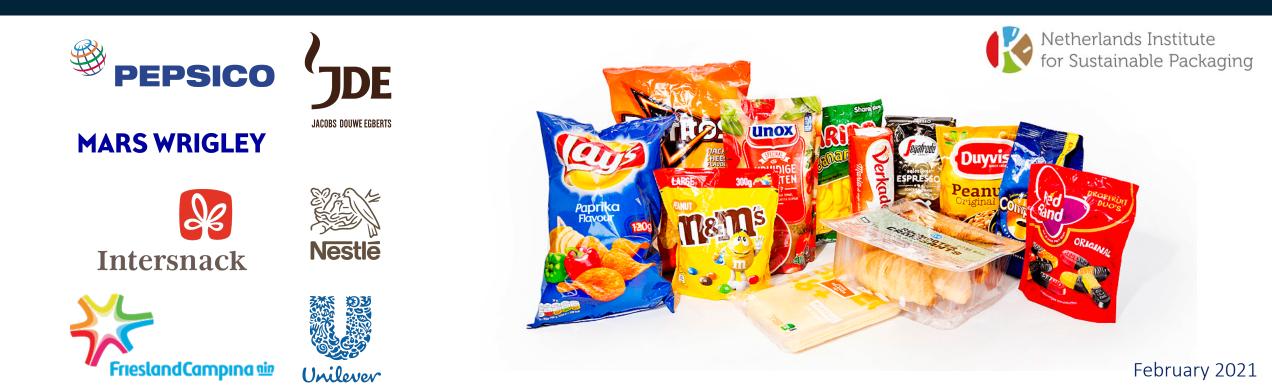
## Stakeholder Workstream: Unlocking the Flexible Packaging Dilemma Community of Practice



## 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

