

Press release

Paris, on January the 12th, 2023

“Tackling Food Packaging”: A major citizen census for the planet!

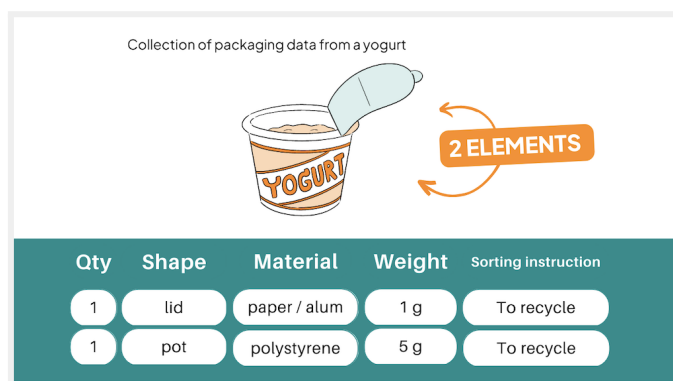
Reducing the environmental impact of packaging is an important issue for consumers and public authorities. To grant everyone the necessary means to act, Open Food Facts and the ADEME are launching an exceptional citizen operation to collect data on food packaging on a massive scale to help reduce its environmental impact and promote eco-conception, waste sorting, environmental labeling and research.

The "Tackling Food Packaging" project consists in conducting a flash operation to collect detailed information on the packaging of the most consumed products in France. Based on a participatory science approach, it will rely both on companies agreeing to share their packaging data and to play their part for transparency, and on citizens to collect information on products.

Open Food Facts will collect very specific information on each element of food packaging (shape, material, weight, recyclability) from manufacturers and citizens. This information will be **freely reusable** ("open data").

Process:

- A “flash” operation in January and March 2023 to massively enrich the database with the input of companies and consumers.
- The creation of tools (software, tutorials, documentation) to allow as many people as possible to contribute, in France and abroad.



The launch event of the operation took place on Thursday, January 12th, 2023 at 8:30 am at the Académie du Climat, Paris. On the program:

- A **press conference** to present the operation and the first results on a product category: "What's around my yogurt?"
- A **debate** with packaging experts
- A citizen workshop to show how to weigh packaging, identify plastic resins and capture information.

The collection operation will continue remotely until the end of March

[Tackling Food Packaging - Everything you need to know on 3 pages](#)

[→ See the entire press kit](#)