

## Aura Fact Sheet

### About Aura

**Aura** is a consultancy dedicated to helping brands and retailers manage their packaging sustainability in real time. **Aura** was officially launched at the Sustainability in Packaging Europe 2022 conference in November. The business brings together multi-disciplinary teams focused on delivering data-informed consulting to enable global businesses make insight-led decisions on materials, design, legislation, compliance and recyclability.

**Aura's** founding clients include the world's biggest e-tailer, and the world's biggest retailer.

**Aura** ensures clients can futureproof ahead of upcoming developments in policy and practice, such as EPR in the UK. **Aura** offers horizon scanning services across 54 countries to advise on emerging regional and global trends that will feed into its clients' longer-term strategic approaches.

### Vision

To pioneer global change on packaging sustainability by helping businesses reduce the environmental impact of packaging.

### Key Services

**Aura's** core services are **consultancy, technology and insights**.

**Consultancy:** **Aura's** team of experts provide pioneering packaging strategies that enable clients to meet current and future packaging legislation and sustainability goals.

**Technology:** Through **Aura's** proprietary packaging sustainability platform **e-halo**, **Aura** provides real-time data that allows clients to track progress against their current packaging sustainability targets. **e-halo** is an unrivalled packaging sustainability platform combining state-of-the-art technology with consulting services, designed to manage the changing landscape of global packaging legislation, compliance, and sustainability commitments.

**Insights:** **Aura** offers horizon scanning services across 54 countries to advise on emerging regional and global trends that will feed into its clients' longer-term strategic approaches. **Aura's** team ensures clients can futureproof ahead of upcoming developments in policy and practice, such as EPR in the UK. **Aura** also provides a data management service. The **Aura** team gather, check, manage and finally translate data into valuable insights that clients can use to measure and motivate positive change.

### Key Personnel

- Greg Lawson, Managing Director
- Gillian Garside-Wight, Consulting Director
- Sarah Kroon, Operations Director
- Harriet Young, Marketing Director

### **Aura at a glance**

- **Aura** is a packaging sustainability consultancy, committed to making a measurable difference. **Aura** combines consultancy, strategy, and technology to deliver best-in-class, sustainable packaging solutions.
- **Aura's** team of packaging, sustainability, technology, and retail experts are pioneers in the use of data and knowledge that gives clients actionable reference points to drive positive change.
- **Aura's** propriety technology solution, **e-halo**, powers **Aura's** solutions with clear and transparent structural packaging and sustainability data to help clients optimize packaging, manage compliance and tax liabilities, and reduce environmental impact.
- **Aura** is part of Sun Branding Solutions. Notable clients include the world's biggest e-tailer, and the world's biggest retailer.