



## The Logo for Products with Reduced Packaging (LPRP)

**Sector:** Retail

**Region:** Singapore

**Best Practice:** The LPRP supports businesses in reviewing their packaging designs and provide consumers with products with reduced packaging.



[www.nea.gov.sg/SPA](http://www.nea.gov.sg/SPA)

Figure 1

Packaging waste is a significant source of domestic waste in Singapore: accounting for about one-third, by weight. [The Logo for Products with Reduced Packaging \(LPRP\)](#) (see Figure 1) was introduced in 2017 under the Singapore Packaging Agreement (SPA) to enable consumers to identify products with reduced packaging and recognise companies that have made efforts to minimise packaging waste. The LPRP is awarded to winners of the SPA Awards and to members of an industry-led Packaging Partnership Programme (PPP) introduced in collaboration with the National Environment Agency.

Approval needs to be sought from the PPP Advisory Committee for the use of the logo and applicants need to provide documentary proof to show that the packaging has undergone some reduction in the material used. If successful, members of the PPP are allowed to print the LPRP on the packaging of their products. Currently, there is no restriction on how long a company can use the logo on an approved specific product packaging.

### Principle 1: Reliability



The implementation of the SPA was overseen and driven by the SPA Governing Board, comprising senior representatives from industry, government, and NGOs. As of 30th June 2020, SPA signatories have achieved a cumulative reduction of about 54,000 tonnes of packaging waste and have saved an estimated \$130 million in material costs in the process over 13 years.

#### Build your claims on a reliable basis

- Accurate and scientifically true
- Robust and consistent
- Substantiated data and assumptions

The LPRP is currently offered to PPP members to print on the packaging of their products which have undergone a reduction in the use of packaging materials (for example, reduction in thickness, reduction in weight, elimination of unnecessary packaging, and so on) – see Figure 1. The criteria for use of the LPRP were determined by the SPA Governing Board and are adapted and administered under the PPP.

### Principle 2: Relevance



Reducing the use of materials in packaging will help to reduce packaging waste which is a large contributor to domestic waste in Singapore. By opting for products with reduced packaging, consumers can use their purchasing power to encourage companies to make improvements to their packaging design.

#### Talk about major improvements, in areas that matter

- Significant aspects ('hotspots') covered
- Not masking poor product performance, no burden shifting
- Genuine benefit which goes beyond legal compliance

The LPRP addresses a significant aspect of the package's environment sustainability by encouraging businesses to reduce the material used. This enables consumers to purchase products that generate less waste.

## Principle 3: Clarity



Consumer products with the LPRP allow consumers to identify and opt to purchase products with reduced packaging. The text and imagery of the LPRP are clear and can be easily understood by consumers. However, the logo does feature the universal 'chasing arrows' symbol for recycling at its centre: it is recommended that this symbol is only used to indicate recyclability as recommended in the 'Can I Recycle This?' report.

### Make the information useful for the consumer

- Exclusive and direct link between claim and product
- Explicit and easy to understand
- Limits of claim clearly stated

The additional outer circle in the LPRP with the words 'Reduced Packaging' makes it easy for consumers to understand what the logo represents.

## Principle 4: Transparency



The website: [www.nea.gov.sg/SPA](http://www.nea.gov.sg/SPA) is communicated with the LPRP. This is a government website showing that the SPA is a government-supported approach, which strengthens the credibility of the scheme. The website provides consumers with a breakdown of what the SPA and PPP are, what the LPRP is and who it is offered to.

### Satisfy the consumer's appetite for information, and do not hide

- Developer of the claim and provider of evidence published
- Traceability and generation of claim (methods, sources, etc.) published
- Confidential information open to competent bodies

Case studies of previous SPA winners from 2008 – 2019 are available on the [website](#), allowing comparison between different organisations and efforts to reduce packaging on different products.

## Principle 5: Accessibility



The LPRP is accessible for the consumer: visible on the packaging and easy to find at the moment of purchase. The claim 'Reduced Packaging' is integrated into the logo itself. The [website](#) link is also made available below the logo.

### Let the information get to the consumer, not the other way around

- Clearly visible: claim easily found
- Readily accessible: claim close to the product, and at required time and location

The minimum size of the label is 15mm x 15mm, but exceptions can be made for companies to include the label in smaller sizes.

## Key learnings

- This is a good example of a logo which is tackling packaging waste on a national level and the logo is a product of a multi-stakeholder effort to tackle a significant cause of waste in Singapore.
- The chasing arrows symbol at the centre of the LPRP should only be used to indicate recycling to avoid consumer confusion. It is recommended to use a different symbol/design for the LPRP.
- Government support of a label, as in this example, can lend additional credibility and generate more consumer trust in a logo, thus making it more effective.
- The logo targets upstream solutions to minimise plastic leakage into the environment.

