

The Business Case for Sustainable Packaging

Determining the next steps towards amplifying your sustainability initiatives for your organization



STEP 1: ASSESS CURRENT STATE

What do you need to know **right now** in order to take steps towards accelerating your sustainability goals?

STEP 2: DEFINE FUTURE STATE

What are your **organization's goals** in each area? Are they **realistic given the time** horizon?

STEP 3: DETERMINE IMMEDIATE NEXT STEPS

What **questions need to be answered** and what **decisions need to be made first** in order to make progress towards the defined goals?

Sustainable Packaging

Sustainable Packaging Approaches

1. Reduction & Lightweighting
2. Material Selection
3. Refillable Packaging
4. Consumer Education

Step 1: Assess the Current State

1. **Current Packaging:** What are the sustainability aspects of our current packaging materials and processes?
2. **Sustainability Goals:** What are our packaging-related sustainability goals and how do they align with our overall business objectives?
3. **Market Perception & Demand:** What are the customer expectations and market demand concerning sustainable packaging in our industry?
4. **Financial Implications:** What are the cost implications and potential business benefits of shifting towards sustainable packaging?
5. **Partnerships & Resources:** Do we need partnerships or resources to achieve our sustainable packaging goals?
6. **Implementation & Measurement:** How will we measure success and implement sustainable packaging initiatives? How will we communicate our efforts to stakeholders?

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Step 2: Define the Future State

1. What are the reduction and lightweighting goals for our packaging in the short-term and long-term?
 - Consider the feasibility of the goals based on current capabilities, resources, and market trends.
2. Which products or product lines have the most potential for further reduction and lightweighting?
 - Evaluate the design and material of the packaging to identify opportunities for reduction.
3. How will we measure the success of our reduction and lightweighting efforts?
 - Identify key performance indicators (KPIs) such as weight reduction percentage, cost savings, etc.

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Step 2: Define the Future State

1. What sustainable materials do we aim to incorporate into our packaging in the future?
 - Consider availability, cost, functionality, and environmental impact of the new materials.
2. What barriers or challenges do we anticipate in transitioning to these materials?
 - Anticipate potential issues like supply chain disruptions, cost increase, or consumer acceptance.
3. How will we ensure these materials meet our product safety and quality standards?
 - Evaluate if the new materials could affect the product's safety or shelf life.

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Step 2: Define the Future State

1. What is our vision for utilizing refillable packaging in the future?
 - Take into account the company's business model, product types, and consumer behavior.
2. Which products or product lines are most suitable for refillable packaging?
 - Not all products are suitable for refillable packaging due to hygiene, safety, or quality concerns.
3. What infrastructure or system changes will be needed to facilitate the use of refillable packaging?
 - Consider the logistics, costs, and feasibility of implementing a return and refill system.

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Step 2: Define the Future State

1. How do we plan to enhance consumer education about our sustainable packaging practices?
 - Think about the best channels to reach your consumers, such as packaging labels, marketing campaigns, or social media.
2. What messages do we want to convey to consumers about our packaging?
 - Formulate clear, concise messages about the benefits of the sustainable packaging to encourage consumer support.
3. How will we measure the effectiveness of our consumer education efforts?
 - Consider how to track the impact of these efforts, such as through consumer surveys or social media engagement metrics.

Sustainable Packaging from a Major Technology Solutions Provider

Building the Business Case for Sustainable Packaging: Major Technology Solutions Provider Approach

A Major Technology Solutions Provider’s business case for sustainability revolves around the innovative approach to packaging achieving cost reduction, environmental benefits, and regulatory compliance. The company's shift towards sustainable packaging was not only a response to the growing environmental concerns but also presented an opportunity for significant financial savings and compliance with emerging regulations.

Assess the Current State	Define the Future State	
<ol style="list-style-type: none"> Current Packaging: The company originally used traditional packaging methods, using materials such as polystyrene, which is a space-consuming, oil-based cushioning material. Sustainability Goals: The Company’s ultimate goal is to achieve 100% recycled or renewable packaging by 2030. Market Perception & Demand: The market is growing increasingly concerned about environmental issues, including the use of sustainable packaging. Financial Implications: Shifting towards sustainable packaging presented significant financial savings for the Company, achieved through cost reductions in materials and improved logistics efficiency. Partnerships & Resources: Their packaging engineering team sought innovative solutions, replacing traditional materials with more supportive, flexible structures. They experimented with various potential solutions, such as using mushrooms as a packaging material or sourcing palm fiber. Implementation & Measurement: The Company’s implementation of sustainable packaging practices has brought them closer to their 2030 goal, with the current achievement standing at 95%+ recycled or renewable packaging. 	<p style="text-align: center;">Reduction & Lightweighting</p> <p>The Company reduced the size of their packages, leading to reduced material needs and increased product load per pallet.</p>	<p style="text-align: center;">Material Selection</p> <p>The Company new packaging structures used a mix of renewable, plant-based supplies like bamboo, and recycled goods like molded pulp and recycled plastics.</p>
	<p style="text-align: center;">Refillable Packaging</p> <p>While not explicitly addressed by the Company, the shift towards more flexible, reusable materials outlines the potential for refillable packaging in the future.</p>	<p style="text-align: center;">Consumer Education</p> <p>The Company engaged with customers and suppliers for feedback, an important component of educating consumers about their sustainability efforts.</p>

By making more sustainable choices, organizations can achieve significant cost savings, improve their environmental footprint, and ensure compliance with emerging regulations, making it a sound business decision.

Overview: Building Your Business Case for Sustainable Packaging

