



## In The Press



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## Opinion | Greg Lawson

### **The Grocer:** Why The Language of Sustainability Must Be More Positive

In this piece, Greg highlights how EPR, legislation and net-zero have all too easily put the blinkers on the opportunities of sustainability. Instead of a t-minus countdown, Greg argues that a positive, exploratory and imaginative approach in-line with the IMF's path to green is the way to go.

### **Packaging News:** Upstream Thinking On Sustainability

'Upstream thinking' – preventing business problems before they happen – is already being adopted in the healthcare and environment sectors, having been popularized in Dan Heath's eponymous book. In this piece Greg explores why the packaging supply chain could do with some upstream thinking.

### **Resource:** Better Data Will Fast Track Us To The Circular Economy

Greg writes in Resource about how having accurate and live data will allow those in packaging and beyond to move to a circular economy where refurbishing, reusing, and recycling are the norm.

## Opinion | Gillian Garside-Wight

### **The Grocer:** Why don't brands listen to gen Z's interest in packaging?

Gen Z and gen alpha are actively engaging with design, innovation and sustainability on social media – not just in terms of products, but also the packaging they come in. Despite this interest from young consumers, many businesses still see sustainable fmcg packaging as a cost rather than something that adds value – and so they fail to resource or invest in it accordingly. In fact, there is a fundamental misunderstanding of what packaging can deliver to food, drink and other consumer goods businesses – and the overall benefits of being more sustainable.

### **Retail Sector:** Sustainable packaging and e-commerce: what more can be done?

In this article, Gillian explores the complex landscape of sustainable packaging in e-commerce, delving into the balancing act between shipping durability, brand presentation, and environmental responsibility. She emphasizes the importance of clear recycling labels, advocates for shipped-in-own-container (SIOC) packaging, and argues for greater transparency in online retail regarding packaging sustainability to meet the growing eco-conscious consumer demand.

### **Packaging News:** Managing packaging sustainability data

Early April saw the Sustainable Packaging Coalition host its annual SPC Impact Conference, this time in New Orleans. It became clear almost immediately, from talking with attendees and listening to where brands are on their sustainable packaging journey, that things have moved on considerably from the previous year.

In 2023, the conversation about sustainability data, in particular, suggested an approach that was still fairly immature. It seemed like many businesses were only just beginning to understand the requirement – and they were, for the most part, looking to manage it themselves. This year, that has all changed. Many of them tried to manage their packaging data, realised very quickly that it was too much to handle internally, and are now on the lookout for help and guidance.

### **Total Retail:** Why Sustainable Packaging Should Be at the Forefront of Private Brand Thinking

Globally, private brand sales are soaring. According to Nielsen IQ, in the U.S. alone these brands now comprise 17 percent of all retail sales. But when it comes to sustainability, particularly for packaging, the picture is a little murkier. Retailers' private brand product managers tend to focus on the bottom line for differentiation to steal market share from national brands. Sustainability is rarely even on their radar.

### **Business Age:** Sustainability managers are in demand but leaving their posts. Why are businesses still not getting it?

In this piece for Business Age, Trevor explores why many sustainability professionals are resigning or being made redundant, despite the demand for green jobs increasing.

### **Business Matters:** What privately-owned companies can learn from PLCs on sustainability

It might seem like privately-owned businesses have it easy when it comes to their sustainability journey – they don't have to face shareholder pressures for short-term returns, they can invest in long-term projects and they don't face nearly the same level of scrutiny on their green targets and claims. In fact, they often don't make any. But in this piece, Trevor warns that privately-owned companies still need a roadmap for their sustainability journey.

## News

### **Packaging News:** Aura and CarbonQuota announce partnership to help companies instantly develop more sustainable packaging

CarbonQuota's carbon calculator will sit within Aura's **e-halo** platform, allowing organisations to instantly calculate the carbon impact of their packaging as well as utilising **e-halo**'s existing recyclability functionality at the touch of a button, using live real-time data.

### **Packaging Insights:** Global survey finds data accuracy essential for sustainable packaging transition

Data quality is crucial to ensure regulatory compliance in the packaging industry, according to consultancy firm Aura. Its latest global survey underscores the complexity for businesses to transition to sustainable packaging and highlights the need for improved data management systems and regulatory clarity.

### **Packaging Gateway:** Packaging professionals fail to keep pace with industry regulations

More than three-quarters of packaging professionals (79%) admit they know only a little and/or need help with current and future regulations affecting the sector because of the sheer volume of requirements.