

Developing global sustainable  
packaging strategies



**Our client wanted to improve the sustainability of its flexible packaging by adapting its strategy to meet the varying needs and demands of consumers and legislators in countries around the world.**

The key challenge was understanding which technical approaches to deploy in different regions to meet its sustainability goals.

**Technologies**

- Regulatory expertise
- Recycling/end of life
- Materials
- Strategy
- Packaging

**Domain expertise**

- Sustainability





## The project story:

We used our knowledge of sustainability in packaging and fluency in different languages among our colleagues to evaluate a series of different countries in Europe, Asia, Latin America and North America. We explored current regulations and identified proposed policy changes, assessing when and how likely they were to come into force.

Recycling infrastructure was also evaluated and a thorough examination of existing approaches – including recycling, composting and take back initiatives – was undertaken, alongside reports on the state of the development of infrastructure, from collection to final recycling, as well as how infrastructure is likely to change in the future. Further to this, consumer and other key stakeholder attitudes were explored and considered.

## Results: deliverables and outcomes

We developed country-specific strategies that were consistent with current and future developments, as well as suggesting areas where our client could act and take a lead with stakeholders in each market under consideration. Insights from the study were presented and an action plan was created. Several key initiatives are now underway to drive forward their sustainability strategy.

## Contact us

[info@sagentiainnovation.com](mailto:info@sagentiainnovation.com)

+44 1223 875200

[www.sagentiainnovation.com](http://www.sagentiainnovation.com)

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