



## Level-setting Packaging Sustainability Goals



Tristanne Davis  
Senior Manager  
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2040

2030

2025



## P&G Brands Including Pampers and Herbal Essences Announce Responsible Consumption Goals

April 29, 2019 by Emily Holbrook 



## Further commitments from Sainsbury's on plastics reduction

June 12, 2019

Press Release: Sainsbury's

Sainsbury's first UK supermarket to remove plastic bags for loose fruit, vegetables and bakery items from all stores, offering paper and re-usable bags made from recycled materials

## Unilever Announces New Drastic Packaging Reduction Goals

By 2025, Unilever will collect and process more plastic packaging than it sells. Beauty Packaging Staff • 10.07.19



## Kohl's Announces 2025 Sustainability Goals

Posted by SGB Media Sep 4, 2019 Apparel Updates, Footwear, SGB Updates, Update

## One year into its merger, KDP sets fresh sustainability goals

By Beth Newhart

06-Aug-2019 - Last updated on 08-Aug-2019 at 04:12 GMT



## Molson Coors Brews Up Its Own Packaging Commitment, Reaches for Hefty Goal by 2025

AUGUST 14, 2019 BY JENNIFER HERMES

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Air France committed to eliminating 210 million single-use plastic items by end of 2019

## Nutella maker Ferrero targets move to sustainable packaging

Posted By: Contributor on October 10, 2019

In: Business, Confectionery, Environment, Food, Industries, Packaging, Social Responsibility, Social responsibility

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**SUSTAINABLE DEVELOPMENT GOALS**



Global Commitment





**Collective  
Goals**

**Individual  
Company Goals**

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

# Activating Your Packaging Sustainability Goals



①

Address the impact of packaging on human health and the environment

②

Respond to changing consumer and investor preference

③

Manage reputational risks

④

Get ahead of regulation



①

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Respond to changing consumer and investor preference

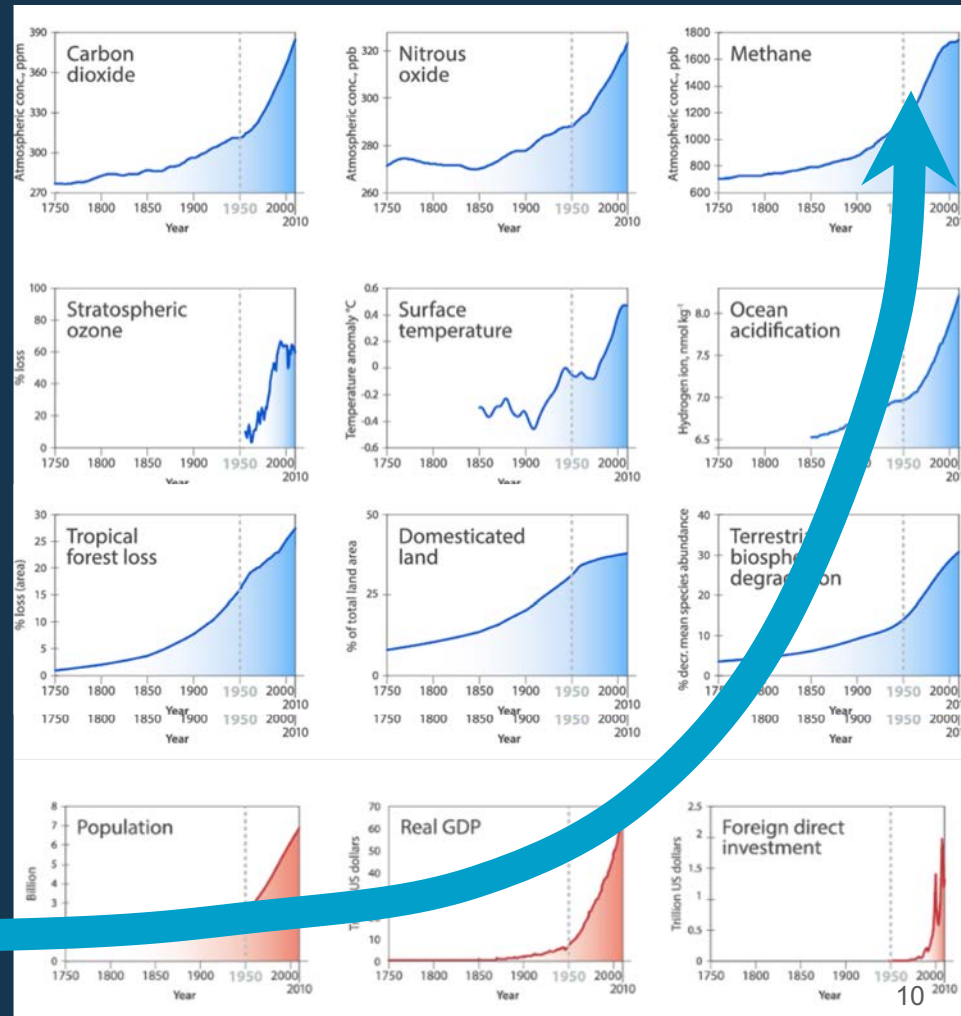
③

Manage reputational risks

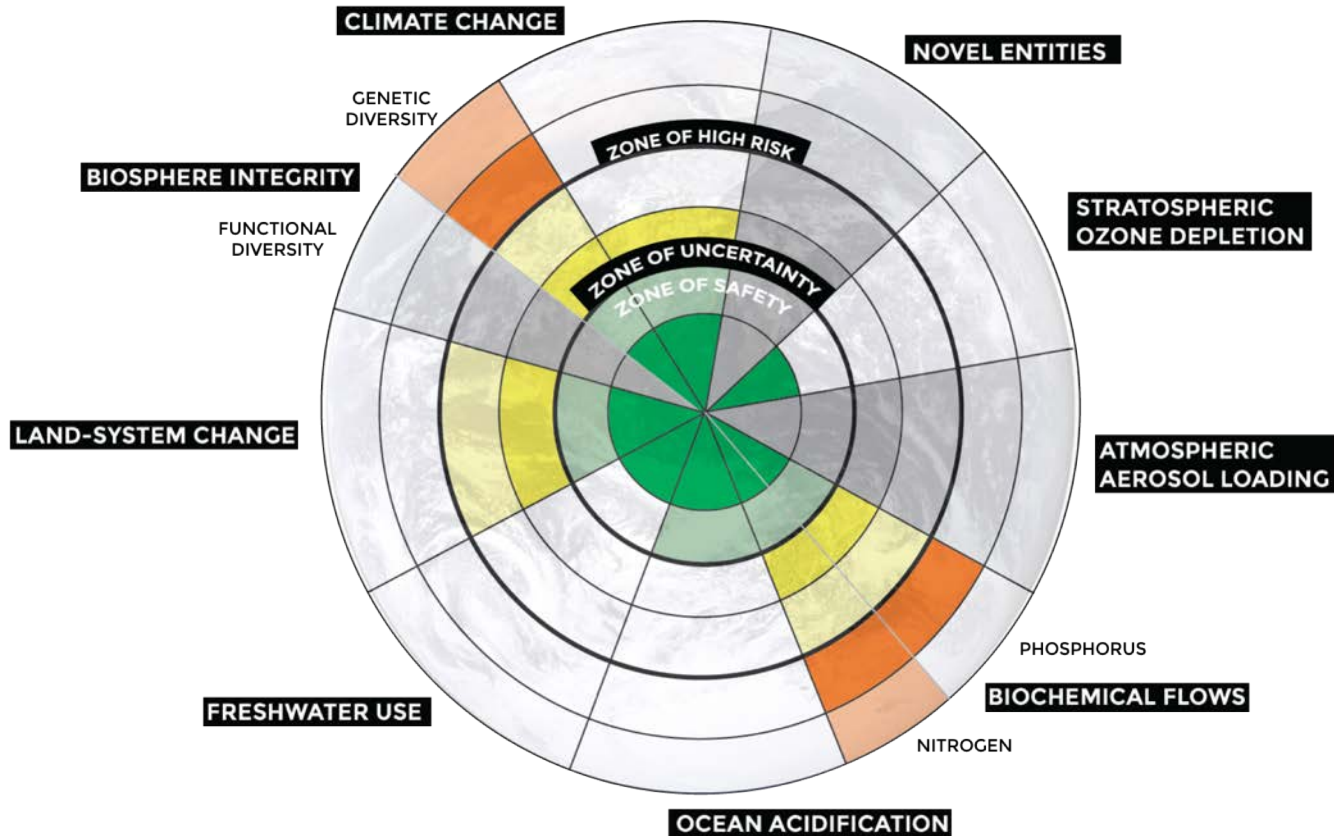
④

Get ahead of regulation

# The Great Acceleration



# The planetary boundaries






# SUSTAINABLE DEVELOPMENT GOALS

<b>1</b> NO POVERTY 	<b>2</b> ZERO HUNGER 	<b>3</b> GOOD HEALTH AND WELL-BEING 	<b>4</b> QUALITY EDUCATION 	<b>5</b> GENDER EQUALITY 	<b>6</b> CLEAN WATER AND SANITATION 
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>8</b> DECENT WORK AND ECONOMIC GROWTH 	<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>10</b> REDUCED INEQUALITIES 	<b>11</b> SUSTAINABLE CITIES AND COMMUNITIES 	<b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION 
<b>13</b> CLIMATE ACTION 	<b>14</b> LIFE BELOW WATER 	<b>15</b> LIFE ON LAND 	<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>17</b> PARTNERSHIPS FOR THE GOALS 	 SUSTAINABLE DEVELOPMENT GOALS

**43%** of the world's **250 largest companies** connect their corporate responsibility to the Global Goals.

A collection of white plastic packaging containers is shown against a white background. In the foreground, there are two large jugs with handles, a spray bottle with a nozzle, and a small cylindrical bottle. The text is overlaid on the center of the image.

**PACKAGING**  
**is one part, but it is**  
**an important part**

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A photograph of three young women standing in a bright, modern setting, possibly a cafe or office. They are all looking down at their smartphones. The woman on the left is partially visible, wearing glasses and a white top. The woman in the center is wearing a grey turtleneck sweater and has a tattoo on her left hand. The woman on the right is wearing a black and white striped shirt. A large dark blue circle is overlaid on the left side of the image, containing white text.

**75%**

of **Millennials** are willing to pay extra for sustainable offerings with packaging as a purchasing driver





**75%**  
of **investors** said sustainability performance was important for investment and leads to improved revenues

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Are we losing  
our social  
license?



**Goals** serve to demonstrate commitment to sustainable packaging





The Consumer Goods  
**FORUM**

“Zero net deforestation by 2020”



# New Plastics Economy Global Commitment

- **Eliminate** problematic or unnecessary plastic packaging and move from single-use to reuse packaging models
- **Innovate** to ensure 100% of plastic packaging can be easily and safely reused, recycled, or composted by 2025
- **Circulate** the plastic produced, by significantly increasing the amounts of plastics reused or recycled and made into new packaging or products

BY 2025  
**100%**  
of plastic packaging  
to be reusable,  
recyclable or  
compostable

wrap



BY 2025

**ELIMINATE  
SINGLE-USE  
PACKAGING**

Take actions to eliminate  
problematic or unnecessary  
single-use packaging items  
through redesign, innovation  
or alternative (reuse)  
delivery models.

wrap



BY 2025  
**70%**  
of plastic packaging  
effectively recycled  
or composted

wrap



BY 2025

**30%**  
average recycled  
content across all  
plastic packaging

wrap







“Reach 60% reuse and recycling of plastics packaging by 2030 and 100% re-use, recycling and/or recovery of all plastics by 2040.”

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# Example Regulatory Frameworks



- **Bans** on specific single-use plastic products in 27 countries and sub-nationally.
- **Taxes/fees** on plastic bags in 27+ countries and sub-nationally
- **Mandates and targets** for recycling or other policies in 51 countries and sub-nationally
- **Producer responsibility laws** in 63 countries and sub-nationally
- **Regional strategy** in the EU
- **International treaty** via the Basel Convention