



engage

A Sustainable Packaging Coalition Salon

Activating Your Packaging Sustainability Goals



engage


A Sustainable Packaging Coalition Salon



Nina Goodrich

Executive Director

Sustainable Packaging Coalition



Increase of regulations as key drivers

Retailer regulations

Increase in call for Transparency

Balance between system of today versus future system

Recycling isn't free

Anti-plastics movement

False Trade-Off of Environment and Economy

Loss of social license

The role of collective commitments

Consumers as key link in the circular economy

Questions we hear

- How can I replace plastics (at any cost)?
- What is next? Fear of being Shamed and Named.
- What don't we know?
- Are we moving fast enough? Are we just using band-aids?
- It's not black and white.
- Are we making regrettable substitutions?
- What are we missing?

Are we missing
the point?



Climate Change

Circularity

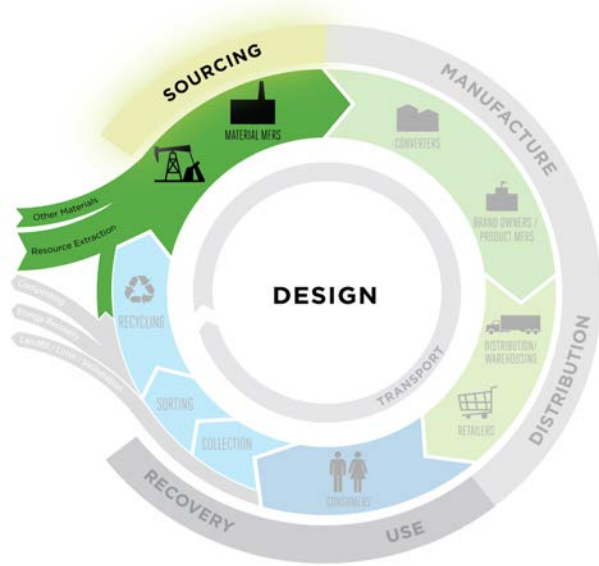
Regeneration

Resilience

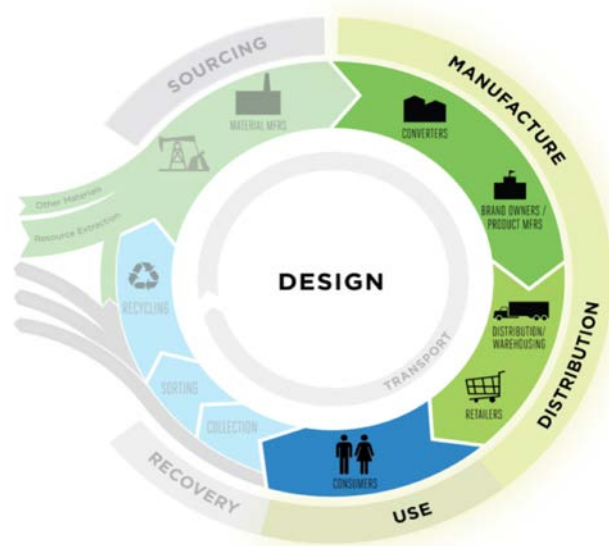


It's important that we remember the **job** we are hiring packaging to do

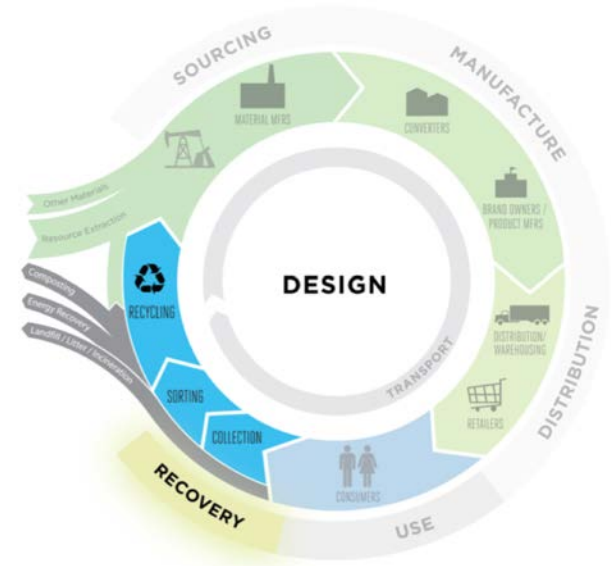




**Responsible
Sourcing**



**Design
Optimization**



**Effective
Recovery**



Success means

Managing Climate Change

Enabling circular, regenerative,
resilient supply chains



Responsible
Sourcing

Design
Optimization



Effective
Recovery

Our goals help us get there

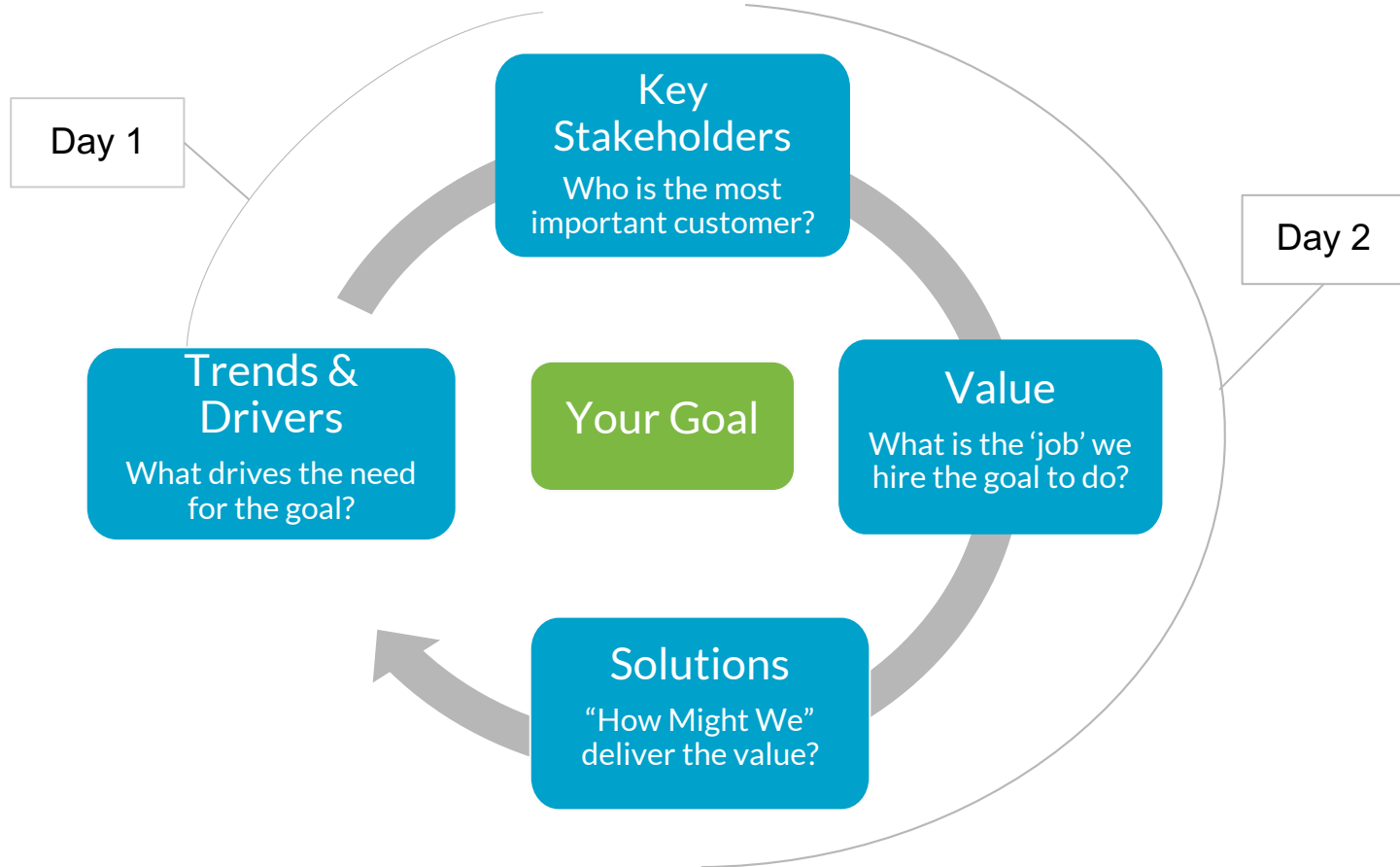
Setting Goals

Building momentum for desired outcomes through goal adoption

Implementing Goals

Facilitating change with concrete actions and reporting

Activating Your Packaging Sustainability Goals





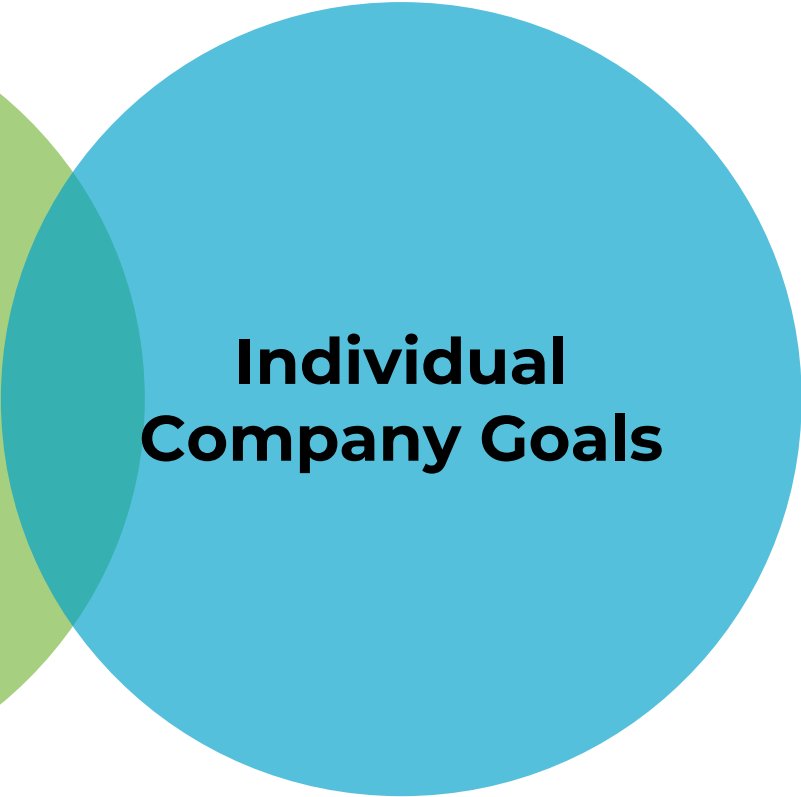
Laying the Groundwork for Packaging Goals Execution



Tristanne Davis
Senior Manager
Sustainable Packaging Coalition



**Collective
Goals**

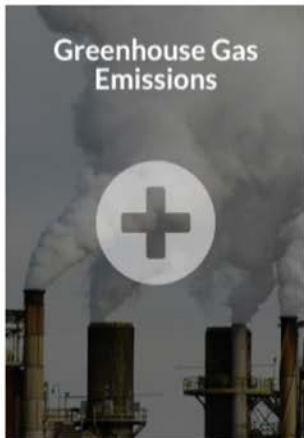


**Individual
Company Goals**



The Sustainable Packaging Coalition's
Goals Database

Corporate Sustainability Goals



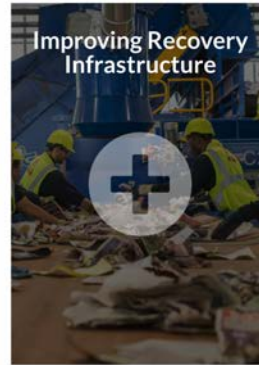
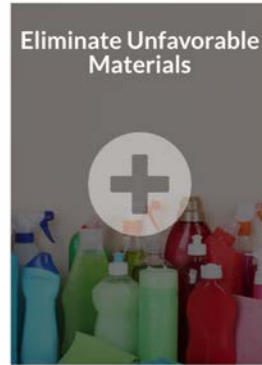
The Goals Database

ProjectGigaton™



Walmart 

Packaging Sustainability Goals



Responsible Sourcing



The image displays a grid of nine icons, each representing a goal in responsible sourcing. Each icon features a white plus sign inside a light gray circle, centered over a background image related to the goal. The goals are arranged in two rows: five in the top row and four in the bottom row.

- Bio-based/Renewable Materials:** A photograph of a cornfield with a green plus sign.
- Eliminate Unfavorable Materials:** A photograph of various plastic bottles and containers with a white plus sign.
- Improving Recovery Infrastructure:** A photograph of workers in a recycling facility with a white plus sign.
- Increasing Recycling:** A photograph of a person recycling with a white plus sign.
- Volumetric Efficiency:** A photograph of several cardboard boxes with a white plus sign.
- Material Efficiency:** A photograph of a glass bottle with a white plus sign.
- Design For Recovery:** A photograph of a cardboard box with a white plus sign.
- Recycled Content:** A photograph of blue recycled plastic pellets with a white plus sign.
- Responsible Fiber Sourcing:** A photograph of a log pile in a forest with a white plus sign.

Design Optimization



The image displays nine design optimization goals arranged in two rows. Each goal is represented by a rectangular panel with a title at the top, a background image, and a white plus sign icon in a circle in the center.

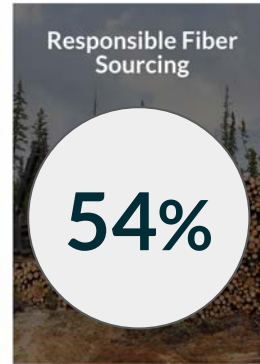
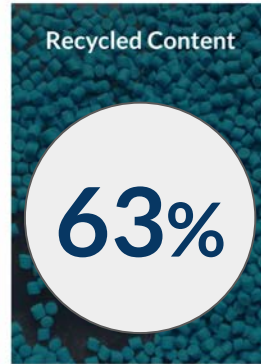
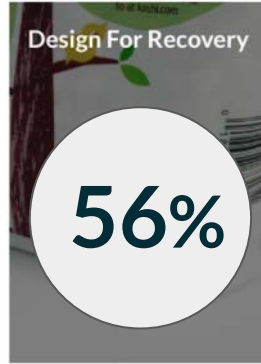
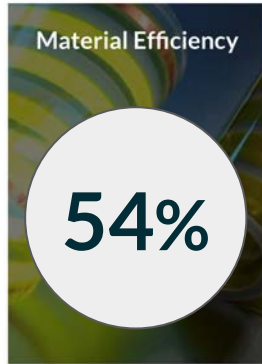
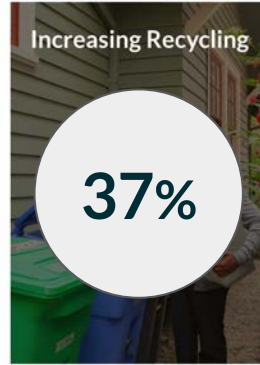
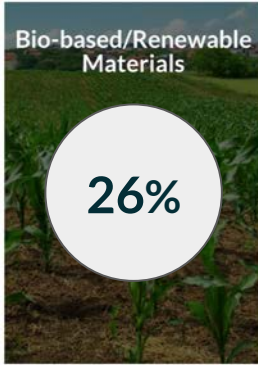
- Bio-based/Renewable Materials:** Background image of a cornfield.
- Eliminate Unfavorable Materials:** Background image of various plastic bottles.
- Improving Recovery Infrastructure:** Background image of workers in a recycling facility.
- Increasing Recycling:** Background image of a person recycling.
- Volumetric Efficiency:** Background image of stacked cardboard boxes.
- Material Efficiency:** Background image of colorful rolls of material.
- Design For Recovery:** Background image of a cardboard box with a recycling symbol.
- Recycled Content:** Background image of blue recycled plastic granules.
- Responsible Fiber Sourcing:** Background image of a forest with a pile of logs.

Effective Recovery



The image displays a grid of nine cards, each representing a different goal for effective recovery. Each card features a title at the top, a background image, and a large white plus sign icon in the center. The cards are arranged in two rows: five in the top row and four in the bottom row.

- Bio-based/Renewable Materials:** Background image of a cornfield.
- Eliminate Unfavorable Materials:** Background image of various plastic bottles.
- Improving Recovery Infrastructure:** Background image of workers in a recycling facility.
- Increasing Recycling:** Background image of a person recycling into a bin.
- Volumetric Efficiency:** Background image of stacked cardboard boxes.
- Material Efficiency:** Background image of colorful plastic bottles.
- Design For Recovery:** Background image of a product package with a recycling symbol.
- Recycled Content:** Background image of blue recycled plastic granules.
- Responsible Fiber Sourcing:** Background image of a forest with a pile of logs.



A Goal is
commitment to
work towards
achieving a
specific
sustainability
outcome

*“By 2025, 100% of our
packaging will come
from renewable,
recycled or certified
sources.”*

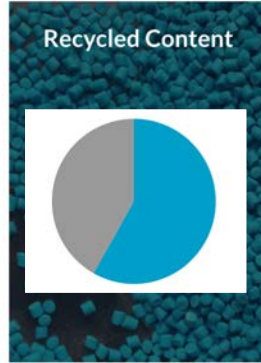
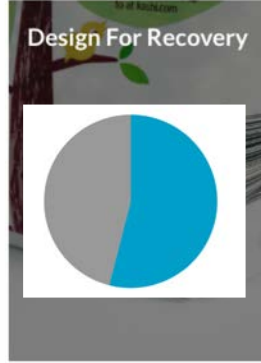
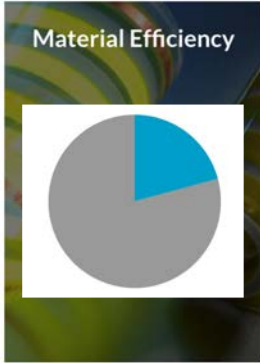
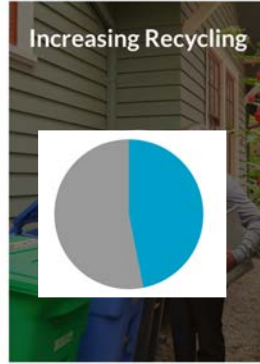
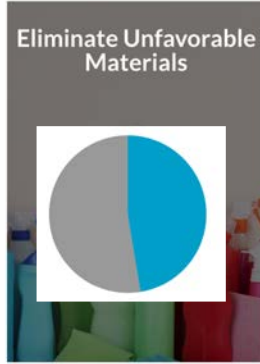
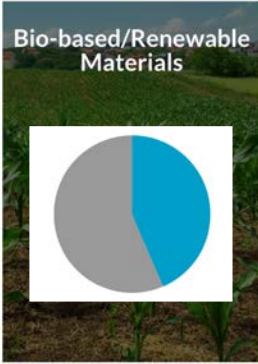
“Statement of Support”



“As part of our dedicated commitment to sustainable packaging, we **encourage** all our suppliers to increase responsible fiber sourcing, **giving preference to** third party certified fiber, **when available.**”

Goals are **better**
than statements of
support

56% of companies
in the SPC's Goals
Database have
sustainable
packaging goals

30% of
companies
in the SPC's
Goals Database
have
statements of
support only



 Goal
 Statement

What makes a
good goal?



Goal Structure



- ① Target Date
- ② Target Achievement
- ③ Baseline Date
- ④ Baseline Measurement
- ⑤ Metric

By 2020, 80% of our paper packaging will be from certified virgin sources or post-consumer recycled content, compared to a 2015 baseline where 40% of our paper packaging by weight was from certified or recycled sources.

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By 2020, 80% of our paper packaging will be from certified virgin sources or post-consumer recycled content, compared to a 2015 baseline where 40% of our paper packaging **by weight** was from certified or recycled sources.

Making
measurable
goals can help
you track and
report on your
progress





Structure your goals in a way that expresses **desired intent of the goal.**

Desired intent:

Decouple plastic from
fossil feedstocks

Goal:

“Use only renewable or
post-consumer recycled
content for plastic
packaging.”

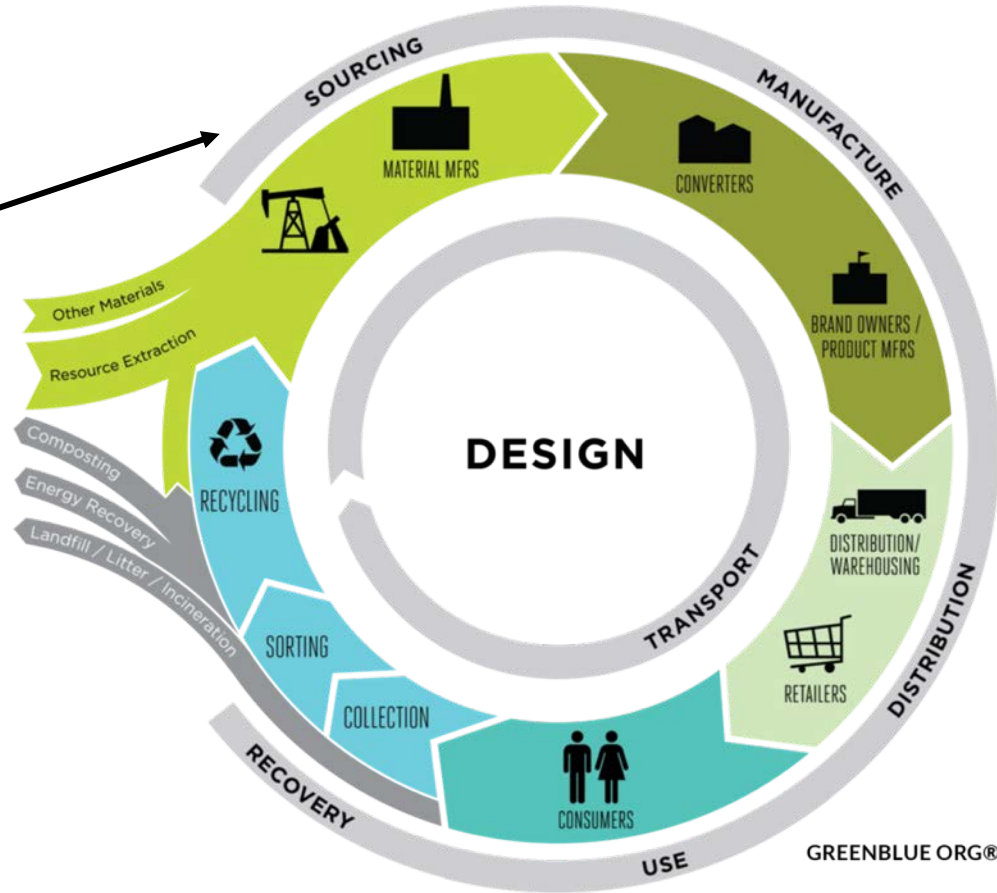


Catch-all goals

Some catch-all goals give **flexibility to achieve a specific desired outcome**

“Use only renewable or post-consumer recycled content for plastic packaging.”

Use recycled
or renewable
materials



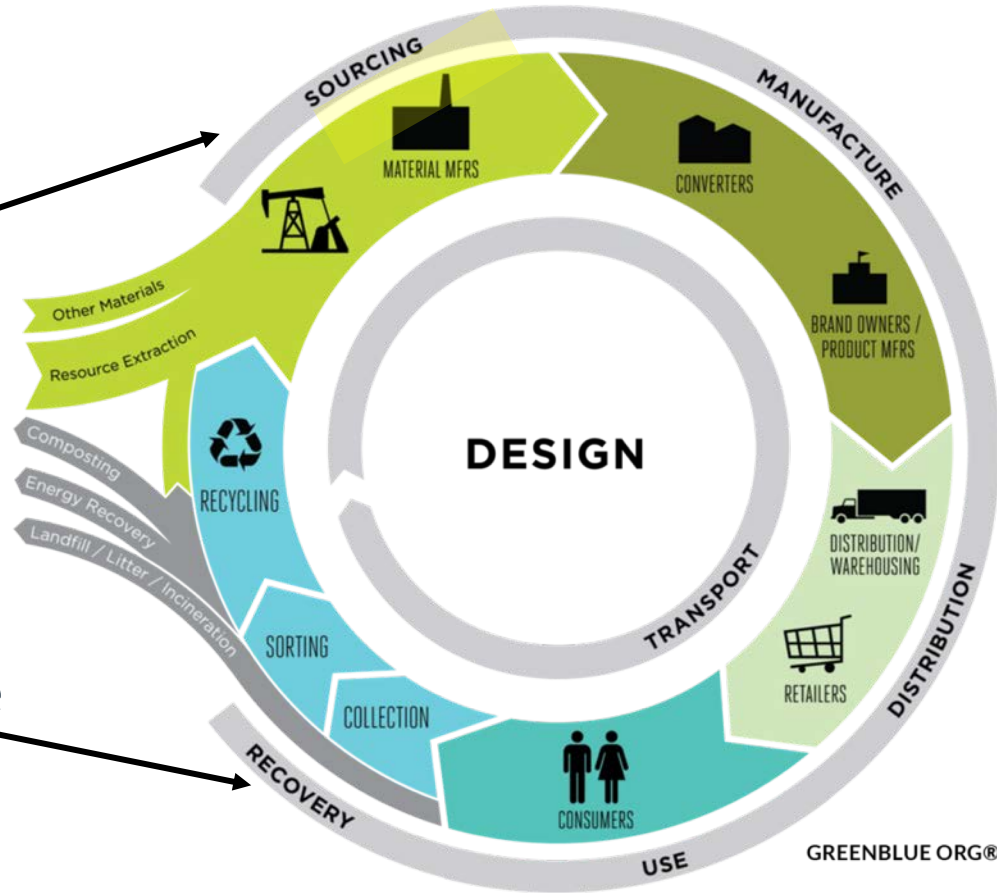
Some catch all goals express **multiple desired intentions** in one goal.

“100% of our packaging will be recycled or recyclable .”

Use recycled materials



Use recyclable materials



It is best to communicate different desired outcomes as separate, **distinct objectives.**

“Use recycled plastic.”

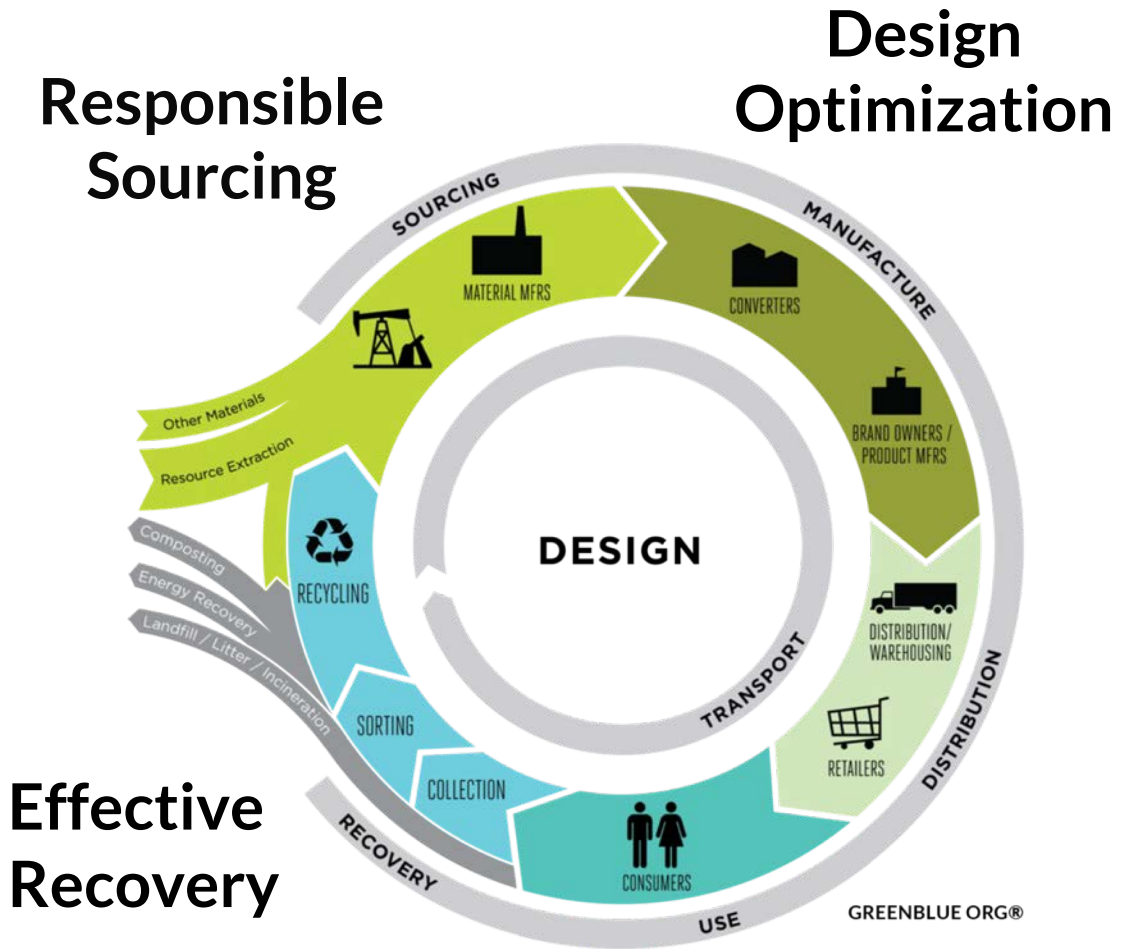
“Use recyclable plastic.”

“Use recycled content in plastic packaging and make all plastic packaging recyclable.”



Goal Content

Sustainable packaging goals should be complete



Reducing Weight & Increasing Recyclability





Ambitious

Public

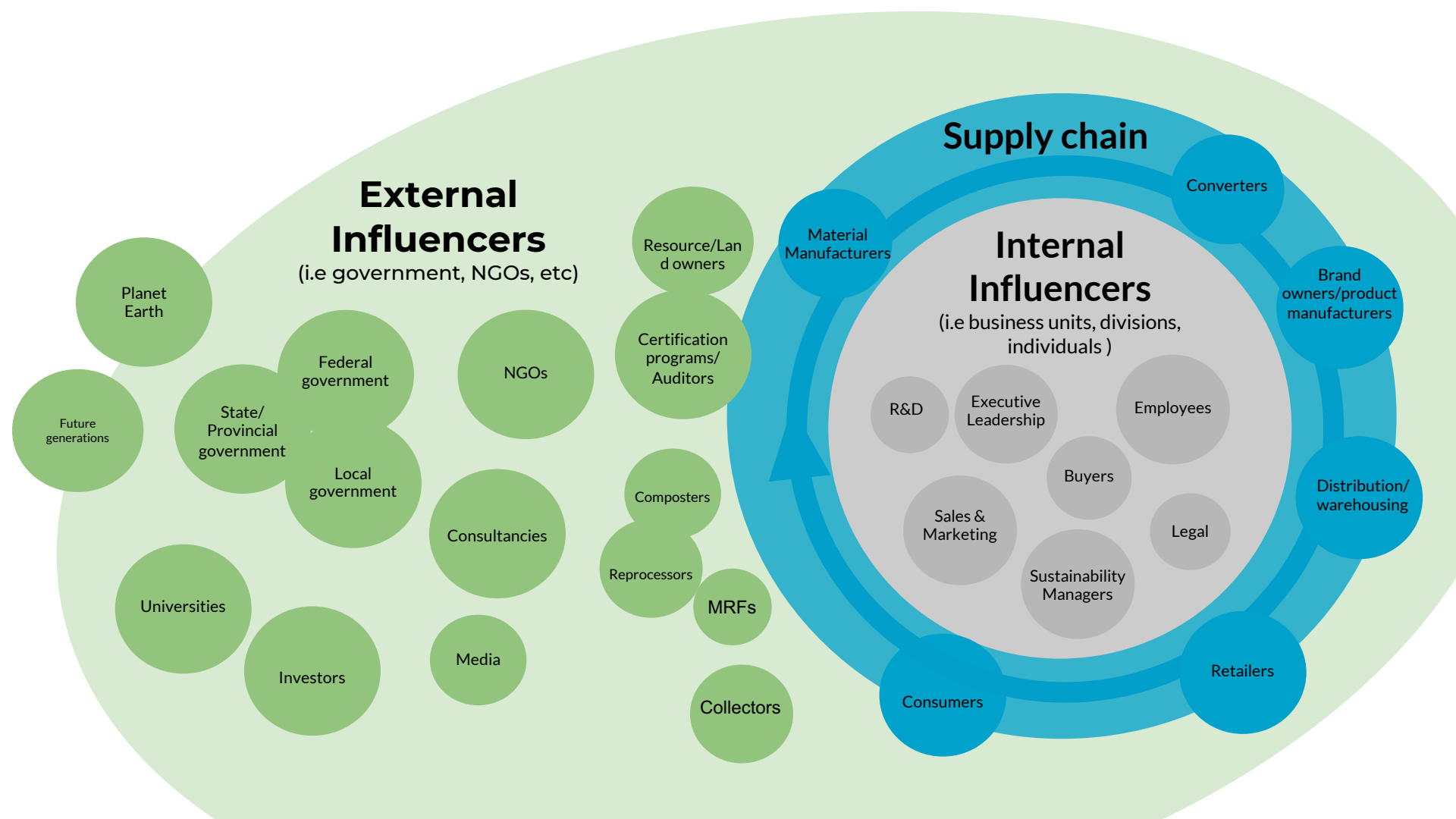
Attainable

Private

Culture and mindset play a huge part in whether or not a company is willing to take on the risk to make ambitious, public goals.

93% of the largest 250
companies in the world and
75% of mid and large-cap
companies globally report
publicly on sustainability

When setting goals,
Engage key stakeholders &
contextualize their input



External Influencers

(i.e government, NGOs, etc)

- Planet Earth
- Future generations
- State/Provincial government
- Federal government
- Local government
- NGOs
- Universities
- Investors
- Media
- Consultancies

Supply chain

Material Manufacturers

Converters

Brand owners/product manufacturers

Distribution/warehousing

Retailers

Consumers

Internal Influencers

(i.e business units, divisions, individuals)

R&D

Executive Leadership

Employees

Sales & Marketing

Buyers

Legal

Sustainability Managers

Resource/Land owners

Certification programs/Auditors

Composters

Reprocessors

MRFs

Collectors

Activating Your Packaging Sustainability Goals



Activity: Identify the most important customer

1. Who do you want to please with this goal?
2. Who executes the goal?
3. Who stands to lose or is blamed if you don't meet it?
4. Who is the beneficiary?
5. Based on the answers, **who is the most important customer?**

Activating Your Packaging Sustainability Goals



Activity:

Identify **the jobs** you hire the goal to do

<p>Most important customer (from previous activity)</p>	<p>What is the value of this goal to the most important customer(s)? How does it improve their experience? Pick your top three!</p>	<p>How can these be observed in a measurable way (quantitative or qualitative)?</p>
<p><i>E.g. Brand owners (executive leadership)</i></p>	<p><i>Build trust between customers & the company</i></p> <p><i>Provide risk assurance against deforestation</i></p>	<p><i>Positive consumer social media posts; growth in new business</i></p> <p><i>Number of publicity issues</i></p>

An aerial, fisheye view of a suburban neighborhood. The image shows a mix of green spaces, including a baseball field and a tennis court, interspersed with residential buildings and roads. The sky is a clear, vibrant blue with some light, wispy clouds. The overall scene is bright and sunny.

Deep Dive:

Responsible Sourcing &

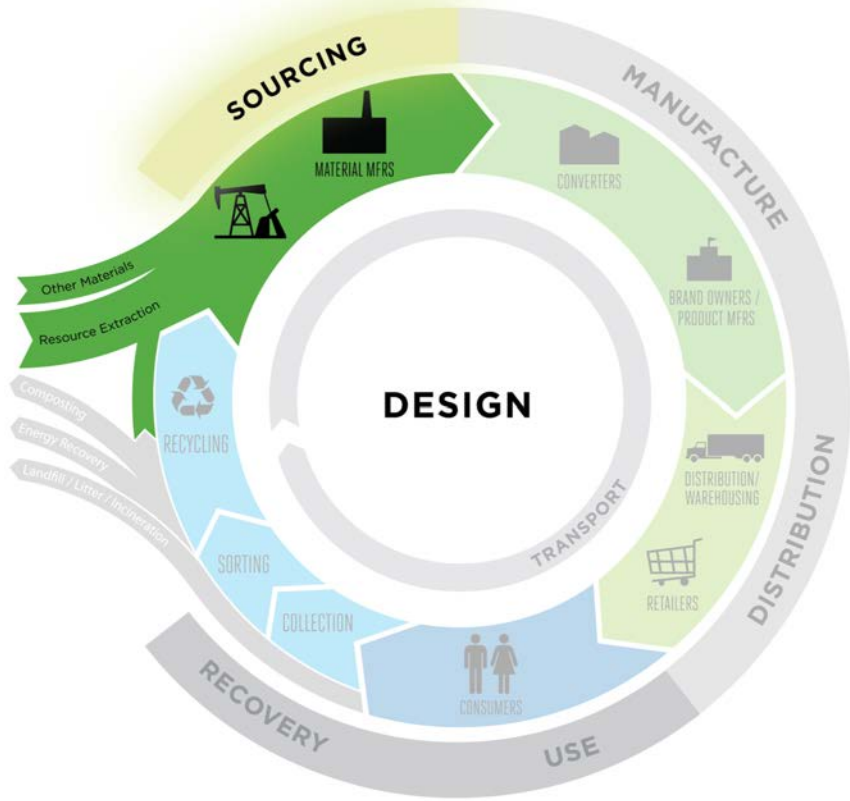
Optimization



Using Responsibly Sourced, Optimized Materials in Packaging




Laura Thompson
Project Lead, Recycled Materials Standard
Sustainable Packaging Coalition



Responsible Sourcing

- Renewable materials (bioplastics, fiber)
- Recycled materials
- Eliminate toxic materials

The image is a composite of three natural scenes. The top portion shows a bright sun setting or rising over a horizon, with a soft, hazy sky. The bottom-left portion shows a close-up, low-angle view of a lush green field of tall grasses or crops. The bottom-right portion shows an aerial view of a dense, green forest of coniferous trees. The text "Renewable materials" is centered over the image, overlapping the sunset, the field, and the forest.

Renewable materials



**Goals to
source
biobased/
renewable
materials**

Some goals specifically emphasize **renewable materials**



“We aim to offer consumers bottles made of 100% renewable plastic (bioPET) by 2025.”



“Create technologies by 2020 to substitute top petroleum-derived raw materials with renewable materials, as cost and scale permit.”

Most goals specify Renewable **or** Recycled

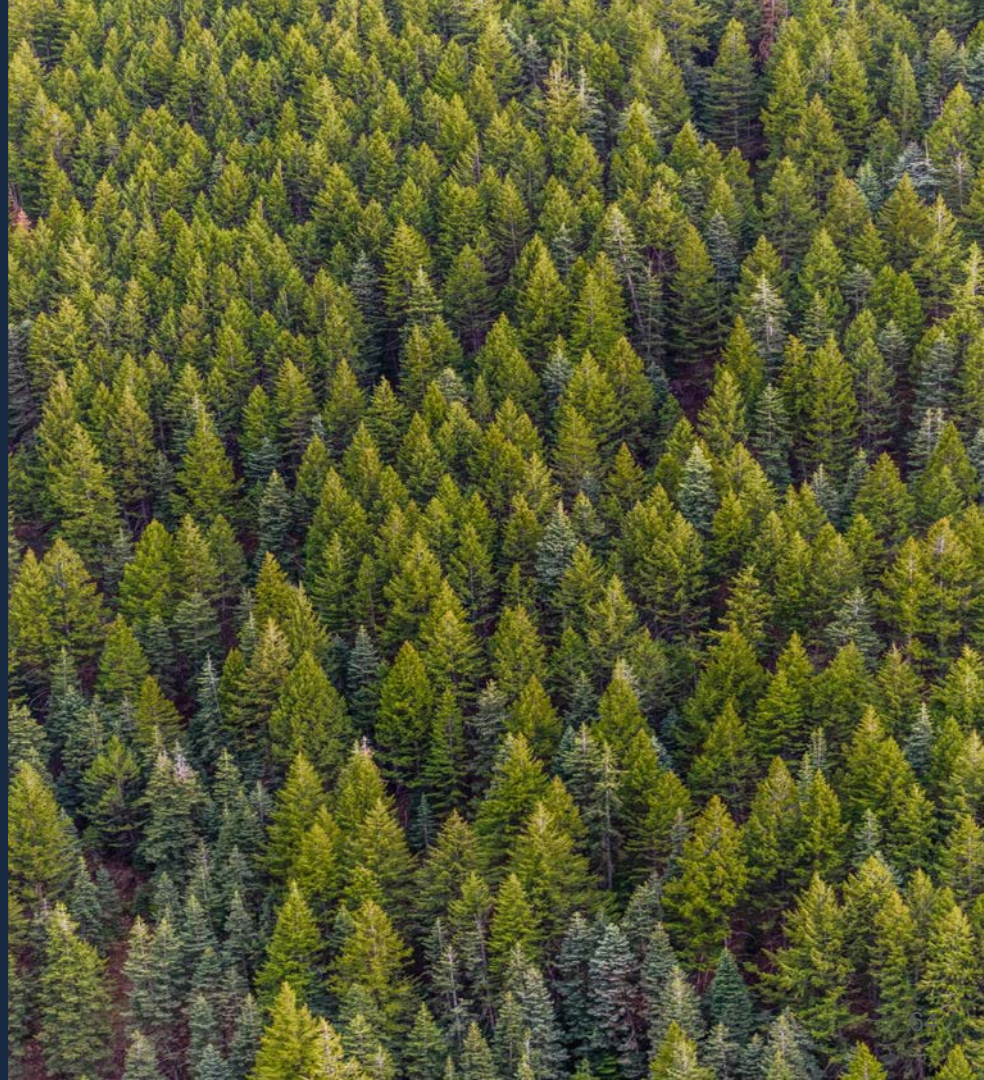


“Achieve a minimum of 25 percent recycled content for all plastics **and/or** 20 percent of plastics to be bio-based alternatives.”



“By 2020 – Develop the next generation of our recyclable water bottles, with a lighter environmental footprint, made from post-consumer recycled **or** renewable materials.”

**Goals to
source fiber
responsibly**



Many companies tie goals to **Deforestation-free** commitments



PEPSICO

“PepsiCo is committed to doing business the right way and to realizing zero deforestation in our company- owned and -operated activities and global supply chains from direct supplier to source by 2020.”

Kellogg's

“Kellogg is...supporting the Consumer Goods Forum (CGF) pledge to achieve zero net deforestation by 2020.”

Most goals commit to source from Recycled fiber **or** Well-Managed Forests



“By 2020, we seek to use only recycled or certified virgin fiber.”

MARS

“100 percent of pulp and paper-based packaging from certified, verified or recycled sources by the end of 2020.”



Bioplastic
Feedstock
Alliance

BONSUCRO™
BETTER SUGAR CANE INITIATIVE



PEFC™



FSC



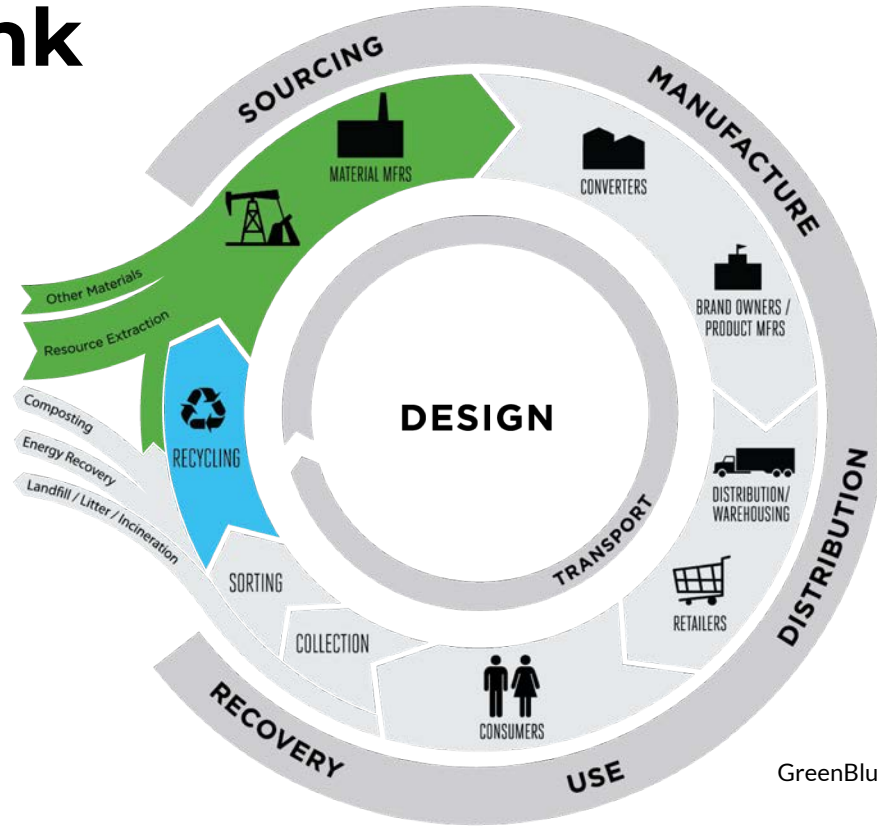
Recycled Materials



Goals to use Recycled Materials



Recycled Content is the Link



GreenBlue®

Many companies specify recycled content across **all packaging**



“Colgate’s 2020 goal is to increase recycled content in our packaging to 50 percent.”



“[By 2025] 100% of our products will be in packaging that is returnable or made from majority recycled content.”

Some companies also use **substrate-specific goals**

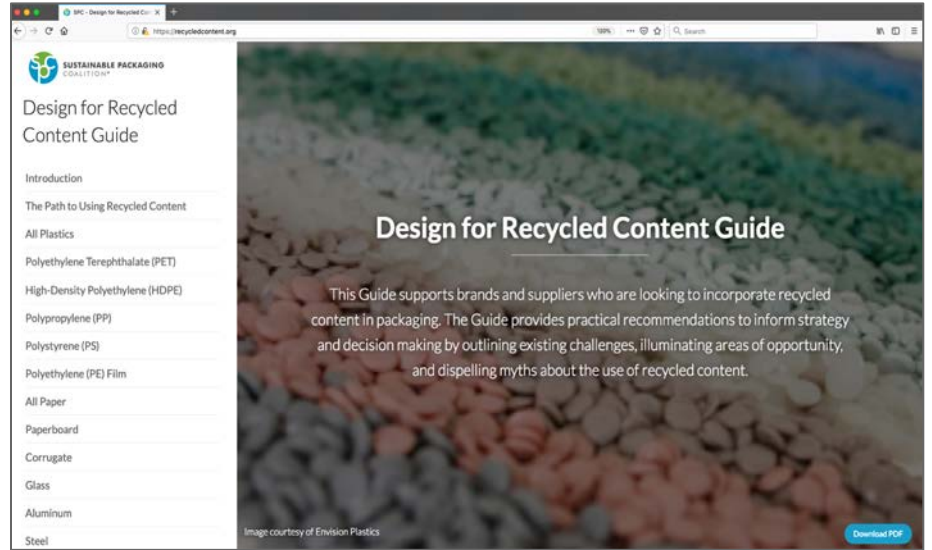
The Diageo logo consists of the word "DIAGEO" in a bold, red, sans-serif font, centered within a light green rectangular background.

“Achieve 40% average recycled content in our plastic bottles [by 2025] - and 100% by 2030.”



“By 2025 we will increase the recycled plastic material content in our packaging to (at least) 25%.”

Understanding & overcoming challenges to using recycled content



recycledcontent.org

Tracking & verifying recycled content





Chemical Recycling can
create quality recycled
content for use in a wide
variety of materials



**Goals to
eliminate
toxic
materials**

Most material health goals relate to **PVC and BPA**



“We want to remove and avoid PVC and other substances of potential concern.”



“Campbell is committed to removing Bisphenol A (BPA) from our metal packaging material.”

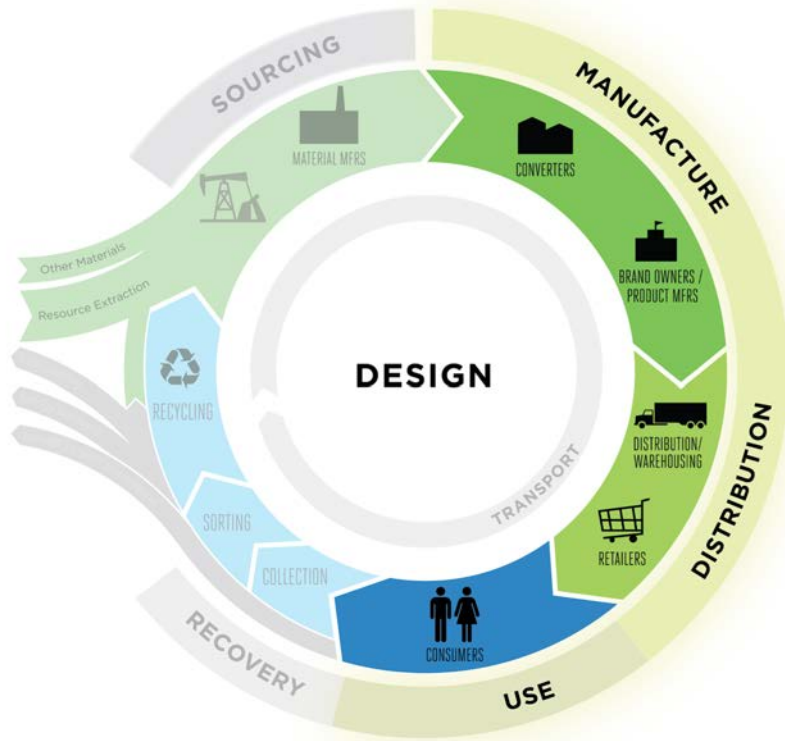
A blue water bottle is the central focus, sitting on a weathered wooden plank. The background is a bright, out-of-focus outdoor setting where several people are walking, their legs and feet visible in motion. The overall scene suggests an active, outdoor environment.

**Restricted Substances
Lists**

+

Safer Alternatives

Design optimization



- Material efficiency
- Eliminating problematic, unnecessary materials

Goals on Material Efficiency



These goals mostly relate to **material reduction**

The Diageo logo is displayed in a bold, red, sans-serif font. It is centered within a light green rectangular background.

DIAGEO

“Reduce total packaging weight by 15% by 2020.”

The Mondelēz International logo features the brand name in a purple, stylized font with red circular accents on the 'M' and 'z'. The word 'International' is written in a smaller, black, sans-serif font below it.

Mondelēz
International

“65 million kg of packaging material worldwide will be eliminated by 2020.”

Lightweighting
existing
packaging

Moving to
flexible
formats

**Goals to
eliminate
problematic or
unnecessary
materials**



“Problematic or Unnecessary Single-Use Plastics”

THE UK
PLASTICS
PACT



COTTON BUDS WITH PLASTIC STEMS



PLASTIC STIRRERS



PLASTIC STRAWS



PVC PACKAGING



ALL POLYSTYRENE PACKAGING



DISPOSABLE PLASTIC CUTLERY



OXO-DEGRADABLES THAT BREAK DOWN TO CREATE MICROPLASTICS



DISPOSABLE PLASTIC PLATES AND BOWLS



- 1) Avoidable or reusable options available
- 1) Not recyclable or hampers recycling
- 1) Pollutes our environment

Many company goals focus on **polystyrene**, **polyvinyl chloride (PVC)** and **straws**



“For **polystyrene (PS) packaging**, we will follow a dual strategy: significantly reduce our dependence on this material while collaborating to develop the first recycling streams.

We will phase out all **PVC** packaging by 2021, since it interferes with the recycling process for **PET.**”



“Eliminate plastic straws globally by 2020”

Some goals focus generally on reduction of “unnecessary” plastics



“Removing all single-use plastic products from the IKEA range globally and from customer and co-worker restaurants in stores* by 2020.”



“Continue to remove excess plastics wherever possible.”

Most NPE
signatories are
screening their
portfolios for
“unnecessary”
plastics

INDITEX

“We will screen our entire plastic packaging portfolio in 2019 and publish our roadmap towards the elimination of unnecessary plastic packaging.

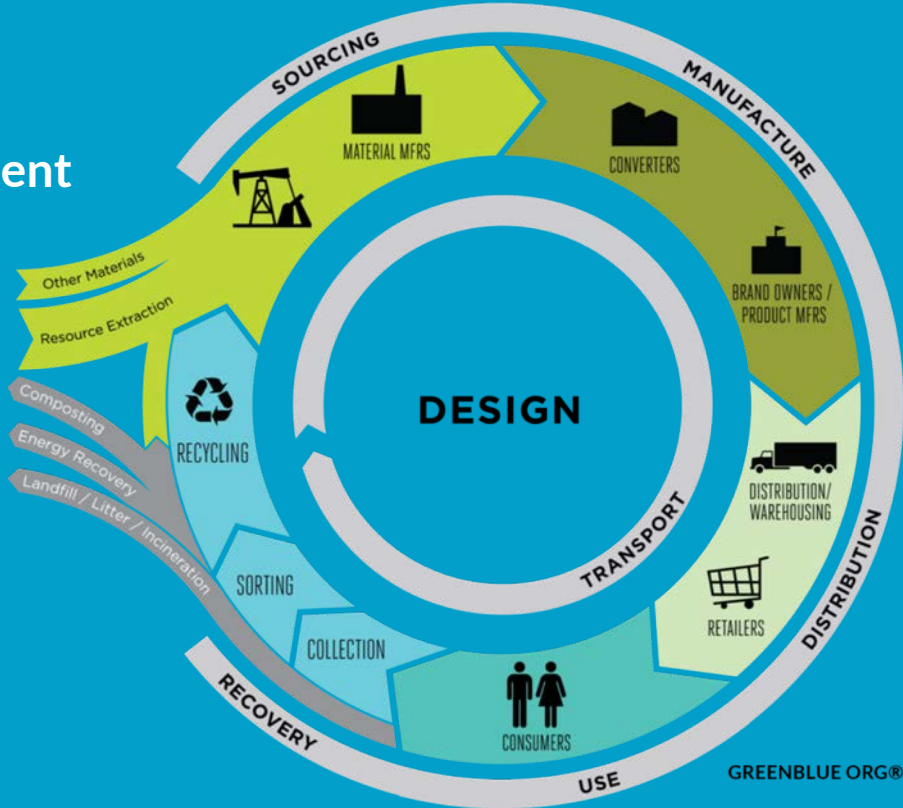
We will eliminate the 100% of all single-use plastic outer bags that protect cardboard boxes from our online orders by 2020.”

Eliminate problematic materials

Biobased/Renewable

Recycled content

Material efficiency





Pioneering Responsible Sourcing in Packaging Materials, a panel conversation



Laura Thompson
Project Lead, (RMS)

Moderator

Sustainable
Packaging
Coalition



Anna Turrell
Head of
Sustainability

Nestle UK &
Ireland



Mariagiovanna
Vetere
Global Public Affairs
Manager

NatureWorks



Arno Melchior
Global Packaging
Director

RB



Chris Daly
VP Supply Chain
Strategy

PepsiCo Europe
Sub-Saharan
Africa



Dr. Liz Wilks
Director of
Sustainability

APP



Lubna Edwards
Director of
Sustainability and
Marketing
Communications

Klockner Pentaplast



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KOTKIMILLS



NatureWorks

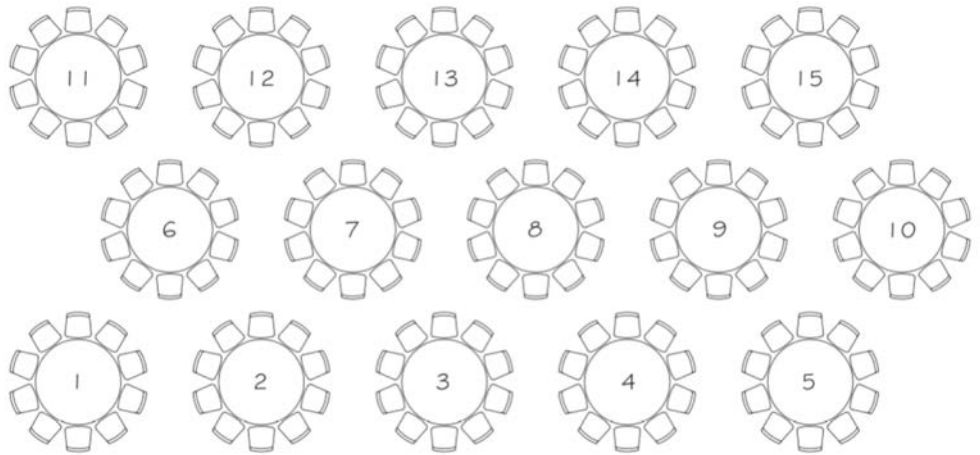


klöckner pentaplast

UPMRAFLATAC



Knowledge Cafe: Responsible Sourcing & Optimization



SCREEN

1. Trade-offs, Managing lifecycle tradeoffs between different material choices: **Debbie Hitchen, Anthesis**
2. Bioplastics, Strategies and applications: **Mariagiovanna Vetere, NatureWorks**
3. Bioplastics, Strategies and applications: **Laura Thompson, SPC**
4. Fiber Responsible sourcing strategies: **Liz Wilks, APP**
5. Renewable and Biobased Materials, possibilities and applications: **Tiina Pursula, Stora Enso**
6. Recycled content, Strategies and applications: **Chris Daly, PepsiCo**
7. Recycled content, Strategies and applications: **Arno Melchior, RB**
8. Recycled content, Strategies and applications: **Lubna Edwards, Klockner Pentaplast**
9. Chemical recycling, Achieving food-grade recycled plastics: **Kate Geraghty, Dow**
10. Chemical recycling, Achieving food-grade recycled plastics: **Carlos Ludlow-Palafox, Enval**
11. Problematic single use items, Innovations for non recyclable/often littered packaging: **Nina Goodrich, SPC**
12. Problematic single use items, Innovations for non recyclable/often littered packaging: **Karen Graley, Waitrose**
13. Material efficiency, Innovations for using less material: **Kelly Cramer, SPC**
14. Material efficiency, Innovations for using less material: **Simon Thompson, Mondelez**
15. Material Health, Eliminating toxics in packaging: **Liza Blackwell, Lego**

Knowledge Cafe: Report Back



Challenges



Opportunities



Inspirations



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Sponsored by



KOTKOMILLS



NatureWorks



klöckner pentaplast

UPMRAFLATAC



A row of four recycling bins in yellow, blue, red, and green, set against a grey wall. The bins are arranged in a line, with a white horizontal line above them. The foreground shows a brick-paved area with a tactile paving strip.

Deep Dive:

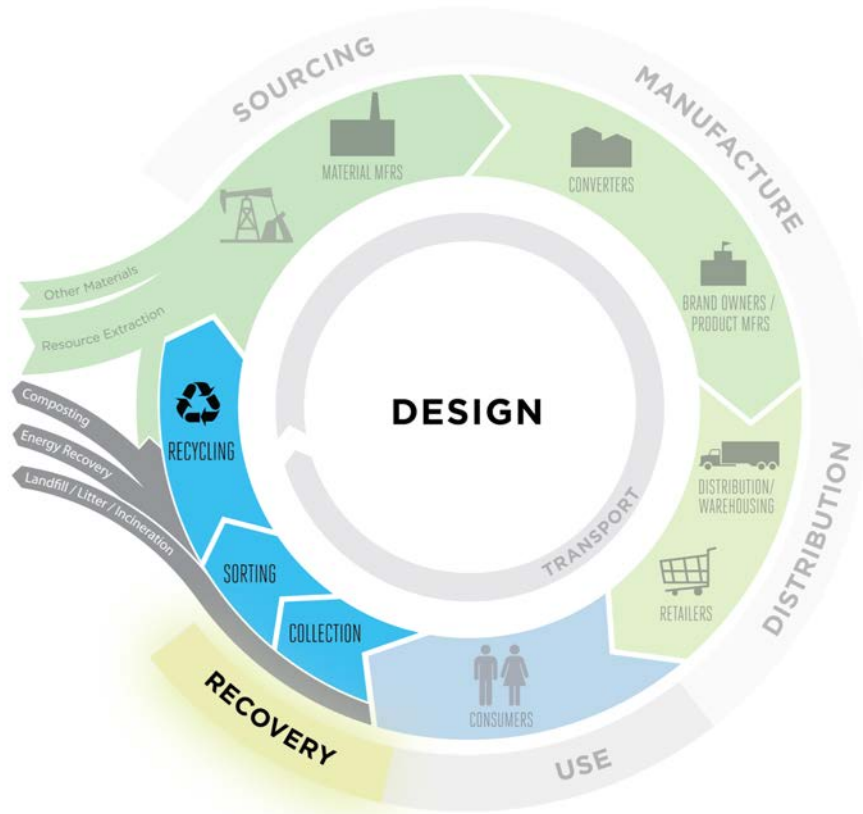
Effective Recovery



Designing Packaging to be Reusable / Recyclable / Compostable



Tristanne Davis
Senior Manager
SPC, GreenBlue



Recovery

- Design for recovery
- Improving recovery infrastructure
- Increase participation in recycling



End Markets



Reprocessing



Sortation



Collection



Consumer
Engagement

ASTRX

Applying Systems
Thinking to Recycling



SUSTAINABLE PACKAGING
COALITION®



THE RECYCLING
PARTNERSHIP



End Markets

- Need more high quality materials
- Low cost of virgin materials
- Limited, fragile markets



Reprocessing

- Recycling disruptors
- Process inefficiencies
- Low yield/quality bales



Sortation



Collection

- Lack of harmonized systems



Consumer Engagement

- Low consumer participation
- Wish cycling
- Contamination



End Markets

- Increase market demand for PCR
- Improve quality of PCR through R&D



Reprocessing

- Improve infrastructure
- Design for recovery



Sortation



Collection

- Invest in consistent, collection infrastructure



Consumer Engagement

- Provide clear information to consumers on labels
- Education campaigns

Goals on Designing for Recovery



Base Material/Format + Other Design Decisions



COFFEE MAKERS
FACILITIES EXIST

Net wt. 4.66 oz/132 g

FOR USE BY OWNERS OF KEURIG® COFFEE MAKERS
*EXCLUSIVE OF RECYCLABLE BOX, WHERE FACILITIES EXIST



99% COMPOSTABLE*



99% CO

OneCoffee™
Coffee

FRENCH
DARK ROAST

2 g

COFFEE MAKERS
FACILITIES EXIST



OneCoffee™
Organic Single Serve Coffee



SUMATRAN
BLEND | DARK ROAST

12 cups
Net wt. 4.66 oz/132 g

FOR USE BY OWNERS OF KEURIG® COFFEE MAKERS
*EXCLUSIVE OF RECYCLABLE BOX, WHERE FACILITIES EXIST



ONECOFFEE
Coffee Sumatran Blend

Many goals focus on **Recyclability**



“100 percent of our packaging be recyclable by design by 2030.”



“2020 Goals: Increase the recyclability of our Consumer product packaging to 90+ percent (on a weight basis) via design and partnerships in five key markets where mature recycling infrastructure exists (U.S., UK, France, Germany, Canada).”

Many goals give **multiple recovery options**

StanleyBlack&Decker

“Stanley Black & Decker has committed to make all of our plastic and non-plastic packaging reusable, recyclable or compostable by 2025.”

P&G

“[By 2030] 100% of our packaging will be recyclable or reusable.”

Some information on **specific composting goals** in the NPE June report



“We commit to expanding production of Ziploc® compostable food scrap bags.”



“Researching compostable materials and feasibility and suitability with our products where appropriate.”

Some information on **specific re-use goals** in the NPE June report

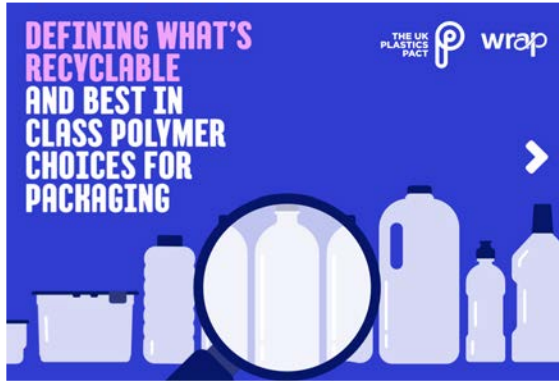


“Where relevant: Designing H&M’s packaging for reuse and refill and/or purchasing reusable packaging.”



“We commit to providing refills for 50% of our trigger bottles by 2025. Specifically this means doubling the number of our trigger bottles that have a corresponding refill either in concentrate form or in one-to-one refill bottles.”

Design for **Recycling** resources



RecyClass™

PLASTICS RECYCLERS EUROPE 

RECOUP 

Design for **Composting** resources



TÜVRheinland®
DIN CERTCO

TÜV
AUSTRIA



Design for Reuse resources



Goals to Improve Recovery Infrastructure



Most goals are on **recycling infrastructure**



“The company will support industry coalitions and public-private partnerships to develop vital waste-management infrastructure to reduce waste and improve real-world recycling rates.”



“We’re investing \$5 million over five years in the Closed Loop Fund to support the expansion of recycling infrastructure and sustainable manufacturing technologies that advance the circular economy.”

Some goals specified supporting developing regions



“We will step up our investment in private initiatives that strengthen collection and a circular infrastructure, especially in countries where formal systems are absent or in development, or where there is a high risk of leakage into the environment or the oceans.”

Johnson & Johnson

“2020 Goals: In three other markets [besides U.S., UK, France, Germany, Canada] where recycling infrastructure is less mature engage in partnerships to advocate material recovery and recycling efforts.”

Partnerships to develop infrastructure



Deploying **specialized** infrastructure



Investing in **chemical recycling** infrastructure



P&G



Goals to Increase Participation in Recycling



Many companies make goals related to **consumer labels**



“By 2025, 100 percent of our plastic packaging will also be recyclable or reusable, with best-in-class labeling to help consumers recycle effectively.”

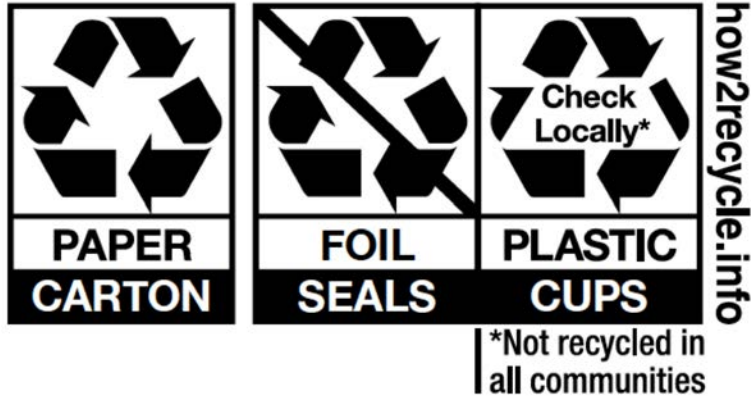


Unilever

“Unilever North America will add clear recycling instructions to packaging for its entire mass-market portfolio by the end of 2021. Unilever has been working with How2Recycle to add clear recycling labels and will now standardize its use on all packaging in North America.”

Clearly labeling products can communicate recyclability to consumers

How2Recycle



OPRL



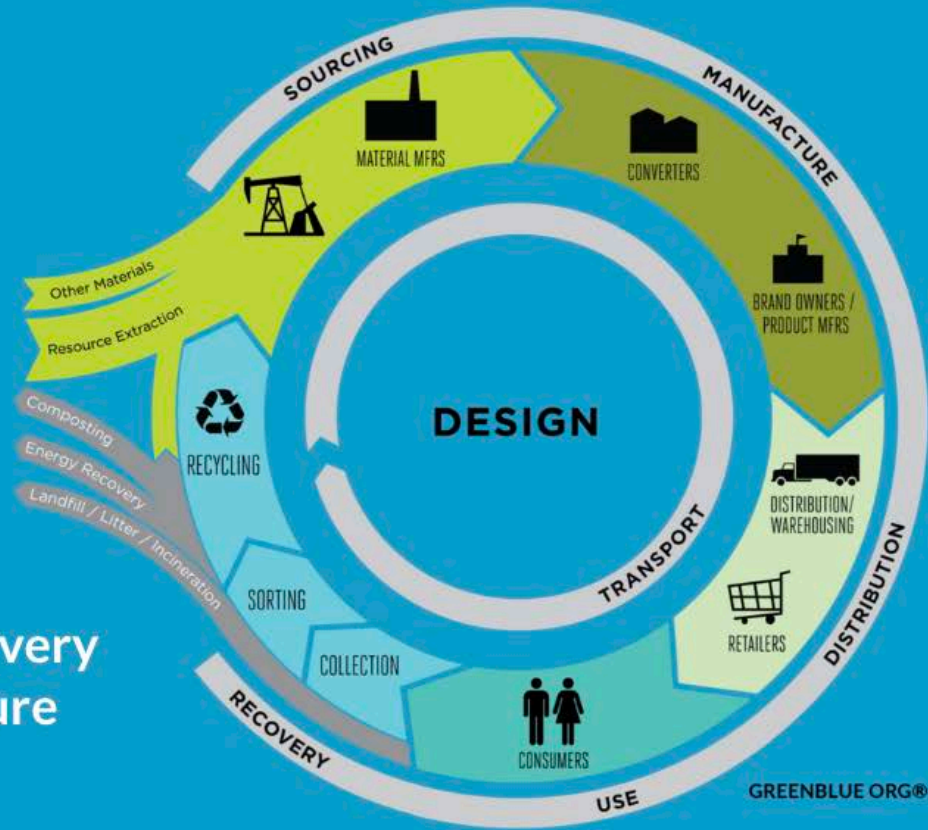
Some companies make goals related to **partnerships & consumer education**



“We pledge to ... engage millions of customers in the thousands of communities we call home to adopt recycling behaviors as the norm.”



“In Indonesia, Danone AQUA is committed to leading a nationwide educational campaign on recycling, with dedicated programs in 20 major cities by 2020.”



Design for Recovery

Improve recovery infrastructure

Increase participation in recycling



Designing Packaging Holistically to Fulfill Recovery Goals, A Panel Conversation



Kelly Cramer
Director
Program
Management

Moderator

**Sustainable
Packaging
Coalition**



Gian de Belder
Packaging
Technologist

P&G



Laura McGonigal
European
Greenskeeper

Method Ecover



Simon Thompson
Associate Principal
Engineer

Mondelez UK



Dr. Carlos
Ludlow-Palafox
CEO

Enval



Liza Blackwell
Senior
Packaging
Sustainability
Manager

**The LEGO
Group**



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A Sustainable Packaging Coalition Salon

Activating Your Packaging Sustainability Goals

Sponsored by



KOTKOMILLS



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klöckner pentaplast

UPMRAFLATAC



Knowledge Cafe: Report Back

A dark blue circle containing the text "Challenges".

Challenges

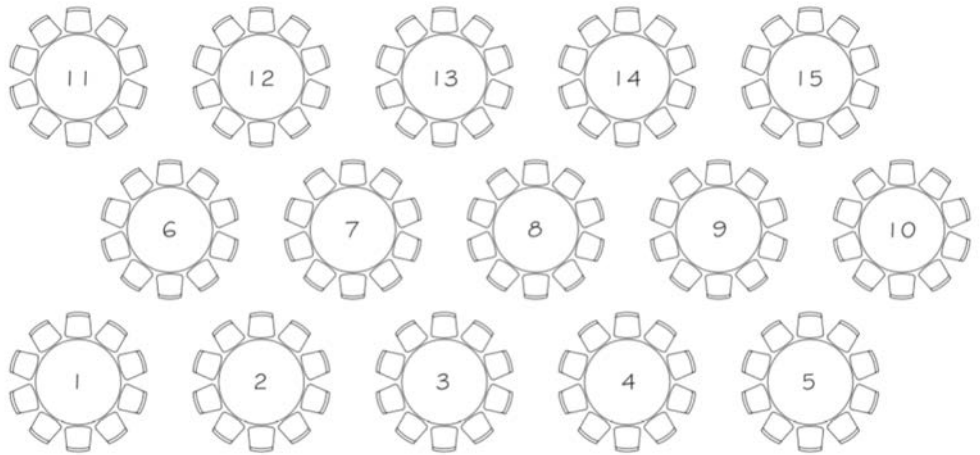
A light blue circle containing the text "Opportunities".

Opportunities

A green circle containing the text "Inspirations".

Inspirations

Knowledge Cafe: Effective Recovery



1. Trade-offs, When to use Recyclable vs. Compostable vs. Reusable: **Sabrina Stiegler, Beiersdorf**
2. Design for Recycling, Strategies for success: **Anna Turrell, Nestle**
3. Design for Recycling, Strategies for success: **Roger Baynham, British Plastics Federation**
4. Design for Recycling, Strategies for success: **Kelly Cramer, SPC**
5. Recycling Collection, Improving collection and reducing contamination: **Nina Goodrich, SPC**
6. Recycling Infrastructure, Improving recycling sortation & reprocessing: **Gian de Belder, P&G**
7. Recycling Infrastructure, Improving collection and infrastructure in other regions: **Julia Koskella, SYSTEMIQ**
8. Recycling End Markets, Improving demand for recycled materials: **Laura Thompson, SPC**

SCREEN

9. Recycling End Markets, Improving demand for recycled materials: **Arno Melchior, RB**
10. Consumer Engagement, Increasing participation in recycling through labeling and education: **Ursula Denison, Greendot**
11. Consumer Engagement, Increasing participation in recycling through labeling and education: **Jane Bevis, OPRL**
12. Composting, Design strategies and boosting infrastructure: **Tristanne Davis, SPC**
13. Composting, Design strategies and boosting infrastructure: **Marco Versari, Novamont**
14. Reuse, Scaling reuse models: **Juliet Lennon, EMF**
15. Reuse, Scaling reuse models: **Laura McGonigal, Method Ecover**



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Event Wrap up Activity and Conclusions



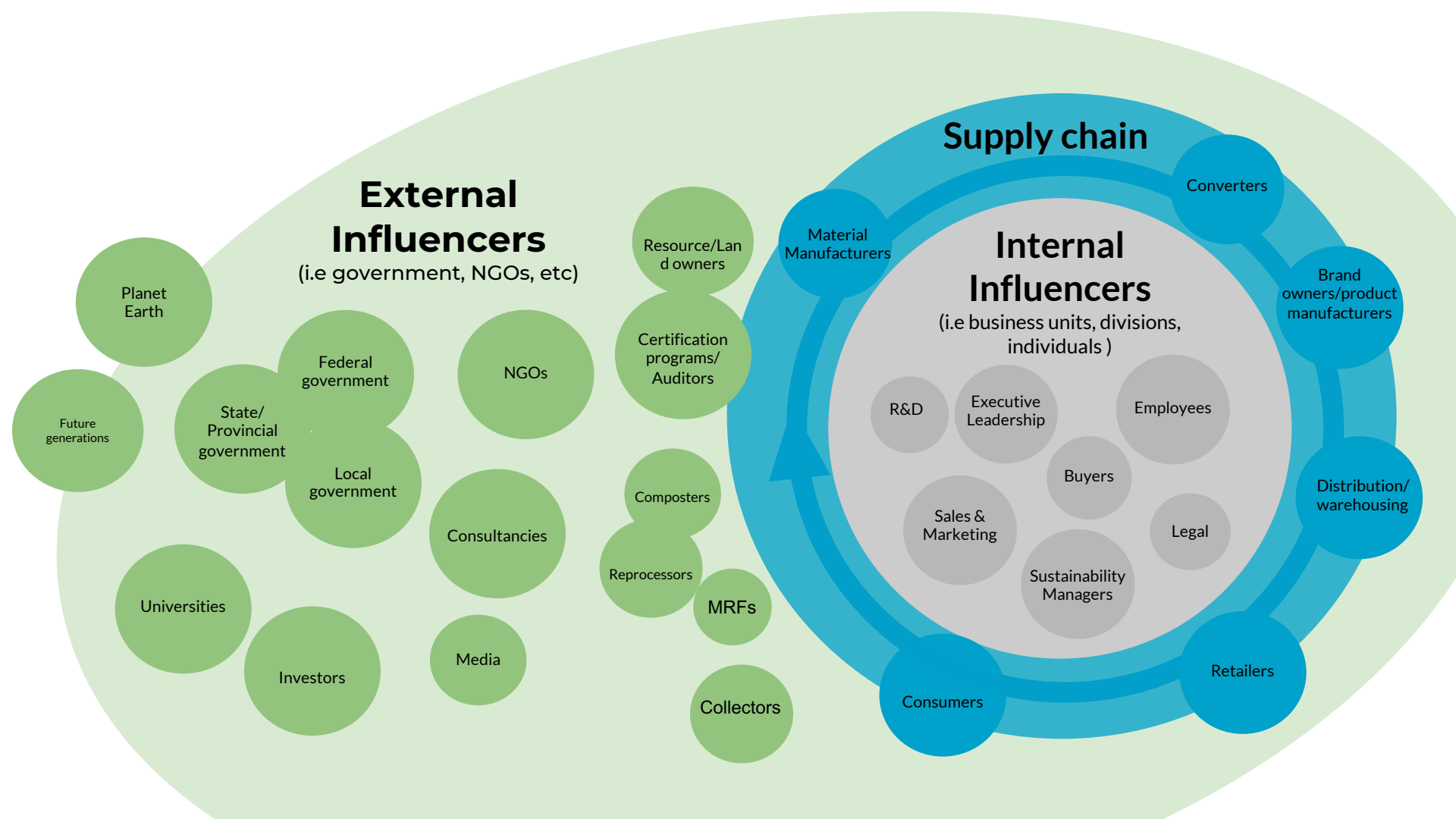
Nina Goodrich
Executive Director
Sustainable Packaging Coalition



Takeaways

Activating Your Packaging Sustainability Goals

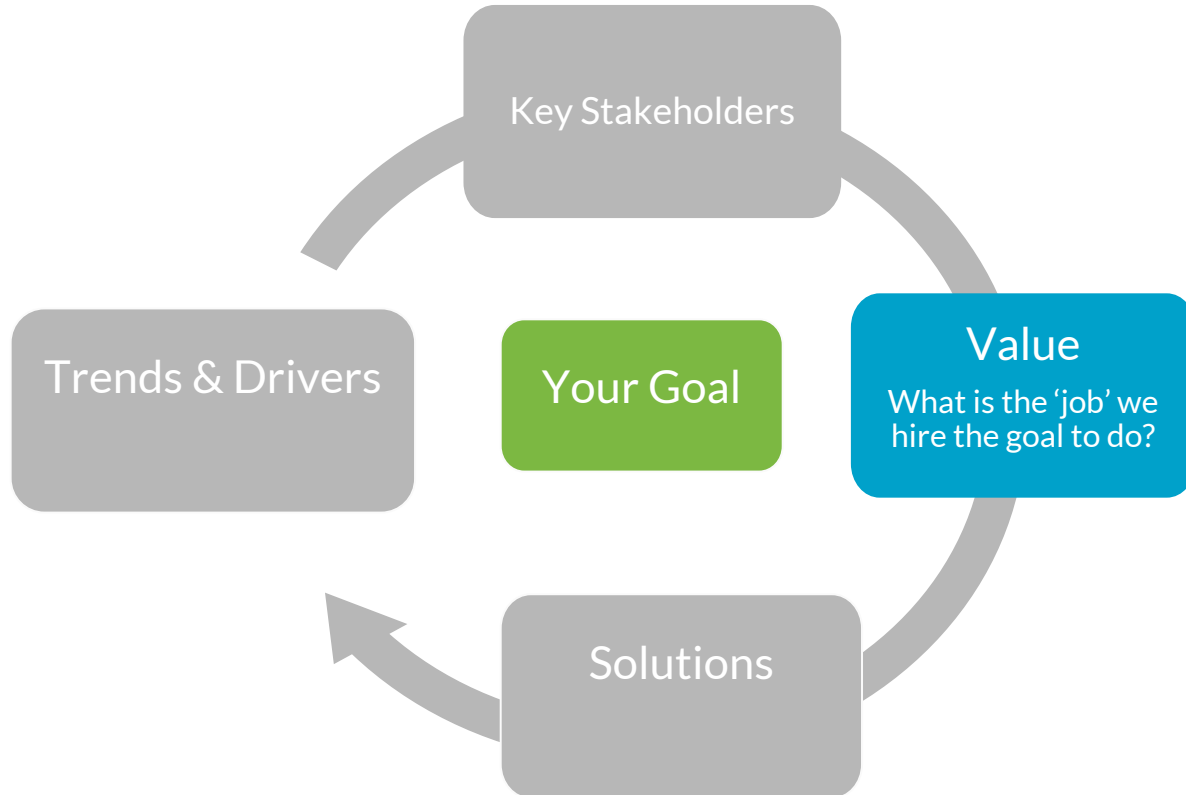




Activity: Identify the most important customer

1. Who do you want to please with this goal?
2. Who executes the goal?
3. Who stands to lose or is blamed if you don't meet it?
4. Who is the beneficiary?
5. Based on the answers, **who is the most important customer?**

Activating Your Packaging Sustainability Goals



Activity:

Identify **the jobs** you hire the goal to do

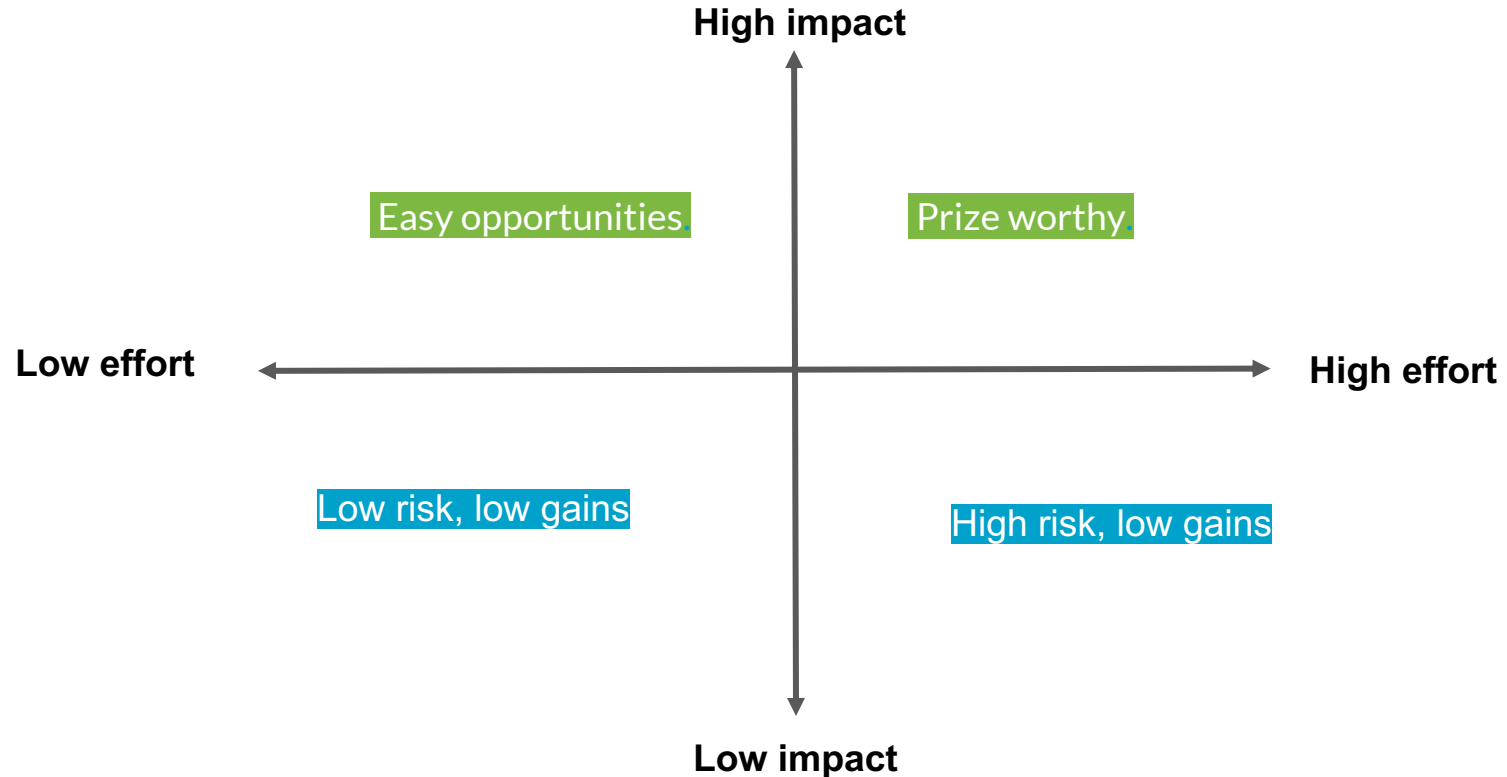
<p>Most important customer (from previous activity)</p>	<p>What is the value of this goal to the most important customer(s)? How does it improve their experience? Pick your top three!</p>	<p>How can these be observed in a measurable way (quantitative or qualitative)?</p>
<p><i>E.g. Brand owners (executive leadership)</i></p>	<p><i>Build trust between customers & the company</i></p> <p><i>Provide risk assurance against deforestation</i></p>	<p><i>Positive consumer social media posts; growth in new business</i></p> <p><i>Number of publicity issues</i></p>

Activating Your Packaging Sustainability Goals



Activity:

Brainstorm “**How might we deliver our goals in a way that maximizes value to our most important customer?**”





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A Sustainable Packaging Coalition Salon

23 - 24, October | LONDON

**Thank
you!**