



Better quality of life, through
better packaging, for more people

PRESS RELEASE

The World Packaging Organisation (WPO) officially recognizes September 6 as the World Packaging Day



A call to raise awareness of packaging as a strategic enabler of our modern life in society.

July 2026 – The **World Packaging Organisation (WPO – www.worldpackaging.org)** is proud to announce the launch of the World Packaging Day (WPD), a global call to raise awareness of packaging as a strategic enabler of our modern life in society, to be celebrated every year around September 6, marking the anniversary of **WPO's** foundation.

The **World Packaging Day (WPD)** aims to increase public awareness on the role packaging plays as a strategic tool in sourcing more than 8 billion people on earth, and to establish a globally recognized platform that encourages collaboration among institutions, industry, academia and society to advance responsible, sustainable and innovative packaging solutions and circularity.

"Packaging is present in every aspect of our daily lives, serving society across the globe by allowing efficient production chains and logistics, product preservation and functional usability reducing losses and waste enhancing sustainability in consumption, and most of all, safe and convenient access to goods for better quality of life for society. In short, packaging enables economic, social and environmental positive impact in our modern life in society", says Luciana Pellegrino, **WPO** President.



Rather than being a single centralized event, the **World Packaging Day** is designed as a global collaborative occasion. **WPO** Members and all stakeholders worldwide will be encouraged to organize their own local initiatives, including conferences, educational programs, factory visits, sustainability projects, innovation showcases, student activities and public awareness campaigns, under a shared global identity coordinated by **WPO**, aligned by the hashtag **#worldpackagingday**.

The **World Packaging Day (WPD)** proposes four strategic themes:

- **Packaging for Progress** – highlighting packaging's contribution to health, safety, accessibility and quality of life.
- **Packaging Against Food Waste** – demonstrating how packaging protects food, extends shelf life and improves food safety.
- **Packaging and Economic Growth** – showcasing packaging's role in supporting brands, logistics, manufacturing, exports, e-commerce and international trade.
- **Packaging and Sustainability** – promoting circular economy principles, eco-design, responsible consumption and material innovation.

“The inaugural celebration will take place around September 6, 2026, with activities organized by **WPO**’s Board Members and stakeholders across the global packaging ecosystem, supported by an international media and digital communication campaign”, completes Soha Atallah, **WPO** Vice President for Marketing.

The development of the **World Packaging Day** concept was supported by **WPO**'s member in Italy, the Istituto Italiano Imballaggio, represented by its Communication Manager, Alessandra Alessi. The logo was designed by the renowned Brazilian designer Giovanni Vannucchi and his team.

For more information on **WPO World Packaging Day**, visit <https://www.worldpackaging.org/WPD//>

About WPO

The World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is "Better quality of life through better packaging for more people".

WPO joins 88 members, representing 66 countries that include Full Members, Honorary Members, Affiliate Members and Regional Federations.

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 WPO – World Packaging Organization

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