Sustainable Packaging Design Guide

Overview

Background, today and into the future

Sustainable Packaging Design Guide through PAC NEXT initiative

The foundation of the Sustainable Packaging Design Guide
• Voluntary Code for the Optimization of Containers, Packaging and Printed Matter
• Sustainable Design Guidelines

Three key goals
• One Stop Shop: Information, orientation, application
• Common Framework: Merge stakeholders voices
• Create Value: Transform practices and communicate best in class

Food for thought

Summary
Sustainable Packaging Design Guide
Background, today and into the future

2010
ÉÉQ developed the Voluntary Code for the Optimization of Containers, Packaging and Printed matter

2011
CCME established a joint industry-government working group to develop a Canada wide approach to optimize packaging reduction building on the foundation of current initiatives

2012
Industry committed to facilitate the development and implementation of a Sustainable Packaging Design Guide and lead it through PAC NEXT initiative

2013
Industry committed to launch the Sustainable Packaging Design Guide
Committee Co-Chairs
Éco Entreprises Québec and Sustainable Packaging Coalition

“We share the same vision, values and passion about sustainable design and innovation in industry practices.”

“We work in collaboration with the industry to develop the most relevant and accurate Design Guide based on life cycle thinking and continuous improvement.”
Committee members
More than 40 companies from different sectors of activity
Retailers, manufacturers, associations, organizations, municipal representatives, sorting centers, consultants, etc.

Sustainable Packaging Design Guide

Based on:
Voluntary Code for the Optimization of Containers, Packaging and Printed Matter & Design Guidelines for Sustainable Packaging
Sustainable Packaging Design Guide
The foundation
“Design guidelines are a tool for asking good questions.”
Sustainable Packaging Design Guide
Three key concepts

**One stop shop**
- About packaging, design approach, trends **worldwide**
- To evaluate your system and identify **opportunities** and **challenges**
- Adopt design strategies and implement **concrete actions**

**Common framework**
- Outline the **design process** of packaged goods and the value chain
- Converge the voice/role of all industry **stakeholders** (value chain)

**Create value**
- **Interactive** design guide and assessment **tool**
- Measure and communicate company best **case studies**
- Foster **innovation** and continuous improvement in industry practices
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**Design criteria**

- Technical
- Quantitative
- Qualitative
- Aesthetic
- Semiotic
- Security
- Ergonomic
- Communication
- Performance
- Regulatory

**Product profile**

- User experience, appreciation, enjoyment, instinctive...
- Strength, durability, production, assembly, transportation...

**Needs**

- Idea
- Project

**Function**

- User
- Primary
- Secondary

**Functional Unit**

- Age, gender, measurement, profession, lifestyle...
- "Quantification of the functional system or service offered on which are based comparison scenarios."
- Quantity, number of components, lifespan, number of uses...
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One Stop Shop

Legal requirements

Environmental footprint/performance

Transport + logistic

Efficiency, weight, volume, handling, “stackability”

Regional, national, international Standards + norms

Carbon footprint, water footprint, LCA + Metrics, Checklist

Technology, innovation, equipment, conditioning, trends

R&D, supply, transport, EPR, waste, energy

Health + safety

Cost

Communication Marketing

Message (clarity, honesty, transparency, completeness)

Niche market, Differentiation

Retail

Shelf ready packaging (size, format...)

Attractiveness, promotion

Consumer

User

Procurement

Supply Location Policies + SME

Experience “Openability” “Resealability” Handling Consumption Information

Transport

Manufacturing

Experience “Openability” “Resealability” Handling Consumption Information

Supply Location Policies + SME

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"There is a need to develop an interactive design guide for multidisciplinary creation teams in the switch from a “linear system thinking” to a “life cycle thinking” based on relevant and accurate design strategies."
What is the role of each stakeholder involved in adopting a sustainable design process?

How can we improve communications between them?
Sustainable Packaging Design Guide
Create Value

Working in synergy
With participants from all PAC-Next committees
Lateral communication, transfer of knowledge and expertise

Consumer Engagement
System Optimization
Material Optimization
Sustainable Innovation Center of Excellence
Policy Best Practices That Support Harmonization
Sustainable Packaging Design Guide
Sustainable Packaging Design Guide
Committee Overview Proposal

General context
Definition of sustainable principles

Life cycle mapping
Product + packaging
Defining design criteria Product + packaging system
Determining opportunities and challenges

Design strategies + Course of actions/Checklist
Design for
Design for
Design for
Design for
Design for
Design for

Evaluation tool
Measurement and results
Communication and promotion
Where we are?
What committee participants had to say

Context: Generals inquiries about sector of activity • Definitions, principles

Design Guide: Printable • Updatable • Interactive • Orientation process

Tool: Evaluate and measure • Compare and compile • Communicate and promote

What’s next?

Conference call: October 10th

Workshop (Toronto): November 6th
What are the **challenges** and the **opportunities** related to improving packaged products in your **sector of activity**?

Could you list **three strengths and three improvement points** that should be defined and analyzed in the Voluntary Packaging Design Guide?

Will you be willing to **share your case studies** and **successes** from your company?

How do you define your **role** as a stakeholder and/or shareholder in the packaged goods design process to **improve environmental performance** and foster continuous improvement?
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Sustainable Packaging Design Guide *through* PAC NEXT initiative

The foundation of the Sustainable Packaging Design Guide

Three key concepts

Food for thought