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**EXPERTISE
FRANCE**



Development of Voluntary Guidelines on Sustainable Packaging towards Reduction of Marine Litter and Promoting Packaging from Alternative Materials through Market-based Approach

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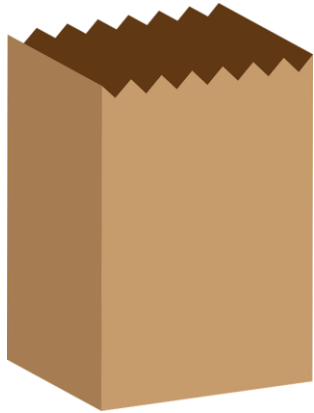
**Philippine Center for Environmental Protection
and Sustainable Development, Inc.**

Country:

Philippines



OBJECTIVES



Develop ecolabelling criteria and certify products for sustainable packaging to encourage reuse, recyclability and shifting to sustainable alternatives than single-use packaging



Establish a private sector roadmap to provide strategic plans, propose solutions and identify stakeholders that can be involved in the implementation of shifting towards more sustainable packaging



Promote sustainable packaging through an environmental education campaign on SCP focusing on the ecolabelling criteria for sustainable packaging, training and seminars to raise awareness, and a policy recommendation guideline



Opportunities for Sustainable Packaging



- ✓ Market demand
- ✓ Consumer demand
- ✓ Environmental Performance
- ✓ Policy Implementation
- ✓ Sustainable Consumption and Production
- ✓ IEC Campaigns and Awareness-raising
- ✓ Improves brand value and reputation



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NELP-GCP CRITERIA FOR PACKAGING PRODUCTS



The criteria developed shall:

- be **non-discriminatory** to technology
- **not be descriptive**
- **address the priority environmental issues** identified

Coverage:

Common Criteria for All Packaging

Biodegradable packaging (Bio-based included)

Compostable Packaging

Packaging with Recycled Content

Recyclable packaging with recovery systems in place

Reusable or Refillable Packaging



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THANK YOU

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