



Kennisinstituut
Duurzaam Verpakken

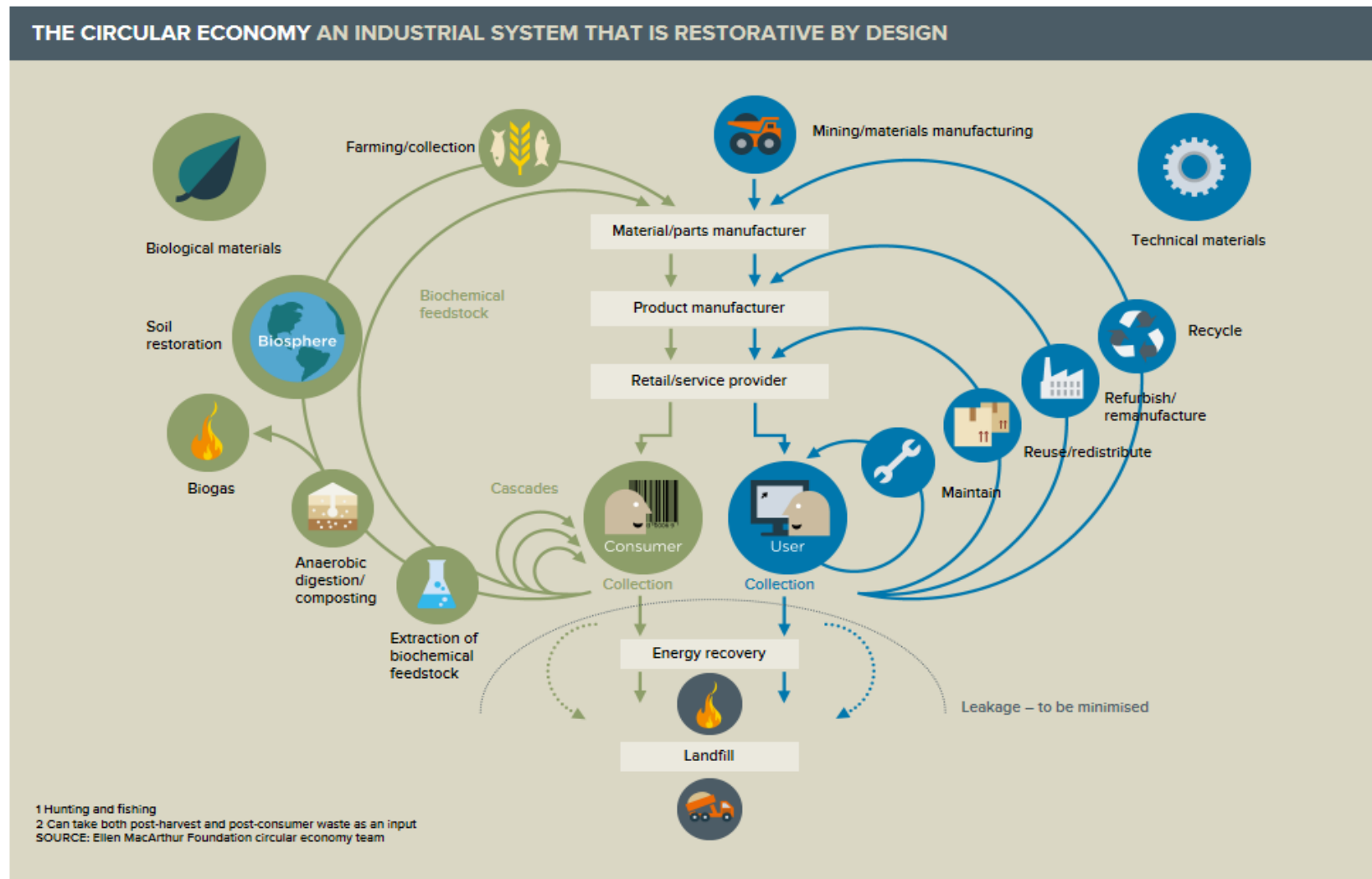
Circular packaging: the Dutch way

Hester Klein Lankhorst

Netherlands Institute for Sustainable Packaging





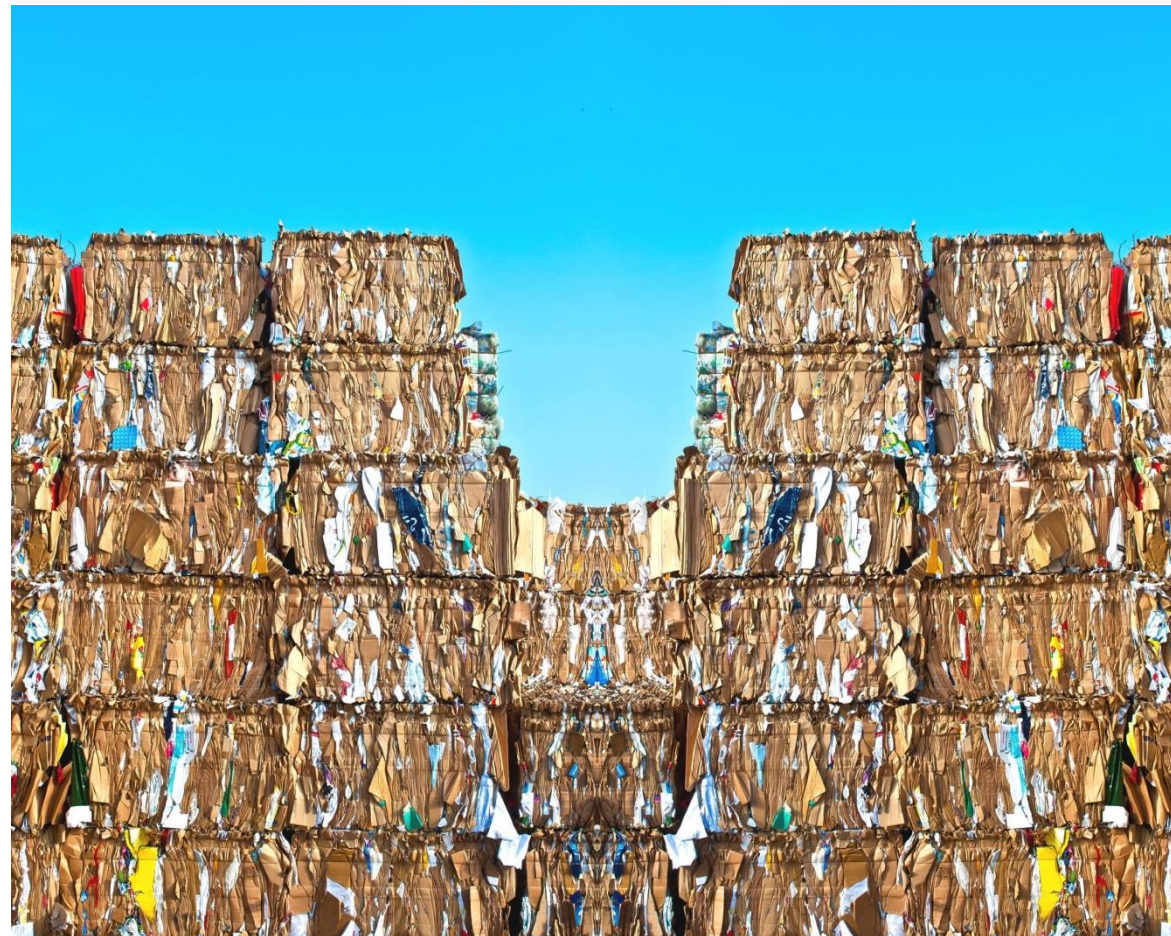


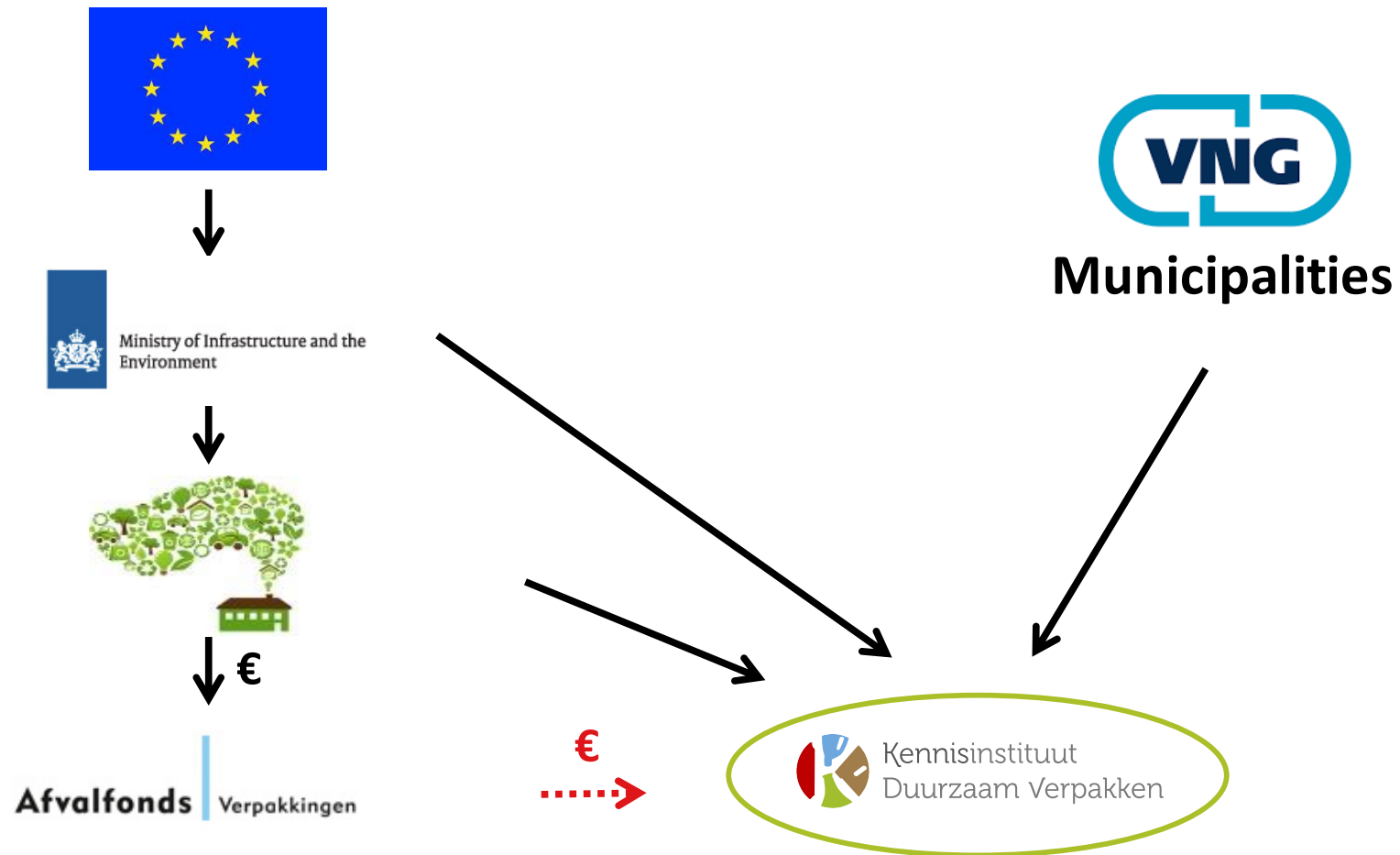


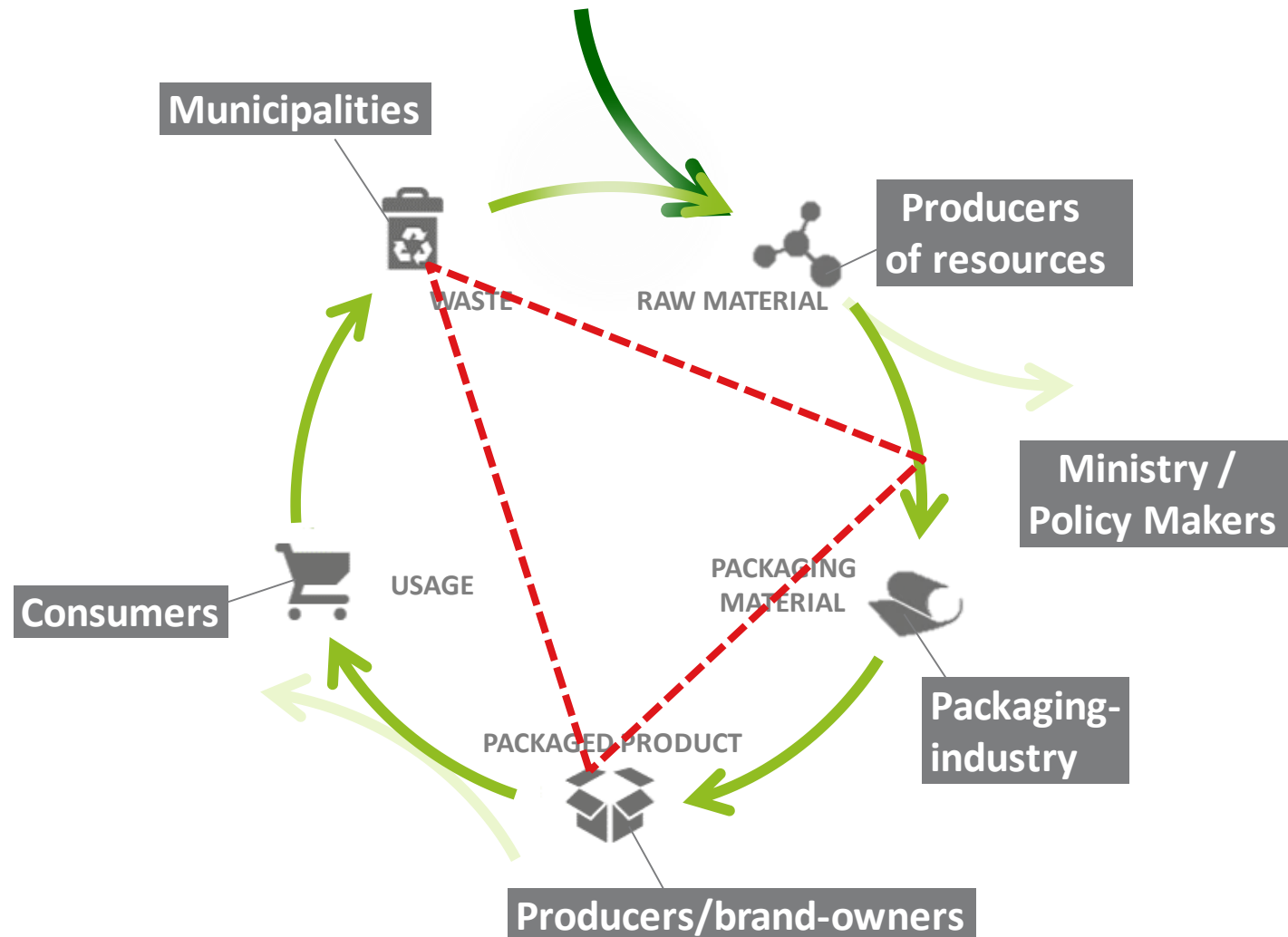


Recycling rates

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



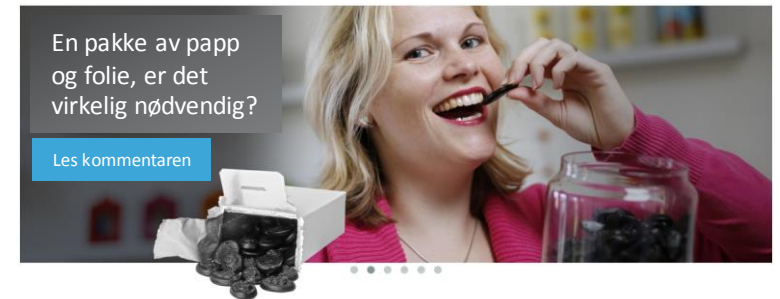
Vision Sustainable Packaging 2040



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



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



Universiteit Utrecht



WAGENINGENUR
For quality of life



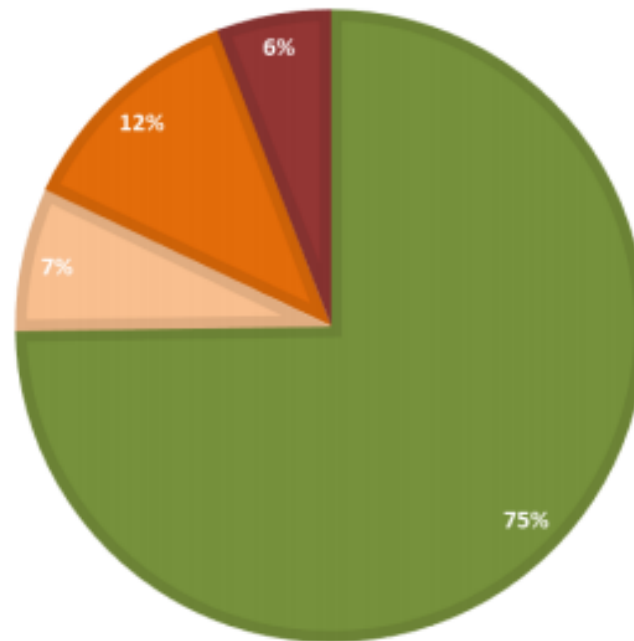
Delft
University of
Technology

UNIVERSITY OF TWENTE.



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





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Thank you for your attention

www.kidv.nl

Netherlands institute for sustainable packaging

