Techniek Nederland

How the installation sector is reducing packaging and making it sustainable

Sector plan for packaging

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Management summary

This sector plan was drawn up with and for the installation sector, and focuses on increasing the sustainability of packaging in the installation sector. The ambition is that we work towards a circular economy, minimising the use of primary raw materials in packaging and reducing packaging waste. In doing so, we will work on reducing the environmental impact of the installation sector and contribute to the circular ambitions of the Dutch government to use 50% fewer primary raw materials by 2030.

We are employing three sustainability strategies to achieve this ambition: reduction, sustainabilisation, and high-quality reutilisation. The strategies are linked to the commonest packaging materials in the installation sector, with the purpose of achieving the following targets by 2025:

Targets for 2025*

Reduction and prevention:
1. 20% less use of plastic and cardboard compared to 2021.
2. Printing and stickers on packaging (including pallet wrap) ended or replaced with a sustainable alternative.

Sustainability:
1. For at least 20% of the product categories, plastic packaging made of 100% recycled plastic or 100% bio-based material.
2. Single-use plastic packaging consists of 100% recycled material.
3. 100% of paper and cardboard has an FSC/PEFC label or an FSC/PEFC Recycle label.
4. Plastic and cardboard packaging 100% recyclable.
5. 100% of single-use wooden pallets (disposable pallets) replaced by reusable pallets.

High-value reuse:
1. At least 70% of plastic packaging recycled or reused.
2. Paper and cardboard reused wherever possible, otherwise recycled.
3. Mono-flow packaging used as much as possible to enable recycling.

** Please note, these are the original targets from 2022. We revised them in 2023. You can read the current targets on the homepage of www.brancheplanverpakkingen.nl.*

Cooperation between all the links in the chain is essential: from packaging suppliers, manufacturers and installers to end users and waste collectors. Greater impact is achievable through joint efforts. This impact is essential to make significant progress in a short period of time.
To give focus and structure to achieving the 2025 targets, we will prepare an action plan each year, establish the governance structure, and organise meetings. The actions in the action plan are aimed at gaining new knowledge, broadly rolling out best practices, and conducting pilots to achieve sustainable packaging alternatives. The pilots will be carried out by participating parties, either with each other or with other parties in the chain. If they prove successful, we will scale up the pilots with other participating companies and the rest of the chain.

In this sector plan, we distinguish two types of signatories.
1. The **'participating parties'**: they commit themselves to include the 2025 targets in their strategic plan, a best-efforts obligation, and to participate in monitoring annually by completing a survey and providing the necessary data for it.
2. The **'supporting parties'**: they contribute by providing things such as know-how and a critical eye.

In addition to the signed parties, we will seek collaborations with educational institutions for further studies within the framework of the three sustainability strategies.

An independent external party will annually monitor progress towards the targets. This party will solicit data from participating companies through a survey on, among other things, the quantities of packaging (in kg), the incorporation of the targets within the company strategy, and the efforts made. This party will publish an annual report on progress.

This plan is an initiative of nine leading players in the installation sector, from manufacturers and wholesalers to installers. Techniek Nederland and the Ministry of Infrastructure and Water Management will perform a coordinating and facilitating role in this.

APPEAL:
Does your company/organisation endorse the targets of this sector plan, and would you like to actively contribute to achieving them? Then sign up as a participating or supporting party via **www.technieknederland.nl/verpakkingen**

The following parties have been actively involved in drafting this sector plan:

Pim Loef
Marketing Manager
Europe Operations

Björn Smeets
Director of purchasing
and logistics

Tjeerd Meester
Policy Advisor on the
circular economy

Jur Hofland
Sustainability coordinator

Maurits van Riemsdijk
CSR officer

Esther van Vliet
Category manager

Laurens de Vrijer
Advisory team leader

Ariane van Dijk
Sustainable business
development

Esther Loman
CSR coordinator

Luuk van Poelgeest
Sales manager

Xander Hagens
Commercial director

Perry de Ronde
Logistics manager

Diem Kemper
Director of Product Marketing

A current list of companies that have signed the packaging sector plan as a participating or supporting party can be consulted at www.technieknederland.nl/verpakkingen.

1 Foreword

In 2021, the 5,000 members of Techniek Nederland realised a turnover of around €20 billion. This work was carried out at homes, hospitals, offices, tunnels, sewage treatment plants, factories, motorways and all other locations involves engineering. As a rough estimate, this €20 billion comprised 60% in working hours and 40% in equipment sold and installed. All these products (from heat pumps to wall sockets, from LED luminaires to air handling units, from bathtubs to lightning rods) are packaged in some way.

Circularity is gaining traction in the installation sector. An increasing number of clients, from government authorities and commercial property owners to housing corporations, are requesting or demanding circular solutions for their projects. These solutions relate to the installations themselves (such as modular design, detachable installation, refurbished products and life-extending maintenance) and, increasingly, to packaging.

In this sector plan, we focus specifically on packaging. Packaging for technical systems and components is made of materials such as plastic, polystyrene foam, cardboard, glue and ink. This promotes the consumption of fossil and other raw materials, and generates extensive quantities of waste and logistical movements, leading to environmental and financial burdens. The challenge is to reduce the amount of packaging and make the packaging itself more sustainable. In this respect: non-produced packaging is the most sustainable packaging!

The goal of this sector plan is to reduce packaging and make it more sustainable and thus take a fundamental step towards a circular economy.

A major supplier approached Techniek Nederland last year, asking if we would like to play a leading role in making packaging in the sector more sustainable. We replied with a resounding yes. As so often happens in the chain of manufacturer, wholesaler, installer, client and waste company, a single link cannot make the ultimate difference. The sum of the parts yields more than the individual efforts, so it is crucial that an enthusiastic team from right across the chain picks up the gauntlet. Only then will we have the combined leverage to reduce packaging and make it more sustainable.

Together, we have formulated a sector plan that will make us all work hard in the coming years, because that is the ultimate goal of this plan: to make a unified and supported request to the entire chain to reduce the amount of packaging and make it more sustainable. But it doesn't stop there. We want to work with all links in the chain to realise these circular ambitions in practical terms. Stated more generally, we want a shift in thinking and a change in behaviour; we must no longer accept the status quo, but ask ourselves why we're still doing what we've always done. We must continually look for ways to do things smarter, more efficiently and with greater consideration for the environment. If we can use this to get the whole chain mobilised and, with packaging as the starting point, eventually move on to the installations themselves, then we will have taken a fundamental step towards a circular world.

Doekle Terpstra
Chairman of Techniek Nederland

2 Description of the sector

2.1 An overview of the chain

To reduce and make packaging more sustainable, cooperation across the chain, from packaging suppliers and manufacturers to end users and waste collectors, is essential. Figure 1 shows the various links and associated packaging and packaging waste streams. Packaging enters the chain at various points and leaves the chain via the various municipal or private waste collectors with whom companies have contracts.

If the different links in the chain join forces, the impact can be maximised. Vertical cooperation ensures greater innovation and the right knowledge to arrive jointly at solutions rather than kicking the can down the road. Horizontal cooperation allows the development and implementation costs that may be too great for individual parties to be shouldered collectively. In addition, several parties can share best practices and agree on standardisation; for instance, on the use of a single type of material (mono), to facilitate optimal recycling. Waste companies, in turn, play a role in bringing in the necessary know-how regarding the high-value recycling of raw materials.

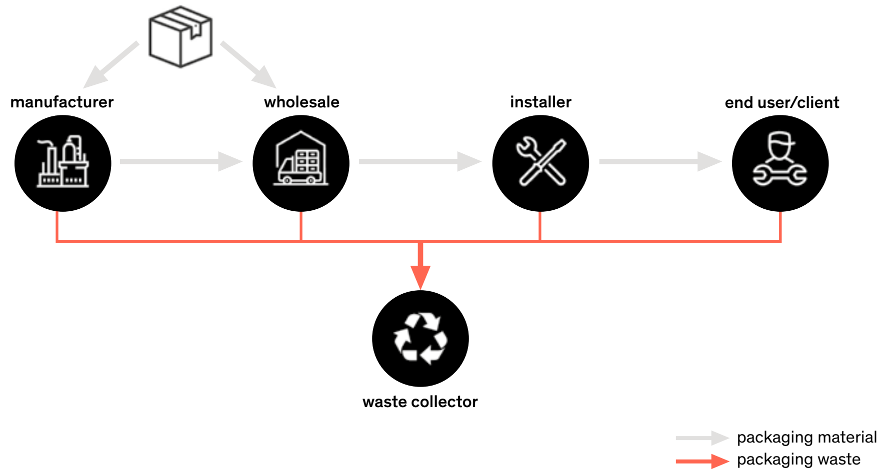

Figure 1: Packaging and waste streams in the installation sector.

2.2 Type of packaging

The engineering sector uses a variety of packaging and packaging materials.

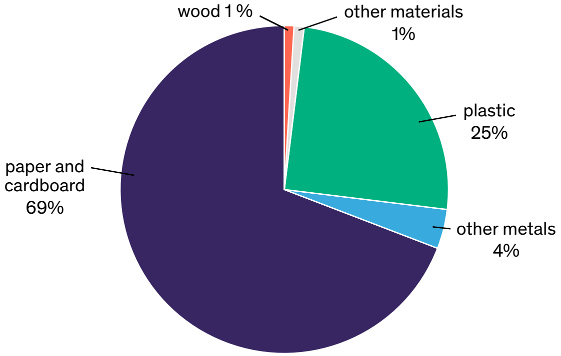

Figure 2: Distribution of different types of waste packaging in the installation sector (kg). Source: Afvalfonds.

	Primary packaging	Secondary packaging	Tertiary packaging
Description	**Direct packaging** in which the product is placed and which provides protection between the product and the outdoor environment. In the installation sector, direct packaging is mainly used by installers and end users.	**Multiple packaging** which contain multiple products. These have to be strong enough for protection and also easy for employees to open, as these packages are mainly used in an industrial/ business context.	**Shipping packaging** for large quantities of products aimed at transporting products, e.g. to a wholesaler.
Function	Marketing, protection, informative.	Bundling products, protection, transport.	Transport of large quantities, easy handling, damage prevention.
Examples	Plastic packaging around individual wall sockets.	Large multi-packs, cardboard boxes filled with packaged items.	Pallets, stretch/shrink film, strapping, cover board, containers,

Table 1: Different types of packaging with a description of their function.

Figure 2 was prepared by the Afvalfonds. The data is based on the packaging weights (in kg) reported to the Afvalfonds in 2020 from companies directly or indirectly related to the installation sector. This shows that paper and cardboard account for two-thirds of packaging material. After paper and cardboard, plastic is the most commonly used material.

When it comes to materials, it cannot be said unequivocally if one packaging material is more 'sustainable' than another, because several considerations come into play; shape, weight, and possibilities for reuse and recycling. Generally speaking, unused packaging is always the most sustainable. If that is not an option, it's important to weigh up the various factors on a case-by-case basis when deciding on the type of packaging material.

Besides the type of material, it is also possible to distinguish between three levels of packaging: primary, secondary and tertiary. The differences between these levels are mainly functional in nature and explained in Table 1. The sustainability process must take into account the function a packaging performs to ensure that it retains this function after being made more sustainable. Figure 2 shows an example of the three levels of packaging of a wall socket.

Making these different types of packaging more sustainable is interrelated. For example, primary packaging can be made lighter if the secondary and tertiary packaging are robust enough to protect the product during transport.

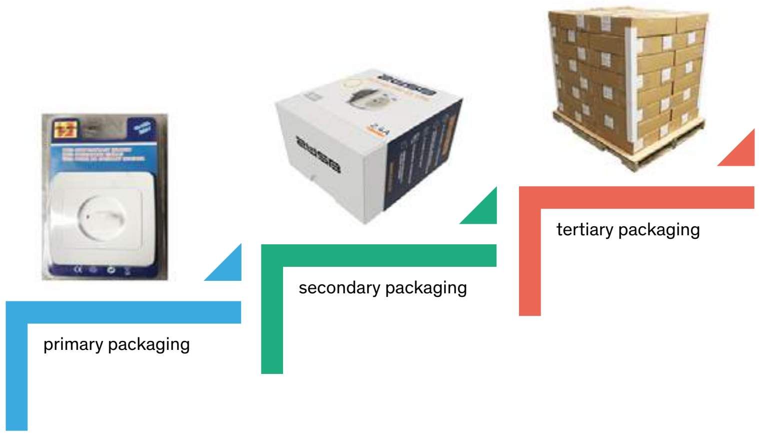

Figure 3: Examples of different types of packaging used in the installation sector.

From ambition to strategy

The installation sector wants to move towards a circular economy. This involves adding as few primary raw materials as possible to the chain and preserving their value for as long as possible by reusing those materials and products. The circular economy focuses on preventing waste by closing cycles, as opposed to the linear economy, which results in landfill overflowing with waste. A circular economy uses fewer resources, generates less waste, and has a lower environmental impact (see Figure 4).

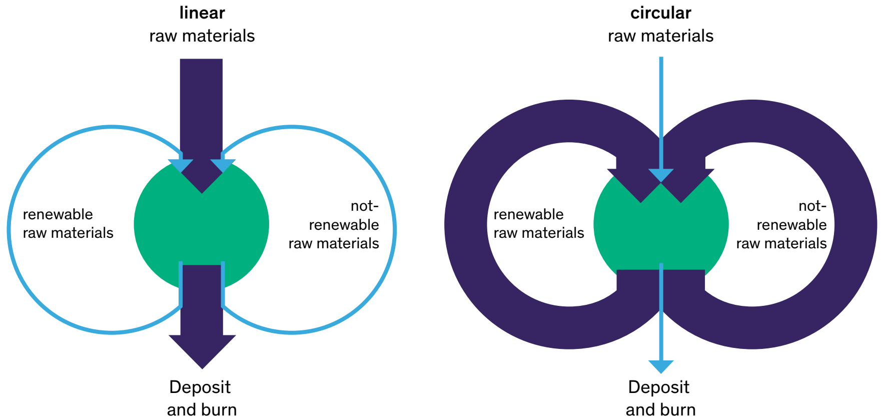

Figure 4: Difference between primary resource consumption and reuse in a linear and circular economy.
Source: PBL 2016.

3.1 Long-term ambition

The Dutch government has set the goal of achieving a fully circular economy by 2050, with an interim target of halving the use of primary raw materials (mineral, fossil and metal) by 2030. This sector plan focuses on making packaging in the installation sector more sustainable according to the sustainability strategies described in the next section. These strategies lead to a reduction in the consumption of primary raw materials for packaging. Here, we aim to reduce the sector's environmental impact, raise stakeholder awareness, and make a relevant contribution to the circular ambitions of the Dutch government.

3.2 Sustainability strategy

The degree of circularity has been prioritised on the basis of the **R-ladder**. This ladder contains various strategies for achieving sustainability that all start with an 'R' such as reducing and reusing. For packaging sustainability, the various strategies on the R-ladder have been reduced to three steps, with each step having its own sustainability strategy.

The first step centres on reducing packaging. This means critically considering the usefulness and necessity of using packaging (step 1). Once a decision is made to use packaging, it must be made as sustainable as possible (step 2). Once the packaging has been used, it is important to keep it in the cycle for as long as possible through high-value reuse (step 3).

1. **Preventing and reducing packaging**
   When packaging products, we critically consider whether the packaging is really necessary (prevention) and, if so, how it can be done as efficiently as possible (reduction). Most efficient packaging involves, for example, concentrating products so that less packaging material is needed for the same use, or reducing packaging weight by employing a thinner material. Important concerns here are protecting the product and the safety of both the product and the buyer.

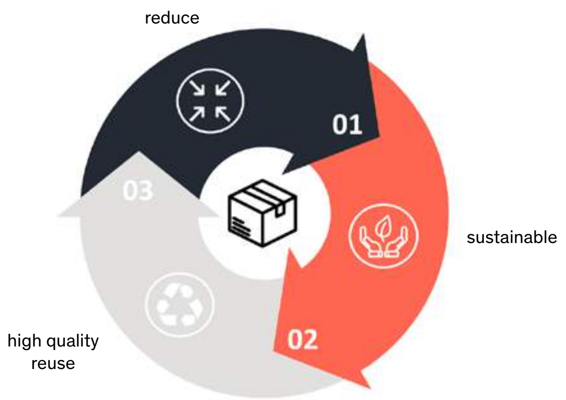

Figure 5: The three sustainability strategies as applied in this sector plan.

Dutch government's ambition:
In 2030, 50% less use of primary raw materials.

2. **Making packaging more sustainable**
   Making packaging sustainable means using sustainable materials and raw materials wherever possible. Fossil, critical and unsustainably produced raw materials are replaced by sustainably produced, renewable or recycled materials. Sustainability must also take into account the extent to which packaging can be reused or recycled after use. This is also known as 'design for recycling'. Consider the use of monostreams: for example, only wood or cardboard without printing or stickers.

3. **High-value reuse of packaging**
   If packaging is used, the first step is to check if it can be reused. In the most ideal case, the packaging can be reused in its entirety. Recycling is only considered if reuse is impossible. A key difference is that reuse involves reusing the same packaging, whereas recycling involves transforming the packaging material into a new product or packaging via a waste collector. An important precondition for high-value recycling is good waste separation at source; something the installer can do on the building site, for example.

These three strategies contribute to a circular economy and the reduction of primary resource usage, as shown in Figure 5. Reducing packaging contributes directly to reducing the use of primary resources by preventing it. Making things more sustainable ensures a more future-proof economy, avoiding depletion and reducing our dependence on fossil resources. Reuse ensures that the materials and raw materials used retain their value for as long as possible and cycles are closed. These efficiency gains could lead to reductions in raw material requirements in existing chains.

4

Targets

The targets of this sector plan are based on the sustainability strategies described in section 3.2: reducing and preventing packaging, promoting more sustainable and renewable packaging and reusing packaging to the highest possible value. The targets were drawn up with and for various links in the chain.
2021 serves as the baseline year for the reduction targets. This requires a baseline measurement in the first year of the sector plan. A further explanation of this is given in chapter 8.

4.1 Delineation

As described in chapter 2, different types of packaging are encountered in the installation sector. As paper/cardboard, plastic and wood together account for 99% of total packaging (in kg), the focus of the sector plan is primarily on these materials.

4.2 Targets for 2025

Targets for 2025*

Reduction and prevention:

1. 20% less use of plastic and cardboard compared to 2021.
2. Printing and stickers on packaging (including pallet wrap) ended or replaced with a sustainable alternative.

Sustainability:

1. For at least 20% of the product categories, plastic packaging made of 100% recycled plastic or 100% bio-based material.
2. Single-use plastic packaging consists of 100% recycled material.
3. 100% of paper and cardboard has an FSC/PEFC label or an FSC/PEFC Recycle label.
4. Plastic and cardboard packaging 100% recyclable.
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High-value reuse:

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2. Paper and cardboard reused wherever possible, otherwise recycled.
3. Mono-flow packaging used as much as possible to enable recycling.

** Please note, these are the original targets from 2022. We revised them in 2023. You can read the current targets on the homepage of www.brancheplanverpakkingen.nl.*

Table 2: Targets for 2025 categorised per sustainability strategy.

5 Approach

5.1 Adjusting targets

The 2025 targets were formulated with current knowledge and understanding. An action plan will be drawn up annually on how to achieve the targets. It is possible that targets are adjusted based on new insights. The Plan-Do-Check-Act process will be annually monitored to adjust targets if necessary:

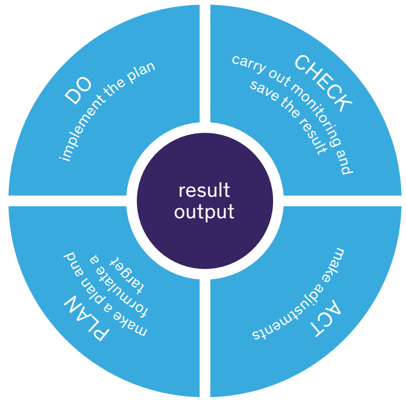


Figure 6: The four steps for adjusting the 2025 targets.

1. **Plan:** draw up an annual action plan detailing the realisation of the targets and actions in the coming year and the pilots to be carried out.
2. **Do:** implement the action plan with associated best practices, pilots and working groups.
3. **Check:** collect the acquired knowledge, insights and data regarding progress towards the 2025 targets. This data will be retrieved annually by an independent party. It is important that data and knowledge are properly recorded and reported over the year. The ongoing monitoring of the quantitative target will be further developed in 2022, see chapter 8 'Monitoring'.
4. **Act:** the targets from the sector plan are evaluated at the end of each year. Should the targets prove to be unachievable or not ambitious enough in the light of insights, they will be adjusted. The primary guiding principle here is to make the targets more ambitious.

5.2 Annual action plan

An action plan is drawn up every year to provide direction and set priorities for the participating parties. The action plan will provide the momentum for achieving the 2025 targets of this covenant. This will focus on both horizontal and vertical cooperation between the participating companies, supported organisations and educational institutions in order to achieve a great impact.

The basis of the action plan (see the annex for the design of the action plan) is the broad implementation of quick wins/best practices (existing knowledge and insights) and, in addition, the implementation of pilot projects aimed at new opportunities and innovations. Alternative and more sustainable ways of packaging are tested and further studied in pilots. We share the acquired knowledge and progress at a meeting twice a year.
The successful pilots can be upscaled in various ways to set a new standard in the market. Examples include translation into basic texts in contract and procurement terms and conditions, or the drafting of guidelines, decision trees or action plans. The participating parties can use this in a uniform manner. All this is explained in more detail below.

5.2.1 The approach to pilot projects

The pilot projects will be implemented using the following four steps:

1. make an inventory
2. prioritise & select
3. implement
4. report

First of all, an inventory will be carried out. Each year, studies will be carried out to determine the themes and pilot projects that will be worked on in order to achieve the 2025 targets. A plan of action will be drawn up before the start of a pilot. The implementation of the pilot projects will be coordinated by a working group. Progress will be reported periodically through a reporting format to be determined.

5.2.2 Approach to contract and procurement terms and conditions

Contract and procurement terms and conditions will be developed using the following four steps:

1. make an inventory
2. report
3. standardise
4. introduce

An inventory will be drawn up in the first year of the launch of the sector plan.
This will involve gathering information on contract and procurement terms that cover how parties (various links in the chain) are expected to deal with packaging materials. We will also study which process is suitable for drafting standard basic texts resulting from findings from working groups and pilot projects. We will periodically record the changes resulting from the efforts made by the participating parties (including the pilots conducted) so that this can be used to draft suitable standard contract and procurement terms and conditions. Companies can then implement these incrementally to fit within their organisation's change process.

EXAMPLE 1

We use plastic bags to transport products in crates. This allows us to protect the products from moisture and damage, sort the products, and provide them with the correct product and transport information by an adhesive stamp. Since we want to reduce our plastic consumption, alternative packaging options that still meet the minimum packaging criteria are studied. This leads to the decision to stop using a plastic bag for some product types and instead use a paper wrapper. In this way, we take a step towards reducing plastic bags. Reducing does not have to be complicated. Or maybe it does!

– Technische Unie

6

Roles and agreements of signatories

6.1 Roles

In signing the sector plan, we can distinguish two types of roles:

Participating parties: companies that sign the sector plan and commit to the agreements listed in 6.2. The companies fulfil different roles in the installation sector chain, from manufacturer to client.

Supporting parties: parties who sign and play a supporting role by, for example, bringing in knowledge of the latest developments on particular topics and providing a critical perspective.

In addition to the signed parties, we will seek collaborations with educational institutions for further studies within the framework of the three sustainability strategies.

6.2 Agreements

The participating parties in this sector plan commit to making an active contribution in the form of a best efforts obligation: making efforts that contribute to the realisation of the stated 2025 targets and associated actions. Signatories jointly strive for the same targets; achieving these results depends on the efforts of all the links in the chain. It is, therefore, essential that signatories actively contribute to achieving results because only by working together will we move forward.

The best-efforts obligation means:

- Incorporating the 2025 targets from this sector plan into their own organisation's strategic plan (or similar document) and communicating this to the outside world;
- Participating in annual and 6-monthly meetings;
- An active input by, for example, sharing knowledge, running pilots, participating in working groups or (independently) setting up actions with other parties within the chain to achieve the 2025 targets;

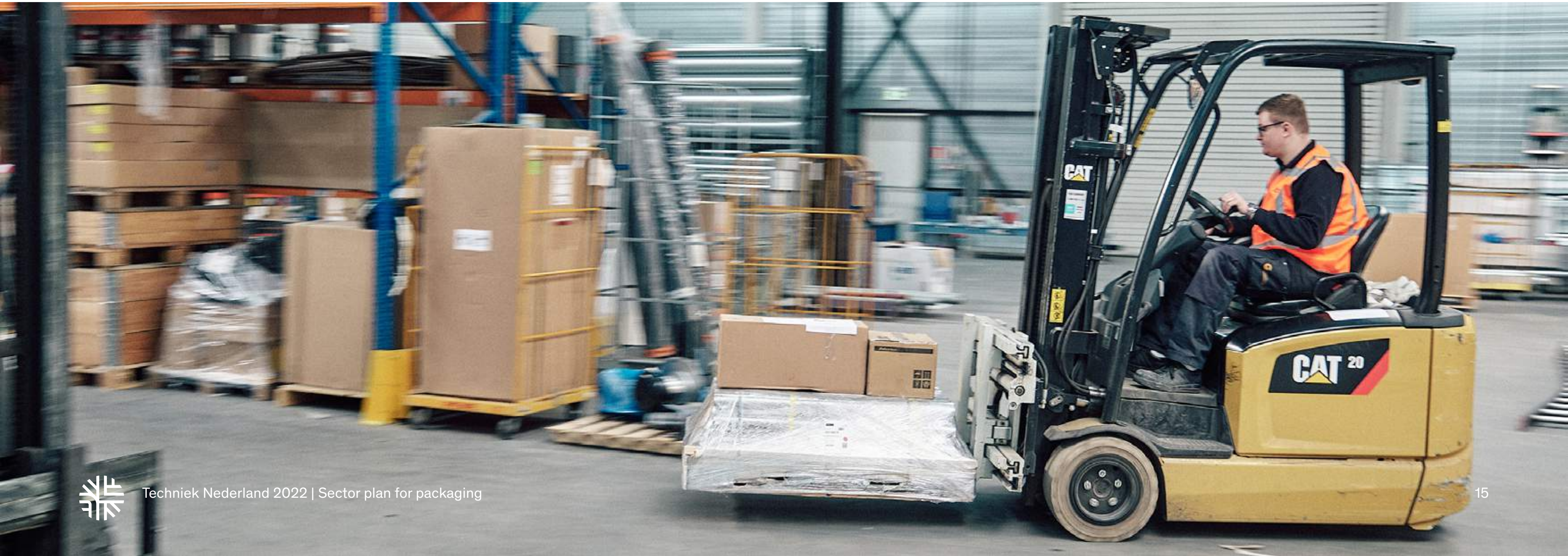
- Participating in monitoring by completing a survey and providing the necessary data on an annual basis. The enquiry will focus on the different roles in the chain/type of parties. An independent party reports annually on the efforts made and results achieved (see chapter 8);
- Holding each other accountable for each party's best-efforts and responsibilities, and helping each other deliver them.

The administrative department of Techniek Nederland will act on signs of inactive participants by talking to the relevant party/parties. No annual financial contribution is requested from participating parties; the financial resources for the organisation, meetings and annual monitoring are provided by Techniek Nederland and the Ministry of Infrastructure and Water Management.

EXAMPLE 2

When sourcing cardboard packaging for our products, we, as a manufacturer, boosted sustainability by switching to brown cardboard packaging instead of white cardboard. Cardboard, which is naturally brown in colour, is bleached to make it white. The use of brown cardboard therefore requires less bleaching, which reduces chemical waste. For the ink applied to the packaging, we are using vegetable oil or water-based ink ,which also reduces the environmental impact.

– Schneider Electric



7 Governance

To provide the participating parties with a framework for achieving the targets, this sector plan has the governance structure described below. Techniek Nederland plays an important facilitating role in this respect.

7.1 Governance structure

The governance of the sector plan is as follows:

- **Steering group:** representatives from various companies with Techniek Nederland as the driving force, supported by the Ministry of Infrastructure and Water Management. The Steering Committee facilitates and guides the working groups.

- **Working groups:** representatives from various participating companies and organisations form working groups around specific objectives and themes. All participants are welcome to contribute to this. The working groups are established annually based on the needs at the time.

- **Administrative Department of Techniek Nederland:** planning, organising and facilitating meetings, communication and support to the steering committee and working groups.

- **Supporting parties:** contribute by sharing knowledge about developments on certain topics or bringing a critical perspective.

- **Educational institutions:** collaboration with colleges and universities for in-depth and practical studies and knowledge about innovations in sustainable packaging. They will provide support to the working groups.

7.2 Techniek Nederland's role

Since Techniek Nederland is an association of businesses and not part of the installation sector chain, its role is different from that of the signatories.
The main duties of Techniek Nederland are:

1. To inspire and communicate

As a sector association, Techniek Nederland will actively approach companies in the sector to participate and support this sector plan. These include its own members, as well as companies and sector associations throughout the chain. Through targeted communication and positioning of this sector plan, we hope to draw in companies in the chain.

2. Administrative management and facilitation

Techniek Nederland provides the administrative input that will be needed to initiate and continue the sector plan. In addition, the sector association will facilitate additional work arising from the sector plan and annual action agendas, such as organising meetings.

3. Promoter

Techniek Nederland will also work to advocate the sector's interests to policymakers and politicians in order to develop workable and effective regulations around this issue.

EXAMPLE 3

During a maintenance project on the Westerschelde tunnel, we significantly reduced the amount of packaging. Through discussions with our supplier, we developed a new packaging strategy for delivering the light fittings. Instead of packaging them individually, the fixtures were delivered in bulk boxes. This allowed 20 luminaires to be packed in one cardboard box, saving 220 kilograms of cardboard. A nice example of 'together, you get further'.

– Croonwolter&dros

8 Monitoring

The results are monitored on a yearly basis to gain insight into the implementation of actions and the progress on targets by the participants in this sector plan.

8.1 Methodology

Annual monitoring will be done through a survey, and possibly supplemented by interviews by an independent party.

This monitoring will involve all participants providing information on, among other things:

- Data (qualitative and quantitative) on quantities and nature of packaging used or marketed, and the opportunities and challenges identified.
- The inclusion of the 2025 targets from this sector plan in the organisation's strategic plan/plan of action, and communicating this to the outside world;
- The efforts undertaken include active participation in meetings and, e.g. working groups, conducting pilot projects, contributing knowledge, actions taken to achieve the objectives, etc.;
- The introduction of drafted standard procurement and/or contract terms at the first possible opportunity in the company’s change process.

Retrieving the above information will verify whether all the participants are delivering the agreed best effort obligations for the formulated actions described in section 6.2, and provide insight into the progress towards achieving the 2025 targets. Besides requesting packaging data from the participating parties, existing sources of information such as Statistics Netherlands and the Afvalfonds will also be used.

To determine the exact method for quantitative monitoring, further studies are needed on how the data can be obtained/requested. Central to this are the reliability, representativeness and ease of obtaining the data. This will be coordinated with the independent party appointed for the monitoring. Together with the steering committee and the relevant monitoring party, Techniek Nederland will decide during 2022, based on further studies and external advice, which method will be applied.

In the first year of the sector plan, the monitoring party will also set up a baseline measurement. The data retrieved on the amount of packaging will be used as a 'baseline year' to monitor progress on the reduction targets.

The exact details of the baseline measurement will be determined in the first half of 2022. The basic principle here is a baseline measurement of the group (participating parties) as a whole. If this proves to be impossible, an alternative will be sought.

8.2 Reporting dates

Each year, an independent party will prepare a monitoring report at the beginning of the second quarter based on the survey distributed to all the participating companies. This date coincides with the declaration by producers and importers to the Afvalfonds; they make an annual declaration by 1 April about the total amount of packaging they introduced to the market in the previous year.

At a certain level of maturity, results will be made public to accelerate momentum across the entire sector and provide support for those who cannot meet the sector plan's best-efforts obligation but want to get started on making packaging more sustainable. The results are also shared at the annual meeting.

8.3 Meetings

Meetings are held twice yearly for all participating and supporting parties. The annual meeting focuses on sharing the results of the annual monitoring and the action plan for the coming year. The 6-monthly meeting will be an interim meeting for sharing knowledge, challenges and outcomes from pilots and working groups. This moment is also an opportunity for evaluating the progress in achieving the targets

Colophon

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