



Sustainable Brands & Recycling

Kiril Dimitrov

Packaging Innovation Manager

Mpact

- Sustainability is an emerging consumer & regulatory megatrend
- Society is demanding organizations to become responsible
- The consumers are seeking out sustainable products and services
- Perhaps not entirely the case in South Africa - still only at the very high LSM and only fraction of these consumers



- Millennials are growing & they are starting to earn an income and become consumers – this would change the space (*Dependent on economic growth and job creation in SA*)
- Generation Z has sustainability as shopping priority and brands with reputation for environmental stewardship will build loyalty
- Especially when marketing “*inherent sustainability*” in products, e.g. car that uses no fuel



So what are “green” brands doing?



- Companies placed sustainability as a word in their mission – but a few have integrated it in their strategy
- Consumers and regulators see packaging as a key concern
- Demand for ending perceived over packaging
- Consistency of packaging information, including clarification on what packaging can and can't be recycled
- Brands judge the environmental sustainability of their products from different perspectives and use different approaches

Indicators relevant to packaging

- To simplify the massive challenge some companies are using specific indicators to:
 - Reduce cost by harmonizing the approach of measuring
 - Reduce impact by identifying sustainability “hot spots”
 - Improve consumer perception
 - Improve decision making by prioritizing
 - Extend influence throughout the supply chain



The Global Packaging Project



GPP Indicators			
Environmental			
Packaging weight	Total material input	Packaging weight reduction	Packaging to product weight ratio
Material waste	Virgin material content	Recycled content	Renewable content
Chain of custody	Toxicants concentration	Water used from stressed resources	EMS use
Energy audits	Packaging recycling rate	Selling unit cube efficiency	Transport packaging efficiency
Packaging composting rate	Packaging reuse rate	Packaging energy recovery rate	Packaging landfill rate
Life Cycle Indicators			
Cumulative energy demand	Cumulative energy demand renewable	Water consumption	Land occupation
Climate change	Ozone depletion	Toxicity (cancer)	Toxicity (non cancer)
Particulate emissions	Ionizing radiation (human)	Photochemical ozone creation potential	Acidification potential
Eutrophication potential	Freonated hydrocarbon	Resource depletion	
Economic			
Total cost of packaging	Packaged product wastage	Life cycle embodied energy protection	Packaging service value
Social			
Product safety	Packaged product shelf life	End-of-life communications	Community investment
Child labour	Forced or compulsory labour	Freedom of association and/or collective	Discrimination
Excessive working hours	Remuneration	Occupational health	Safety performance
Responsible work place practices			

52 Indicators!!!

Some well-known brands' indicators



- reducing packaging
- maximising recyclability
- using the most sustainable materials available to us.



- Minimizing weight
- Maximizing use of recycled materials
- Preference for raw materials from third-party certified sources
- Minimizing the amount of harmful chemicals used in production
- Reducing CO2 and other greenhouse gas emissions
- Maximizing end-of-life options such as recycling



- Reduce packaging
- Recycle packaging
- Tackle sachet waste
- Eliminate PVC



- Designing consumer-preferred, resource-efficient packaging
- Eliminating landfill waste
- Using recycled and/or renewable materials



- Reducing weight
- Maximizing end-of-life options such as recycling
- Increasing use of post-consumer recycled materials and
- Preference for renewable raw materials from certified sustainable sources

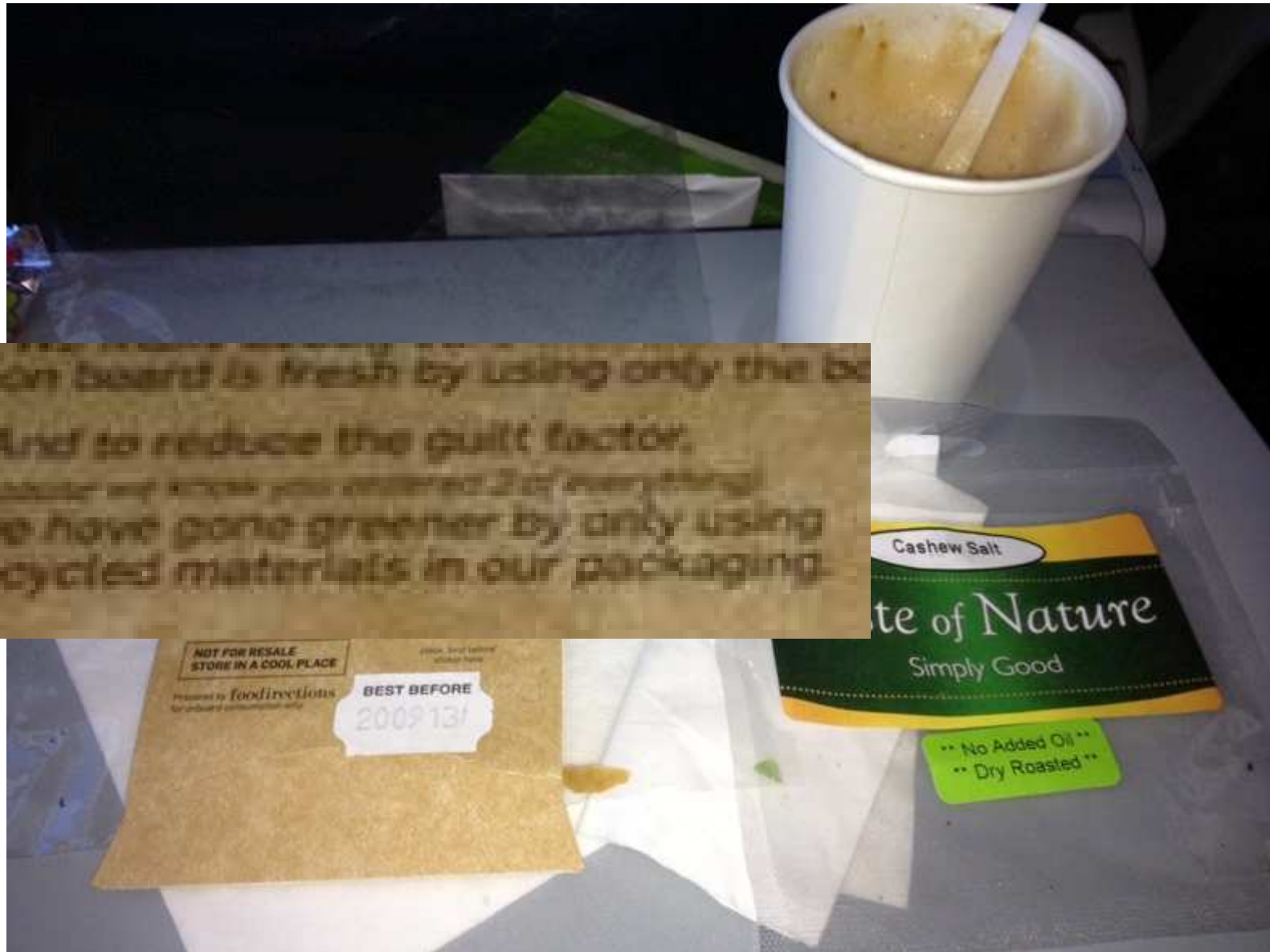


Is appointing a Sustainability Manager enough?

- After **strategy**, comes **processes & structure**
- **Building an internal capacity** that leads to product sustainability as an integral part of the business strategy is the key
- Develop your **products & packaging together** and
- Assess against sustainability indicators **during the process** & not at the end
- Giving sustainability attributes without following a strategy, **results in green washing**



An example...



Data generation throughout the supply chain

- Set a **consistent process** to collect & manipulate data throughout a complex supply chain to monitor progress
- The data has to be **third party auditable** to ensure claims made and reported are substantiated against pre-set definitions



How are you doing against the promise?

- One would need suitable metrics against the selected indicators

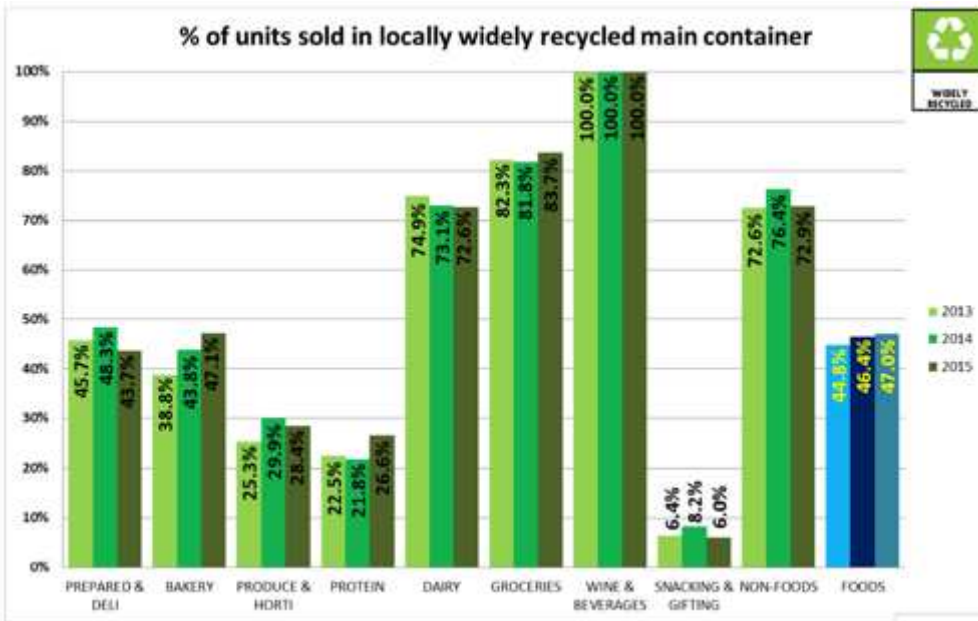
Material Use		
	Indicators	Metrics Examples
Core	Total Material Use	<ul style="list-style-type: none"> o Metric tons / metric tons of substrate o kg / 1000 units of packaging o Metric tons / yr (based on production rate)
	Material Use Reduction	<ul style="list-style-type: none"> o Metric tons / metric tons of substrate o kg / 1000 units of packaging o Metric tons / yr (based on production rate)
	Material Waste	<ul style="list-style-type: none"> o kg / kg of final packaging material o kg / 1000 units of packaging o Metric tons / yr (based on production rate)
Supplemental	Virgin Material Use	<ul style="list-style-type: none"> o % of total material used / metric tons of substrate o % of total material used / 1000 units of packaging o % of total material used / yr (based on production rate)
	Renewable Material Use	<ul style="list-style-type: none"> o % of total material used / metric tons of substrate o % of total material used / 1000 units of packaging o % of total material used / yr (based on production rate)
	Post Consumer Recycled (PCR) Material Use	<ul style="list-style-type: none"> o % of total material used / metric tons of substrate o % of total material used / 1000 units of packaging o % of total material used / yr (based on production rate)
	Post Industrial Recycled (PIR) Material Use	<ul style="list-style-type: none"> o % of total material used / metric tons of substrate o % of total material used / 1000 units of packaging o % of total material used / yr (based on production rate)
Correlating	Chain of Custody	<ul style="list-style-type: none"> o Unknown, known or source-certified
	Material Use to Product Yield	<ul style="list-style-type: none"> o kg packaging material / kg product o kg packaging material / 1000 units of product o kg packaging material / 100 loads of laundry washed



SUSTAINABLE PACKAGING COALITION®

a project of GreenBlue 

Progress & reporting...



SUMMARY SNAPSHOT

PERFORMANCE SNAPSHOT

92* packaging improvements among Woolworths private label products

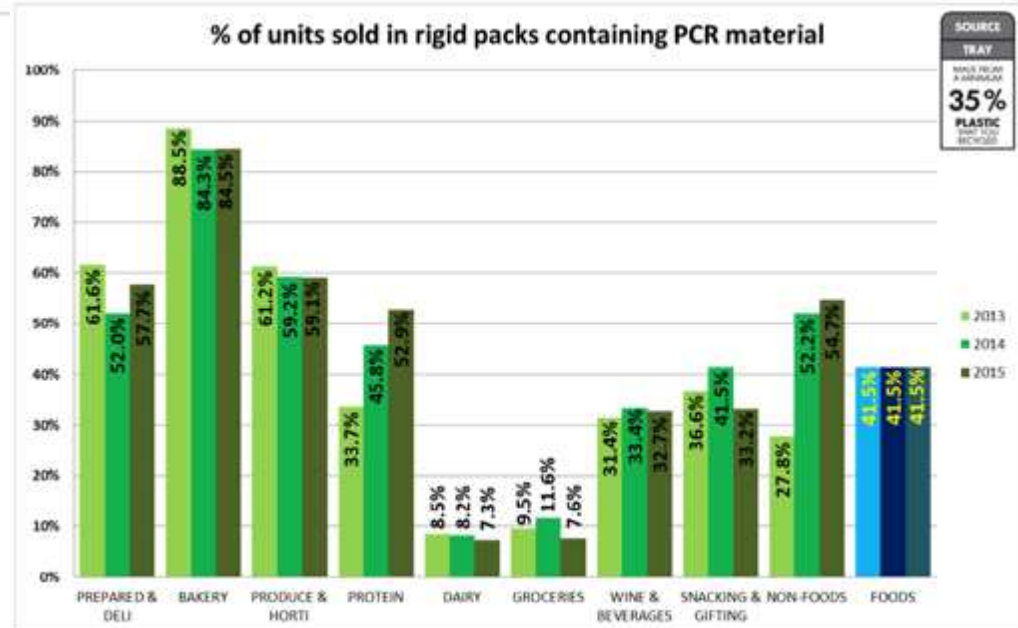
511 000 kg reduction in packaging weight due to lightweighting

98% of products in packaging made of recyclable materials

41.5% of rigid packaging containing post-consumer recycled plastic material

1.73 million reusable bags sold

* Part of EY's audited key performance indicators.



In future watch the space:

- Demanding consumers voting with their wallets for sustainable and ethical products & services
- Emergence of the Millennials with demand for sustainable products, not just socially responsible companies
- Government actions and political party emergence
- Major shift in investor behaviour would be critical

