



# PIP360 Packaging Innovation Pathway to Circularity



Thank you for joining the PIP360 Packaging Innovation Pathway to Circularity Benchmarking Tool Information Webinar.

## Key Takeaways

- 1. PAC is your partner and supporter.** The PAC team is here to help. Please contact us and we'll be more than happy to set up a demo of the PIP360 tool and tailor it to your specific needs.
- 2. Packaging Waste is a problem:** Governments and Industry are responding with ambitious regulations and Global Plastics Pacts (including the Canada Plastics Pact), requiring baseline assessments and annual tracking. In support, PAC Packaging Consortium launched the PIP360 packaging optimization and assessment tool January 21st, 2021.
- 3. PIP360 a circularity tool to help you achieve package sustainability goals:** The goal of the PIP360 tool is to provide a packaging CIRCULARITY SCORE TODAY, so you can SET GOALS FOR TOMORROW. It will show you the innovation pathway to meet your 2025 and 2030 corporate goals. The tool is currently set-up to provide baseline scores for products manufactured anywhere in the world and sold into the Canadian market. And, usage can be expanded for a specific region and/or country where actual recycling recovery data is available.
- 4. PIP360 provides an efficient, rigorous method of benchmarking and comparing packaged products and portfolios.** Developed by a collaboration of over 30 organizations across the packaging value chain, it is based on expert technical knowledge and current material recovery data in Canada. Key performance indicators are aligned with the circular economy. You can generate scores quickly and readily run product and package comparisons.
- 5. PIP360 works for ALL packaging NOT just plastics.** After inputting basic packaging specification data, the tool provides a score for recyclable, reusable or certified compostable packages. It allows the user to compare package scores, individually and across portfolios, and helps prioritize pathways for improving sustainability and circularity.
- 6. PIP360 scores are CONFIDENTIAL to the user.** Only the user decides how they are used. PAC will analyse and advise upon request. Importantly, the tool is NOT designed to tell you if your package is good or bad. It is designed to benchmark your packaging with a score that can be compared to scores within the same product category or packaging type.
- 7. A tool for ALL sustainability stakeholders:** PIP360 is a tool for all who are committed to keeping packaging in the economy and out of landfill and oceans. This includes package designers, buyers, and sustainability managers at retailers, brand owners, package manufacturers, vendors, waste management and local government around the world.
- 8. Uncertified scores today, certified scores next edition:** Certification will be part of a subsequent version of the tool, where scores will be audited by a qualified committee. Currently the tool provides uncertified scores, appropriate for internal discussion and planning only.
- 9. PAC is listening to the PIP360 users:** On an ongoing basis the PIP360 team is listening to user feedback. And in spring 2021, a Technical Committee of industry professionals will discuss user feedback, and prioritize tool improvements that fit with business needs, legislation and global pact commitments.

## To learn more or request a demo contact:



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