



Unilever and Veolia partner on sustainable packaging

Description



Unilever is working toward a self-imposed goal to be, by 2025, using plastic packaging only if it is designed to be fully reusable, recyclable, or compostable. And since recyclables are only ever actually recycled if there's a lucrative market for the resulting material, the multinational has also pledged to use 25% recycled material in its packaging by that same deadline. According to the media release,

“Veolia will work with Unilever to implement used packaging collection solutions, add recycling capacity and develop new processes and business models through this partnership in various countries.” ?The partnership will begin with material collection projects in India and Indonesia. From there, presumably, the companies will build on their learnings and expand collection and recycling efforts accordingly. “The scale of the plastic waste issue is getting worse, not better, with the production of plastics expected to double over the next two decades,” ?acknowledges Marc Engel, Unilever’s chief supply chain officer. “We all have a lot more to do to address this critical issue and we hope that by partnering with Veolia, a world leader in waste management, we can take meaningful strides towards a circular economy.”

Read the full article at: www.cosmeticsdesign.com

Category

1. thecirculareconomy

Tags

1. #Unilever
2. sustainable
3. Veolia

Date Created

December 1, 2022

Author

thecirculareconomyteam

default watermark