

PACKALICIOUS LIVE

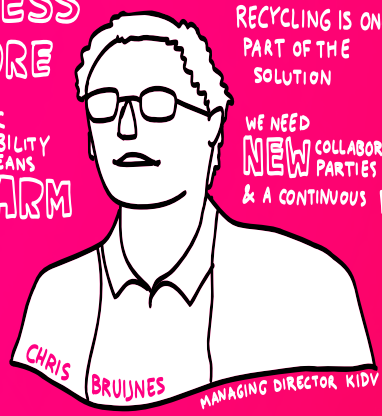
WE BELIEVE IN THE POWER OF THIS LEARNING COMMUNITY

WHAT IS & HOW SHOULD WE GO ABOUT THIS RADICAL CHANGE

TODAY IS ABOUT TRENDS, THE UNKNOWN FUTURE & YOU AND YOUR KNOWLEDGE

LESS = MORE
INTRINSIC SUSTAINABILITY TO ME, MEANS NO HARM

RECYCLING IS ONLY PART OF THE SOLUTION
WE NEED NEW COLLABORATIONS PARTIES & A CONTINUOUS PROCESS



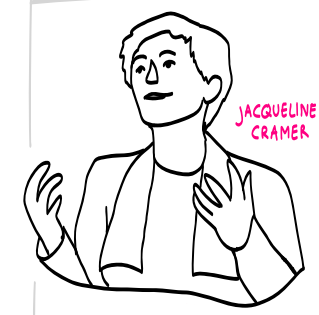
SPARKING THE TRANSITION

IDEATING THE TRANSITION

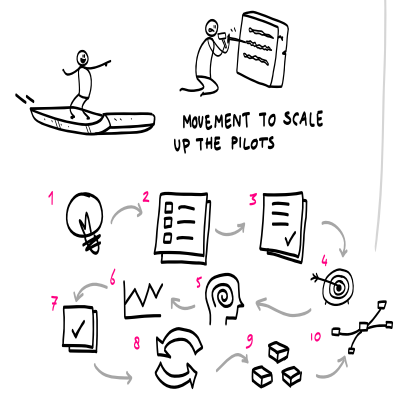
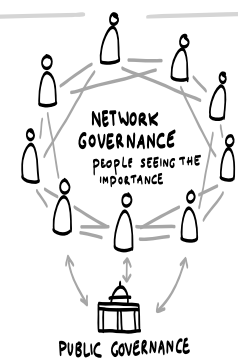
THE CREATION OF A COMBINED COMMUNITY



WHO IS YOUR SUSTAINABLE HERO?



10 GUIDING PRINCIPLES FOR BUILDING A CIRCULAR ECONOMY



THE GUIDING PRINCIPLES FOR NETWORK GOVERNANCE OF CIRCULAR INITIATIVES

1

THE WICKED PROBLEM OF PACKAGING VS FOOD WASTE

- HAS GREEN ACADEMY
- AMSTERDAM UNIVERSITY OF APPLIED SCIENCES
- LC PACKAGING

RETHINKING THE PACKAGING OR THE PRODUCT?

2

BALANCING SOLUTIONS

WHAT DO WE ACTUALLY NEED?

- PACKAGED FOOD
- NUTRITION

BRAND VIEW ON SUSTAINABILITY TRANSITIONS

- UNIVERSITY OF GRONINGEN
- FRIESLAND CAMPINA

CONSUMER BEHAVIOR

3

FROM PERSONAL CARE TO GOOD CARE

MICRO PLASTICS

- UTRECHT UNIVERSITY
- NAÏF CARE

14.000 BABY WIPES ARE USED PER CHILD

KNOWLEDGE SESSIONS

CHATHAM HOUSE RULES



WHAT DOES INTRINSICALLY SUSTAINABLE PACKAGING LOOK LIKE?

NO HARM: WHAT IS HARMFUL?

GMO'S!

WHAT INFORMATION? PACKAGING FROM A SERVICE LEVEL GO FORWARD

PARTICIPATING CONSUMERS INSPIRATION!

EDUCATE THE CONSUMER! THERE WILL ALWAYS BE LITTER NO PACKAGING! FEELINGS! FUTURE BEHAVIORS! HOW NOT TO GET LOST? FROM GLOBAL TO LOCAL CONSUMING

DO WE NEED THIS PRODUCT? (ALL THE TIME) EDIBLE PACKAGING!

TRENDS

- CO₂ REDUCTION LAWS & LOGISTICS
- TAXES INCENTIVES
- BYO
- HEALTH & WELLBEING
- INDIVIDUALISTIC VS COLLECTIVE
- SOCIAL MEDIA IMPACT
- TRUE PRICING
- FOCUS ON SERVING THE CONSUMER
- DYNAMIC & FLEXIBLE
- LOCAL VS GLOBAL
- EMERGING NICHE INITIATIVES
- CURRENT SYSTEM
- LONG-TERM TRENDS
- CONVENIENCE CULTURE
- DIGITALIZATION
- SUP REGULATIONS

UNCERTAINTY/IMPACT MATRIX

SCENARIO MATRIX

WAT ARE THE DRIVING FORCES?

ONLINE SHOPPING

RESTRICTIVE LEGISLATION

TREND ANALYSIS

SCENARIO MATRIX

"IT GIET OAN!"

..SHOPPING

SHARING

TRUE PRICING

NO PRICING

INDIVIDUALISTIC

VERTICAL FARMING

SELF SUFFICIENT IN A MODERN WAY

HOW TO GET THERE?

- LOCAL/SEASONAL FOOD
- TECHNOLOGY/INNOVATION
- NUTRITIONAL DIETS

..TRANSPORTING BULKY PRODUCTS

COLLECTIVE

INDIVIDUAL

ECONOMIC PROFITABILITY

SOCIETAL VALUE

NO MORE SUPERMARKETS

PROPRIETARY BAG PACKAGE

PRODUCER CONTENT

CONSUMER

COLLECTING

HOW TO GET THERE?

- COLLABORATION
- TRANSPARANCY
- TRUE PRICING

..CONSUMING ON-THE-GO

BENEFITS

EXTERNAL FACTORS (NUDGING)

INTRINSIC MOTIVATION

DOWNSIDERS

REUSABLE WASTE

NEW SORTING SYSTEM

GUILT FREE

HOW TO GET THERE?

- OBLIGATORY
- STANDARDIZATION
- SHARED INVESTMENT

VISIONING

BACK CASTING

PRESENT

FUTURE

STEPPING STONES TOWARDS THE FUTURE?

FRUITFUL

LOOKING FORWARD TO DIVE INTO YOUR POST IT'S

HOW THIS COMMUNITY CAN SOLVE THE DILEMMA'S

"LET'S STICK TOGETHER!"

FEEDBACK PLANE

NEXT SESSION 22nd OF MARCH

THIS IS THE WAY FORWARD