



Solutions for a world
aware of its resources



Process and Criteria for Awarding WorldStar “Packaging that Saves Food”

Introduction

One third of all food is either wasted or lost – an amount that would be enough to meet global food needs. A growing world population needs sufficient food. Over 840 million people are starving today. To feed them adequately, food production under the existing conditions needs to increase significantly. This would require more arable land, more water consumption, more animal feed and more fertilizers and have significant adverse effects on the environment.

Curbing and minimizing food loss and waste can considerably limit the scope of additional resource requirements because a quarter of the food that is currently lost and wasted would already be sufficient to feed the starving world population. **About 1.3 billion tons of food is actually thrown away each year**, either because it spoils due to incorrect storage or inappropriate transport methods or because it no longer meets the standards of the trade and consumers. Furthermore, a lot of food is not eaten by consumers because, for example, the quantities purchased by them are too large. Studies have shown that in less developed countries food tends to be lost at pre-harvest, harvest and initial handling phase. With increasing development food waste tends to move up the distribution chain to retail and consumption level. Here food is more likely thrown away when still edible.

Using existing capacities is in every respect a more expedient alternative here. This benefits the environment too: the carbon footprint of food lost worldwide each year is the equivalent of about 3.3 gigatons of CO₂. Compared with the emissions of individual countries, only the carbon footprint caused each year by the USA respectively China is higher.

FAO (Food and Agriculture Organization of the United Nations) presented two fundamental studies on the scale and reasons for food loss in different regions of the world in 2011. These studies highlighted **the role of packaging in preventing such loss** in order to gain further understanding on how to secure a global resource-conserving food supply. An essential element is the use of expertise from the packaging and process industry. Efficient logistics are the key to minimizing food loss effectively on route to trade and consumers. This includes state-of-the-art processing methods as well as intelligent packaging systems which ensure comprehensive protection.

Possible packaging solutions:

- Appropriate packaging
- Appropriate materials
- Modern packaging such as active and intelligent packaging
- Portion sized packaging
- Re-closable packaging
- Convenient packaging
- Hygienic processing and packaging

WPO World Star “Packaging that Saves Food” Special Award

In cooperation with Save Food Initiative and Interpack, WPO organizes a WorldStar “Packaging that Saves Food” Special Award to highlight the role of packaging in preventing food losses and food waste. **We call for smart and sustainable packaging concepts to improve the supply of food** to a growing global population.

Awarding Process

1. At the time of entry for the regular WorldStar competition, **candidates will indicate** that they also want to be considered for the “Packaging that Saves Food Award”. Therefore, each WorldStar winner that chooses this option will be automatically considered for judging for the “Packaging that Saves Food Award.”
2. Each entrant will complete a **separate form** that addresses each of the “Packaging that Saves Food” Award’s criteria. The information provided by the candidates on this form should demonstrate why their package should receive a “Packaging that Saves Food” Award, using measurable and supportable information.
3. A candidate for a “Packaging that Saves Food” Award must **first qualify as a winner of a WorldStar Award**.
4. **Evaluation** of the candidates will be done by members of the Sustainability Committee. The Committee will evaluate these write-ups, weigh them in a quantitative way and score each submission. Committee member evaluations will be completed in 30 days and returned to the manager of the awards program, for compilation.
5. **Finalists will be announced** within 90 days after the regular WorldStar judging meeting, giving winners enough time to plan to travel to the Awards ceremony. The finalists will find out at the Awards ceremony if they have received Bronze, Silver or Gold.
6. **The Finalist Winners will be presented** with either Bronze, Silver or Gold at the WorldStar Awards Ceremony and Gala Dinner.