



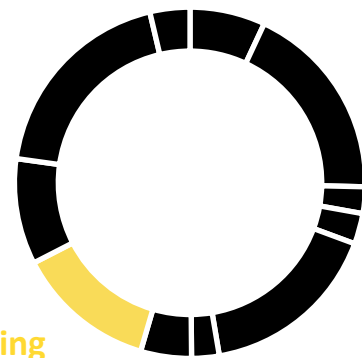
PACKAGING

THE CHALLENGES

IN THE WORLD

Packaging, which is essential for protecting and transporting products, represents a major challenge in terms of environmental impact. Mainly made up of plastics, paper/cardboard and metals, it consumes precious resources and generates large volumes of waste. This waste exacerbates pollution and threatens biodiversity.

According to the OECD¹, the annual production of plastic waste worldwide has doubled in the space of just two decades, from 180 million to over 350 million tonnes. Much of this waste is still poorly managed. On a global scale, almost a quarter of it ends up in open dumps or is scattered in nature. Only 9% is recycled, while the remaining 69% is either incinerated or buried.



Packaging
13%

FOR THE OPTICAL SECTOR

According to the life cycle analysis² of a pair of glasses, packaging accounts for 13% of its environmental impact. Nevertheless, it is the showcase of the environmental commitment of products in the eyes of the consumer.

¹ The Organisation for Economic Co-operation and Development is an international economic research organisation whose aim is to promote public policies that foster prosperity, equal opportunities and well-being for all. Statistics are its main analytical tool.

² Life cycle analysis carried out by Ace & Tate on a pair of acetate glasses. See the sheet "RSE, what is it about?"

WHAT DOES THE LAW SAY?

In recent years, growing awareness of the scale and dangers of increasing waste production has paved the way for greater political intervention on this front. More than a hundred countries have now banned certain single-use plastics in whole or in part. However, regulations vary from country to country. In France, for example, the AGEC law (anti-waste law for a circular economy) regulates this.

IN EUROPE

At the end of 2023, as part of the European Green Deal, global targets for reducing packaging were set for different timeframes, with the aim of achieving a 15% reduction by 2040. For plastic packaging specifically, the objectives were raised, with a final target of -20% by 2040.

WHERE TO START?

There are 2 areas for action:

- reducing the impact of packaging distributed to the customer
- reducing the impact of the packaging used during the logistics phase (as well as during transport).

For both types of packaging, the logic is the same:

- Mapping the packaging used and existing solutions
- Applying the 3Rs principle
- Educating the customer

Other objectives were also defined concerning the minimum percentages of recycled content to be achieved within this packaging.

IN CHINA

In 2021, “Requirements of Restricting Excessive Packaging” were voted in for food and cosmetic products. Although these measures do not yet apply to other sectors, they are likely to be gradually extended to them.

IN THE UNITED STATES

Although there are none at national level, regulations concerning these aspects are implemented at state and municipal level.

MAPPING THE PACKAGING USED AND EXISTING SOLUTIONS

It is vital to evaluate current packaging solutions to identify the materials used, their recyclability and their environmental impact, in order to understand where you stand and where improvements can be made.

APPLYING THE 3RS PRINCIPLE

REDUCE

- First and foremost, consider which packaging layers/components can be eliminated and reduce them to a minimum.
- Then lighten the remaining packaging elements (weight and volume). Not only does this reduce waste, it can also cut your production and shipping costs!
- Minimise the impact of materials.
- Use low-impact manufacturing technologies and processes (energy saving, waste reduction, etc.).
- Reduce the impact related to ink.

More generally, use
eco-design

REUSE

- Adopt reusable packaging / investigate possibilities for reuse (which make sense).
- Give preference to recycled materials.

RECYCLE

- Adopt single-material packaging or packaging that is easy to disassemble to facilitate recycling.
- Choose materials that can be recycled.
- Be wary of biodegradable or compostable materials, which in fact rarely meet the conditions required for biodegradation (and often end up in the conventional waste or recycling stream).

EDUCATING THE CUSTOMER

If you are a manufacturer, encourage opticians to distribute your products in reduced packaging that reflects the message you want to get across to consumers.

Whether you are a manufacturer or a distributor, inform end customers about how they can dispose of packaging correctly at the end of its life cycle, so as to maximise its reuse or recycling rate.

THEY DID IT

ACTIONS RESULTING FROM APPLICATIONS FOR THE SILMO 2023 CSR PRIZE

REDUCE

- Elimination of the leg protectors on glasses during transport – NAONED EYEWEAR
- Elimination of packing particles during shipping – VUILLET VEGA

RECYCLE

- Glasses boxes made from off-cuts of swimming pool liners, and microfibre socks made from off-cuts of rugby shirts – VICTOIRE FAMILY EYES

RE-USE

- Parcels made from cardboard boxes collected from local shops (the same applies for the padding) – FRIENDLY FRENCHY
- Packaging of frames from manufacturers reused to send parcels to opticians – OPAL DEMETZ
- Use of reusable packaging for internal plant transport – NEUBAU EYEWEAR