



## SPHERE: the packaging sustainability framework by WBCSD

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# WHO WE ARE

The **World Business Council for Sustainable Development (WBCSD)** is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

**Our Mission** is to accelerate the transition to a sustainable world by making more sustainable business more successful.

**Our Vision** is to create a world where 9+ billion people are all living well and within the boundaries of our planet, by 2050.



**USD \$8.5 trillion**  
in combined revenues



**19 million**  
employees



**70**  
Global network partners



## GLOBAL

Our 200+ members span across the globe and all economic sectors.



## UNIQUE BUSINESS-ONLY PLATFORM

Our members enjoy access to a diverse business community across sectors and a pre-competitive to exchange ideas, know-how and information with peers.



## CEO-LED

WBCSD is oriented towards collective action and led by the CEOs of our member companies.



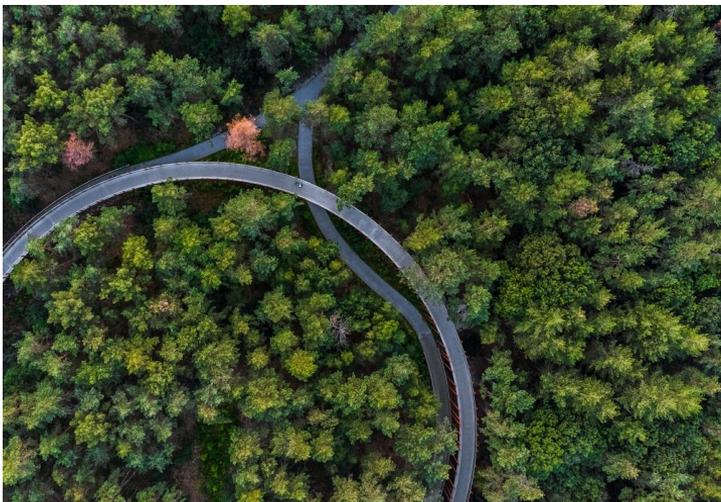
## MARKET-DRIVEN

We strive to make more member companies more competitive. We reinforce the business of voice to government and policy decisions.



# Products and Materials Pathway overview

Circular business practices to support nine billion people living well within the means of the planet



## Chemicals Circularity

Enabling circularity throughout value chains



## Plastics & Packaging

Metrics, reporting, UN Treaty on plastic pollution



## Circular Transition Indicators

Global methodology to measure circularity



## Digital Product Passport

Supply chain transparency for product information



## Critical Raw Materials

Critical virgin and secondary raw material access

# Sustainable Plastics & Packaging Value Chains project

We support businesses in accelerating their transition towards sustainable and circular plastics and packaging

Focus: development, promotion, and harmonization of metrics and methodologies



Understanding what sustainability means for packaging and making better decisions



Aligning on metrics, reporting and disclosure of plastic-related data (company level)



Providing a business voice across the plastic value chain & facilitating dialogues (UNEP BIMG co-chair)

# Global Circularity Protocol

Enabling trade policy and regulations to facilitate the movement of critical raw materials and secondary materials to promote circularity.

(Proposal as part of [Stockholm+ 50 Business Action Agenda](#))



## SPHERE: the packaging sustainability framework



# SPHERE: the packaging sustainability framework

## Why this framework?

Companies face multiple materials options for their packaging (glass, plastic, metal, flexible, carton).

They want to **make the best choice from an environmental perspective – beyond LCAs.**

SPHERE promotes a **holistic approach** to packaging assessment, reconciling **sustainability and circularity metrics** in a single framework that enables companies to choose the most sustainable delivery system for their needs

# Defining **packaging sustainability**

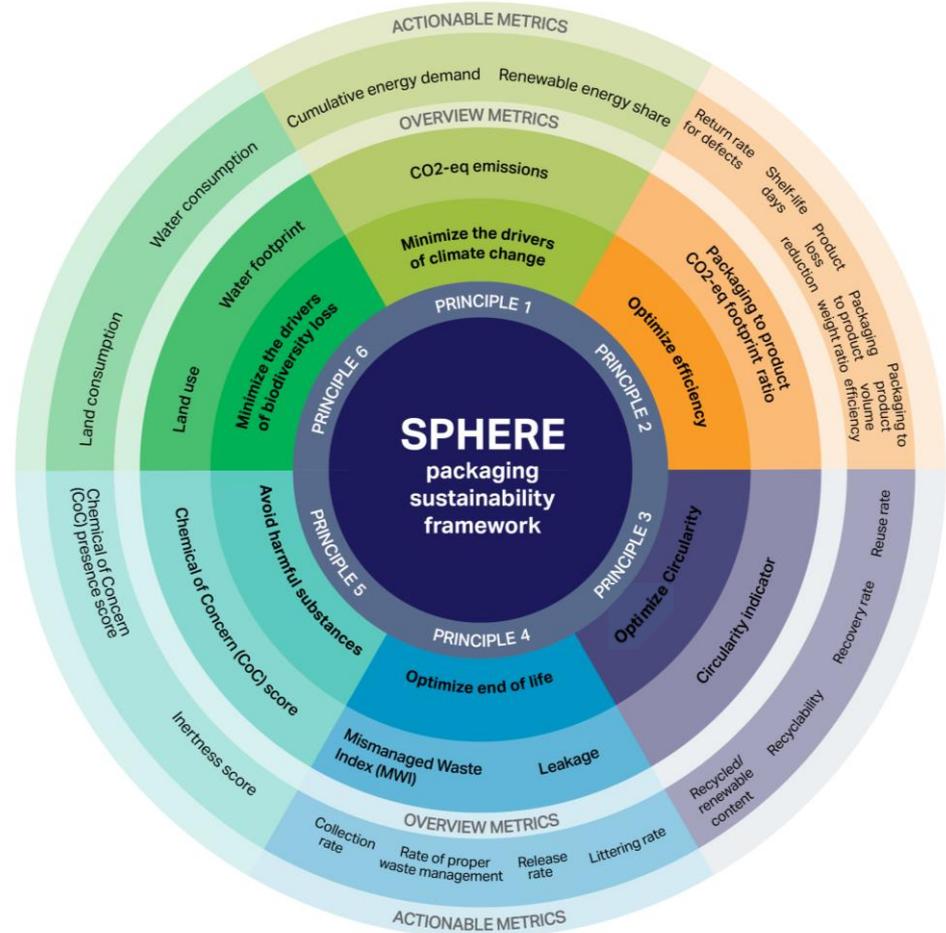
We define packaging sustainability as maximum circularity and minimum environmental footprint while avoiding the presence of harmful substances

<b>Principle 1</b>	Minimize the drivers of climate change	Minimize climate change impact over the packaging life cycle
<b>Principle 2</b>	Optimize efficiency	Optimize packaging efficiency while ensuring content integrity
<b>Principle 3</b>	Maximize circularity	Maximize circularity (including considering recycled content, bio-based content, reuse, repair, recycling rate, etc.)
<b>Principle 4</b>	Optimize end of life	Ensure optimized end-of-life footprint (including proper waste management solution in place and at scale in each market, plastic leakage, littering rate, etc.)
<b>Principle 5</b>	Avoid harmful substances	Avoid the presence of harmful substances
<b>Principle 6</b>	Minimize the drivers of biodiversity loss	Minimize other drivers of biodiversity loss (in terms of land use, water footprint)

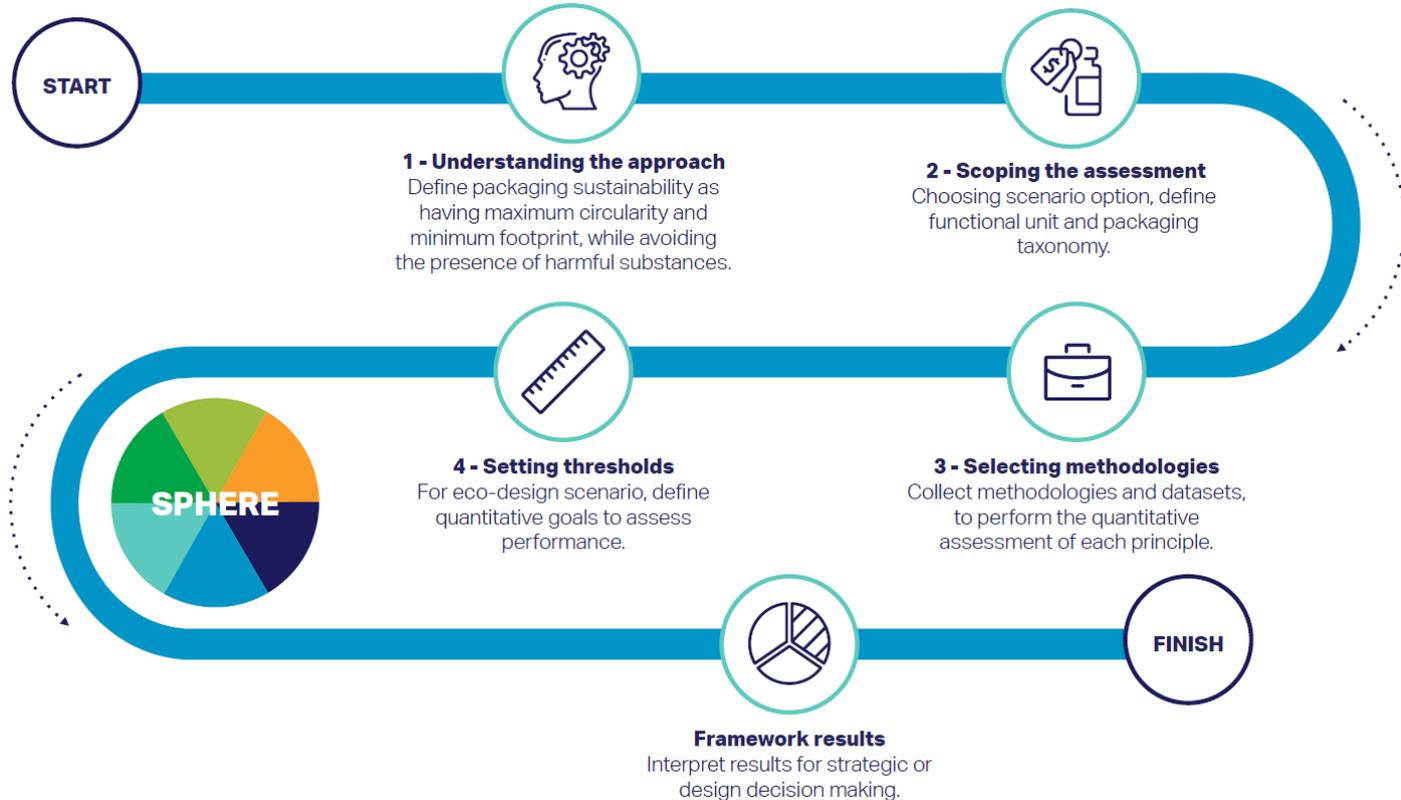
# The SPHERE framework

SPHERE provides an **overview of all environmental impacts** and the **trade-offs** between them, and supports businesses in decision-making with two different scenarios:

- the **eco-design approach** allows companies to compare **different packaging solutions** at a product level
- the **portfolio approach** informs on **priorities for action**, ensuring that efforts are put where it matters most.



# The SPHERE framework is a 4-steps process



# Companies involved in SPHERE development



Development partners



# Time to Transform.



Geneva, Beijing, Delhi, London, New York, Singapore