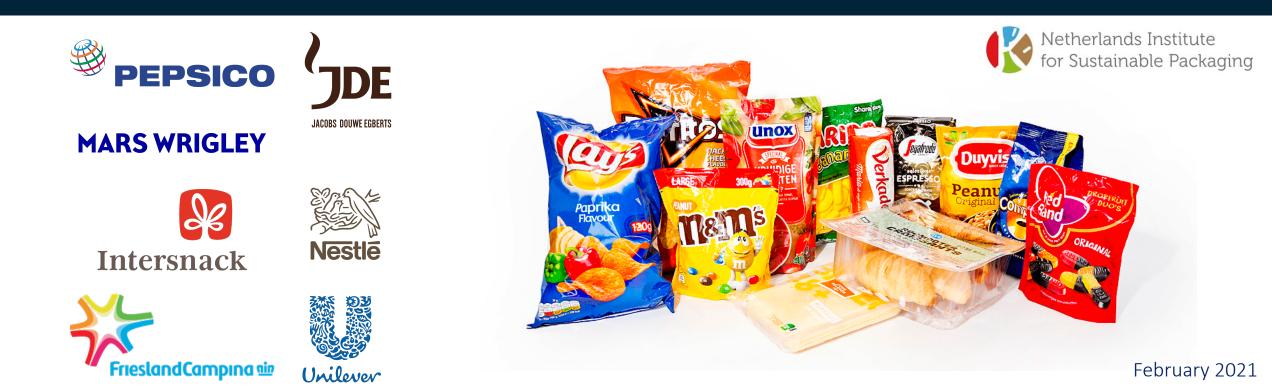
Stakeholder Workstream: Unlocking the Flexible Packaging Dilemma Community of Practice



Flexibles offer various benefits, now aiming for circular flexibles



Serving stakeholders with different levels of information

Providing specific target groups with relevant information

- Level 1: Concise information, e.g. disposal instruction & claims
 - Target audience: Broad consumers groups
- Level 2: Extended information, e.g. compelling brand story, summary of product life-cycle, overall (joint) approach to drive circular solutions
 - Target audience: Informed consumers, business partners (suppliers & customers)
- Level 3: In depth information, e.g. expert background, full value chain explanation, claims substantiation, overall sustainable business strategy
 - Target audience: EU / governments, media, business partners (full value chain), societal organisations, knowledge institutes / academics

