



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 CO<sub>2</sub>. 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. **Winners will be announced** within 90 days after the regular WorldStar judging meeting, giving winners enough time to plan to travel to the Awards ceremony.
6. **Winners will be presented** in a first and exclusive worldwide exhibition of packaging solutions to realize “save food” on Interpack 2017.

### Criteria to win the WPO World Star “Packaging that Saves Food” Special Award:

Criteria	Examples:
1. The packaging solution has shown to <b>reduce food losses or food waste</b> in a relevant amount.	Technical solutions can be e.g. appropriate packaging(-materials), active and intelligent packaging, Portion sized packaging, re-closable packaging, convenient packaging, hygienic processing and packaging
2. Appropriateness, adequacy, convenience	The shown packaging solution fits to the field of application/culture/status of development, where it is used. It is convenience to its users.
3. Innovative but feasible	It can be shown, that the packaging solution is a clear innovation in its market. The solution is already successful on the market or very likely to be feasible.
4. Sustainability	The packaging itself is also optimized in meanings of sustainable packaging (e.g. Green Seal, ISO 14001,...). Please be aware, that the sustainability of a package should be judged on the combination packaging + filling good. “As little as possible, as much as necessary.”
5. Communicates to consumers that the package is saving food or reducing food losses/food waste.	Display of certificate on package, promotes proper way to save food. Relevant and credible save-food-claims. Creating awareness.
6. Benefit to Society/Community	Efforts have been made to educate (end-)users on the value of save-food-practices.

## Scoring Scheme

The scoring scheme is based on the Committee response to the information provided by the candidate and whether the candidate's claims agree with the criteria. Points would be awarded in each of the 6 categories as follows:

Disagree *	Agree	Strongly Agree
<b>0</b>	<b>1</b>	<b>2</b>

\* Disagree could include no response to a criteria (criteria left empty or not adequate).

Total scores will be divided by 6. Winners would have to pass a threshold score of an average of **1.0** or higher in order to be eligible for WPO's "Packaging that Saves Food" Award.

All entries which score 1.0 or above will receive an "Honorable Mention" certificate.

The top 3 winners, by score, will receive the following awards:

*1<sup>st</sup> Place:* **Gold**  
*2<sup>nd</sup> Place:* **Silver**  
*3<sup>rd</sup> Place:* **Bronze**

In case there is a tie, there could be additional winners in each category i.e. 2 gold, silver or bronze.

Following is an **example** of how the scoring could go:

Criteria: <input type="checkbox"/>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>Total</b>	<b>Average</b>
Candidate: <input type="checkbox"/>								
<b>#1</b>	1	2	0	2	1	0	<b>6</b>	<b>1,00</b>
<b>#2</b>	2	2	2	2	1	1	<b>10</b>	<b>1,67</b>
<b>#3</b>	0	0	0	1	1	0	<b>2</b>	<b>0,33</b>
<b>#4</b>	1	1	2	1	2	1	<b>8</b>	<b>1,33</b>
<b>#5</b>	0	1	1	1	1	0	<b>4</b>	<b>0,67</b>

*Dr Johannes Bergmair, Head of Sustainability Committee, WPO*

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