ORDE in de verpakkings- CHAOS

Met de juiste informatie samen naar het einde van verpakking als milieuprobleem

NVC-GS1 Thinktank Coding & Identification
Achtergrond, stand van zaken en toekomst

Michaël Nieuwesteeg m.nieuwesteeg@nvc.nl
Jan Merckx jan.merckx@gs1.nl

Nieuwegein, 21 november 2023

NVC NETHERLANDS PACKAGING CENTRE

NVC Netherlands Packaging Centre

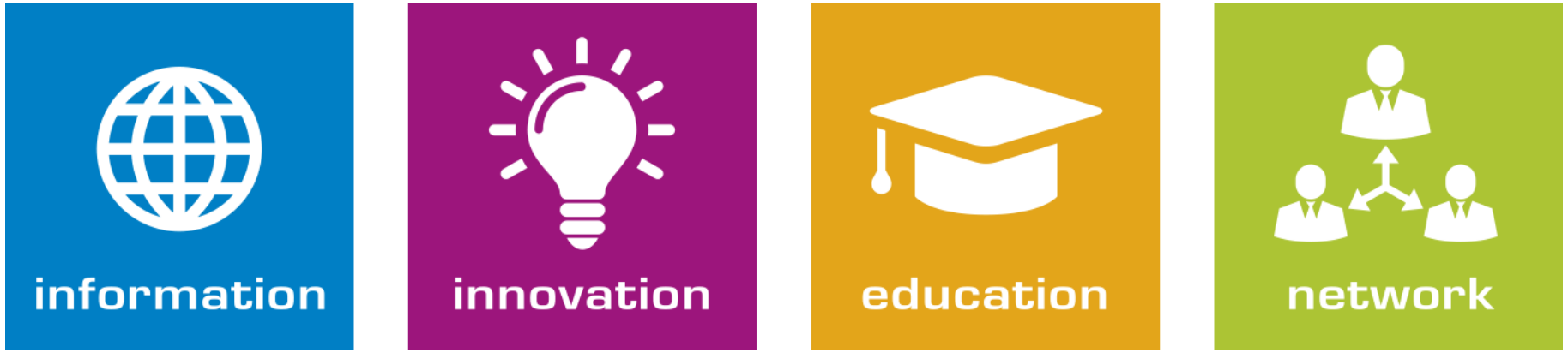
Packaging is (the activity of) the temporary integration of an external function and a product top enable the use of the product.

NVC (founded in 1953) is the **association of 500+ companies** worldwide, interested in packaging.

The NVC membership, innovation projects, business information services and education programme **stimulate the continuous improvement of packaging, including the responsible disposal of the emptied packs**.

NVC NETHERLANDS PACKAGING CENTRE

NVC activities with and for you



Sharing the future in packaging

www.nvc.nl
info@nvc.nl

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GS1

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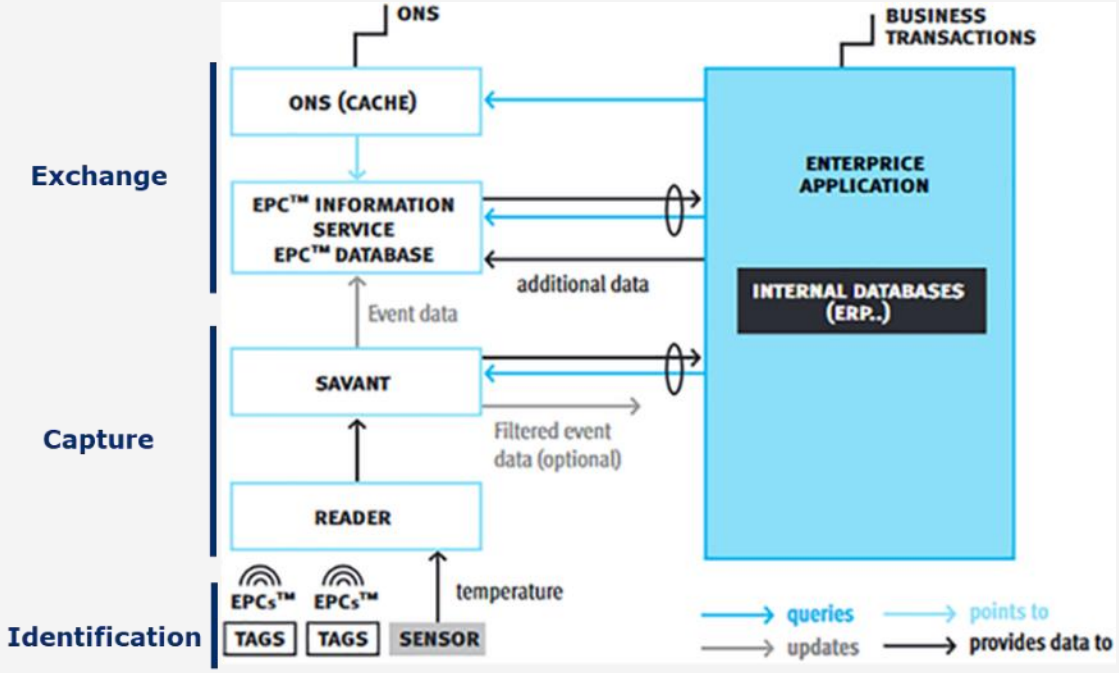
How did NVC and GS1 meet?

Kevin Ashton, founder of the term Internet of Things (IoT) in 1999:

"If we had computers that knew everything there was to know about things—using data they gathered without any help from us.



NVC-GS1 cooperation in world standards
Coding & Identification with RFID (2010)

ISO 17363, Supply chain applications of RFID – Freight containers

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ISO 17364, Supply chain applications of RFID – Returnable transport items

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ISO 17365, Supply chain applications of RFID – Transport units

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ISO 17366, Supply chain applications of RFID – Product packaging

.

ISO 17367, Supply chain applications of RFID – Product tagging

.

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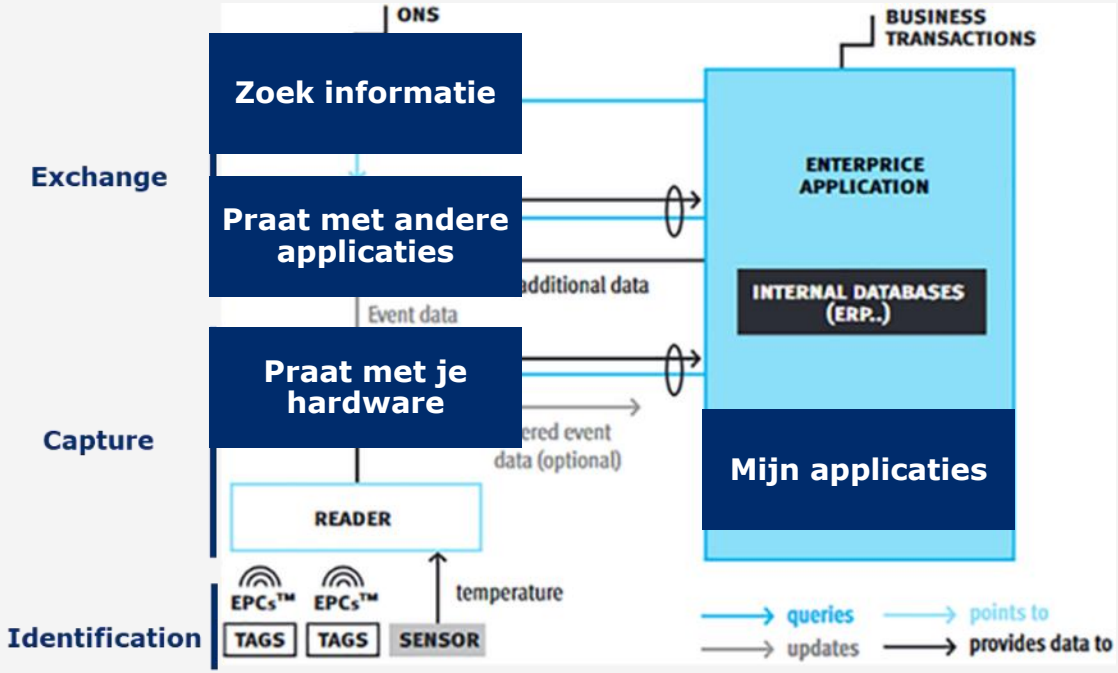
How did NVC and GS1 meet?

Kevin Ashton, founder of the term Internet of Things (IoT) in 1999:

"If we had computers that knew everything there was to know about things—using data they gathered without any help from us—**we would be able to track and count everything, and greatly reduce waste, loss and cost.**

We would know when things needed replacing, repairing or recalling, and whether they were fresh or past their best."



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New challenges

Eco-Design for Sustainable Products Regulation

(ESPR)

Packaging & Packaging Waste Regulation

(P&PWR)

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Sustainable Products
ESPR – expected Q1 2024

Packaging & Packaging Waste Regulation
PPWR - expected Q1 2024

DATA

Article 7 + JRC study

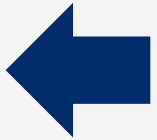
Information requirements

The PPWR specifies
- Eco-design requirements for packaging
- Information requirements for packaging

→Eco-designed packaging
→Made for re-usability
→Made of recycled product
→Easy tobe recycled
→No substances of concern

If considered necessary, additional information requirements can be manadated by Delegated act.

Intermediates (Plastics included, not in top priority list)



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Sustainable Products
ESPR – expected Q1 2024

Packaging & Packaging Waste Regulation
PPWR - expected Q1 2024

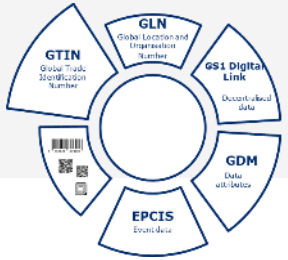
DATA SYSTEM

Article 10

- DPP should be fully **interoperable with other passports** in relation to technical, semantic and organisational aspects not be allowed to sell, re-use or process such data remain available.

The EU has the intention to harmonise data-exchange. This means the PPWR will adapt to the proposed data system of the ESPR

Things can talk to Things,
the DPP can talk to another DPP.



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Sustainable Products
ESPR – expected Q1 2024

Article 10

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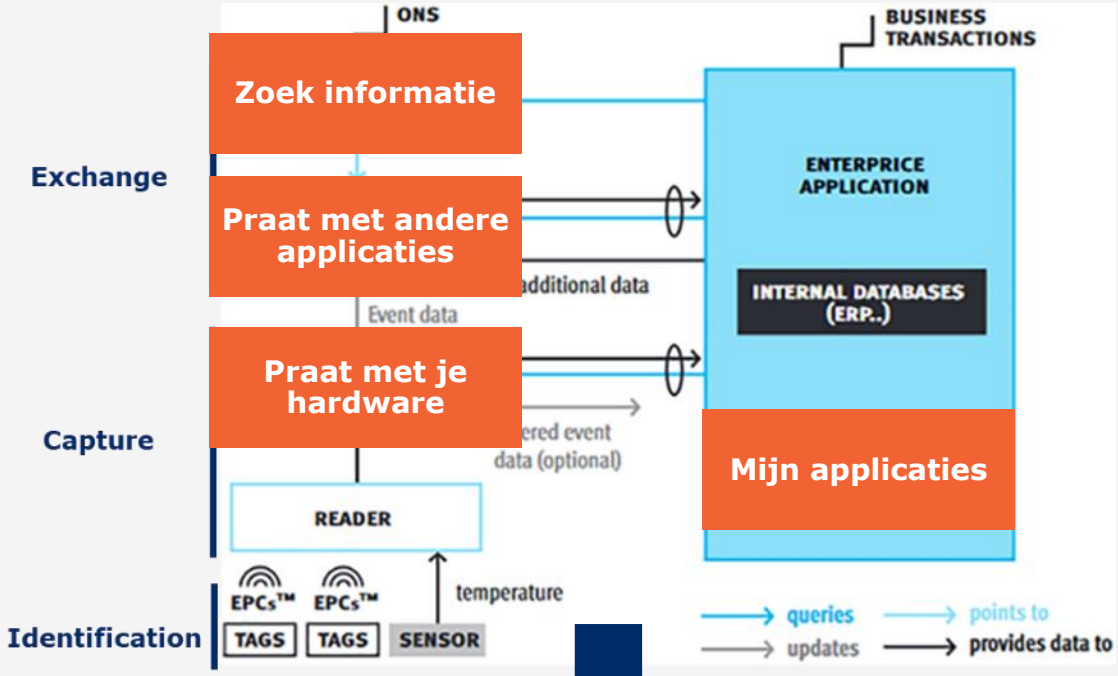

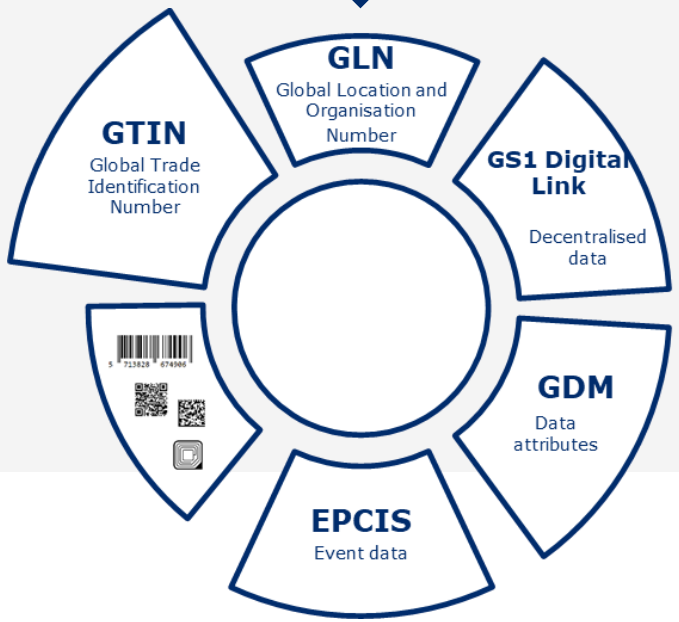

www.nvc.nl/puma

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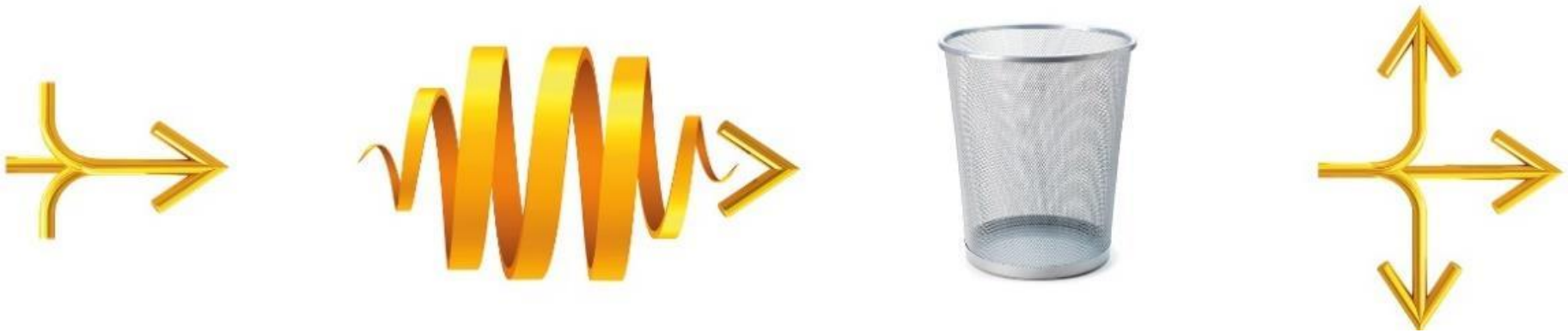
FE	P-U-E	C-C	BE
FRONTEND	PACK-USE-EMPTY	COLLECT-CONTROL	BACKEND



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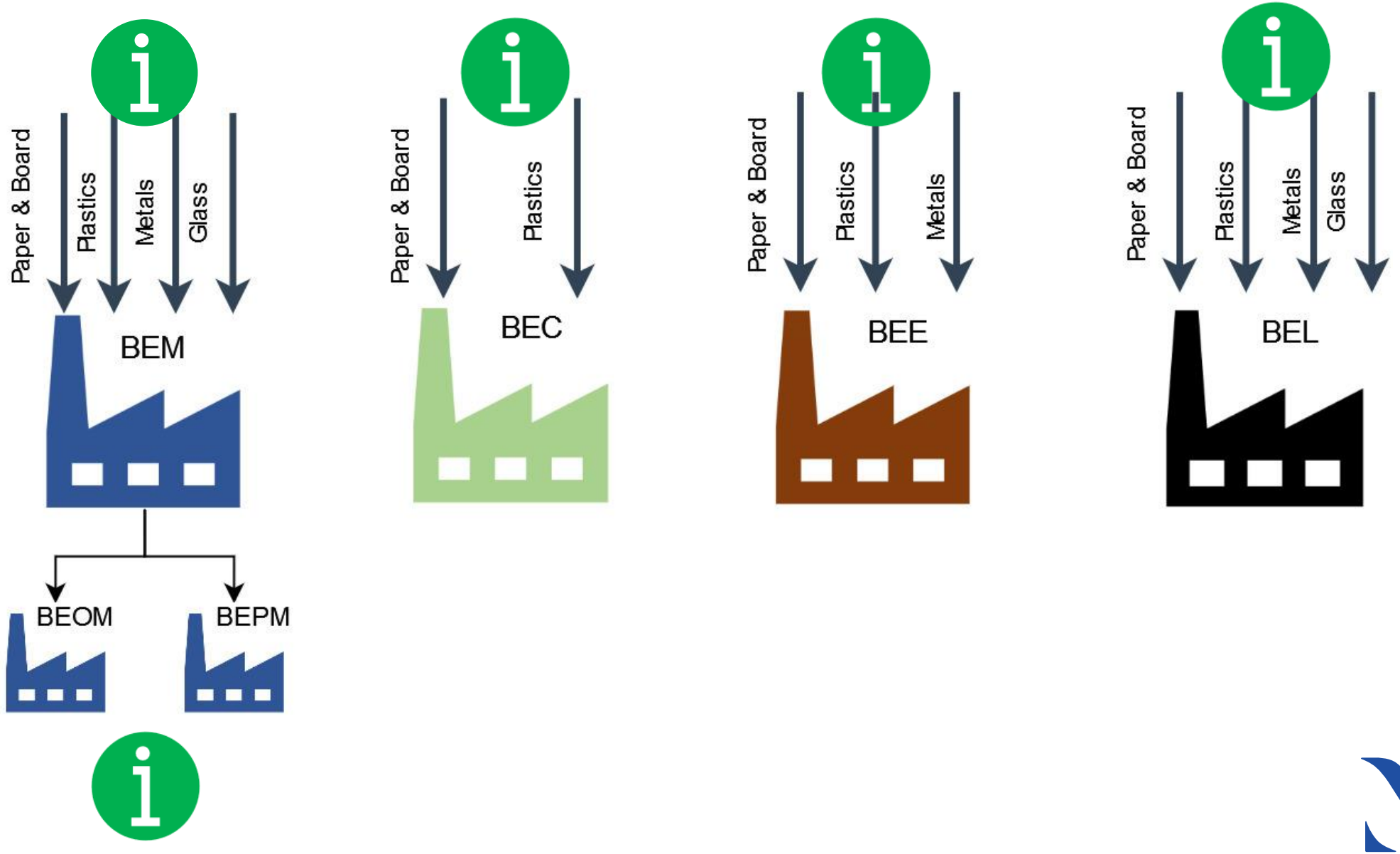

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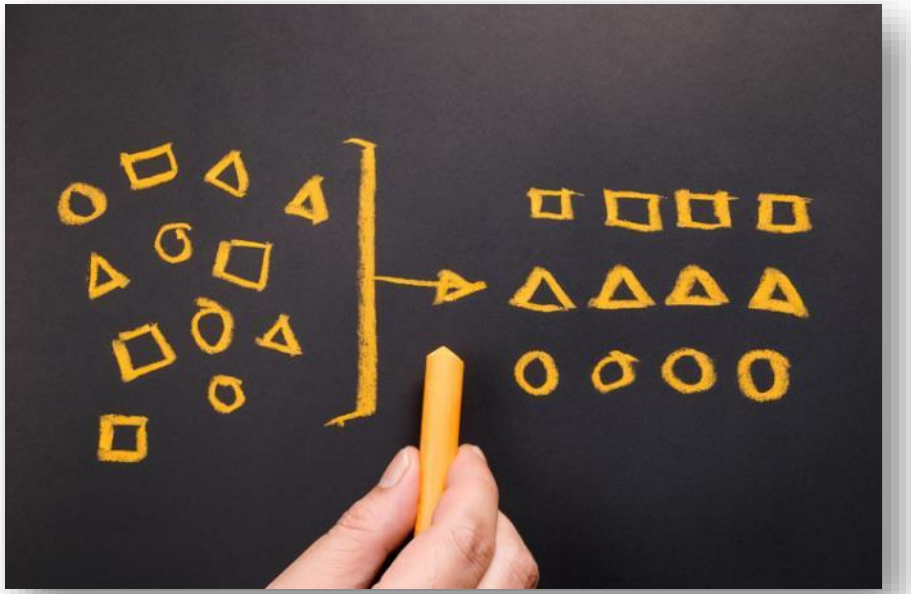

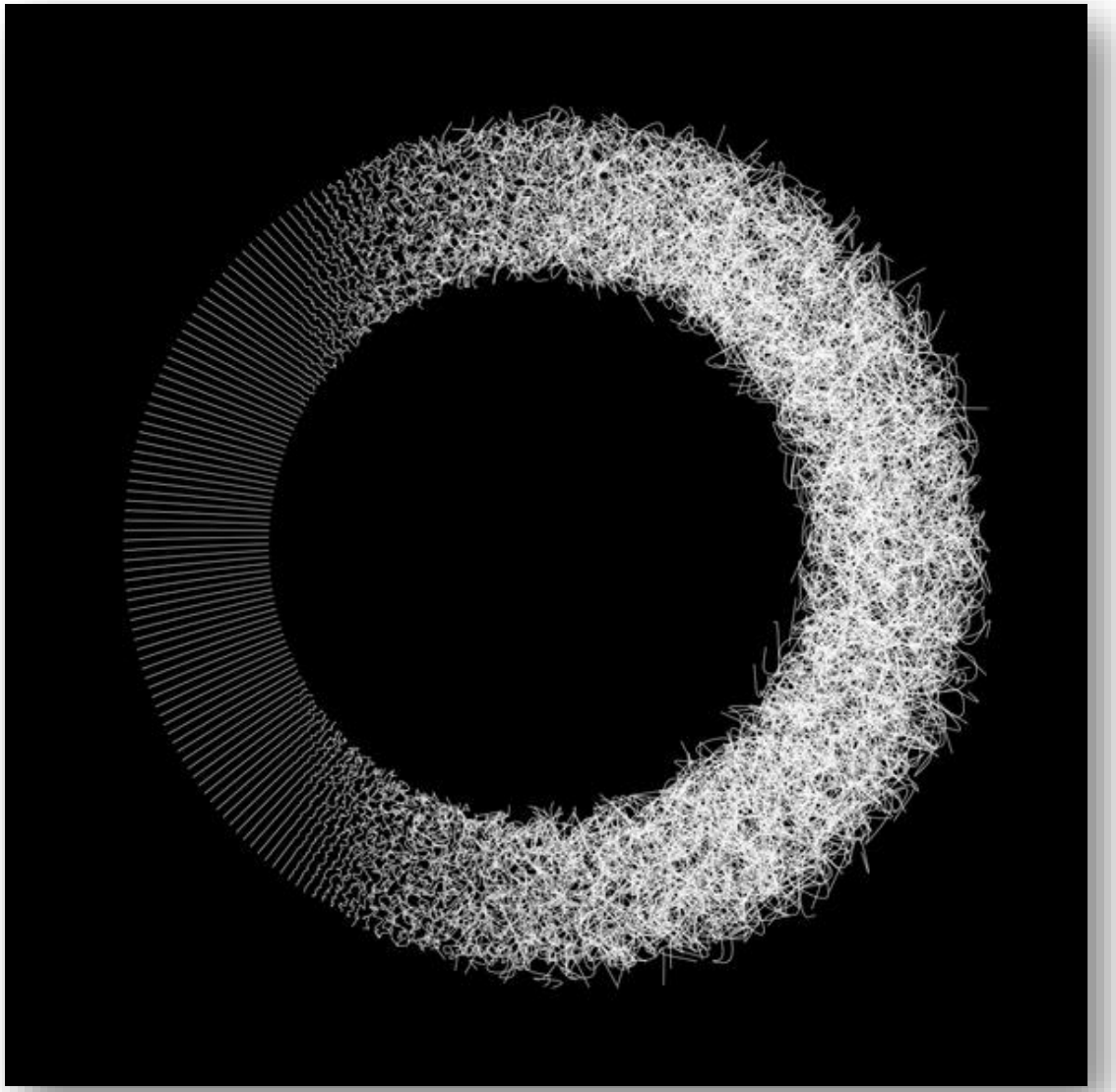

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FUTURE ACTIVITIES

Supporting business with adequate follow-up on the changing regulatory requirements regarding packaging and environment (mainly ESPR – PPWR) by a cross-sector, vertical value-chain

Understanding of the complete GS1 architecture, including GS1 Digital Link and EPCIS and applying it to solve the environmental packaging issues (in line with the NVC PUMA Project)

Maintain and grow European and worldwide 'eco-system' for open discussion and innovation on how to achieve the required interoperability

… let the music play!

GS1 Nederland

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DANKUWEL!

NVC NETHERLANDS PACKAGING CENTRE