

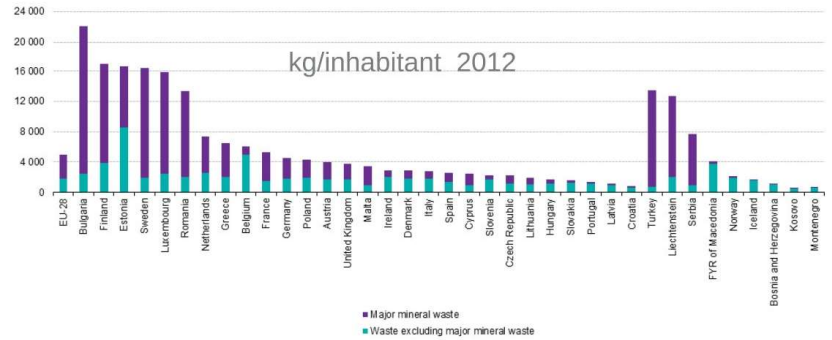


# CAMPUS HARLINDIS & RELINDIS MAASEIK, BELGIUM

## 1 How did we study bad packaging?

- 27 students and 2 teachers (social sciences + sciences)
- 2 hours per week
- 20 January 2016 – 13 April 2016

## 2 Comparison of Belgium vs rest of Europe



Source: Eurostat

## 3 Supermarket research

### 3.1 Examples of good packaging

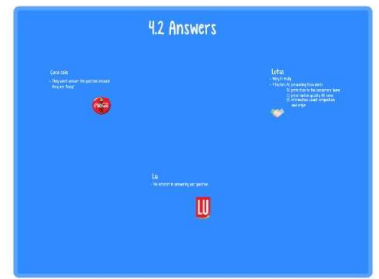
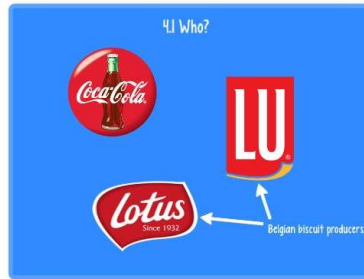


### 3.2 Examples of bad packaging



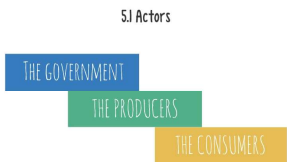
## 4 Contacting producers

- Sent an e-mail to producers with bad packaging
- Many different producers



## 5 Solutions and alternatives

- 3 Groups of people who play a role



• Introduce a recycling system

Recycling system in Belgium

• Prohibit the production of double packs

• Nature friendly packaging

• Loose stuff, packed together in one simple pack

BUT they listen to the consumers' wish

• Recycle even more

• Choose the right products