

A photograph of three hikers (two men and one woman) standing on a rocky coastline at sunset. They are holding onto a rope that stretches across the rocks, suggesting they are pulling each other up or across. The sun is low on the horizon, creating a warm, golden glow. The sky is a mix of blue and orange. The hikers are wearing backpacks and outdoor gear.

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Webinar Wednesdays

Top 7 Takeaways from the Packaging Sustainability Checklists Webinar

**Featuring Rachel Morier from The Beer Store, Jon Denham
from Lextant and James Lee from Jones Healthcare Group**

Webinar took place April 8, 2020

1 The PAC checklists for Structural, Graphic and Smart Packaging provide a quick reference guide to help stakeholders make more informed sustainability decisions. They offer practical “do’s” and “don’ts” guidelines, share 2D, 3D and smart packaging examples and useful resources including links to complimentary tools and checklists e.g. APR guidelines for plastic packaging. Click [here](#) for free download.

2 The PAC checklists have been designed to be consistent with both the waste hierarchy and with circular economy principles. They are an excellent resource for structural, graphic and smart package designers as they strive to deliver against 2025 corporate sustainability goals focused on packaging reduction (15%-50%), 100% reusable, recyclable or compostable and increased recycled content (20-50%).

3 The packaging sustainability landscape is in a state of flux dealing with Covid-19 challenges, more demanding regulations, the climate emergency and ocean debris. It’s more important than ever to focus attention on all parts of the packaging life cycle (from sourcing to new life), to nurture packaging supply chain partnerships to drive continuous improvement, and to integrate packaging sustainability practices into business as usual.

4 Consumers are seeking aspirational truths re wellness and sustainability in design that are being magnified by the Covid-19 pandemic. They want packaging to be Simple (so easy kids can use safely), Transparent (clear info about products inside), Harmless (keeps my family & community safe) and Replenishable (sourced from nature). Expect this reality to be a key part of customer - client discussions for new packaging design briefs.

5

Emergent consumer behaviors are being accelerated by the Covid-19 pandemic. We're seeing a huge uptick in E-commerce, home deliveries vs physical stores, digital connections using smart devices and apps vs in-person and the move to focus on the essentials of wellness highlighted in 4.

6

There may be some potential (not proven) for intelligent / smart packaging technologies to have applications in mitigating concerns regarding Covid-19 virus on packaging surfaces and for reusable packaging systems e.g. there are several anti-bacterial technologies such as Zinc (naturally present in our skin) added to plastic films that preserve and extend shelf life of fresh produce. Watch this space for smart packaging bio-tech developments.

7

Smart connected packaging typically contains a mechanism that triggers an action on a compatible device e.g. NFC that uses a smartphone to open a webpage. In the world of packaging examples shared included printed RFID tags embedded into waste items to analyze waste transactions to ensure proper recovery and a digimarc barcode embossed in plastics to enable more accurate sorting and separation of valuable materials in a MRF.