

CASE STUDY

PACKOORANG: TACKLING THE ISSUE OF PACKAGING WASTE

This case study describes how Packoorang has used circular thinking to offer a circular packaging service as a solution to the growing problem of plastic waste.

About Packoorang

Packoorang is a fast-growing, government-backed startup from Oslo, Norway which supplies innovative reusable packaging. Packoorang's goal is to significantly reduce the environmental impact of transport by replacing single-use packaging with more financially and environmentally sustainable solutions.

The issue

Waste packaging presents an enormous problem for the climate. Packaging contributes to the climate crisis due to the emissions associated with their manufacture and transportation – this is especially true of plastics which are produced using fossil fuels. Single-use plastics are also notoriously difficult to usefully recycle or reuse with only 10-15% being recycled annually.

70%

of UK plastic waste is from packaging

2.4 million tonnes

of plastic packaging used in the UK annually

6%

of flexible plastics are recycled in the UK

What is Packoorang doing about it?

The Packoorang is a convenient, flexible and weatherproof Mailer Bag which is used as an alternative to cardboard boxes to transport products. End customers send the bags back to Packoorang, where they are cleaned and returned to the retailer.



TRASH CANS AND CONTAINERS OUTSIDE RETAILERS AND POSTAL OFFICES ARE OVER FLOWING WITH PACKAGING MATERIALS. IT IS THE PERFECT REPRESENTATION OF WHAT'S GONE WRONG IN OUR INCREASINGLY WASTEFUL GLOBAL SOCIETY.

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