

ORGANIZATIONS WORKING ON REDUCING PACKAGING WASTE GLOBALLY: HIGHLIGHTING NGOS AND INTERNATIONAL INITIATIVES

As the year draws to a close and the Christmas season fills shops and homes with boxes, bags, and wrapping paper, it's impossible not to see the scale of our packaging problem. The festive period is joyful, but it is also one of the most wasteful times of the year. Mountains of plastic, glitter-coated wrapping, and disposable containers pile up—reminders that convenience often comes at the cost of the planet.

But amidst the excess, there is hope. Around the world, NGOs and international initiatives are working tirelessly to curb packaging waste, push for systemic solutions, and inspire both companies and consumers to change. This holiday season, when our personal choices matter more than ever, these organizations remind us that responsibility and creativity can go hand in hand.

NGOS DRIVING CHANGE

While the global map of organizations tackling packaging waste is broad and impressive, there are still notable gaps. Many initiatives are concentrated in Europe and North America, leaving parts of Africa, Asia, and Latin America underrepresented despite facing some of the most severe waste challenges. Small and medium enterprises, often crucial in supply chains, are not always integrated into global commitments, limiting the reach of systemic solutions. There is also a lack of consistent engagement with schools, community groups, and informal waste workers—actors who play a critical role in shaping behaviors and managing waste on the ground. Finally, stronger collaboration between NGOs, policymakers, and innovative projects like MAGNO is still needed to move from pilot projects to scalable, global change. The ones at hand now:

Break	Free	From	Plastic
A global movement uniting more than 2,000 organizations and millions of individuals. Their annual Brand Audit exposes which companies contribute most to plastic pollution, holding corporations publicly accountable.			
Link: https://www.breakfreefromplastic.org/			

Zero	Waste	Europe
Based in Brussels, this NGO works with local groups across the continent to push for strong EU packaging policies, promote reuse systems, and showcase community-led zero-waste models.		
Link: https://zerowasteeurope.eu/		

Ellen MacArthur Foundation

Known for championing the circular economy, the foundation partners with businesses and governments to design packaging that can be reused, repaired, or recycled at scale.

Link: <https://ellenmacarthurfoundation.org/>

Plastic Pollution Coalition

A global alliance of individuals, NGOs, and businesses advocating for systemic reduction of single-use plastics and promoting reusable alternatives.

Link: <https://www.plasticpollutioncoalition.org/>

INTERNATIONAL INITIATIVES WORTH WATCHING

The UN Environment Programme's Global Commitment

More than 500 businesses, governments, and NGOs have signed on to targets for reducing plastic waste, including moving toward 100% reusable, recyclable, or compostable packaging.

Link: <https://www.unep.org/plastic-pollution>

European Union's Packaging and Packaging Waste Regulation (PPWR)

Currently under negotiation, this law could set the global benchmark by making reuse mandatory in certain sectors and forcing companies to reduce packaging at the source.

Link: https://environment.ec.europa.eu/publications/proposal-packaging-and-packaging-waste-regulation_en

MAGNO Project

A collaborative European initiative piloting reusable packaging systems. By linking businesses, communities, and policymakers, MAGNO shows how theory becomes practice. For companies, especially during high-consumption seasons like Christmas, engaging with projects like MAGNO means having concrete tools to reduce waste without sacrificing customer experience.

Link: <https://www.magno-project.eu/>

WHY THIS MATTERS DURING THE HOLIDAYS

The Christmas season is not only about gifts—it's about values. Every bag we reuse, every unnecessary wrapper we refuse, and every sustainable product we support is a message to companies and policymakers: we want joy without waste. NGOs and global initiatives are building the systems that make this possible, but they need consumers, communities, and businesses to join in.

This is a season of generosity. What if part of that generosity was extended to the planet itself? By supporting NGOs, engaging with international initiatives, and pressing

brands to join collaborative projects like MAGNO, we can turn a season of excess into a season of responsibility.

CLOSING THE YEAR WITH PURPOSE

This final chapter is not an ending, but an invitation. As we celebrate with family and friends, let's also celebrate the people and organizations working every day to make packaging waste history. Their work shows us that another way is possible—and that our role, as consumers and citizens, is to amplify their efforts.

The best gift we can give this year is not wrapped in shiny paper. It's the collective promise to build a world where joy doesn't come with waste attached.