

Labels & Packaging

Building Commercial Partnerships

'HOW' and 'NOW' is the new Green!

The days of what and why sustainability is important, are thankfully behind us.

There is a clear sense of urgency amongst industry as we all focus on our business sustainable roadmaps with the lens focussed on the 2025 National Packaging targets.

Consumer behaviours are driving the demand for brands to present their packaging in an authentic and transparent way pertaining to sustainable materials. They expect brands to take environmental stewardship seriously, and spend their money with those who do. Consumers also want to end the current unsustainable and linear produce, use, and discard model.

A recent February 2022 study by Toluna commissioned by The Real Media Collective suggest 69% of consumers prefer fibre based packaging.

Society holds the speaker phone across the board with consumers finding their voices on how they choose to spend their money, which brand they choose to align with and build a loyalty to.

With a surge during the past couple of years plaguing industry due to Covid, e-commerce businesses grew exponentially and with it, a demand for packaging. In fact a demand for goods to be delivered in paper packaging saw the same survey account for 51% consumers in Australia.

Some consumers believe that Australia's recycling rate sits at around 60%. In fact we are one of the best performers globally at 87%.

The shift in consumer behaviours has manufacturers rethinking how they produce and package goods. Consumer product packaging has evolved significantly in recent

years. An aesthetically pleasing package is no longer sufficient, and consumers expect packaging to inform them about its composition and environmental impact.

Australians throw away around 1.9 million tonnes of packaging each year, enough to fill the Melbourne Cricket Ground nine times over.

Some sustainable practitioners and pundits suggest there is a fiscal risk to businesses within the next five years if they *do not* start planning and creating momentum for their own tailored sustainable roadmaps.

No matter the scale of your business or industry there are plans that can be put in place to create opportunity to work towards tangible goals in reducing emissions and venturing to a circular model.

Sandra Martinez, Nestle CEO recently spoke about their sustainability commitments and roadmaps. Whilst in 2019 as a global business, they peaked reaching a carbon peak in 2019 with 94-96 million tonnes emissions. The same amount as Ecuador with a population of 17.9million people. They have achieved a downward trend towards their set targets. They are holistically reviewing the origins of their produce. From how it's farmed right through to pledging \$5 billion toward more sustainable packaging solutions in the next ten years.

When we look at packaging trends they include economic and demographic growth, consumers trends, packaging technology and brand owner trends, the many touch points that make the value chain toward greater sustainable and economic outcomes. The shared view is about collaboration.

Aligning or working with non for profit organisations like the Australian Packaging Covenant Organisation (APCO) who leads the development of a circular economy for



packaging in Australia. Through their vision "A packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.", we all collectively have a role to play.

From redesigning packaging with the view of a circular pathway for products, we create space for innovation and provocative ideas that champion the voice of brands on their own transitional pathway to meet the set 2025 national goals.

Environmental Social Governance (ESG's) should also start to be considered as part of organisational goals with transparent dialogue within businesses and their external stakeholders. The key is to make it easy and palatable for all stakeholders to understand why the 'How' we set goals and targets coupled with a sense of urgency is a shared mindset.

The rise of the role in a Chief Sustainable Officer in top 200 ASX companies shows the deep investment to redefining the business hierarchal landscape. Sustainability is at the core to future business performance and some CSO's may argue successfully that their role is alongside the senior executives such as the CFO, not as the expense on a Profit and Loss sheet.

Where are you on your journey to great sustainable outcomes? Not just for yourself personally, the business you work for or own. What's the position of the brand you represent and how you wish to be perceived?

From the earlier mentioned survey 43% Australian consumers would consider avoiding retailers if perceived not to be doing enough to reduce impact.

Lucky for us, we have seen an incredible commitment by earlier adopters from major retailers such as Coles, Woolworths, Aldi and Adidas, through to start ups such The Great Wrap company, selling cling wrap that is compostable made from food waste. These brands are setting achievable goals that will effect change.

Ball & Doggett are committed to journey with our customers through this incredible time of change, innovation and a sustainable new norm experience.

Our specialists in the labels and packaging sector are the reason we are the leading resource to tap into. With a global reach of suppliers and sound relationships, we are in a position to explore, research and offer solutions that are driven by innovation and passion.

We invite you to explore <https://www.ballanddoggett.com.au/products/labels-packaging/> and reach out for a discussion on how we can support your review of your materiality on your packaging products.

Our commitment in this sector is exciting not only for the business, but for our commercial partners. Zaidee Jackson our National Business Development Manager - Sustainable Packaging is looking forward to connecting with brands and our creative community with a focus on sustainable packaging and how we can partner with you.

Collaboration and shared knowledge along with a passion for change and creating a more sustained consumer experience that ultimately reduces impact on our world is something to certainly start with the 'How' movement.

So where do you start?

- Article by Zaidee Jackson

Meet our National Business Development Manager - Sustainable Packaging

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