

Packaging Sustainability Executive Briefings



Businesses care about the environment and realize their customers do too, but packaging sustainability is not most business's core focus. It is, however, our focus. We can help your executive team better understand the current landscape, trends, and implications with respect to your suppliers, your customers, and your business.

The environmental impact of packaging is a growing concern for both businesses and consumers.

Sustainability Drivers

Sustainability is growing as a consideration in packaging design and selection for a variety of reasons, including concerns about climate change, food and resource scarcity, and marine debris, among others. In a global economy where the world population is expected to reach over 8.5 billion by 2030, these concerns are certain to persist. Does your executive team understand these drivers, and which are most important with respect to your key customers?

Packaging Attributes

Some packaging may appear to be more environmentally friendly due to one or more of its attributes, whereas a closer look reveals that tradeoffs may exist. Attributes include product protection, reusability, recyclability, biodegradability, life cycle cost benefits/greenhouse gas reduction, and being made from renewable materials. Which attributes are most important to your customers? What are their customers seeking?

Packaging Policy Landscape & Trends

Traditionally, recyclability and recycled content have been the main markers of packaging sustainability. Recent focus has shifted to more complex considerations, such as interest in building a circular economy, sustainable materials management, and zero waste. Different stakeholders and marketplaces have aligned around different materials management approaches and are working to shape policy accordingly. What are the policy trends in your company's markets and how is policy shaping up?

Implications for Your Business

Circular Matters offers customized briefings for executive teams responsible for strategic positioning and profit and loss to provide team members with a shared understanding of the many facets of sustainability and the specific risks and opportunities for their industry, and company in particular. More specifically, we can help your executive team better understand:

- How current and emerging policies affect customer needs, interests and actions
- Geographic and product line differences and the competitive landscape
- End-of-life-management options and implications
- Tradeoffs that exist between financial, social, and environmental impacts
- How companies similar to yours are engaging in the sustainable packaging arena
- Ways to stay abreast of the changing packaging landscape, and opportunities for influencing policy and solutions building as a thought leader
- How your company can become more influential in product design and material sourcing
- New technology developments that could help your company address packaging sustainability concerns
- Organizations and initiatives active in the packaging sustainability arena, and ways your company might engage

To further explore how Circular Matters can support you with packaging sustainability executive briefings, contact:

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