

WORLD SUSTAINABLE DEVELOPMENT SUMMIT 2022

**TOWARDS A RESILIENT PLANET:
ENSURING A SUSTAINABLE AND EQUITABLE FUTURE**

February 16-18, 2022



Emerging Opportunities towards Sustainable Packaging Solutions – Ball Corporation

17 February, 10:00 - 10:45 A.M. (IST) | Duration: 45 minutes

About the World Sustainable Development Summit (WSDS)

The **World Sustainable Development Summit (WSDS)** is the annual flagship Track II initiative of **The Energy and Resources Institute (TERI)**. Instituted in 2001, in 2021, the Summit series marked 20 years in its journey of making ‘sustainable development’ a globally shared goal. Over the past two decades, the Summit platform has pioneered conversations by bringing together governments, scholars, corporates, youth groups, thought leaders, and civil society representatives from across the world.

The present state of planetary health and humanitarian crises calls for revisiting the agenda around global action and equity. The 21st edition of the WSDS is being held under the umbrella theme of ‘**Towards a Resilient Planet: Ensuring a Sustainable and Equitable Future**’ from **16th to 18th February 2022** in a virtual format.

Background Note

As the world enters into an era of commercialization with everything being made available to everyone, packaging has become a necessity of the modern times. Be it safe delivery of goods from distinct areas to the remotest places or as a display of product specification and brand endorsement, packaging in today’s times is a multifaceted phenomenon aimed at ‘depicting many things in one’. However these packaging materials have posed a challenge to India’s sustainability goals specifically SDG 12- Sustainable production and consumption.

A major problem among several others is the problem of unsustainable plastic consumption in India. A big proportion of plastic consumed in India, around 59%, is plastic packaging, which is significantly higher than other regions like Europe. Also there is an increasing awareness of how plastic packaging is adversely affecting marine life, polluting the rivers and ocean and, ending up as non-biodegradable heaps of waste at landfills. One might immediately think of glass or multi layer packaging (MLP) cartons as alternative sustainable options, however it is imperative to make the correct alternative choice only after detailed investigation of the impacts of these substrates across their value chain.

Among the substrates, one of the proposed solutions is to use aluminium as sustainable packaging option. In addition to being tamper proof and easy to stock, Aluminum is infinitely recyclable and recycling reduces energy needed for production of primary metal by 95%.

The current penetration of aluminum cans in India is low as the per capita consumption is one beverage can compared to 70 cans in Vietnam, 40 in China and 140 in Brazil. Thus the results of the exercise '**Emerging Opportunities towards Sustainable Packaging Solutions**' will help both beverage manufacturers and consumers to make scientific data driven choices.

Approach

Ball Corporation has commissioned TERI to find out the most sustainable beverage packaging option out of the four commonly available substrates in the Indian market namely aluminum cans, PET bottle, glass bottles and MLP cartons. TERI has accordingly conducted a Life Cycle Assessment (LCA) of different reference flows of each of the four substrates and identified impacts of each based on parameters like GHG emission, acidification, eutrophication potential, water footprint and their consequent impacts on human health, resource depletion and the ecosystem.

To conduct this exercise, TERI has identified system boundaries, functional unit, product functionality, reference flows and most relevant impact categories. Throughout the project TERI has met with the commissioner of the project i.e. Ball Corporation to give them periodic updates about its progress.

Objective

Through this thematic track, we aim to deliberate upon an all-inclusive technical and policy based solution from different stakeholders on the need and emerging opportunities (consumer and producer's perspective) towards sustainable packaging. Deliberating on modern day consumer's perspective to the need of producer for a conducive production environment to providing policy suggestions to the government, this discussion will help to redevelop and redefine the way packaging is done traditionally, especially in India wherein it will be seen under the 'green development' lens.

KEY QUESTIONS

1. What kind of policy support is required to increase the penetration of Aluminum cans?

2. What are the channels through which consumers' awareness can be strengthened around sustainable packaging?
3. How can policies be strengthened towards promoting sustainable packaging materials in India?
4. What kind of market based mechanisms can be rolled out to attract consumers?
5. What learnings can we take from other countries?

Expected Outcomes

Bringing in perspective of various stakeholders from production to policy making, this thematic discussion aims to highlight the urgency of switching over to sustainable packaging solutions. Putting all stakeholders on the same platform, this discussion expects to come out with concrete and holistic suggestions to bring alive the vision of sustainable packaging.