



# Product Stewardship Update: Product Packaging Trends

Latin American Environmental Law Roundtable

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# Sustainable Packaging

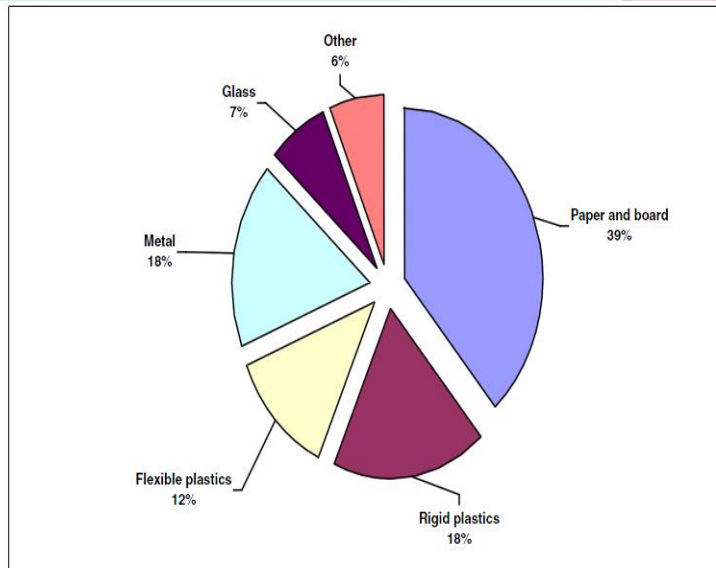
## Sustainable Packaging:

- Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
- Meets market criteria for both performance and cost;
- Is sourced, manufactured, transported, and recycled using renewable energy;
- Optimizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy in all probable end of life scenarios;
- Is physically designed to optimize materials and energy;
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles.

Source: Sustainable Packaging Coalition

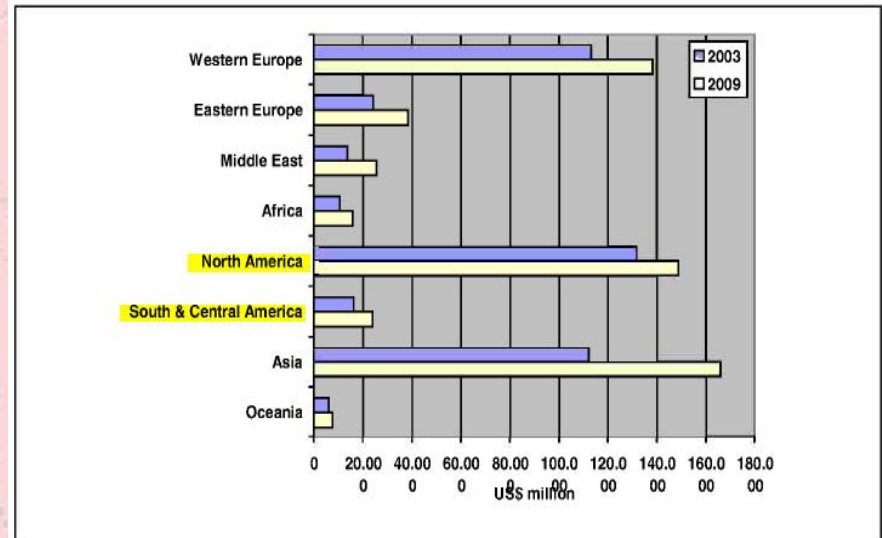
# Packaging Global Consumption by Region

World packaging consumption  
by sector, 2003



Source: Pira International Ltd

World packaging consumption  
by region, 2003-09



Source: Pira International Ltd

# Packaging Global Drivers

- Consumer acceptance/demand
- NGO activity
- Waste management infrastructure
- Product take-back obligations
- International initiatives

# International Packaging Initiatives

- EU Directive on Packaging and Packaging Waste
- ISO Technical Committee 122 on "Packaging and Environment"
- International Standards for Phytosanitary Measures ("ISPM") No. 15 (wood packaging)

# LAR Regional Context

- Tremendous population growth
- Increases in consumer products
- Insufficient waste infrastructure
- Growing environmental awareness
- Embrace of product stewardship as solution



# Packaging Regional Initiatives

- Mercosul Initiatives
  - Regional Platform
  - Packaging Focus
    - Ex: Policy on Environmental Management of Special Universal Wastes and Post-Consumer Responsibility and Product-Specific Initiatives
    - Ex: Resolutions on Packaging Materials Used for Foodstuffs

A light blue map of the Latin American region, including Mexico, Central America, and South America, is shown in the background. The title is overlaid on the map.

# Latin American Region Packaging Initiatives and Trends

- Packaging Take-Back Initiatives
  - Broad scope
  - Product-specific scope
  - Tied to waste classification
- Other Packaging Trends
  - Design for Environment
  - Bans
  - Incentives
  - Labeling
  - Voluntary Measures





# Latin American Region Packaging Take-Back Initiatives Broad Scope

- Packaging in General
  - Ex: Uruguay Packaging Law and Implementing Decree (Law 17.849 of 2004 and Decree 260 of 2007)
  - Ex: Costa Rica Regulation on Management of Ordinary Solid Wastes (Decree 36093-S/2010) (effective Feb.16, 2011)
  - Ex: Mexico Draft Urban Solid Waste NOM
- Most Packaging
  - Ex: Argentina Packaging Bill PL 1226-D-2010 (except for packaging of exclusive use in the agricultural and livestock sector)
- Consumer Goods
  - Ex: São Paulo State SMA Resolution 24/2010

A light blue map of the Americas is shown in the background. The continent of North America is highlighted in a light red color, and the continent of South America is highlighted in a slightly darker red color. The text is overlaid on the map.

# Latin American Region Packaging Take-Back Initiatives Product-Specific Scope

- Pesticides and packaging
- Agrotoxins and packaging
- Oil lubricants and packaging
- Pharmaceuticals and packaging

# Latin American Region

## Packaging Take-Back Waste Classification

- Colombia Waste Decree 4741/05
  - Management plan by generator (including manufacturer and importer) required for post-consumption products that become hazardous wastes upon discard
  - Packaging in contact with hazardous waste also deemed hazardous waste
- Mexico General Law for the Prevention and Integral Management of Wastes
  - Manufacturers, importers, exporters and distributors must develop management plans for listed Article 31 wastes (includes pesticide packaging)

# Latin American Region

## Other Packaging Trends

- Design for Environment
  - Solid Waste Laws
    - Brazil Solid Waste Law 12.305/2010 and Costa Rica Solid Waste Law 8839/2010)
  - Zero Waste Laws
    - Buenos Aires Zero Waste Law (Law 1.854/2006)
  - Green Purchasing Requirements
    - Brazil's Instructional Norm 1/2010 and Green IT Specifications

A light blue map of the world with Latin America highlighted in a darker blue. The map shows the continents of North and South America, with the Latin American region shaded in a darker blue. The title and list are overlaid on this map.

# Latin American Region Other Packaging Trends

- Bans
  - Mexico City's Ban of Free Plastic Shopping Bags
  - Buenos Aires Province and City Phase Out of Plastic Shopping Bags
  - Many others
- Labeling
  - Chile's Bill Proposing Labels Informing Consumers of Water Used in Packaging
  - Brazilian Bill Proposing Non-biodegradable Packaging Labels



# Latin American Region Other Packaging Trends

- Incentives
- Voluntary Initiatives
- Consumer Awareness Campaigns

# Latin American Region Packaging Forecast

- More take-back obligations
- More DfE requirements
- More labeling requirements
- Continuing consumer demand for sustainable packaging



**THANK YOU!**

**!GRACIAS!**

**OBRIGADA!**