

ACTIVE & INTELLIGENT PACKAGING IN RELATION TO SUSTAINABLE DEVELOPMENT

"Sustainable development is a development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Brundtland Report for the World Commission on Environment and Development (1992)

68% "SUSTAINABILITY IS IMPORTANT FOR MY PURCHASING DECISION."*

"I WOULD PAY 25% MORE THAN ORIGINAL PRICE FOR SUSTAINABLE PRODUCTS."* **35%**

* 1,000+ respondents in CGS's 2019 Retail and Sustainability Survey

GLOBAL PACKAGING INDUSTRY & SUSTAINABILITY



5 MILLION PEOPLE



400 BILLION DOLLARS



170 KG PACKAGING WASTE PER CAPITA



33% OF ALL FOOD PRODUCED IS WASTED



80% OF ALL PACKAGING IS USED FOR FOOD PRODUCTS



PACKAGING HAS HUGE IMPACT ON THE SUSTAINABILITY

HOW ACTIVE & INTELLIGENT PACKAGING CAN HELP



This infographic was developed by Greg Ganczewski, Henrike Holwerda, Anouk Dantuma and Veronika Štampfl as part of COST Action FP1405 ActInPak. ActInPak aims to identify and overcome the key technical, social, economic and legislative barriers to a successful deployment of renewable fibre-based functional packaging solutions such as active and intelligent packaging. For more information please visit www.actinpak.eu
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