



The first signatories of the General Assembly that led to the creation of the National Packaging Council in 1997

PACKAGING IN FRANCE IS

- 1** Significant. According to the best estimates (no official statistics being available), the packaging industry in France has a turnover of between 30 and 35 billion Euros, with nearly 200,000 direct jobs.
- 2** Innovative. French packaging ranks in the world's top 4, along with the USA, Japan, and Germany in terms of design, patents, and models related to the packaging industry. There are many recognized design and engineering schools for consumer product packaging.
- 3** Actively committed to sustainable development for 25 years, with a material recycling rate of 68% for household packaging and even higher for industrial and commercial packaging. Eco-design is very widely committed, with the continuous lightening of each packaging being an undeniable success



THE ENVIRONMENTAL CLAIMS EXPERT COMMITTEE



The committee was established in 2013, and its purpose is to advise and help companies draft their environmental claims for packaging in a robust, understandable, and verifiable way. The committee issues letters to economic actors who do not respect the rules, as well as market ethics, and the CNE's "environmental claims" editorial guide.

CORE DOCUMENTS

In 25 years, the CNE published 68 documents, including 11 position papers, all translated into English and available on our website. Among them:

- » Packaging and environmental impact: facts and figures
- » Eco-design of Packaged Products: Methodological Guide
- » Environmental Claims on Product Packaging: Marketing Guide
- » Packaging... What for? Packaging is important for the product's use
- » Packaging and Circular Economy
- » Packaging's contribution to food waste reduction (with ADEME)
- » Bulk or pre-packaged products: recommendations from the CNE
- » Position paper: Comparisons of environmental impacts of packaging made from different materials



THE PURPOSE OF OUR ASSOCIATION

The French Packaging Council (CNE) is an independent moral authority that, for 25 years, has been promoting Right Packaging through good practices with its member partners.

OUR MISSION

Partners dedicated to Right Packaging

The CNE's mission is to develop and promote good practices for design, marketing, and product packaging use.

The CNE has historically been very involved in promoting a packaging waste prevention policy and wishes to become a driving force in shaping a responsible eco-design policy for the product and the packaging.

- » Develop and promote good practices for design, production, distribution, and product packaging use
- » Issue opinions or recommendations to the various stakeholders
- » Be a driving force in the development of a responsible eco-design policy for product packaging
- » Develop and promote the prevention and reduction at the source of packaging
- » Foster dialogue between partners

OUR MEMBERS IN 2022

The CNE brings together all the different players in the value chain of the packaged product: producers of packaging materials, manufacturers of packaging and equipment, consumer goods companies, approved companies and operators in the collection and recovery sector, local authorities, consumer and environmental protection associations, designers, machine manufacturers, and other packaging professionals.



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1997

2022



A quarter of a century dedicated to Right Packaging!



**NOËL MANGIN
REVIPAC**

“THE FRENCH PACKAGING COUNCIL (CNE) WAS FOUNDED DURING A TIME OF INTENSE DEBATE ON PACKAGING ISSUES”

What was the prevailing context when the CNE was founded?
The CNE was founded in a particular context – during the implementation of the “Eco-Emballages” system in 1992 – a similar EPR system for household packaging. As a result, several stakeholders in the value chain worked together to build this system; and all partners agreed that there was a need for a dedicated organisation for all packaging-related issues.

Why a CNE designed with NGOs?

At first, we held discussions about: Who should we involve? Which stakeholders should be included? How can we make everyone work together? What are the common actions to be defined? We considered environmental associations, together with consumer associations, to be very important.

Do you feel you have progressed in the past 25 years?

What we have done has been far from useless! Together with all the stakeholders, we have been “forced” to exchange ideas and play a positive role. It is essential that each position taken is measured, objective and consensual. The CNE is here to assess if each position is sensible, freeing itself from short-term interests.

What about in 10 years?

I would like to see this demanding logic maintained. The notion of the circular economy, which is becoming more and more common, requires us to work in synergy to obtain effective results. I am deeply convinced that we need to focus on interdependencies and not think in silos.

INNOVATION AT THE HEART OF THE CNE

Emballé 5.0: a competition for tomorrow's packaging

Emballé 5.0 is a competition open to students who have completed their secondary education.



Emballé 5.0

The competition is dedicated to the innovation of the product/packaging pair, which would benefit **Right Packaging**.

Eco-design is not only about source reduction. It aims at designing packaged products that comply with the principles of **sustainable development** throughout the life cycle of the packaged product (from the extraction of the material to its recovery at the end of its life) in a **circular economy framework**.

Every year since 2010, this challenge awards and promotes **innovative**

ideas that are relevant to the consumer/user and that contribute to the common good and to the preservation of the environment.

The challenge represents the necessary link between the world of **education** and the world of **industry**. The CNE thus creates bridges and a network between these entities.

The competition is recognized by schools and universities as a **facilitating link in the job search process**. It is well anchored in the schools' curriculum and allows students to give free rein to their imagination through **innovation in packaging**, to think globally and to get used to speaking in public.



**GILLES PACAULT
ILEC**

“THE LEADING COMPANIES HAVE HAD CLEAR VISIONS”

Over the last 25 years, have any brands been pioneers in the field of “Right Packaging”?

As early as 1994-95, what Unilever was doing in this area was coherent, innovative, and comprehensive. The issues dealt with were not only those related to packaging but also those of the entire product chain. This is what life cycle assessment (LCA) is all about today.

E-commerce and drive/click and collect/bulk/ ... have permanently changed product distribution. How are brands coping with this unprecedentedly rapid evolution?

The drive has really accelerated things because manufacturers, who used to exchange mainly logistical and commercial information with distributors, have had to switch to a ‘digital avatar’ of the product, which has turned out to be more complicated than expected. All this at a time when new European rules have come into force in the food sector. Bulk products require additional staff for self-service distribution, for reasons of hygiene and safety in particular.

Your “sagas” in the Revue des marques have often made us dream. Is there one in which packaging has played a significant role?

In Apéricube, packaging played a key role. Both the idea and the technology of the packaging are extraordinary. It is a success story based on patents. A lot of patents! It is a way for Bel to limit competition, especially from private labels. While the quality of the product, the choice of flavours, and advertising play a major role, the fundamental part is its aluminium packaging. Thanks to its unique and patented packaging that didn't change much since its launch, Bel claims an 85% share of the market for cheese appetisers.

1997

Creation of the CNE
Chairman: Georges Robin
General Delegate: Olivier Labasse

1998

Publication of the catalogue of prevention cases with the Ministry of the Environment

2000

First guide to help with the design and manufacture of packaging

2010

New Chairman: Michel Fontaine
New General Delegate: Bruno Siri
Creation of the competition “Emballé 3.0” now called “5.0”

2013

Creation of the Environmental Claims Committee
Creation of the 9th college: other companies / federations / associations

2019

Creation of the CNE PACK FOCUS mornings

2021

Conference at the Ministry of Industry: machines and packaging: “Let's speed up the transition together”



**ANTOINE ROBICHON
CITEO**

“CITEO WILL ALWAYS NEED THE CNE TO ADDRESS WITH NUANCE THE DIFFERENT ISSUES THAT PACKAGING STAKEHOLDERS MAY HAVE”

What made CITEO get involved in the creation of the CNE in 1997?

Twenty-five years ago, one of the major concerns about packaging was end-of-life. The CNE had a broader vision than CITEO: “why packaging?” It was therefore quite natural that in 1997 we considered it important to create a stronger link upstream in the value chain.

Where do the CNE's and CITEO's activities complement each other?

Our two structures are complementary because they both perform different tasks, yet with similar stakeholders. CITEO will always need a platform such as the CNE to address, with nuance, the various issues that packaging stakeholders may have.

You are about to celebrate your 30th anniversary, will that be the occasion to look to the future? How does it look like?

The upcoming 30 years will define how we will go one step further to reduce the environmental impact of packaging. We will need the CNE more than ever to remind us of the usefulness of packaging and to spread our messages in terms of circularity. Let's not forget that we commonly think in terms of “packaging” but we should rather think in terms of “product-packaging” pair or even “use-product-packaging.”

In terms of circularity, is there still work to be done?

These are exciting challenges, and we will need to use all our collective intelligence to track down these final points of circularity.

Will that be alongside the CNE?

Yes, because the CNE is this “platform” with which we can exchange on all these aspects while reminding the role of packaging.

COMMITTED SCHOOLS



Read the full version of this document and all the interviews on the website of the National Packaging Council (CNE).

“WE CONSTANTLY NEED TO EXPLAIN AND REPEAT TO EVERYONE THAT PACKAGING IS NECESSARY, THAT IT DOES THE MAXIMUM WITH THE MINIMUM”

Regarding packaging: how was the situation 25 years ago?

In 1992, the Beffa-Riboud report -with the participation of the French Minister Lalonde- led to the creation of Eco-Emballages and all parties contributed to the emerging management of household packaging in France. The CNE emerged quite naturally from this shared will to promote prevention to the maximum. And source reduction was not limited to household packaging only; but applied to all packaging, whether household, industrial or commercial. The debates were perfectly rational at the time, and marketers organised themselves to reduce their packaging.

And today?

25 years later – so just one generation later! - the situation in Europe has completely changed. Until the 2000s, packaging was “forgotten” behind the products it was designed to serve. Nowadays, packaging has become a target even though its CO2 impact is very low- close to 2% worldwide.

The CNE constantly needs to explain and repeat that packaging is necessary, that it does the maximum with the minimum, and that it has little impact on our environment. Rationality has to be put back in when possible.

What place will the CNE have in 25 years?

To be honest, I have no idea! However, I do know that, over the centuries, packaging has adapted to the societal changes and consumption patterns that have shaped our modern world. It will undoubtedly continue to do so.



**MICHEL FONTAINE
CNE**