

REPORT ON PREVENTION INITIATIVES 2019

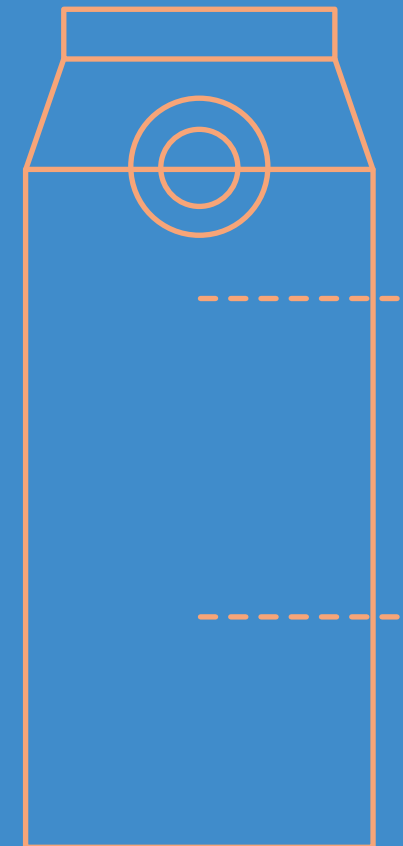
Some innovative, pioneering qualitative and quantitative prevention indicators were established:

QUALITATIVE INDICATORS:

Measuring the satisfaction of Municipal System Operators (SGRU) and Waste Managers/Recyclers with the processing of waste managed, in a context of prevention, to assess the ease of sorting and recycling;

QUANTITATIVE INDICATORS:

- Survey of cases involving reduction or application of the Design for Recycling recommendations
- o Monitoring critical sorting or recycling cases at Municipal System Operators (SGRU) and Waste Managers/Recyclers





SURVEY OF CASES INVOLVING REDUCTION OR APPLICATION OF THE DESIGN FOR RECYCLING PRINCIPLES

“REDUCTION” INCLUDES THE FOLLOWING MEASURES:

1. Reduction in unit weight of packaging;
2. Better ratio between packaging weight and its contents;
3. No use of unnecessary packaging.

“RECYCLABILITY” INCLUDES THE FOLLOWING MEASURES:

4. Use of materials with greater possibilities for recovery/recycling;
5. Inclusion of recycled raw materials or raw materials with sustainable management certificates;
6. Better quality packaging to minimise its environmental impact.

1 Reduction in unit weight of packaging

Six main actions leading to packaging weight reduction were identified a priori in the questionnaire so that packers could report which of these were implemented. The figure below shows the answers obtained.

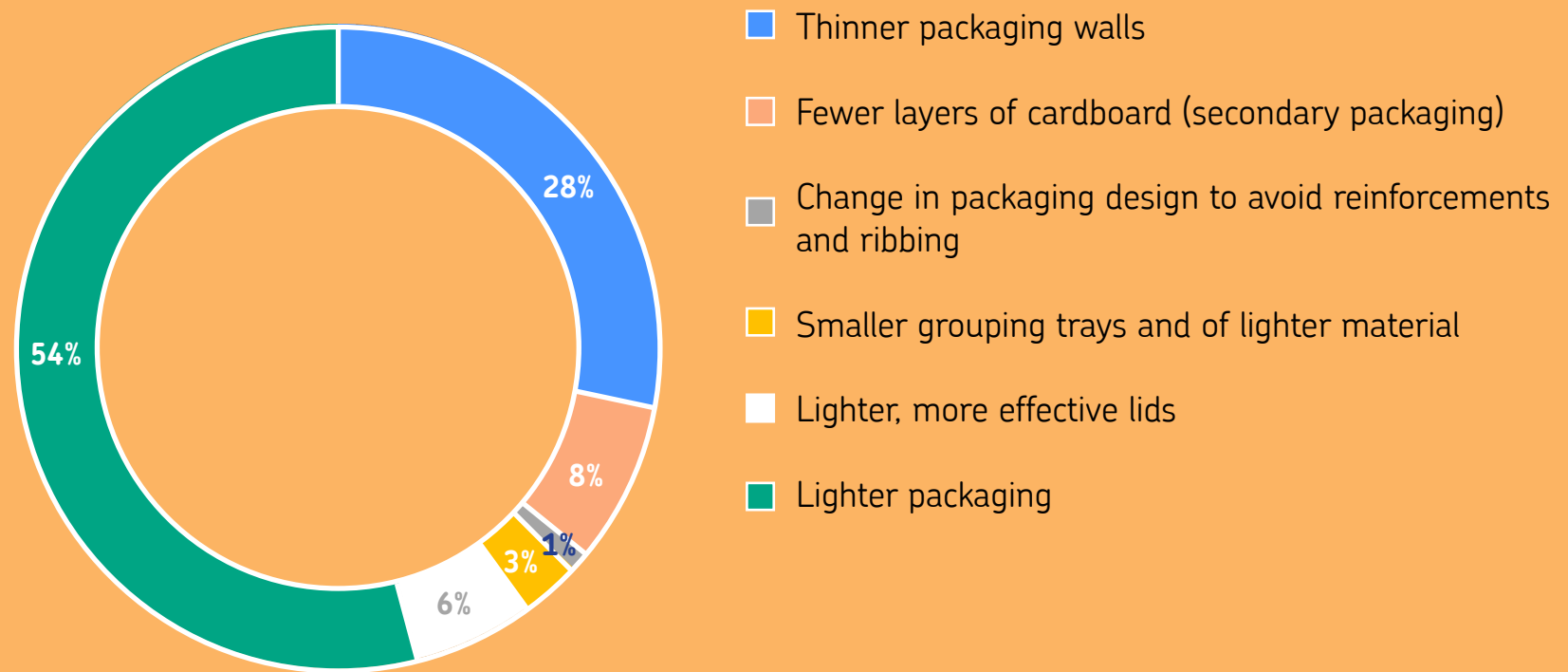


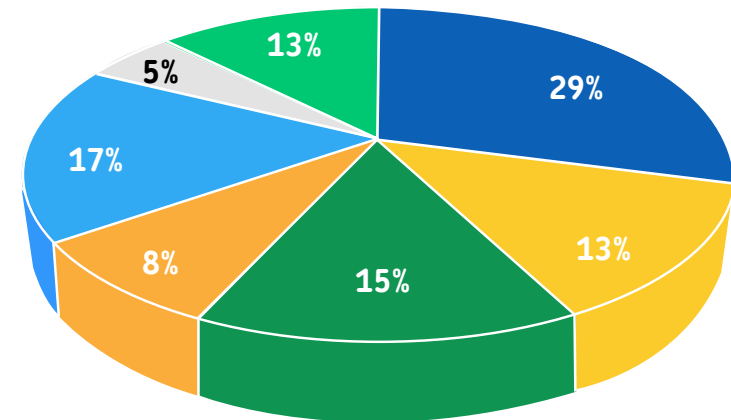
Figure 2 – Reduction in unit weight of packaging, actions taken from 2017 to 2020 (%)

MAIN PREVENTION INITIATIVES

By the end of July 2020, **252 answers** had been received from our clients, packers and fillers, **representing 36.5% of the total amount of packaging declared** to SPV.

According to these answers, **127 packers and fillers, responsible for 33.3% of the total packaging declared to SPV**, reported prevention measures in the design of their packaging. On the other hand, 125 stated that they had not implemented any prevention during that period, representing only 3.2% of the total packaging declared to SPV.

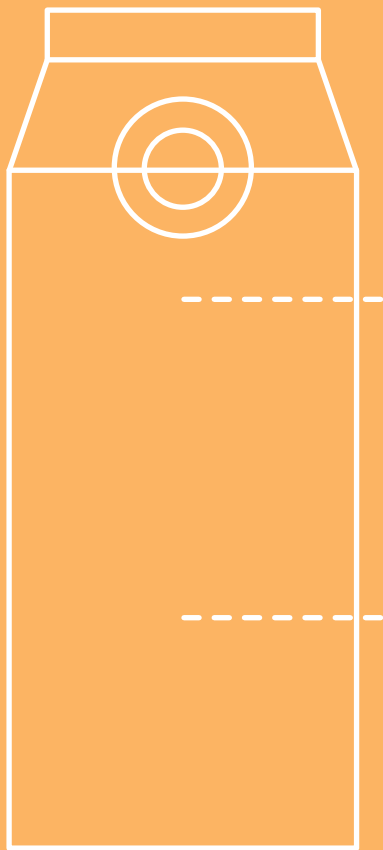
From 2017 to 2020, **preventive actions were reported by packers and fillers..** They are broken down by type of measure in the chart below:



- Reduction of Package Unit Weight
- Improvement in the Weight Ratio of the Package and its Contents
- Non-Use of Superfluous Packaging
- Use of Materials with Greater Possibilities for Recovery/Recycling
- Incorporation of Recycled Raw Materials or with Certificates of Sustainable Management
- Qualitative Improvement of Packaging in a way to Minimize its Environmental Impact
- Use of Reusable Packaging
- Other

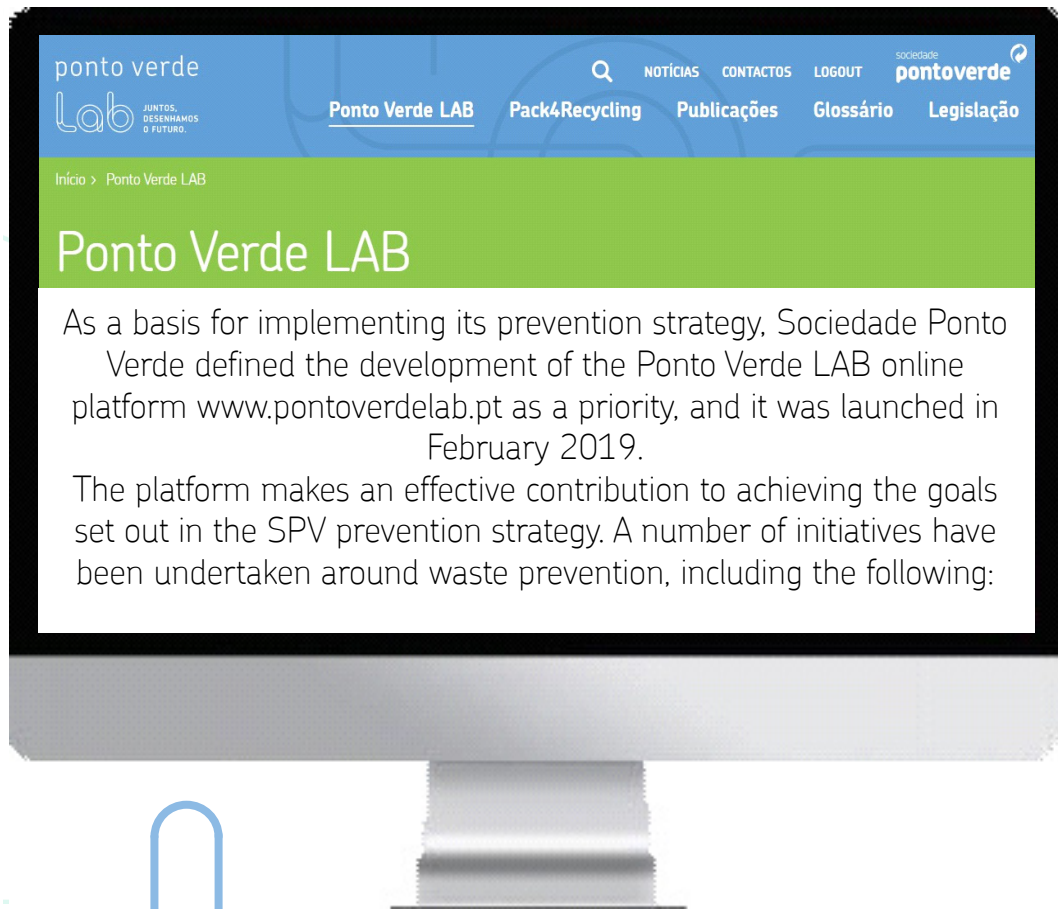
1 Reduction in Unit Weight of Packaging

Table 1 – Reduction in unit weight of packaging indicators, by measure and action (2017 to 2020)



Prevention Measure	Action taken	Reduction Indicators		
		Formula	By action	By measure
Reduction in unit weight of packaging	Thinner packaging walls	$\left(\frac{\text{Weight New Packaging}}{\text{Weight Previous Packaging}} \right) < 1$	0,83	0,81
	Fewer layers of cardboard (secondary packaging)		0,79	
	Change in packaging design to avoid reinforcements and ribbing		--	
	Smaller grouping trays and of lighter material		0,84	
	Lighter, more effective lids		0,86	
	Lighter packaging		0,80	

MAIN PREVENTION INITIATIVES



During the development of the Ponto Verde LAB platform, **various publications**, were released on waste prevention, including best practices in packaging design, particularly:

- Practical Guide to Plastic Packaging Design
- Recyclability Guide – Perfume and Cosmetics Sector
- Ten recommendations on how to make your packaging easier to recycle

Talk4Recycling Webinar, which took place on 19/05/2020, and addressed the issues of innovation and prevention for more and better recycling, encouraged discussions and reflection on sustainability.

For the full version, go to talk4recycling.pontoverde.pt/webinar.html

MAIN PREVENTION INITIATIVES

Podcasts “Talk4Recycling” available at talk4recycling.pontoverde.pt/podcasts.html, focused on the following issues:

- Prevention Trends. New Goals. SUP Directive
- Company synergies in their global commitments
- Sustainable Marketing. Trends. From theory to practice.
- Disruptive materials in PET recycling - damage to the process caused by poor choices
- Constraints on sorting and the importance of “design4sorting”

Training:

- Collaborative Protocol with GS1 Portugal and SPV to undertake training in 2019 and 2020 for SPV clients and GS1 Portugal associates
- Specific training courses for our clients packers and fillers

New Recycling Iconography developed so that brands can help consumers to dispose waste better, using new icons with labels that show them what to do with each packaging component before placing it in the proper drop-off container. The recommendations in the “**Recycling Iconography Standards Manual**” aim at **increasing the recyclability of packaging waste and maximising the amount of packaging sent for recycling**. The New Recycling Iconography Manual is available at disponível em <https://www.pontoverdelab.pt/publicacoes/>



MAIN PREVENTION INITIATIVES

Ongoing **technical support** for our clients packers and fillers in the development of more sustainable/ recyclable packaging, including:

- Coca-Cola European Partners
- Portugal, Unipessoal LDA.;
- Danone Portugal, S.A.;
- Fromageries Bel Portugal, S.A.;
- Grupo Sonae
- Irmãdona Supermercados, S.A.;
- L'Oreal Portugal, LDA.;
- Longa Vida-Indústrias Lácteas, S.A.;
- Nestlé Portugal, Unipessoal, LDA.;
- Pescanova Portugal, LDA.;
- Seda Ibérica - Embalagens S.A.;
- Unilever Fima, LDA

Participation in the Portuguese Plastics Pact Working Groups to promote a circular economy in plastics:

- Measurements & Definitions
- Roadmap 2025
- Unnecessary or problematic single-use plastics
- Alternative Materials and Life Cycle
- Business models for reduction and reuse
- Better Recycling and Solutions for the Use of Recycled Plastics

MAIN PREVENTION INITIATIVES

Development of Circularity Tools and support for the design of more sustainable packaging, in particular:

- “Pack4Sustain” - FCT Project with Graça Martinho, Ana Pires (R&D project approved)
- Circularity Tools developed in partnership with LNEG and Vienna University of Technology (ongoing R&D project, in test phase of software tools)

Other R&DI Plan projects with funding from SPV with an impact on prevention (e.g. replacement of packaging or packaging components, LCA studies and new technological solutions for recyclability) received funding to the tune of €1.4 M (2017-2020).



THANK YOU