



Case Study: Supply Chain

Global Brand Owners: Sustainability Roadmap

Development of sustainable packaging strategy in line with EU regulations.

PROJECT SUMMARY

LOCATION

Oceania

INDUSTRY

Consumer
Packaged Goods

A comprehensive regulation review was used to develop a sustainability roadmap in adherence with the upcoming EU packaging regulations.

Client Challenges

The client needed to develop a **sustainable packaging strategy**, requiring a large amount of research to be conducted around packaging regulations that will impact the business.

From this, greater insights needed to be developed to deliver sustainable packaging projects and leadership, therefore informing a data model for ongoing improvements and benchmarking.

Solution

The client was provided with a **comprehensive regulation review** of the chosen six operating regions, with a stakeholder heatmap divided into strategy, process, and capabilities to deliver sustainability leadership.

A roadmap with eight prioritized sustainable packaging projects, along with a global benchmark packaging database, where three projects are now being carried out in adherence to the upcoming EU packaging regulations.

Approach

After considering the sustainability regulatory landscape and how this should serve as a benchmark, a number of steps were taken to address the challenges, where the existing packaging specifications were considered:

- **Created a survey heat map** to generate insights on processes and capabilities.
- The volumes, BOMs, and supplier opportunities were all reviewed, allowing detailed reviews and recommendations to be implemented.

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