

Stakeholder Workstream: Unlocking the Flexible Packaging Dilemma Community of Practice



MARS WRIGLEY



Intersnack



FrieslandCampina



JACOBS DOUWE EGBERTS



Nestlé



Unilever



Netherlands Institute
for Sustainable Packaging



February 2021

Flexibles offer various benefits, now aiming for circular flexibles

Flexible

Refill

Lightweight

Barrier properties

Strong



Advanced sorting

Low carbon footprint

Mechanical recycling

Chemical recycling
Solvolysis Pyrolysis

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

Key actions for stakeholders across the value chain

