

THE ROLE OF TYPE II ENVIRONMENTAL LABELS IN CIRCULAR PACKAGING

Milana Ilić Mićunović, Tamara Novaković, Zoran Čepić, Boris Agarski, Zorica Mirosavljević,
University of Novi Sad, Faculty of Technical Sciences, Novi Sad, Serbia
e-mail: milanai@uns.ac.rs

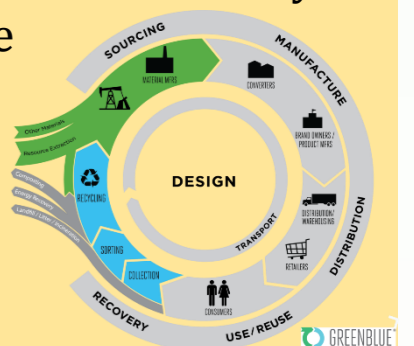
CIRCULAR ECONOMY

The circular economy is an approach that transforms the function of resources in the economy. Waste from the production process becomes a valuable raw material in another production process, and the products themselves can be repaired, reused or improved, instead of being discarded. It is based on the maximum utilization of the used resources, i.e. that the product, instead of being discarded before the full utilization of value, is used again and again.

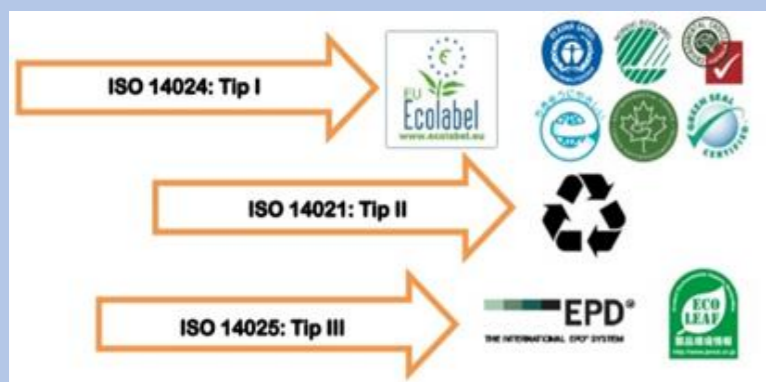


CIRCULAR PACKAGING

Smart packaging experts focus on creating a design that is optimized for recycling. By making existing packaging easier to recycle - and by using more and more recycled materials in new packaging - companies can help keep materials in the value chain longer. This idea is at the heart of the circular economy model: a way of thinking that seeks to collect materials after they are used and to process them so that they can be reused and recycled again.



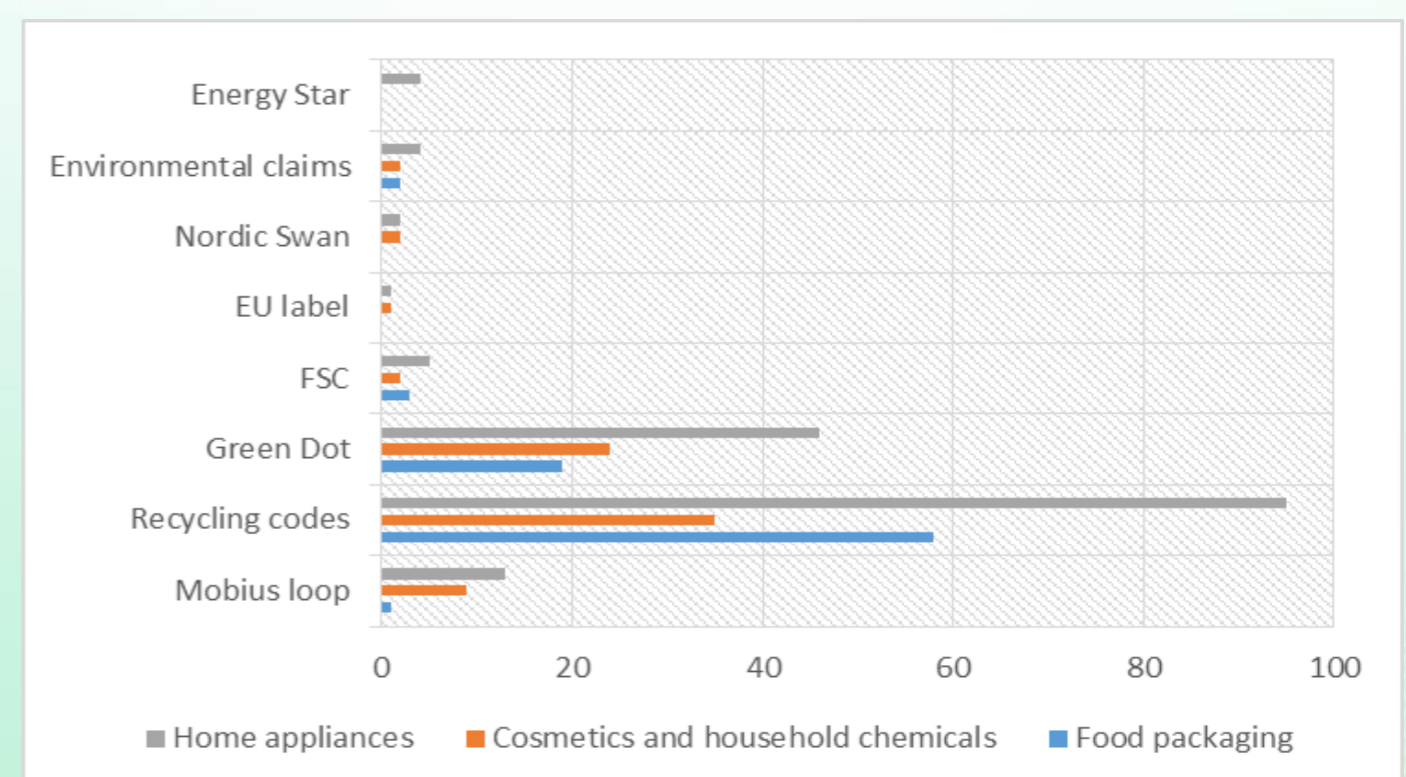
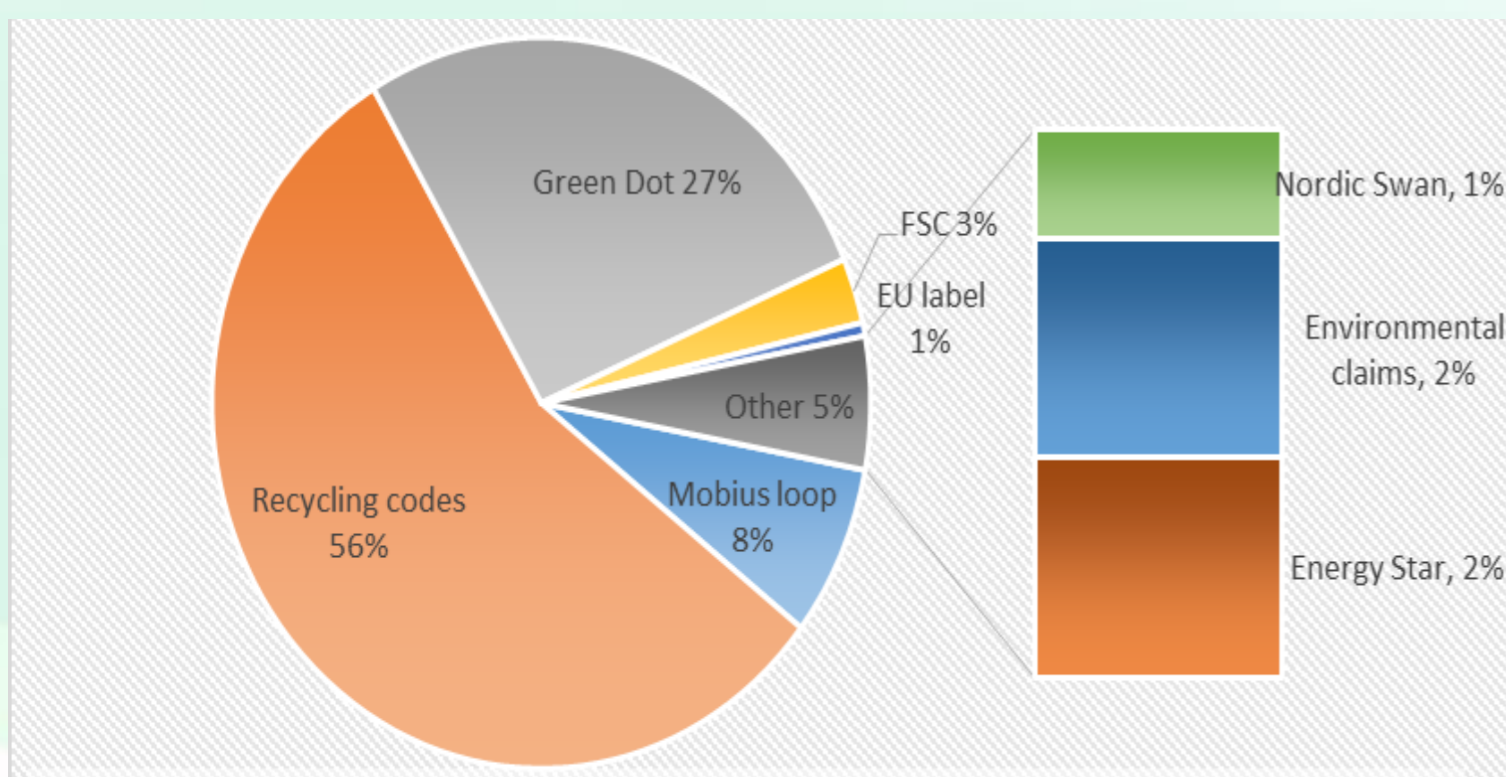
ENVIRONMENTAL LABELING



One of the important indirect instruments in environmental protection, on a global level today, is certainly environmental labeling. The mechanism of action of this instrument can, in short, be explained as follows: a label on a product/service that shows that the product/service is less harmful to the environment should, on the one hand, motivate an environmentally conscious consumer to buy it, while growth consumption of such products should, on the other hand, motivate producers to develop and produce more suitable products from the environmental aspect.



RESULTS



CONCLUSION

Eco-labels can influence shopping behavior, but the problem is that consumers very often are not aware of the label or do not have knowledge about it. It is necessary to educate consumers, bring them closer to the concept and meaning of eco-labels, and in that way encourage them to think about preserving our planet. Campaigns can be conducted to increase the recognition and knowledge of eco-labels. The impact of eco-labels on the environment is difficult to assess, so there is limited evidence of their impact on the environment and further research is needed to show the contribution to the results of the circular economy.

REFERENCES

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