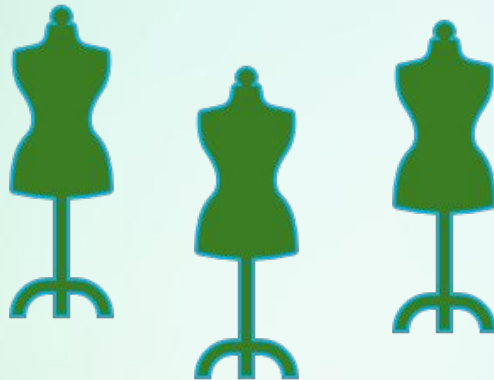
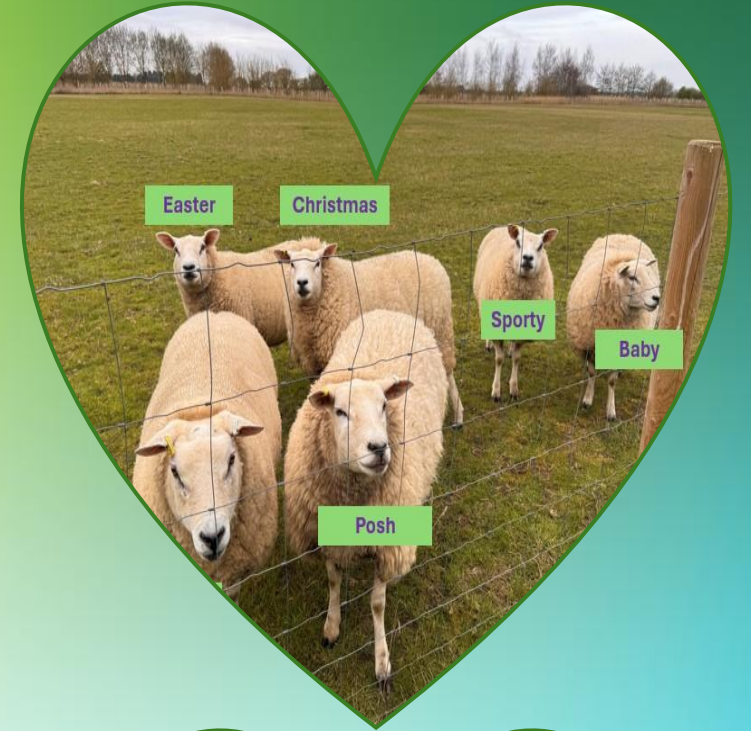
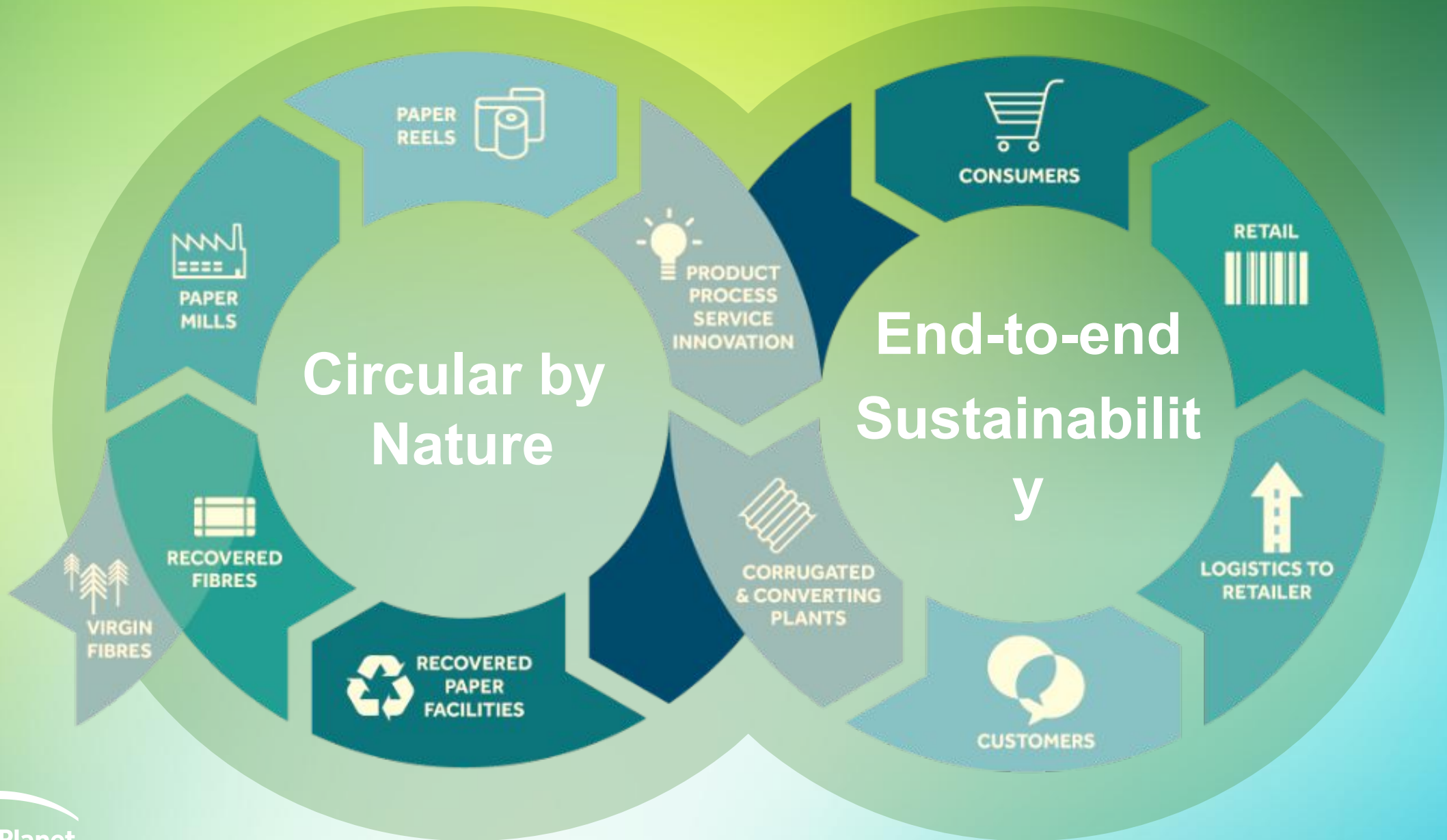


A bit about me...





Are We Solving the Right Problems?



The Sustainability Paradox

**Packaging is highly visible, but
often only a small part of the
total environmental impact.**

What Are We Trying to Achieve?



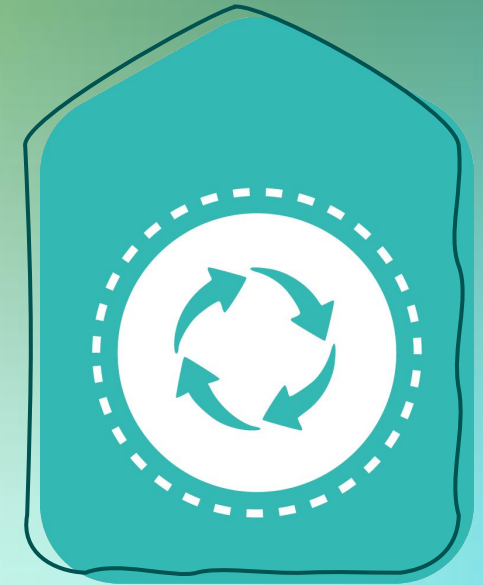
**Reduce
Carbon**



**Eliminate
Waste**



**Protect
Products**

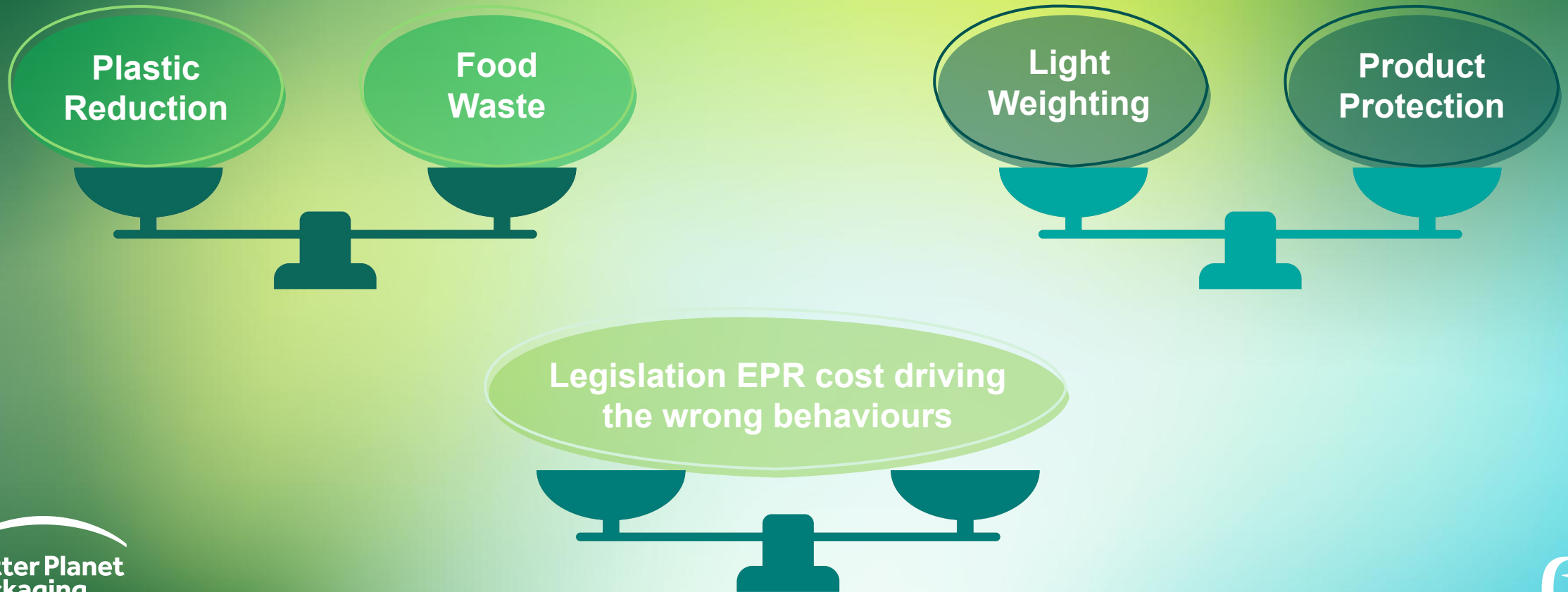


**Enable
Circularity**

Are all sustainability initiatives genuinely delivering against these objectives?

The Trade-Off Problem

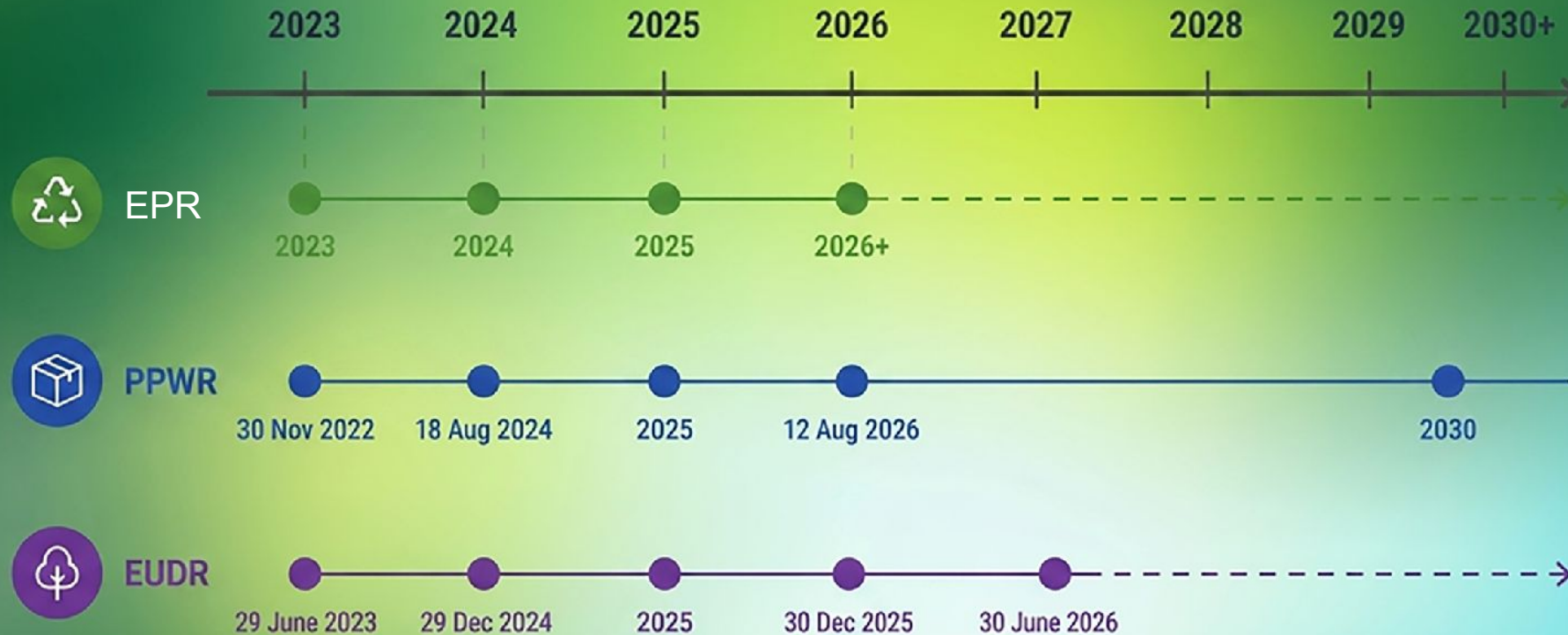
When good intentions create unintended consequences.



Are We Measuring the Right Things?



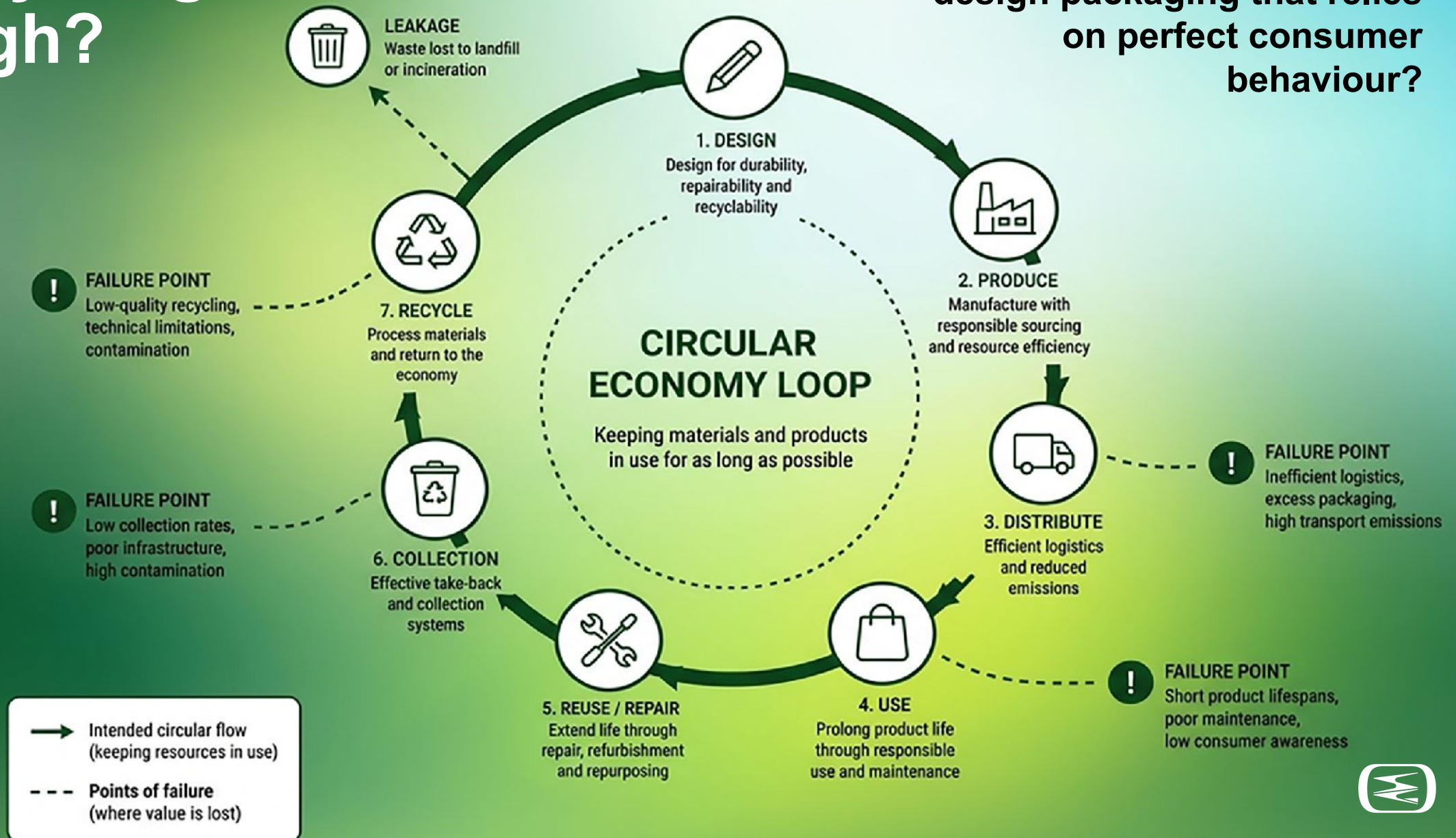
Regulation is Changing the Conversation



How do we avoid becoming compliance-led instead of outcome-led?

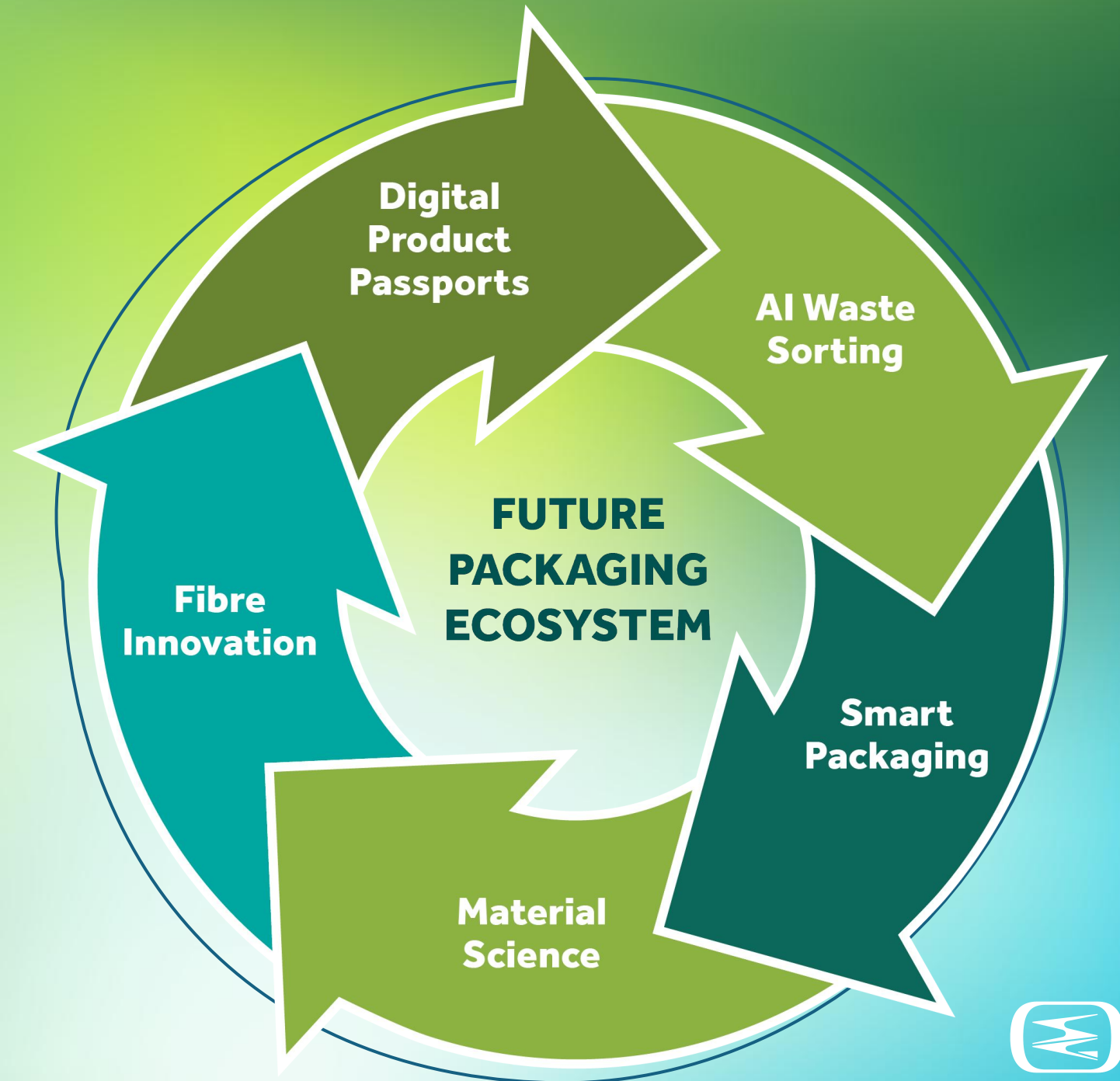
Is Recycling Enough?

Why do we continue to design packaging that relies on perfect consumer behaviour?



Technology

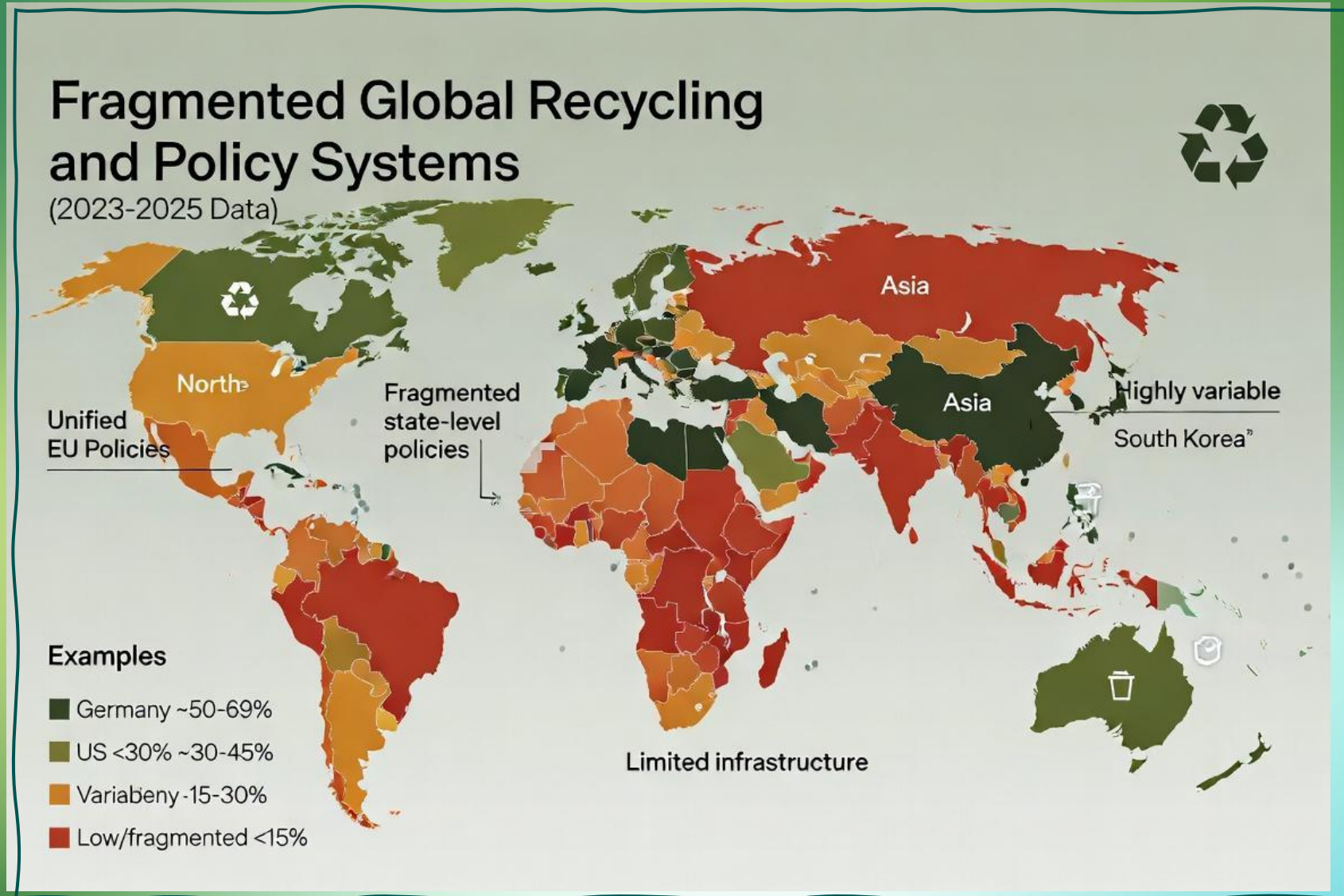
The Next Frontier



The Biggest Barrier Isn't Technology



Politics Matters More Than We Admit



What Good Looks Like

- ✓ **Better Planet Packaging**  
- ✓ **Continuous improvement**
- ✓ **Evidence over opinion**
- ✓ **Data-led decisions**
- ✓ **Systems Thinking**
- ✓ **Full lifecycle perspective**

Final Challenge



Packaging connected into a wider circular system



The packaging industry has become very good at debating materials.



The next challenge is becoming equally good at solving systems



Perhaps the question isn't whether packaging is sustainable enough.
Perhaps it's whether we're asking enough of the system around it.

