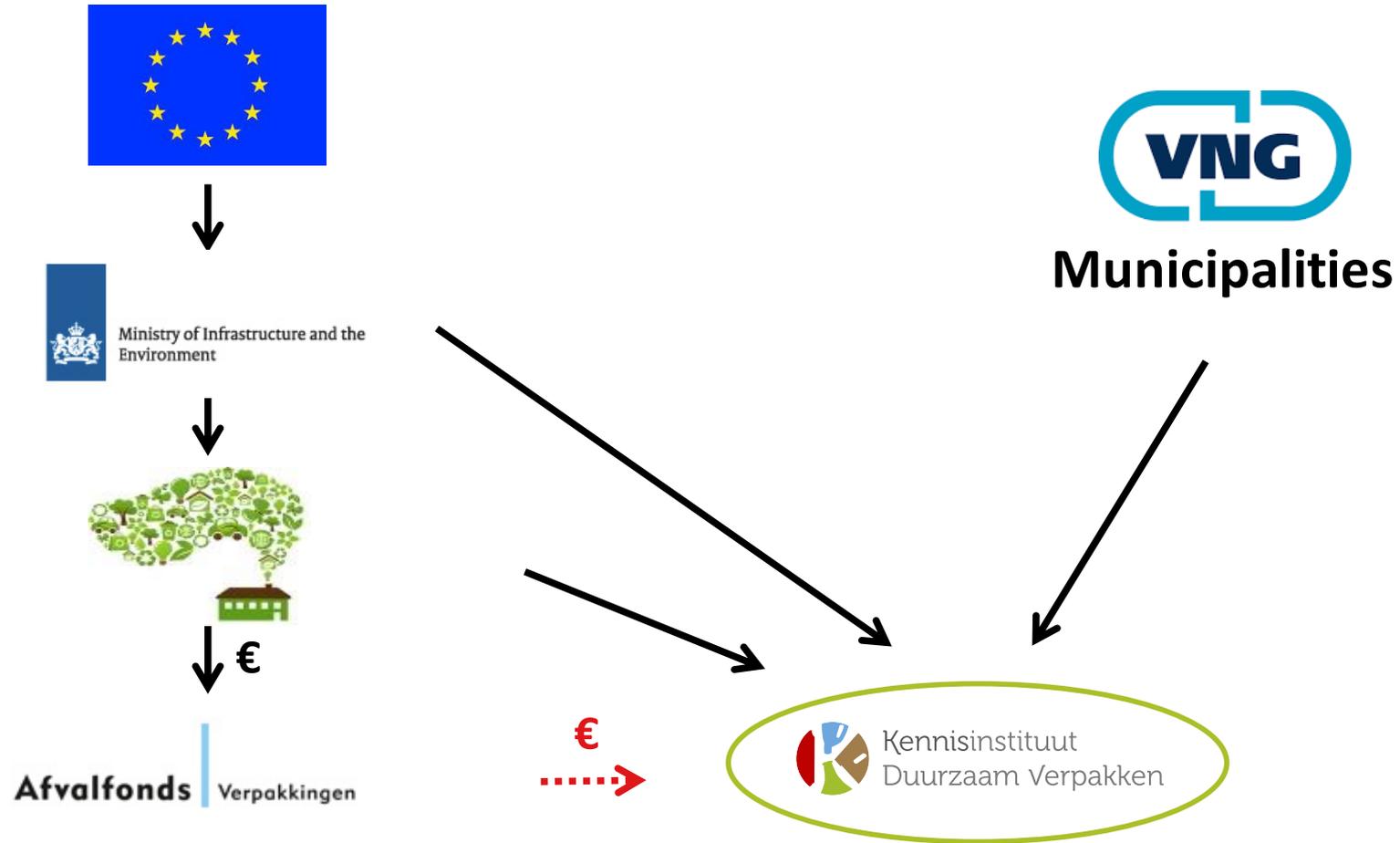




## Recycling rates

Material	% recycled packaging		
	Netherlands 2013	Europe 2013 (EU28)	Goals circular economy package 2030
Total	71%	65%	75%
Metal	93%	74%	(both alu and metal) 85%
Paper & board	89%	85%	85%
Glass	79%	73%	85%
Plastic	46%	37%	55%
Wood	22%	36%	75%











## Netherlands institute for sustainable packaging

- Founded on January 1, 2013:  
Part of the packaging agreement
- New forms of cooperation
- Board
- Advisory Board
- Collaboration with science and research institutions
- Transparent process



## KIDV - activities



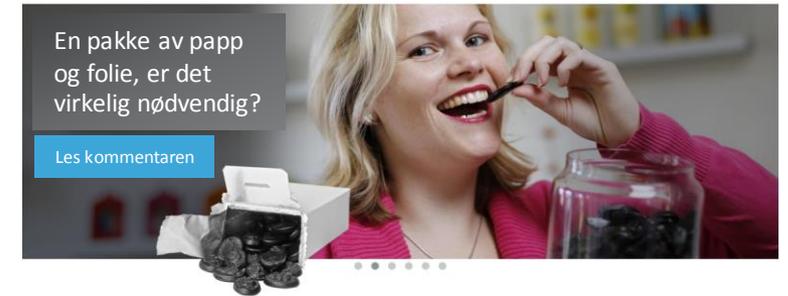
Vision Sustainable Packaging 2040



Knowledgebase: the place to be for knowledge on sustainable packaging



Research program in collaboration with Top Institute Food and Nutrition



Online Packaging forum for consumers

SUSTAINABLE  
PACKAGING



Sector innovation plans

## Innovation plans for sustainable packaging

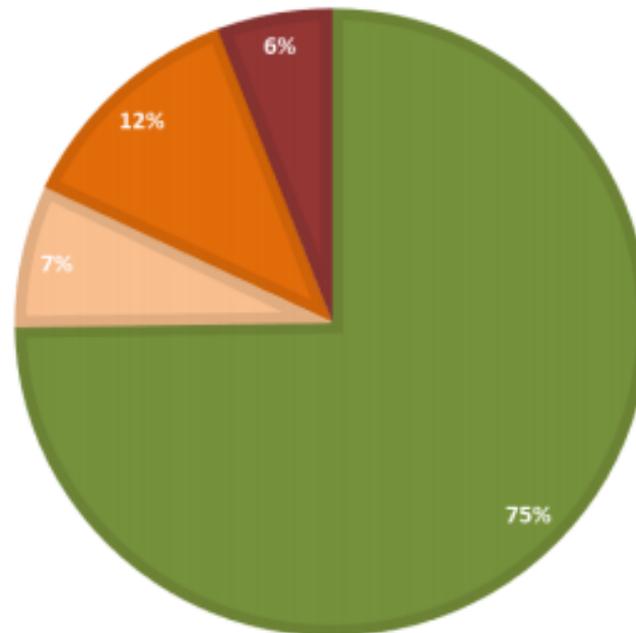
- New form of cooperation
- All companies, not only frontrunners
- More awareness of the circular economy  
in all levels of companies
- Scientific assessment





## Innovation plans for sustainable packaging

Producers, importers and brand owners are grouped in 23 sectors in which they work on their packaging innovation plans through their respective associations. Now 75% has been covered and the rest will follow this year.





## Monitoring



### Reduce

% Reduction in weight

Phasing out certain packaging

### Reuse

Share (%) of non-reuseable packaging replaced by reuseable packaging.

# return cycles of transportation packaging

### Recycle

Share (%) of recycled material applied

Share (%) of packaging that consists of only one material source (mono-layer)

### Renew

Share (%) of certified material

Share (%) of renewable material

## Expected impact on material level

- Glass
  - Weight reduction
- Paper & board
  - FSC or PEFC fibre sourcing, recyclable coatings/barriers
- Metals
  - Weight reduction and reduction of non-recyclable combinations with other materials
- Plastics
  - Focus on mono-materials to improve recyclability and the increase application of recycled plastics
- Wood
  - FSC or PEFC sources
- Research on: Biobased materials, optimized use of rPET, migration of ink in paper and board, reduction of space in e-commerce packaging



## A few examples of expected impacts in 2018



37% recycled PET  
(Europe 10%)



10% weight reduction



15% reduction  
aluminum

80% - 100% certified fibre



20% recycled  
PET



## Summarized

- KIDV is founded to work on sustainable development of packaging
- Three parties are founders and board of KIDV:
  - Ministry of Environment
  - Association of municipalities
  - Producers and importers of packed goods
- Activities: develop and share knowledge
- Instrument: sector innovation plans





Kennisinstituut  
Duurzaam Verpakken

Thank you for your attention

[www.kidv.nl](http://www.kidv.nl)

Netherlands institute for sustainable packaging

