

LibanPack - the Lebanese Packaging Center

Timeframe: 2008 to date

CASESTORY



LED BY

PRIVATE SECTOR

Association of Lebanese Industrialists (ALI)

Syndicate of Lebanese Food Industries (SLFI)

Syndicate of Packaging in Lebanon

Universities and food industries in Lebanon

PUBLIC SECTOR

Ministry of Industry

Ministry of Economy and Trade
Industrial Research Institute (IRI)

National Standardizing Body (LIBNOR)



GOVERNANCE

A Memorandum of Understanding (MoU), signed in 2009 by representatives of the private sector and the IRI, defines the roles and responsibilities of stakeholders involved. Managed and operated by the private sector, LibanPack established effective collaboration with the government, including use by IRI of the center's services for testing the safety and quality of packaging materials. LibanPack participates in Technical Committees, established by LIBNOR and other government bodies, to develop standards and regulations for labelling and packaging materials. It is actively engaged in proposing and reviewing such requirements.

FUNDING

LibanPack currently relies on its services (i.e. guidance on food packaging management, processes and regulatory requirements; packaging and labelling training; laboratory testing; etc.) to cover its operating costs. In the first five years (2008-2012), the operating costs were shared by UNIDO's MACLE project (funded by Switzerland and ALI).



PURPOSE

Technical and food safety packaging issues are not well addressed in most countries of the Arab region, including Lebanon. This often results in food contamination and exports rejections. Led by ALI and SLFI with the Ministry of Industry and UNIDO's support, this partnership created the Lebanese Packing Center (LibanPack) to enable industries and exporters to comply with technical and food safety packaging and labelling international requirements.

ROLES AND RESPONSIBILITIES

PRIVATE SECTOR

- Operate and manage LibanPack on a daily basis.
- Share LibanPack's knowledge and experience in projects focused on food safety and quality packaging at the country and regional level.
- Promote LibanPack's services to maintain and expand the client base.

PUBLIC SECTOR ACTIVITIES

- Make available government testing facilities to run tests on packaging materials.
- Ensure the center's participation in all activities and potential projects related to packaging and marketing Lebanese Products.
- Promote LibanPack's activities and services.

LESSONS

- Strong motivation, professionalism and commitment of the private and public sector stakeholders involved underpinned the development, performance and expansion of LibanPak.
- Funding and support from development partners was important for the establishment of a financially sustainable partnership, including coming up with a successful business plan based on market demand.
- Improving food packaging materials helps reduce food waste and creates opportunities to promote more environmentally sustainable approaches in the food industry.

UP-SCALING OPPORTUNITIES

- National authorities in other countries in the region are exploring opportunities to replicate LibanPack's approach and delivery model, with support from UNIDO and WPO.

RESULTS



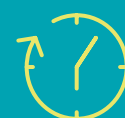
LIBANPACK HAS BECOME A FINANCIALLY SUSTAINABLE REGIONAL CAPACITY BUILDING PACKAGING CENTER WORKING ACROSS THE ARAB REGION.

LIBANPACK HAS PROVIDED TECHNICAL SUPPORT, AWARENESS-RAISING AND CAPACITY BUILDING ACTIVITIES TO

MORE THAN 200 LEBANESE AND ARAB INDUSTRIES TO

IMPROVE THEIR COMPLIANCE WITH FOOD SAFETY AND OTHER PACKAGING AND LABELLING REGULATIONS.

THE GOVERNMENT ATTRIBUTES A DROP IN FOOD PACKAGING NON-CONFORMITIES AFFECTING TRADE TO LIBANPAK'S WORK.



In 2017

LibanPack's business model was replicated in Jordan, with the establishment of the Jordan National Packaging Centre (JOPACK) in 2017.

LibanPack has facilitated membership to the World Packaging Organization (WPO) for other countries in the region (Morocco, Palestine, Jordan, Iraq and the Kingdom of Saudi Arabia). LibanPack partners with UNIDO and WPO on a packaging contest to raise awareness among youth and promote innovation in food packaging.