



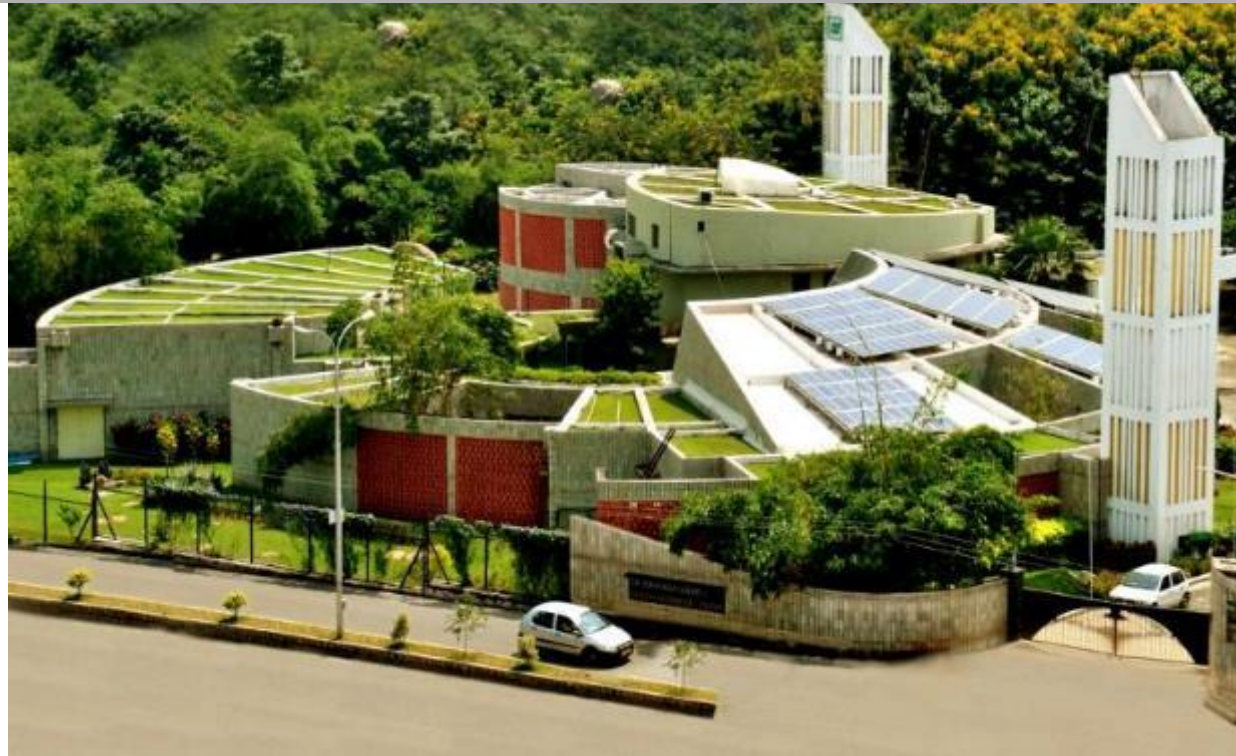
# GREEN PACKAGING



# CII – SOHRABJI GODREJ GREEN BUSINESS CENTRE, HYDERABAD

Unique activity of CII supported by the Government of Andhra Pradesh, USAID and Pirojsha Godrej Foundation

“Centre of  
Excellence”  
Energy,  
Environment,  
Green Buildings,  
Renewable  
energy, Water &  
Climate change  
activities in  
India



GreenCo Rating  
Assess  
performance of  
a company on  
their Green  
performance



# GREEN PACKAGING / SUSTAINABLE PACKAGING

## **Intent:**

**Use of material, manufacturing process and end-of-life of the packaging material has less environmental impact**

- **Sustainable Sourcing of Material**
- **Recycled content**
- **Recyclable**
- **Bio-degradable**
- **Optimum use material**
- **Resource efficient manufacturing process**
- **End-of-life management of packing material**

# PACKAGING OPTIMIZATION – GENERAL TRENDS

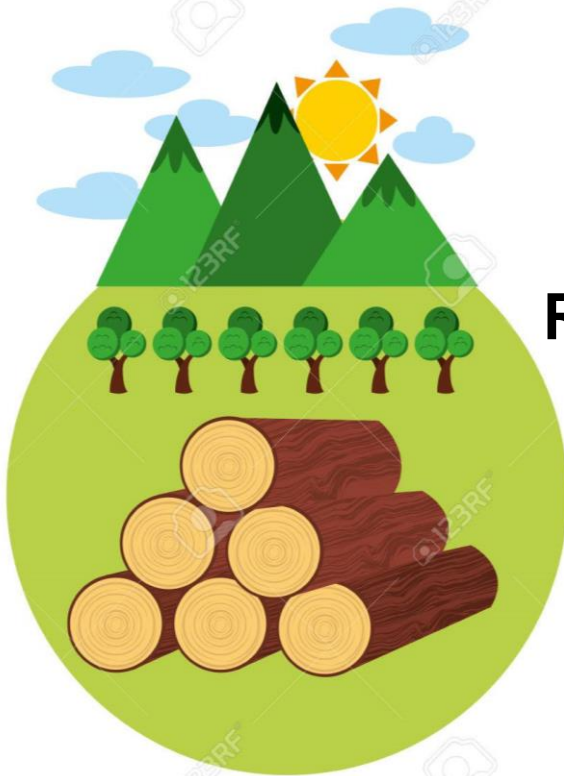
- **Alternate Materials**

- ✦ **Wood to corrugated boxes**
- ✦ **Corrugated boxes to Reusable Pallets**
- ✦ **Styrofoam / thermocol to recyclable / biodegradable material**

- **Weight Reduction**

- ✦ **Design improvements**
- ✦ **Eliminating Tertiary , secondary packing**
- ✦ **Resizing of packing**
- ✦ **Thinner packing material**

# BENEFITS OF GREEN PACKAGING



**Less generation of waste**

**Reduction in natural resources**

**Logistics optimization**

**Less impact on environment**



**Contributes to GHG emission reduction**

# GREEN PACKAGING AS A CORPORATE STRATEGY



# GREEN PACKAGING AS A CORPORATE STRATEGY

- **Packaging neutral**
- **100% recyclable and biodegradable packaging**
- **Zero waste to landfill**
- **Take back of packaging**
- **Adoption of Eco-design principles**



**Sustainable  
sourcing**



**100% RECYCLABLE**



# PUMA

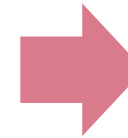
Over 2000  
ideas



40+  
packaging  
prototype



No box at all



Reduce **65%**  
cardboard  
use by

Save **8500** tons of paper

No Assembly

**20 Millions**  
Megajoules of electricity

**1 Million**  
Liters of water

Reduce **10000 tons** of CO<sub>2</sub>





# DELL

## 3Cs

Cube

Content

Curb

## Innovative Material

Bamboo packaging

Mushroom Cushions

Ocean Plastics

## Recyclability

Recyclable

Compostable



# OPTIMIZATION OF PACKAGING MATERIAL



# RETURNABLE PACKAGING



**Cardboard boxes to  
reusable PP boxes**

**Cardboard boxes to  
returnable trolleys**



# TOTO

Conventional packaging (inside)



The award-winning packaging (inside)  
A 48% reduction in the amount of packaging material used



**48%** reduction in packaging material

Reduction in packaging cost by **30%**



**CO<sub>2</sub>** **129 tons/year** CO<sub>2</sub> emission reduction

# OPTIMIZATION IN PACKAGING



**Before**

**After**

**95% Reduction in Carton Packing**



**Before**

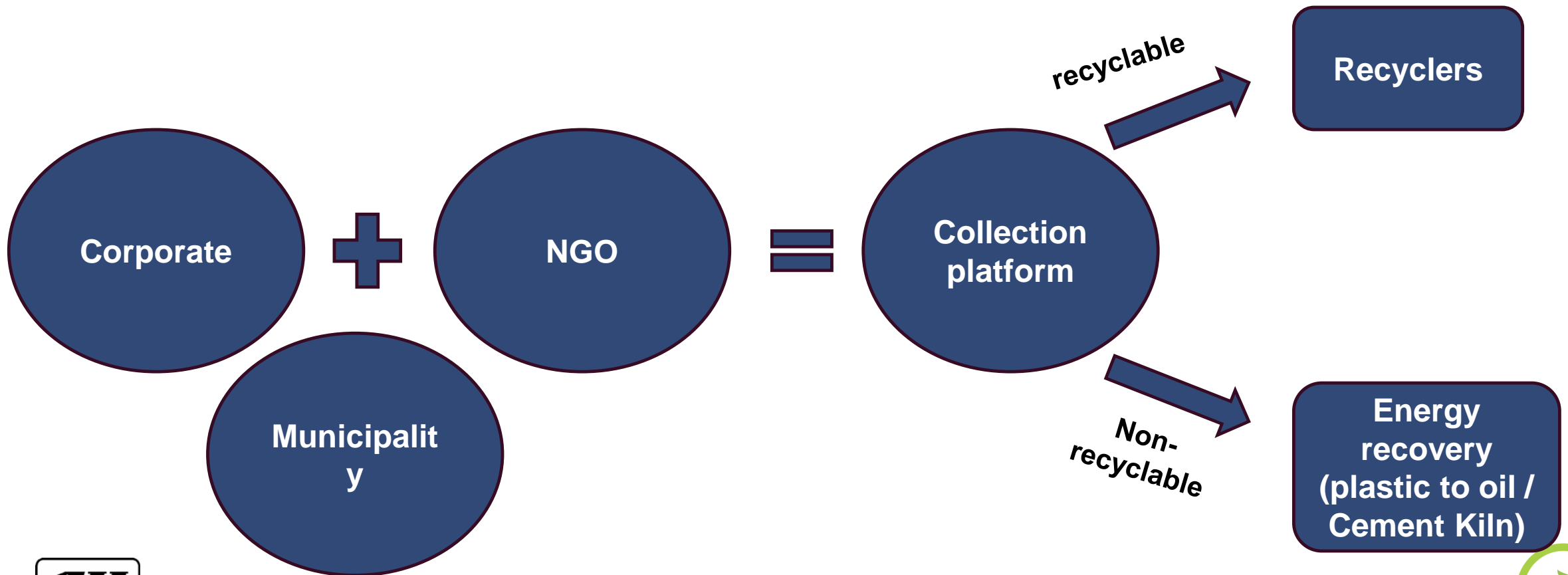
**After**

**Use of eco-friendly packaging**

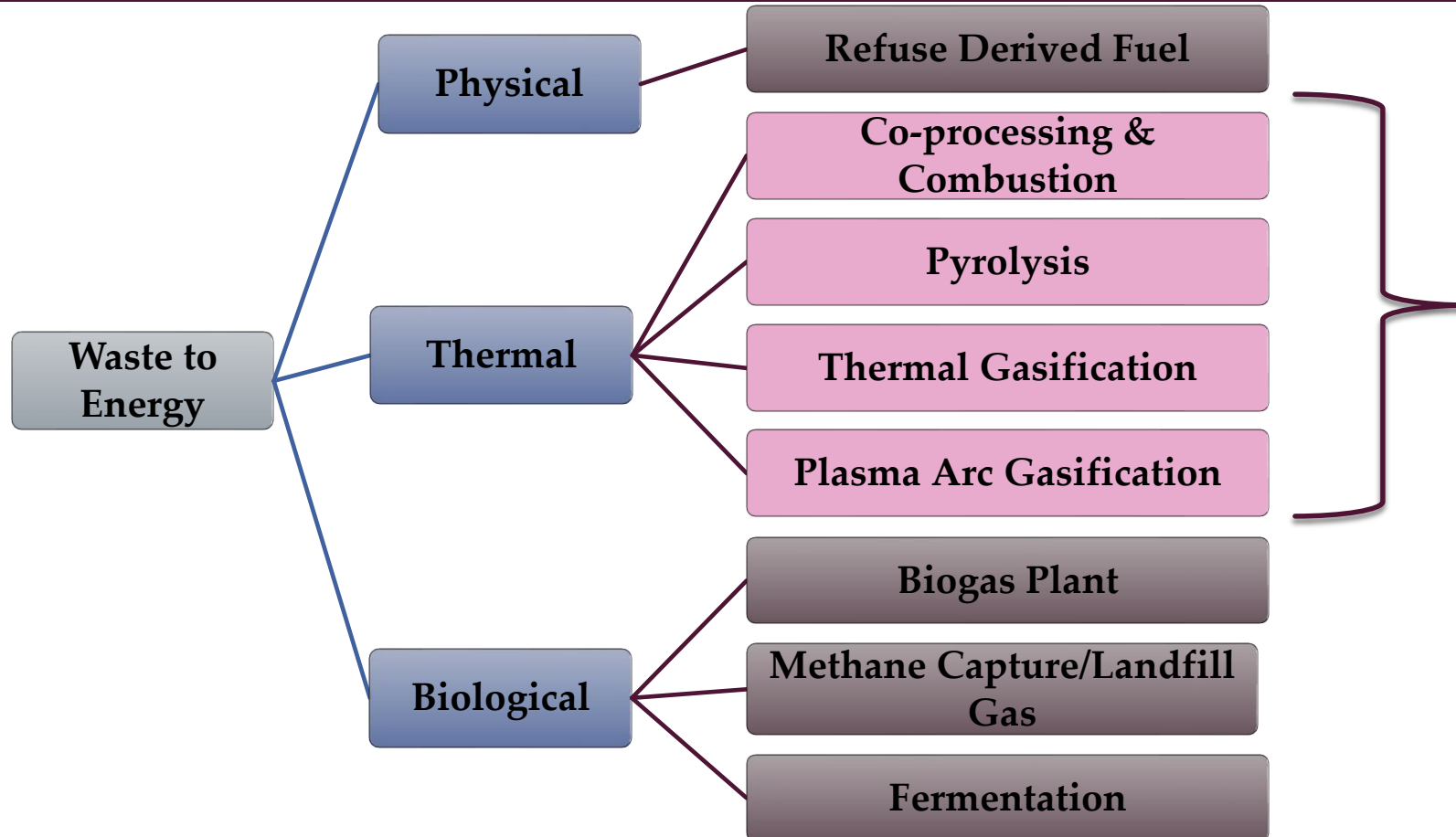
# PLASTIC WASTE MANAGEMENT RULE 2016

- **Responsibility of waste generation introduced**
  - ✦ **Applicable for individuals, commercial & industrial**
  - ✦ **Segregate plastic waste and user fee to local bodies**
- **Extended Producer responsibility**
  - ✦ **Applicable for Manufacturers & Brand Owners**
  - ✦ **Take-back of Multi layered packing and plastic bags**
- **CPCB Guidelines for disposal of non-recyclable waste**

# GODREJ CONSUMER PRODUCTS –PILOT PROJECT ON EPR



# WASTE TO ENERGY



■ **Various options for converting non-recyclable waste to energy**

✦ **Flexible / Multilayer packing**



## TO SUM UP

Excellent opportunities for optimizing packaging

Future, need to meet more stricter Govt regulations

Adoption of **'Green Packaging'** practices is not a choice. It is  
necessity for competitiveness and Global Excellence





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**THANK YOU !**