

# The Packaging Impact Calculator



ARL  
Marketplace

The Packaging Impact Calculator is a free tool to help small businesses understand the sustainability of their product packaging.

The way packaging is designed can make a big difference to its environmental impact. Factors like material, weight, labelling and the use of recycled materials can directly impact packaging's carbon emissions, recyclability and the chances of it ending up in landfill or as litter.

The Packaging Impact Calculator shows small businesses the impact of their packaging design decisions and explores some of the simple changes they can make to achieve better, more sustainable packaging. The Packaging Impact Calculator is available on the ARL Marketplace website at [www.arlmarketplace.org.au](http://www.arlmarketplace.org.au)



## Five ways to use the Packaging Impact Calculator:

- 1 EVALUATE** your current packaging and measure its environmental impact.
- 2 EXPLORE** the different calculator features to learn how changes to packaging design can affect environmental impact. For example, increasing the amount of recycled content in your packaging can reduce greenhouse emissions.
- 3 COMPARE** your current packaging with a range of alternatives with easy side-by-side comparisons.
- 4 LEARN** more about the topic with in-depth sustainable packaging insights and design recommendations in the 'Do You Know?' section.
- 5 SHARE** the calculator insights with suppliers to ask for materials that support your packaging goals. Use the information to build a strong business case for more sustainable packaging in your organisation.

The Packaging Impact Calculator was developed for the SME ARL Campaign, a new initiative to educate small to medium-sized enterprise about the benefits of adopting the Australasian Recycling Label on their product packaging and making the switch to more sustainable packaging.



NOTE: The Packaging Impact Calculator has been developed to provide businesses with an internal reference tool and guide. The calculator cannot be used for any on-pack or external claims of recyclability, material recovery, sustainability or environmental impact of your business's packaging.



**Working together to get the ARL on-pack.**

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