ASD AMBALAJ KONGRESI 2019
Uluslararasi Ambalaj Sanayi Kongresi

The global packaging challenge
to achieve sustainability

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Swissotel The Bosphorus Istanbul
Sea Spirit - plastic
Sculpture depicting damaged coral
Better quality of life, through better packaging, for more people

“There is enough on the planet for everyone’s need, but not enough for everyone’s greed”

MK Ghandi
The future of sustainable packaging:

• not just in smarter use of material, light weighting, reduction and recycling

BUT

• in empowering consumers with the ability to lead their lives in a more environmentally positive way

Educating, Equipping and Empowering next generation
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How well do you know your customers’ needs?
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Consider the entire supply chain
Temperature Fluctuation in Cold Supply Chain
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E-tailer’s Needs
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Unmanned & Seamless Stores
Growth of the middle class income earners
Digitalisation of Retail
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Re-use, Re-cycle, Re-purpose Packaging
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Anywhere, Anytime
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Global Trends Affecting Our Industry
Global Human Population Shock

7.8 Billion : Today
5 Billion : 1987
4 Billion : 1974
3 Billion : 1960
2 Billion : 1927
1 Billion : 1804
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Global Human Population Shock

WORLD POPULATION 1000 - 2050

Source: University of Cambridge’s Program for Sustainable Development
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Global Human Population Shock

![Graph showing global human population and oil production over time, with a question mark indicating a point of concern.](www.PostPeakLiving.com)
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Increasing literacy
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Increasing purchasing power

[Map of GDP - Purchasing Power Parity with color-coding for different income levels]
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Increasing health consciousness
Global Challenges Affecting Our Industry
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Globalisation
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Reduction in packaging waste
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Reduction in packaging waste
40 percent of plastic produced is packaging, used just once and then discarded.
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Some 18 billion pounds of plastic waste flows into the oceans every year from coastal regions.

That’s the equivalent of five grocery bags of plastic trash sitting on every foot of coastline around the world.

40 percent of plastic produced is packaging, used just once and then discarded.
Less than a fifth of all plastic is recycled globally.

Plastic recycling rates are highest in Europe at 30 percent. China's rate is 25 percent. The United States recycles just 9 percent of its plastic trash.

NGM STAFF. SOURCE: ROLAND GEYER, UNIVERSITY OF CALIFORNIA, SANTA BARBARA
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Reduction in Packaging Waste
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Increasing Food Waste
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Increase in Dual Income Earners

DUAL-EARNING FAMILIES IN CANADA

1976

- 64%
- 36%

2018

- 31%
- 69%

Families with Two working parents

Fewer than two working parents
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Increase in Women Working
Increase in Life Expectancy
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Increase in Retail Sector
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Innovative Processing Technology
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Changing Consumer Behaviour
Global Issues for Our Industry
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**Issue - Counterfeit**

US$ 9.4 billion by 2023
Issue – Bad publicity

Packaging receives much negative publicity

There is a need for packaging

Who is driving packaging?

Packaging is part of the solution, not the problem
Global Opportunities for Our Industry
Opportunities - Sustainability

Reducing material consumption and using recyclable materials
Oppunities - Ecological footprint

1960-2008
- Ecological Footprint

2008-2050, Scenarios
- Moderate business-as-usual
- Rapid reduction

y-axis: number of planet earths, x-axis: years
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Opportunities - Convenience

Manufacture of smaller packs
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Opportunities - Innovation

Methods in order to reduce production costs

1 Sort
2 Set in order
3 Shine
4 Standardize
5 Sustain

5S
Opportunities - Flexibility

Meeting demands: diversity of sizes, shapes and variety
Opportunities - Growth

• Asia largest grocery market in the world

• Grocery growth rate of 6.4%, 2018-2023

• Asian grocery spend 37.2% by 2023

• India, China, Indonesia will account for 74.2% of new sales by 2023
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Opportunities - Education

Educate, Equip, Empower: Industry
Opportunities - Education

Educate, Equip, Empower: Industry
Opportunities - Education

Educate, Equip, Empower: Tertiary
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Opportunities - Education
Educate, Equip, Empower: Secondary
Opportunities - Education

Educate, Equip, Empower: Primary
Opportunities - Future

Focussing on the people and in particular our future generations, through Education, by Equipping and Empowering them, we can meet the Challenges of Packaging into the future
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Thank You

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Thank you!

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