

Earth Overshoot Day: the world is running out of time

By Tony Hitchin, General Manager of Pro Carton

Earth Overshoot Day marks the day that humanity's demand for natural resources and services in any given year exceeds what the earth can regenerate in that year. In 2020, global lockdown in the face of the pandemic saw the day shift back to August 22nd. However, the re-opening of world economies means this year Earth Overshoot Day has come forward to July 29th!

We are undoubtedly in the middle of a climate emergency. The devastating floods in Germany and Belgium, which have taken over 100 lives and left thousands homeless, have raised the profile of the issue to all of us living in Europe. This is happening on our doorstep, and we must do more.

Our recent research found that almost all European adults believe that governments (96%), as well as retailers and brands (96%), should be doing more to help the environment. It's time for every citizen, business and brand to start making better choices: about the products they buy, the materials they use and how they dispose of those materials. This applies equally to the packaging we use. Paper-based packaging such as cartonboard for example, is recyclable, re-useable and made from wood grown in sustainably grown European forests, so is the perfect example of the circular economy.

Clearly, we need to change our habits and take responsibility for our actions. Support Earth Overshoot Day by choosing renewable materials wherever possible and help in the bid to #MovetheDate.

Ends

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Notes to editors:

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About Pro Carton

Pro Carton is the European Association of Carton and Cartonboard manufacturers. Its main purpose is to promote the use of cartons and cartonboard as an economically and ecologically balanced packaging medium. www.procarton.com