Packaging Cockpit and GS1 Austria: cooperation for sustainable packaging management

Packaging Cockpit GmbH and GS1 Austria set a milestone on the way to recyclable packaging. Standardization of packaging management and sustainability assessment of packaging is the basis to achieve national and European targets to increase recyclability. For this purpose, the two companies have signed a letter of intent.

(Vienna, September 15, 2021) - The EU's circular economy package stipulates an increase in recycling rates for packaging. The topic of the circular economy is therefore being intensively promoted by legislators. Many initiatives aim to close material and product cycles of packaging. On the one hand, to reduce dependence on resources and, on the other, to improve the ecological sustainability of products.

New tasks for companies in the consumer goods supply chain

Companies are facing major tasks. For example, many packaging systems must be either optimized or replaced within a short period of time. Standardized specification data on packaging is therefore needed as a basis for the necessary transparency on the right measures to be taken across the entire product portfolio, but this is usually not available. This is information on the recyclability and resource efficiency of packaging that industry and commerce will have to make available to legislators and the public in the future.

According to Manfred Tacker, founder of the Department of Packaging and Resource Management at the FH Campus Wien and managing director of Packaging Cockpit GmbH, mastering this task requires "not only the right tools, but also a common language for cooperation and communication within the entire value chain." GS1 Austria Managing Director Gregor Herzog is convinced that GS1 standards offer "the ideal basis here. Especially where it comes to linking a physical product with the corresponding information about it."

Model for the comprehensive assessment of packaging sustainability

In order to facilitate packaging developments in the direction of a circular economy or to ensure ongoing monitoring of packaging development, the "Packaging Cockpit" was developed. This is a web-based information and control system for the management of packaging portfolios. Packaging specifications can be managed and exchanged between supply chain partners with the Packaging Cockpit. In addition, the specification data enables calculations to be made for the recyclability of or life cycle analysis for packaging. Calculated data can be used for country-specific comparisons as well as for evaluations and reports and will facilitate the implementation of new legal requirements in the future.
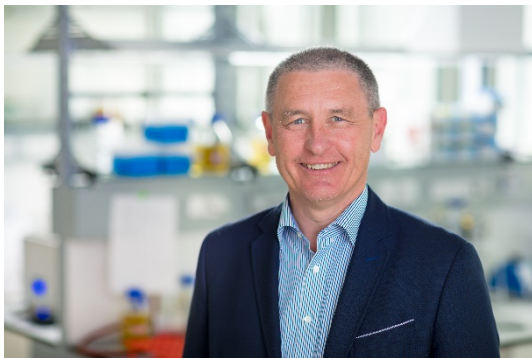
The software solution for the Packaging Cockpit was developed by a team from the companies Circular Analytics and MCP Algorithm Factory and is based on an evaluation methodology for the sustainability of packaging from the FH Campus Wien.

Fruitful cooperation for sustainable solutions

The focus of the future cooperation between Packaging Cockpit and GS1 Austria will be on the exchange of know-how. Packaging Cockpit will contribute its expertise in different packaging materials, calculation methods and life-cycle management, while GS1 Austria will create added value through its expertise in standardization and the sensible use of GS1 standards such as GTIN or GLN. GS1 Austria also wants to leverage its close relationships with trade and industry. After all, according to Gregor Herzog, these are "community solutions that require the interaction of all participants - from the packaging manufacturer to the retailer - for a functioning data flow without media discontinuity".

About Packaging Cockpit GmbH

Packaging Cockpit is a foundation of the companies Circular Analytics and MCP Algorithm Factory. Circular Analytics is a spin-off of the FH Campus Wien and deals with sustainability assessments and optimizations of the circularity and environmental efficiency of packaging. Circular Analytics advises companies on circular packaging design and sustainability assessment methods. MCP Algorithm Factory is a consultancy specializing in planning and optimization and implements industry-specific tools, processes and planning algorithms.

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2021 09 15_Press release Packaging Cockpit und GS1 Austria - EN.docx
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About GS1 Austria

GS1 Austria provides a globally unique identification system for locations, items, shipping units, etc. The GS1 system is the basis for electronic business data exchange and the standardization of messages and business processes between companies.

GS1 Austria connects the flow of goods with the flow of information. Business processes thus become faster, cheaper and more secure. Worldwide, GS1 has nearly 2 million members in over 150 countries. More than 5 billion barcodes are scanned every day. GS1 Austria exists since 1977 and is a neutral non-profit organization.

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