





# NVC Netherlands Packaging Centre

- Over 550 member-companies throughout supply chain of packaged products (retail-manufacturers-suppliers-equipment-design-recycling...)
- Since 1953
- The only association in The Netherlands covering the total supply chain of packaged products
- International perspective on behalf of member-companies
- EPIC, WPO, CEN, ISO
- Secretariat of  
European Packaging Institutes Consortium EPIC
- Policy support (EFSA, European Commission, ...)
- Providing information (relevant, accurate)
- Training, education
- NVC Chair Packaging Design and Management

# 'Take it or leave it!'





# What on earth is sustainability...?





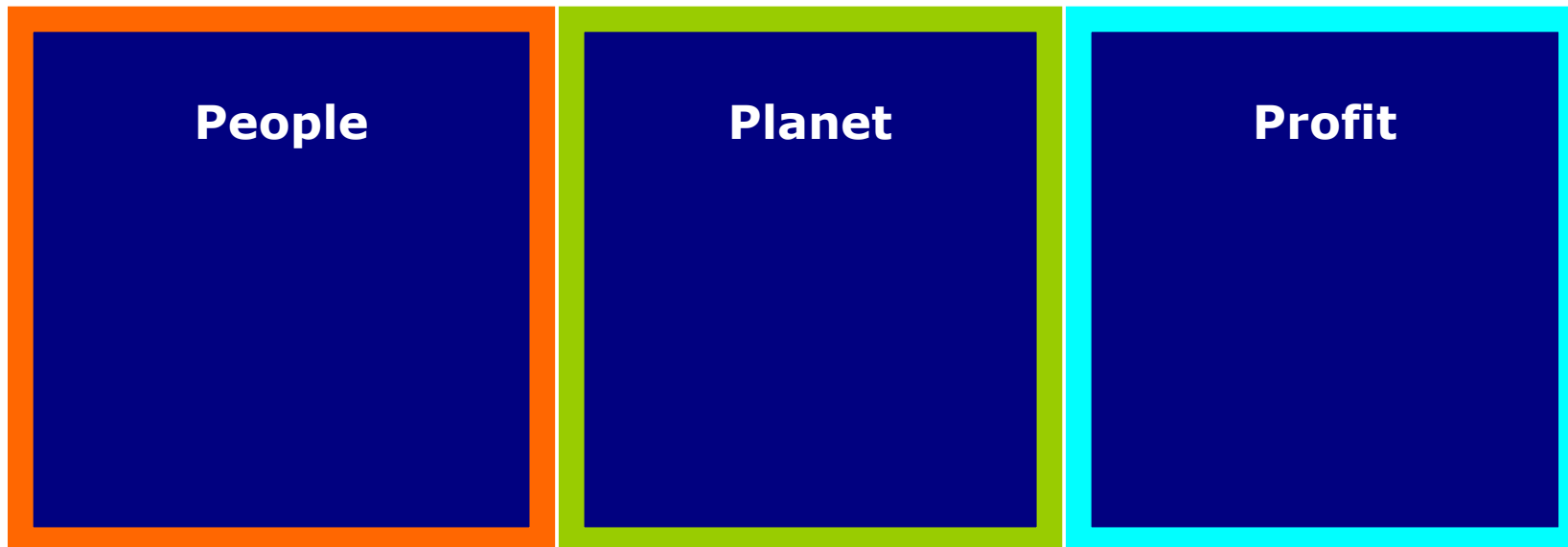
## Sustainability is...

A development that meets the needs of the present without compromising the ability of future generations to meet their own needs.\*

\* World Commission on Environment and Development (WCED), 1987, *Our Common Future*



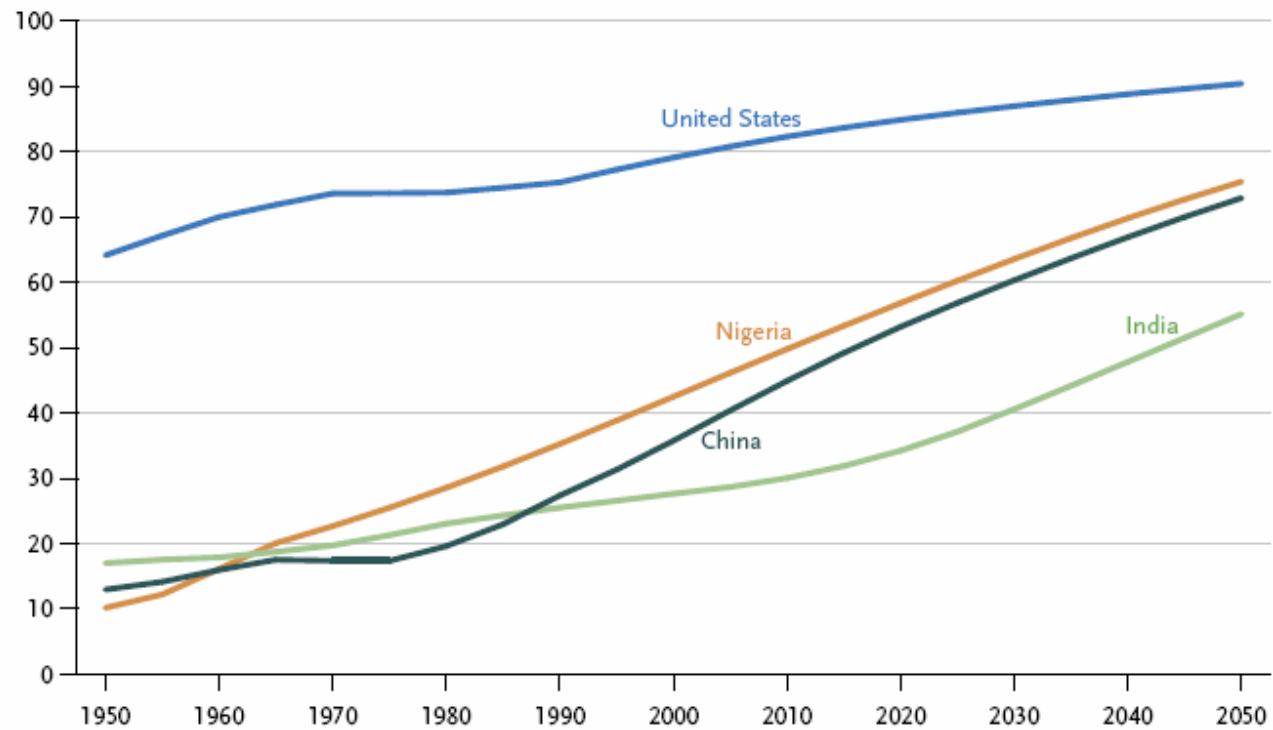
# 'Measuring' sustainable development



\* World Commission on Environment and Development (WCED), 1987, *Our Common Future*

# People/Social

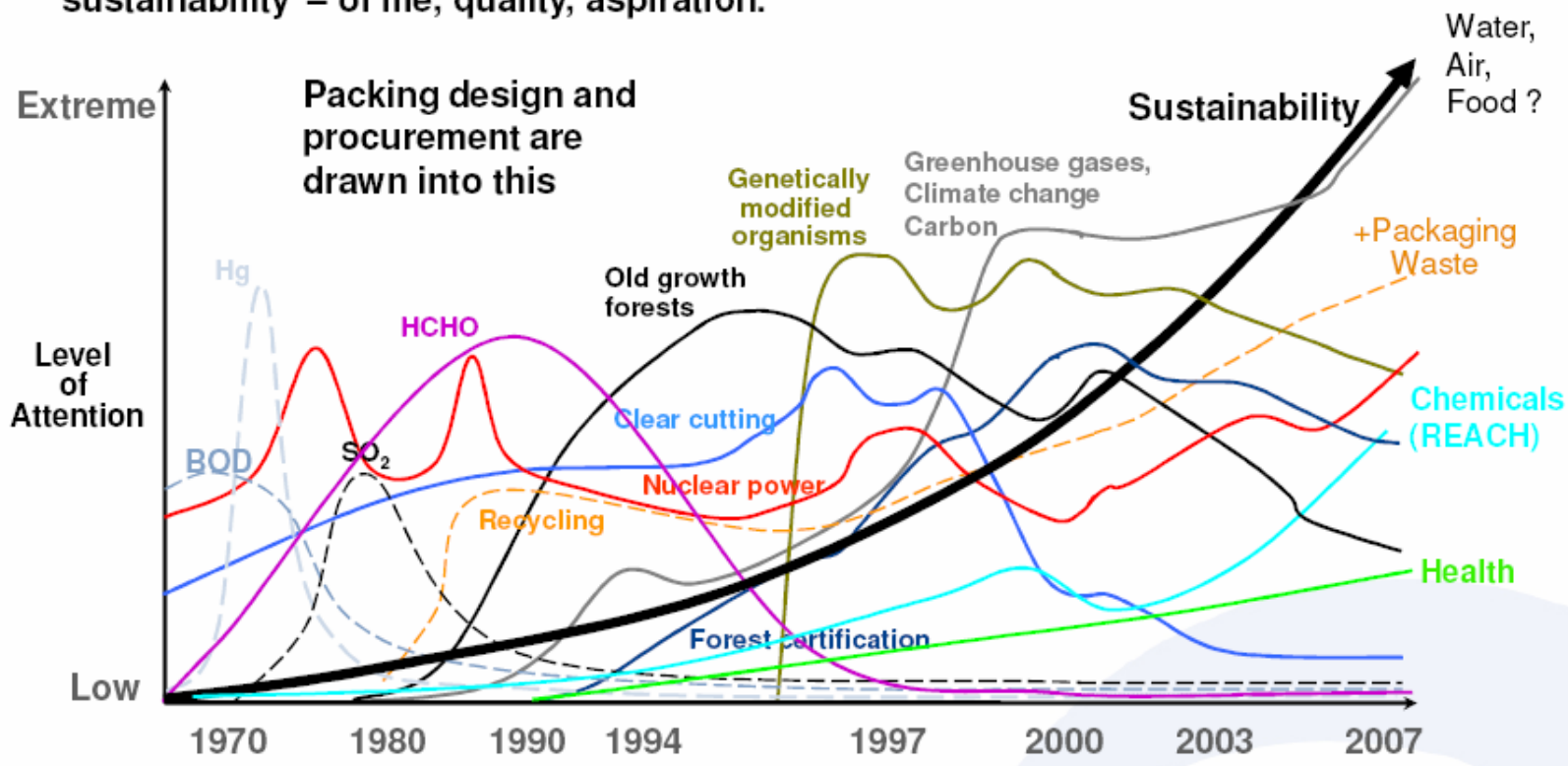
Percent of population living in urban areas



SOURCE: UN Population Division, *World Urbanization Prospects: The 2007 Revision* (2008; CD-ROM).

# Planet/Environment

The environment has been a growing force over 30 years. Issue follows issue, but with a residual accumulating impact. The collective direction is one of 'sustainability' – of life, quality, aspiration.



Source: Poyry 2008



## P.M. What is climate?

The climate is the average weather over a period of 30 years

....

1960-1990

1991-2020

....

“Today’s climate” is...?

# Profit/Economy





# What is packaging, labeling?

Packaging is temporarily integrating an external function and a product to enable the use of the product.

Temporarily labeling: packaging.

Permanent labeling: making a product.



# Packaging/Verpacken/Verpakken...

**It's the ACTIVITY,  
stupid!**



# Packaging...

- PER DEFINITION results in 'waste' after using the product → secondary source of material
- PER DEFINITION takes place in the supply chain → many actors
- MUST CONTRIBUTE to a sustainable development → continuous innovation

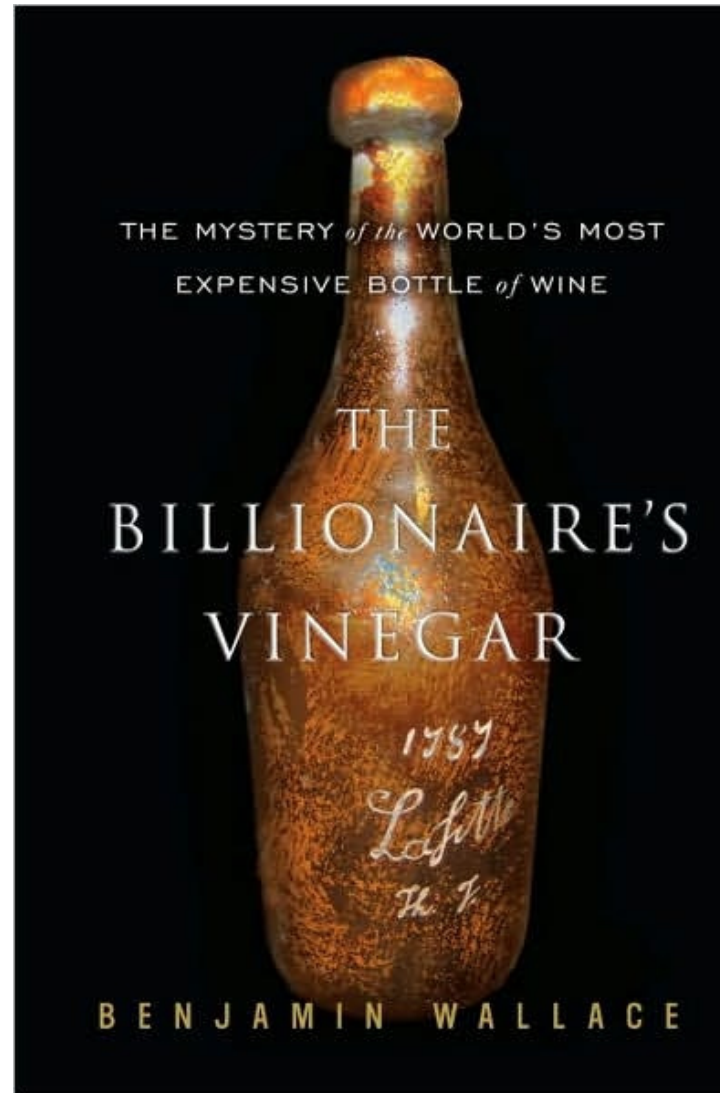
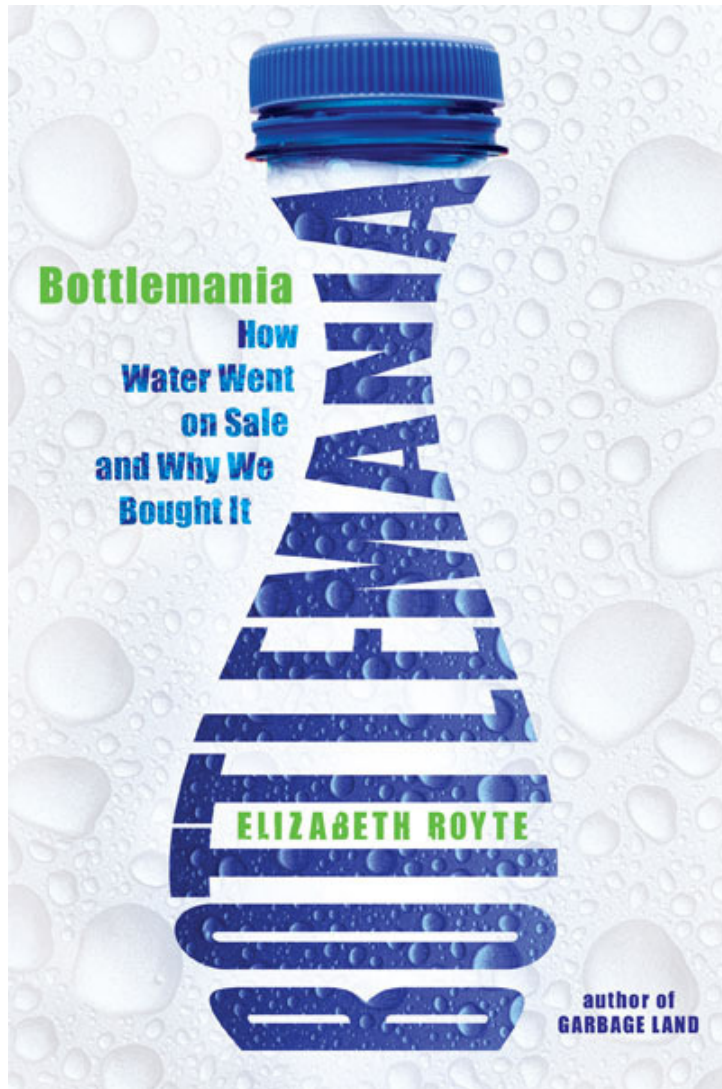
# Example: wine



## Example: wine

- Enduser (consumer) price: € 3,14
- Tax: € 1,03
- Gross margin retail: € 1,14
- Transport: € 0,10
- Packer-filler transfer price to retail: € 0,87
- Overhead packer-filler: € 0,10
- Bottling, labeling, secondary packaging: € 0,35
- Cost of manufacturing wine: € 0,42
- Purchasing cost packaging material: € 0,19
- Gross margin: €  $(87-42-19) = € 0,26$

\* Rabobank Agrostudy 2006, priv.comm. 8 nov 2007







## Communication on sustainability:

- Fact-based
- In relation with product
- Better safe than sorry
- Always room for improvement....

→ 'The sustainable package'  
does not exist.



## JOIN US.

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