



lc packaging®

# Sustainable FIBC Virtual Conference

Closing the loop together • 19 May 2022

## Session 1



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# On the agenda



## The path to a sustainable, circular future

What does this mean for FIBCs?

09:00 – 09:45 hrs CET



## A transforming financial landscape

EPR, taxes and incentives

09:45 – 10:30 hrs CET



## The road to implementing circularity

An example from the IBC Industry

10:45 – 11:15 hrs CET



## Circular FIBC solutions

Design for recycling, reuse and recycled content

11:15 h – 12:15 hrs CET



# Our guest speakers



**Sara Lindeblad  
Wingstrand**

Founder **No-Waste Solutions**  
and former lead of the Plastics  
Innovation team of the **Ellen  
MacArthur Foundation**



**Merijn Betjes**

Tax Director, Sustainability  
at **KPMG**



**Michael Pleitgen**

Manager Reconditioning  
Services at  
**Schütz GmbH & Co. KGaA**



# The path to a sustainable, circular future

What this means  
for FIBCs

# Session 1 – Speakers



**Marcel Schouten**

Director FIBC at  
**LC Packaging International**



**Lotte Mastwijk**

Manager Sustainability and  
Communications at  
**LC Packaging International**



**Sara Lindeblad Wingstrand**

Founder **No-Waste Solutions** and former  
lead of the Plastics Innovation team of  
the **Ellen MacArthur Foundation**





# 2030 Goals



**100%** of key production partners' employees earn at least a **living wage**



at least **80%** of turnover comes from packaging that delivers the **circular economy**



**50%** emissions reduction from our value chain

**100% of key  
production partners'  
employees earn at  
least a living wage**





**At least 80% of  
turnover comes  
from packaging  
that delivers the  
circular economy**



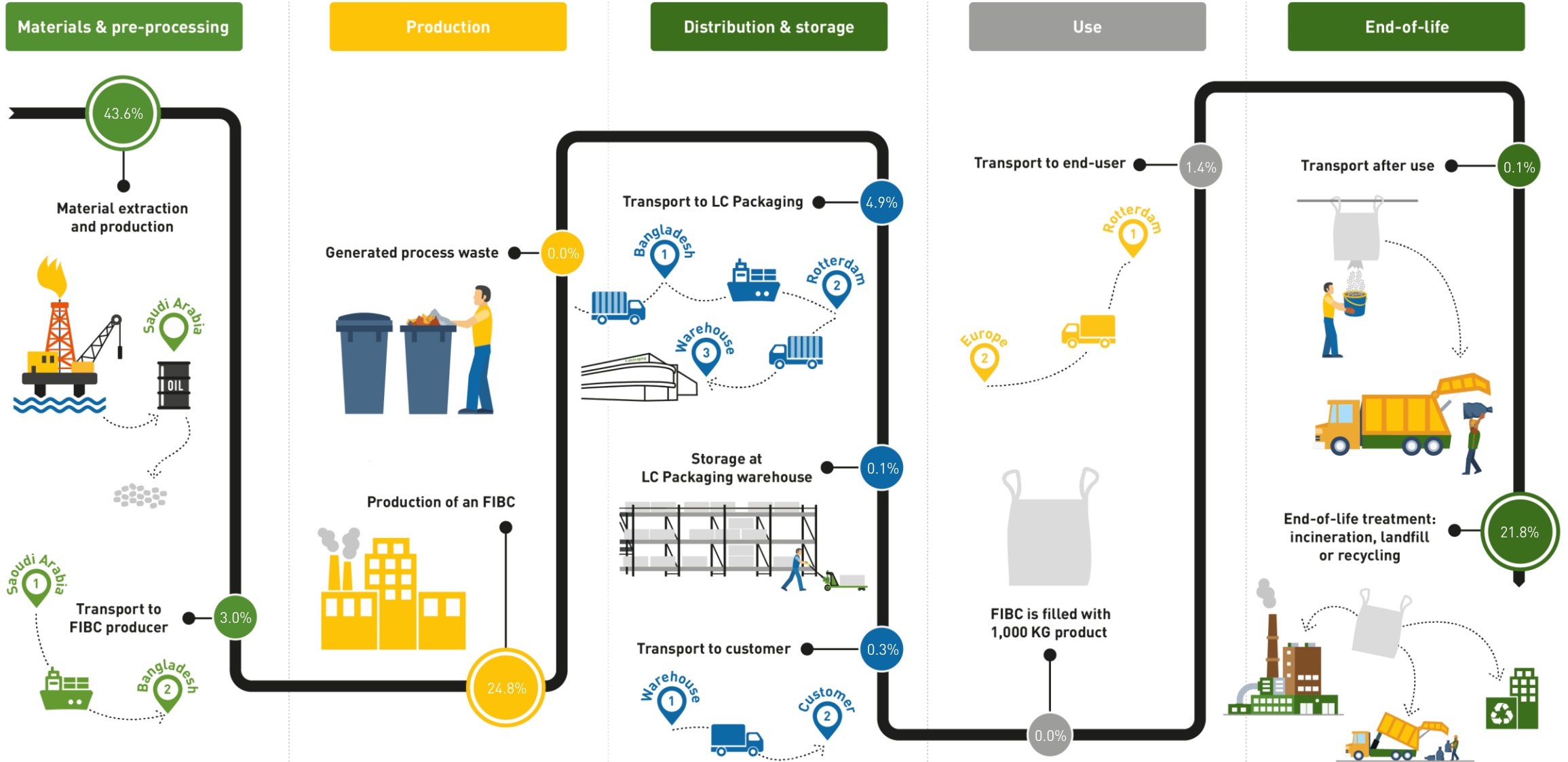
A young child with curly hair is playing with a toy train on a wooden floor. The child is smiling and looking up at the camera. The train is black and yellow, and the tracks are black. The background is a light-colored wooden floor. A green semi-transparent banner is overlaid on the bottom half of the image, containing text.

Packaging made out of **renewable materials** or **recycled content materials**, that is **reusable** if possible, and **100% recyclable** (preferably **closed-loop**) or **compostable**

**50% emissions  
reduction from our  
value chain**



# The carbon footprint of an FIBC



⇓ What is needed?

50%

Emission reduction in production & Transportation

80%

Designed for recycling (DfR)

70%

Actually recycled after use

50%

Use of recycled materials (rPP) on average

25%

Of all bags produced is reused



*By Sara Lindeblad Wingstrand, PhD  
Founder, No-waste Solutions*

# **A circular economy for plastics**

## **Driving the transition through voluntary initiatives**

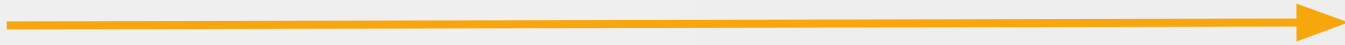
May '22  
LC Packaging - Sustainable FIBC Virtual Conference,

**1 in 3**

Items of plastic leaks into the  
environment



# The linear economy







***A circular economy for plastics is...***

A system where **plastic waste** is eliminated and...

**plastic packaging** is kept in the economy and out of the environment

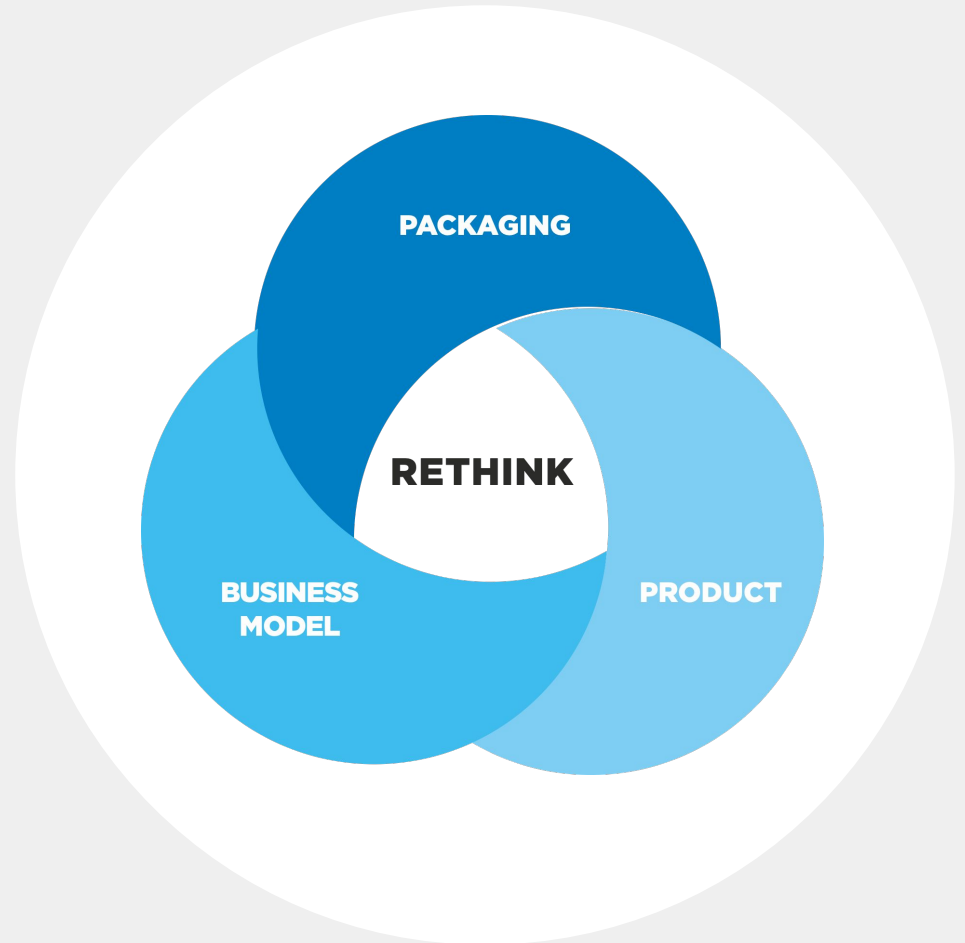




Photo: Signode

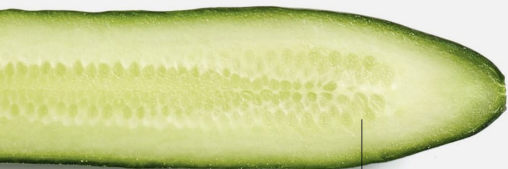
## Signode

### Adhesive Spray

A food-grade cohesive that secures one layer of boxes or sacks on a pallet to the layer of boxes or sacks below. It **eliminates or reduces plastic pallet wrap**. For example, for 10,000 pallets, the total amount of **solid waste can be reduced by >99%** from five cubic meters down to 0.03 cubic metres.



Oxygen  
stays  
outside



Moisture  
stays  
inside

## Apeel

### Edible coatings

Edible coating made from plant based materials that **extends the shelf-life** of fresh fruit and vegetables, reducing food wastage **without the need for packaging**. Apeel have launched produce lines with retailers including Walmart, ASDA and Kroger.



## The Coca-Cola Company

### A shared design for multiple brands

The universal bottle is standardised across multiple soda brands in Latin America. Once returned to a retailer, bottles are washed, refilled, and relabelled, **preventing creation of 1.8 billion single-use bottles** in Latin America per year. An indirect deposit drives a **return rate above 90%**, and a 15% higher likelihood of repurchase.



## LUSH

### Solid personal care products

Liquid personal care products are redesigned as concentrated solid formulations **eliminating the need for packaging**. LUSH is a global example, with 928 stores in 48 different countries. Since 2007, Lush have sold over **38 million naked shampoo bars** globally, eliminating over 90 million plastic shampoo bottles.



## Swedish Return System

### Industry-wide shared packaging

A shared system of reusable crates and pallets for wholesalers and retailers in Sweden. The **standardised design** enables optimised operations, reduced product damage, and lower transport costs. More than **1,500 businesses** (accounting for 50% of all fresh produce) use the system to transport and display produce.



## JOI

### Recyclable nut milk packaging

A concentrated nut paste for making nut milk at home. By reformulating a liquid product into a solid, **JOI eliminates the need for multi-material cartons** and instead uses easy-to-recycle tubs delivered via subscription. The paste format means users avoid food waste by **only making their desired quantity**.





**A circular economy requires  
collaboration...**



**MEER MET  
MINDER  
PLASTIC**

**Example:**  
NL Plastic Pact

# Example: NL Plastic Pact In a nutshell

Launched by  
Ministry of  
Infrastructure  
and the  
Environment

Launched  
in 2019

Members include:

**INDORAMA**  
VENTURES  
WELLMAN INTERNATIONAL LTD

★ **Heineken**®

*Coca-Cola*



**ABInBev** To a Future With  
More Cheers

**lc packaging**®



**PEPSICO**

Nederland



**Nestlé**



**CATERING SERVICES**



**Unilever**



**attero**  
energiek met milieu

**sodexo**

## Example: NL Plastic Pact

# Common Targets

1. Ensuring all plastic products and packaging will be **reusable where possible and appropriate**, and in any case, **100% recyclable**
2. **Using 20% less plastic** compared to the reference year 2017, by avoiding unnecessary use, increased reuse and alternative, sustainable materials
3. Effectively **recycling at least 70% of all single-use plastic products** and packaging disposed of in the Netherlands to a high standard
4. Using the **highest possible amount of recycled plastics** in all single-use plastic packaging and products, with **an average of at least 35%** per participating plastics-using company

**Example: NL Plastic Pact**

# **Important Characteristics**

- **Common vision endorsed +1000 organisations worldwide**
- **Commons targets**
- **Shared definitions**
- **Time bound**
- **Annual reporting**
- **Option to raise the bar**



## THE ELLEN MACARTHUR FOUNDATION'S PLASTICS PACT NETWORK





**Unfortunately voluntary commitments  
alone will not be enough...**

# We need...



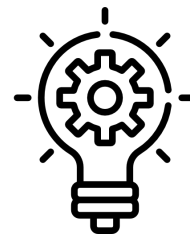
## Policy

- Extended Producer Responsibility (EPR)
- Global treaty
- ...



## Investment

- Infrastructure
- Circular start-ups
- ...



## Innovation

- New business models
- New products and materials
- ...



# Thank you

**Sara Lindeblad Wingstrand**  
No-waste Solutions



[sarawingstrand@gmail.com](mailto:sarawingstrand@gmail.com)



[saralindebladwingstrand](https://www.linkedin.com/in/saralindebladwingstrand)



# Sources

NL PP

Roadmap: \_

[https://www.meermetminderplastic.nl/nieuws/Maart-2022/Roadmap\\_PPNL\\_L\\_versie\\_1.pdf](https://www.meermetminderplastic.nl/nieuws/Maart-2022/Roadmap_PPNL_L_versie_1.pdf)

**Baseline report:** <https://www.rivm.nl/bibliotheek/rapporten/2019-0211.pdf>

**Working group output:**

<https://www.meermetminderplastic.nl/werkgroepen/Progress-Report-Working-Group-Reduce-Reuse-Plastic-Pact-NL.pdf>

# Questions?



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# Today's sessions



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