



**Sustainability and
other drivers of change:
Why packaging is more
important than ever!**

Looking to the future...

Clear examples of innovation



eCommerce driving change

"I love Tide and this Tide box is everything, even a cool cap that doesn't drip like the nozzle do"



Driving engagement



Arla Finland using blockchain technology to show milk journey to consumers



HAVE YOU 'HERD' ABOUT RECYCLING ME CORRECTLY?



...but in the beginning



Iraq
5,000 years ago



Egypt
3,500 years ago



China
2,000 years ago



UK
1810



UK
1865

Packaging is a hero...



But the choices we make are increasingly scrutinised

Plastic Wasted in One Hour



[Christ the Redeemer, Rio, 30m tall]



One hour
54.9 million bottles

Original image from REUTERS/Simon Scarr, Marco Hernandez.

Development characterised by (label) change

1965

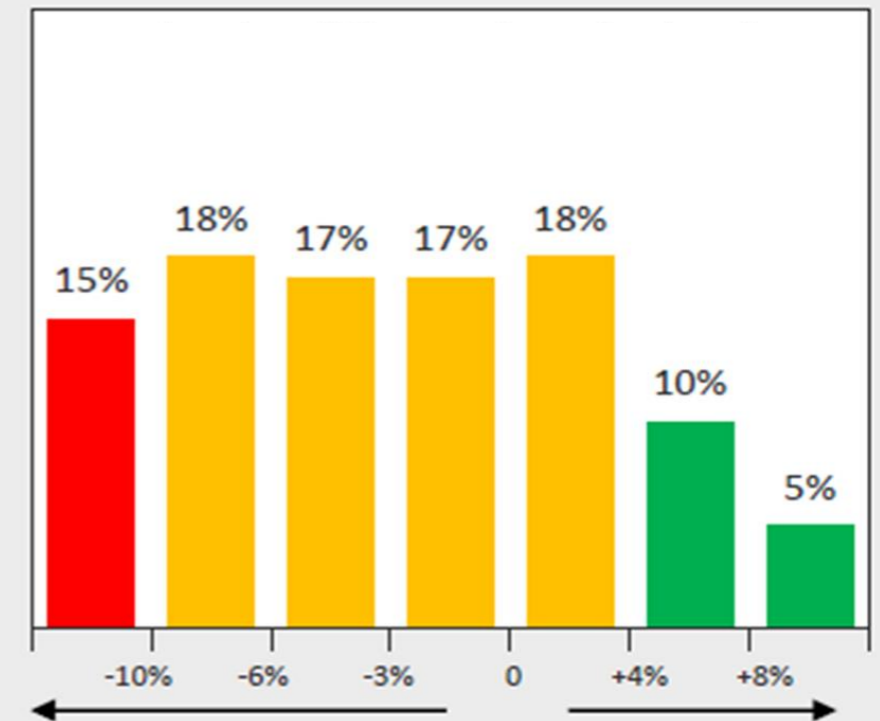


2019



Impact of pack change
in this context is limited

Ipsos shelf tests: Change New vs. Current



Examples of radical change are few...

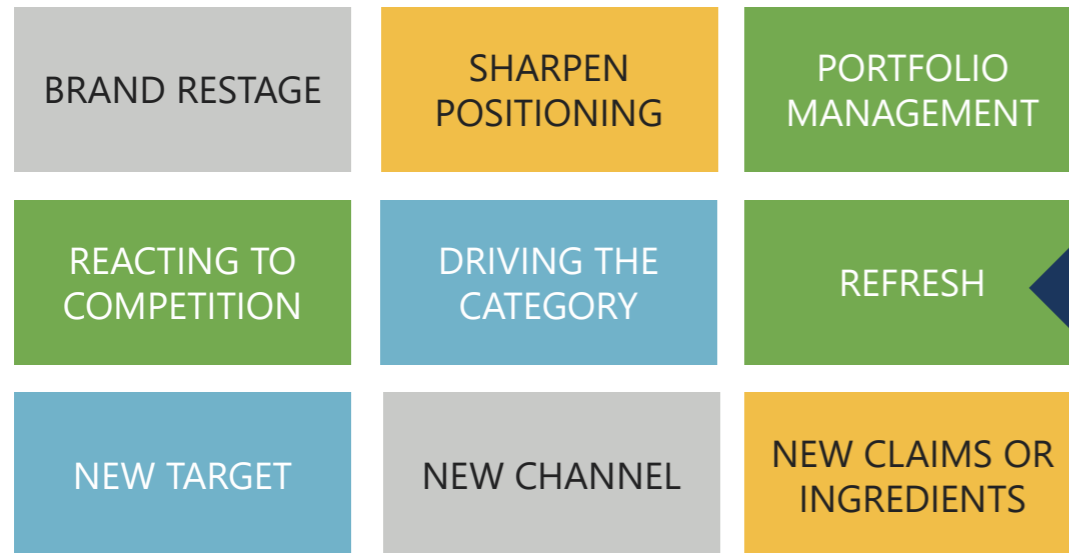
After its package redesign, **sales dropped 20%** between Jan. 1 and Feb. 22. On Feb. 23, the company announced it would scrap the new packaging.



Pack changes historically about careful evolution

But new agents of change have increasing relevance

Manufacturer controlled...



External forces ...

- ← Changing consumer attitudes
- ← Regulatory change
- ← Increasing retailer power
- ← Increasing influence of ecommerce

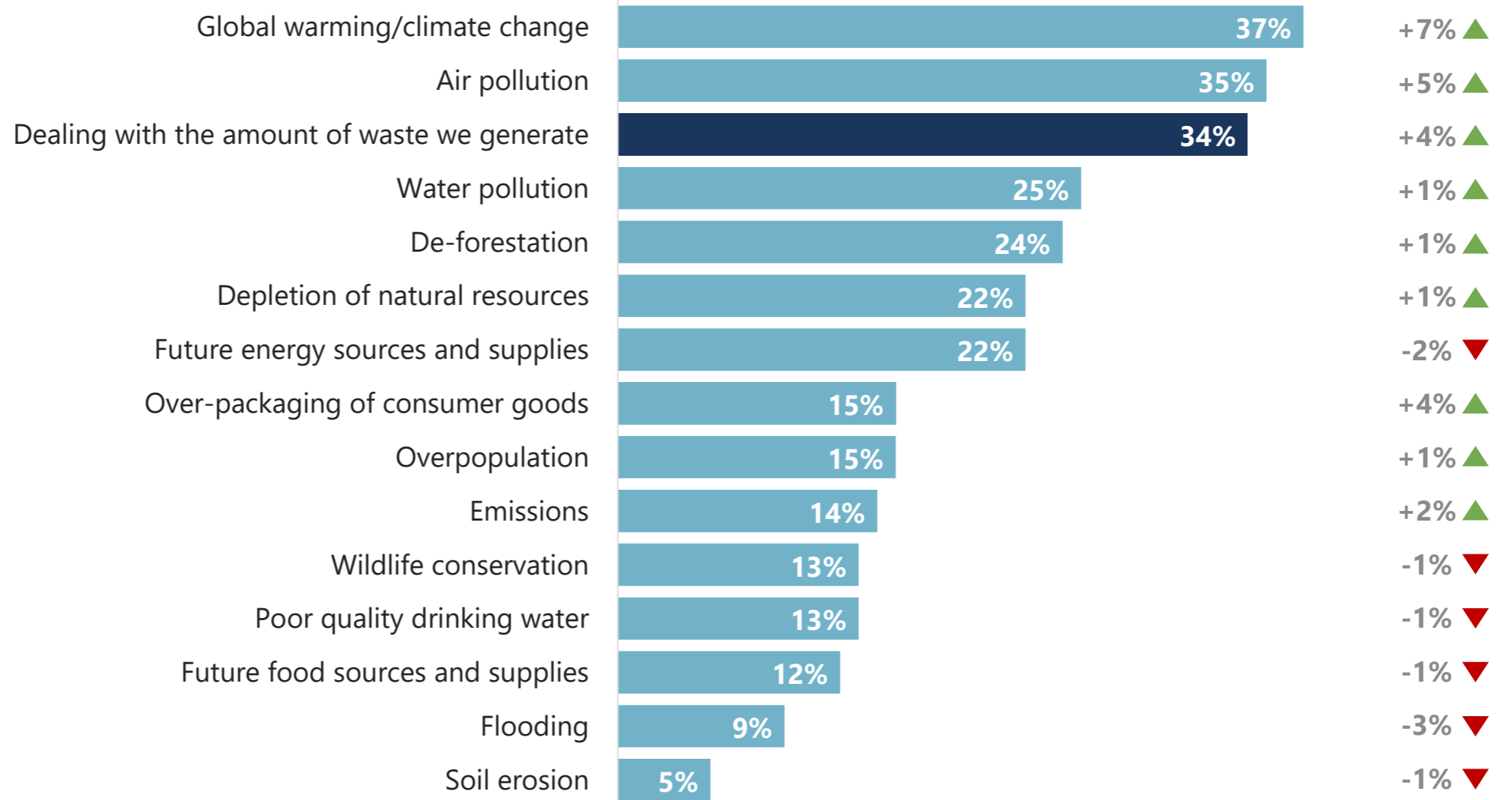


vs. 2018

Top environmental issues reflect that

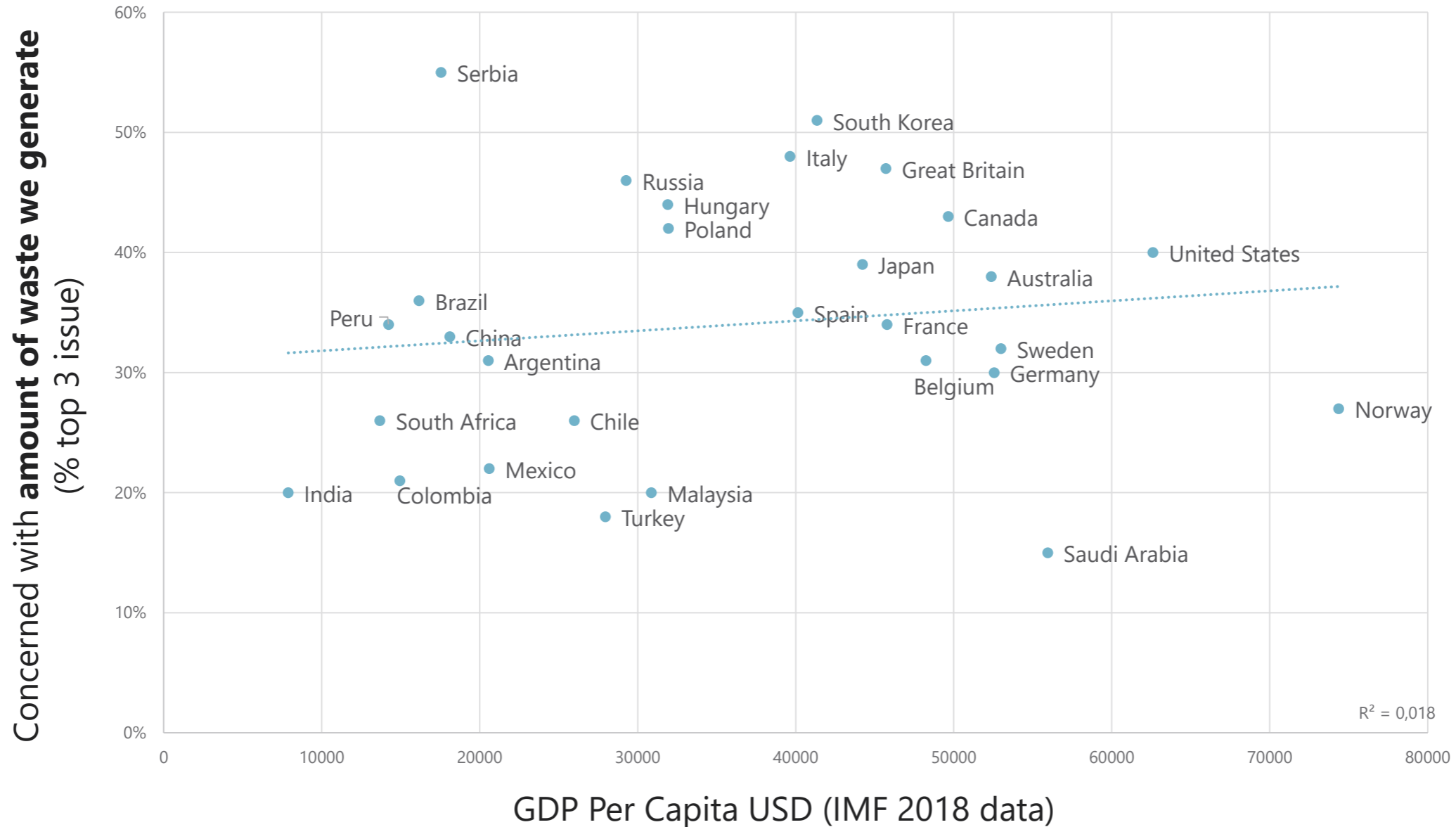
Dealing with the amount of waste is a top of mind global concern
(Global Advisor Q1 2019)

Q. In your view, what are the three most important environmental issues facing [COUNTRY] today? That is, the top environmental issues you feel should receive the greatest attention from your local leaders?





Not just the privilege of higher income countries



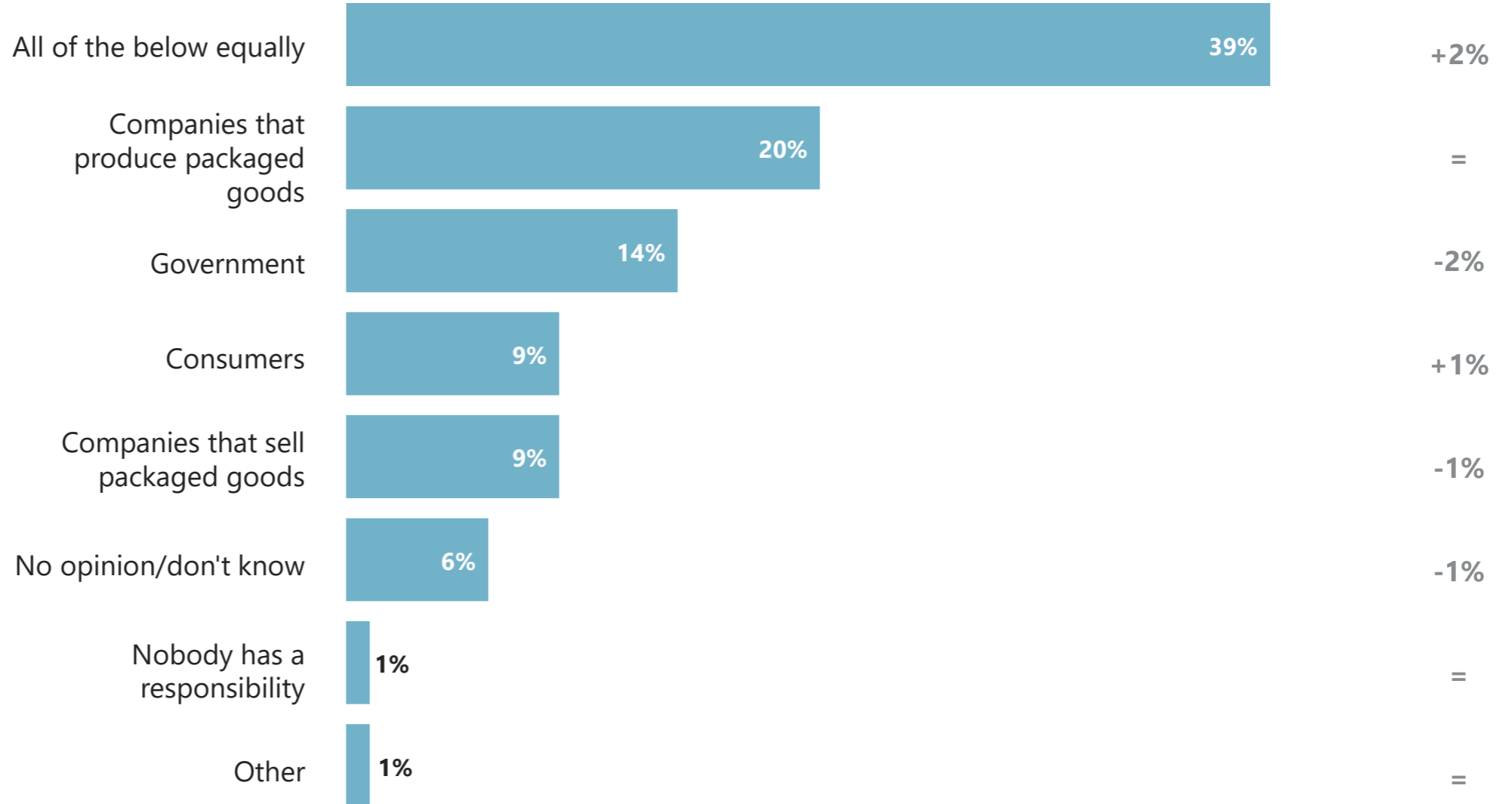


vs. 2018

Reducing amount of packaging is a collective issue

Consumers are not ready to carry the burden alone... They're part of the solution but manufacturers and Government are primarily responsible

Q. Who if anybody do you believe should take most responsibility for finding a way to reduce the amount of unnecessary packaging which is sold?



Where smart legislation can drive behaviour change



86% reduction

Plastic bag sales in **England's** 'big seven' supermarkets have dropped by 86% since the Government introduced its 5p **plastic bag** charge in 2015, helping to tackle the devastating **impact** of **plastic** waste on our environment. ... **Plastic bags** have a significant **impact** on the environment. Jul 27, 2018



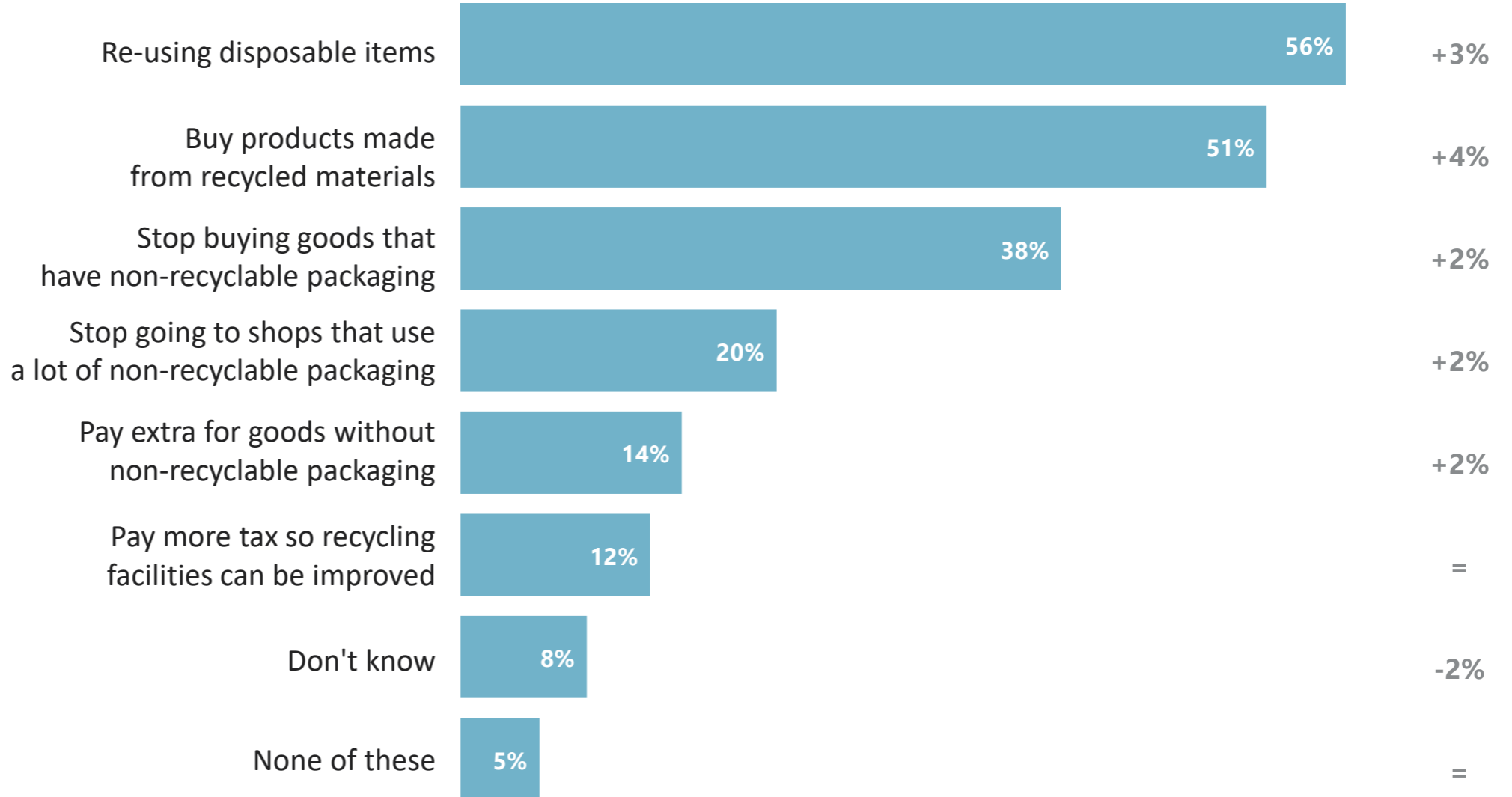


vs. 2018

Re-use and Recycled/Recyclable are key actions

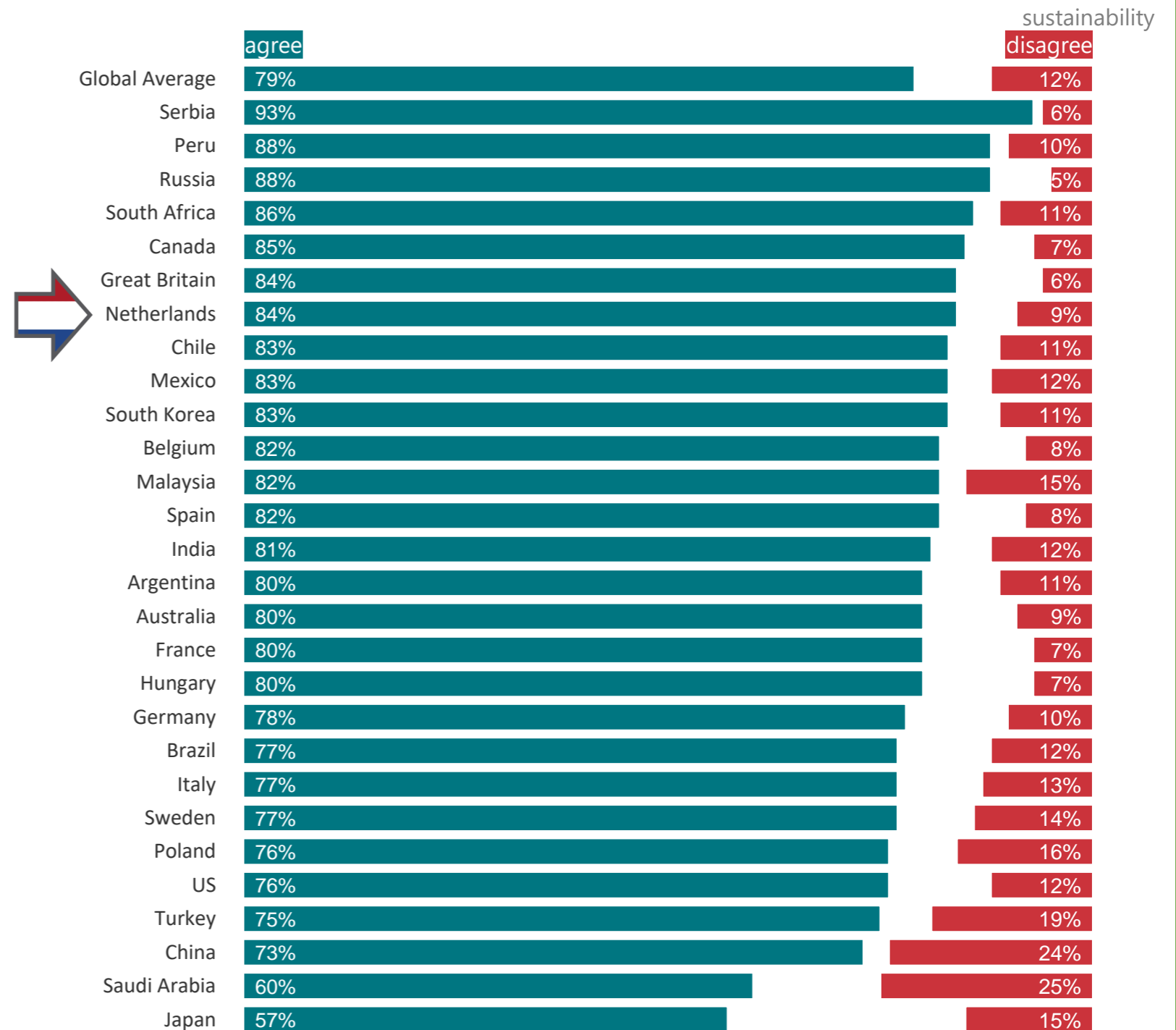
Re-using and recycling are also actions which consumers are most ready to take

Q. Which, if any, of the following would you personally do to reduce the problems caused by unnecessary use of plastic and packaging that cannot be recycled?



Manufacturers must be part of the recycling and re-use solution

Q. Agree or disagree that
"Manufacturers should be
obliged to help with the
recycling and reuse of
packaging that they produce"



'Say-Do Gap'

Positive intent does

not always lead to

positive action.

Inconvenience as in this case is one of the barriers. Other motivations and priorities get in the way of behaviour change.



	(1) "I want to buy products which use as little packaging as possible"	(2) "I'd be willing to change where I shop if it meant I would use less packaging"	(2) – (1)
Global Avg.	75%	64%	-11%
Netherlands	75%	50%	-25%
Great Britain	81%	57%	-24%
US	72%	49%	-23%
Belgium	78%	56%	-22%
Canada	80%	61%	-19%
Poland	79%	60%	-19%
Australia	74%	56%	-18%
Sweden	71%	53%	-18%
Spain	78%	63%	-15%
Hungary	81%	67%	-14%
Germany	77%	63%	-14%
France	74%	61%	-13%
Argentina	72%	61%	-11%
Serbia	86%	76%	-10%
South Africa	77%	67%	-10%
Italy	74%	64%	-10%
Russia	72%	62%	-10%
Mexico	80%	71%	-9%
South Korea	77%	68%	-9%
Malaysia	77%	69%	-8%
Japan	56%	49%	-7%
China	77%	71%	-6%
Chile	78%	73%	-5%
Brazil	73%	68%	-5%
Peru	81%	78%	-3%
India	78%	75%	-3%
Turkey	72%	72%	0%
Saudi Arabia	55%	57%	2%





Recyclability is a solution but it's not as clear as it could be



58%

I believe everything I place in the recycling bin is able to be recycled and repurposed



2 out of 3 believe Pizza boxes can be recycled

A: **Pizza boxes** are made from corrugated cardboard, however the cardboard becomes soiled with grease, cheese, and other foods once the **pizza** has been placed in the **box**. Once soiled, the paper cannot be **recycled** because the paper fibers will not be able to be separated from the oils during the pulping process.

choose to recycle
Your empty pizza box can be put to good use before reaching the end of its lifespan!



recycleannarbor.org

Frequently Asked Questions: Contamination | Land, Buildings & Real ...

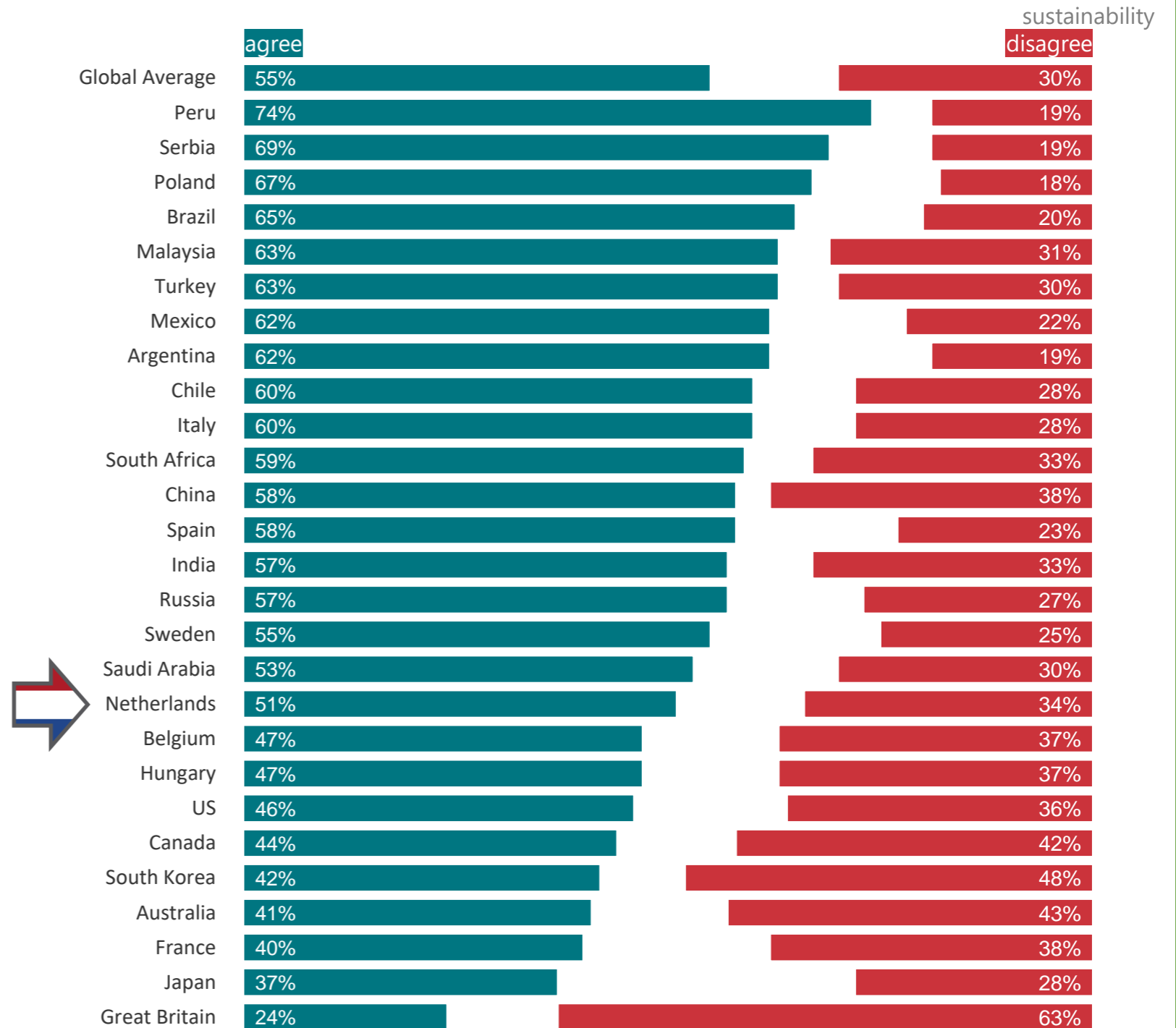
<https://lbre.stanford.edu/...recycling/frequently.../frequently-asked-questions-contaminati...>



Unequal knowledge

“all plastics can be recycled”

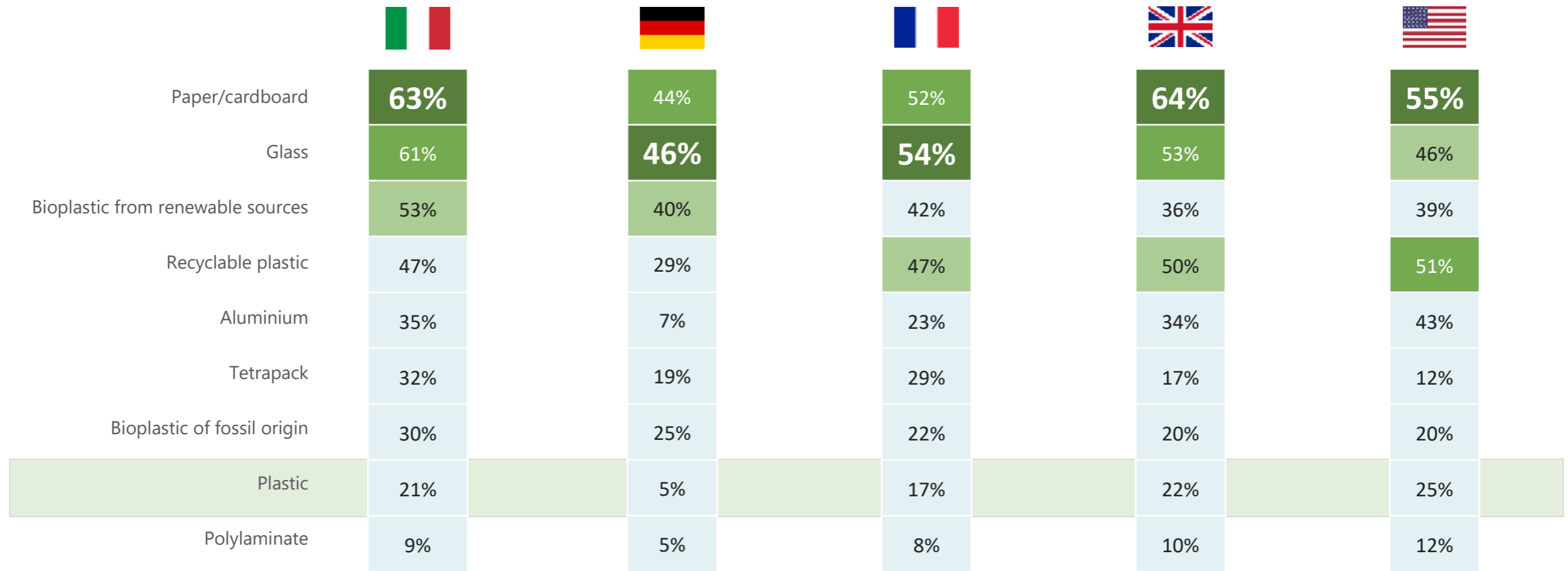
Q. Agree or disagree that
“all plastics can be recycled”



Plastic perceived as least sustainable

But qualification e.g. 'recyclable' helps a great deal

Q. How sustainable do you consider each of them from an environmental perspective. **1=NOT AT ALL SUSTAINABLE / 10=VERY SUSTAINABLE**





Big upside when brands take the initiative



I felt much more favorably about the brand

I felt slightly more favorably about the brand

It did not change my impression of the brand

I felt slightly less favorably about the brand

I felt much less favorably about the brand

I did not know about this announcement until now

	Age 18-34	Age 35 +
I felt much more favorably about the brand	27%	16%
I felt slightly more favorably about the brand	21%	16%
It did not change my impression of the brand	36%	47%
I felt slightly less favorably about the brand	5%	3%
I felt much less favorably about the brand	3%	5%
I did not know about this announcement until now	9%	12%



Consumers feel better

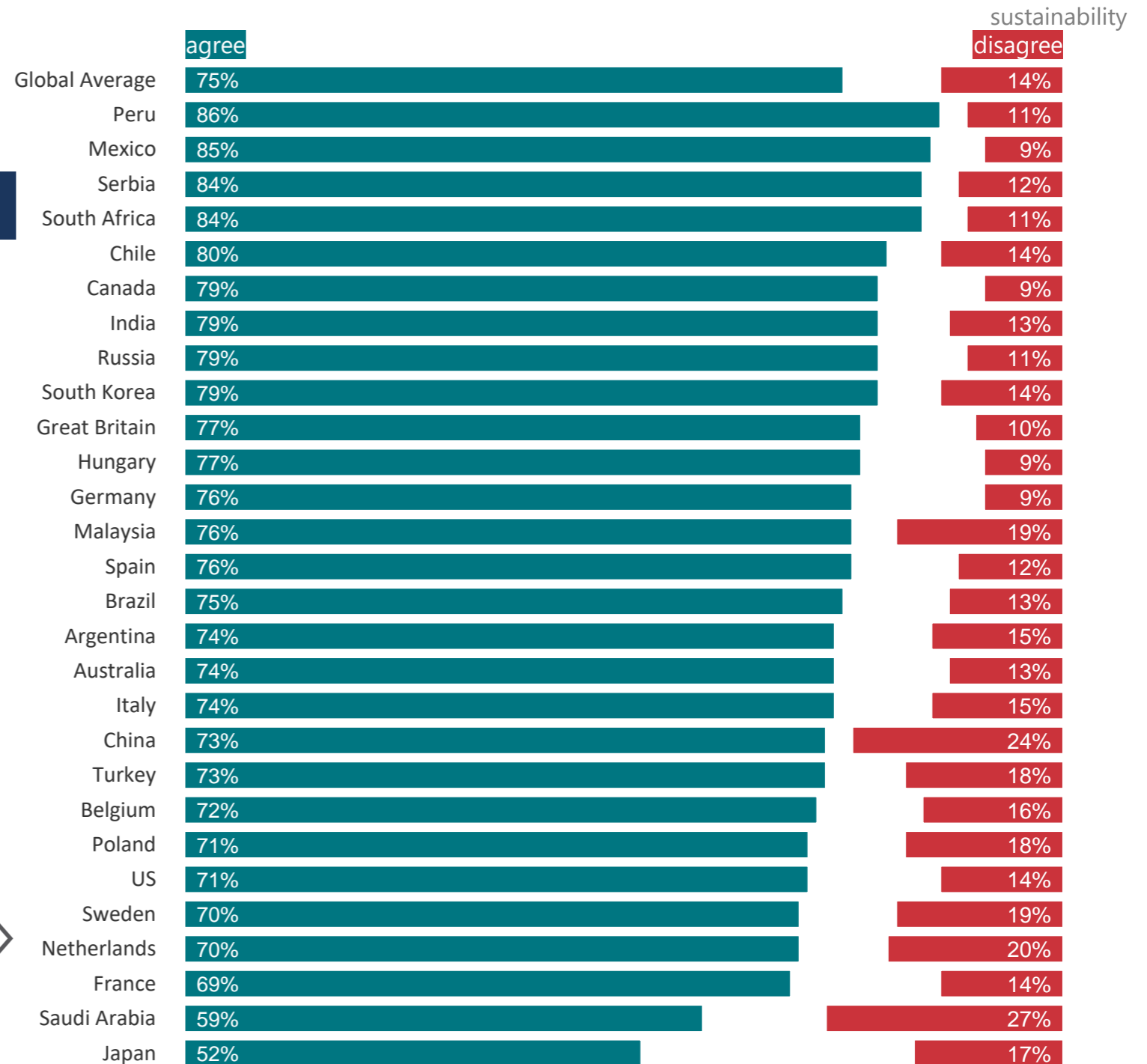
about brands which take action

Claim to feel better about brands which take action in a ratio more than 5:1 globally

Q. I feel better about brands which make changes to achieve better environmental outcomes - Agree (%)



Source: Ipsos Global Advisor Base: 19,515 adults aged 16-64/74 across 28 countries, online, August 2019

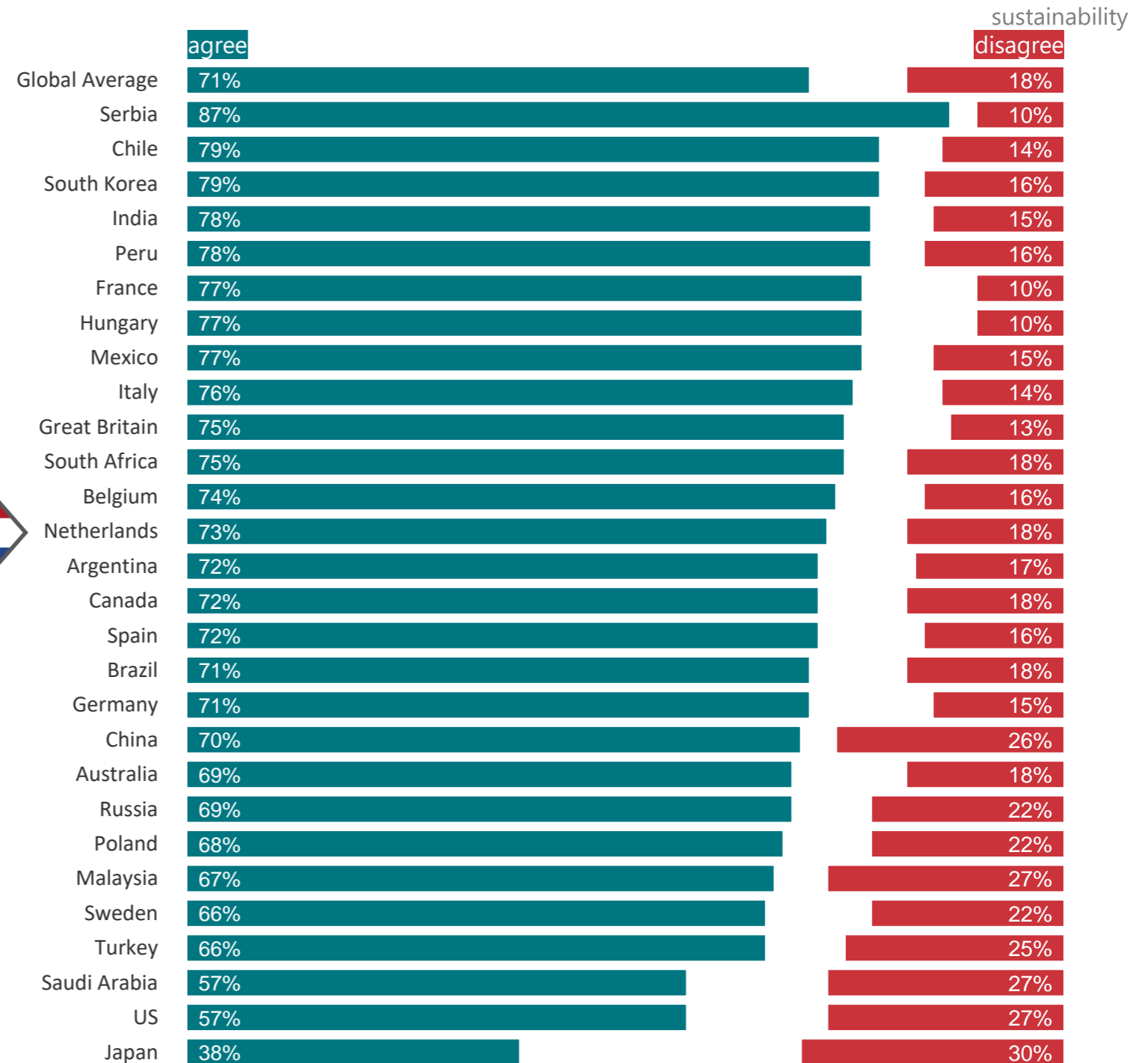


Strong support

for an immediate ban

of single use plastics

Q. Agree or disagree that
"Single use plastics should be
banned as soon as possible"



A challenging area for marketers

A good news story? ...gets scrutinised to an impromptu Life Cycle Analysis

Hanneke Faber • 2nd President Global Foods & Refre 1mo

True to its name, Carte d' Or just rep first compostable and recyclable (in a year!) are made out of paper & we will reduce the equivalent.

Ian W Cooper Sustainable Packagin
Corn sourced biop under EN 13432 to Educate me please

Bruno Van Gompel Technical and Supply Chain Coca-Cola Western Europe | Supply Chain Exp... 1mo ...
I don't think this is the way to go.

- Composting is not the right solution for creating a circular economy. Collecting and re-use is the better solution.
- Where will the plastic go after composting ? Biobased plastic doesn't mean it is biodegradable !

Introducing multilayered packaging make


Unico van Kooten Initiator WasteMastersAfrica (a project / no company) 1mo ...
To put packaging waste containing mostly paper/cardboard and a little bioplastics into the biowaste bin for industrial composting (for making compost as soil improver) is not a sustainable practice. The comparison between plastic based packaging and bioplastic/cardboard based material is too one dimensional. Also the waste stage should be properly considered to make sure that what is claimed is correct:

Jesper Rune Bak Chemist with a Keen Interest in Fragrances, Aromas and Flavours | Produc... 1mo ...
Well, the intentions are good. But I have seen many families reuse the plastic tubs in their households multiple times for storing leftovers in the fridge and many other purposes. I believe the new packs will not last that long, so this will for sure lead to the packaging being single use...

affected by the S next year, even if biodegradable pl Association). Better paper, even if pec recycling system t collapse. So the w unintended consequences. (edited)

It is very positive that companies like Unilever try to improve the recyclability of their packaging. We like to team up with them about how close the material loops better. This requires knowledge also about what the industrial waste management - and recycling system are capable of doing (in the interplay with citizens). Unfortunately, product innovation does not deliver if a country has still landfilling as main option in place (from Rome to the far South, IT is still a landfill country). (edited)

etc



Ipsos

Examples of significant initiatives



Seek to achieve 100% recyclable, reusable, or industrially compostable packaging for its private brand packaging by 2025



Nestlé today announced the creation of the Nestlé Institute of Packaging Sciences...a step further to achieve the commitment to make 100% of its packaging recyclable or reusable by 2025.



Announced at the World Economic Forum in Davos, Loop will allow consumers to 'responsibly' consume products in refillable packaging which is collected, cleaned, and reused, TerraCycle said.

Summary: Drivers of change related to pack

1. New forces are challenging brands to think differently
2. Waste is a key global environmental concern
3. Relevant legislation can have a big impact on behaviour
4. But there is confusion about what can and can't be recycled
5. Although we want to do good, we don't always do good
6. But we're ready for some disruption (e.g. banning single use plastics)
7. Sustainability (and its demonstration) becomes a business imperative

It's important to recognise pack's role

at multiple 'moments of truth'

Zero moment of truth

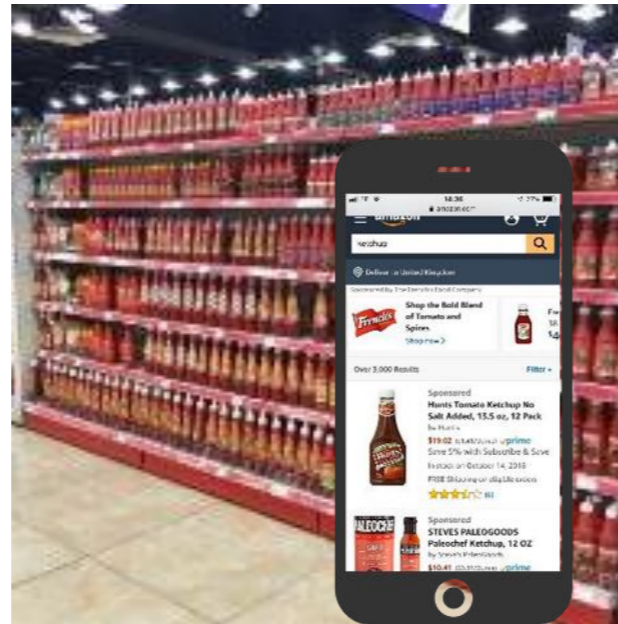
Memory saliency



Tangible features that define packaging

1st moment of truth

Stand out in store



The pack's ability to stand out from its competitive set

2nd moment of truth

At home, on the go, in-use...



Characteristics and functionality which drive repeat

3rd moment of truth

Reduce, Reuse, Recycle



Pack's role as a positive sustainability driver