



Manifesto

> **In the future, can we package products without harming people or the environment? In other words: can we realise sustainable packaging in new ways that go far beyond recycling and circularity? Herein lies a major challenge, because we do not have the answers to these questions (yet). In Packalicious, businesses and stakeholders from the worlds of science and education have taken up this gauntlet and begun exploring the path that leads towards Intrinsically Sustainable Packaging.**

Packalicious is the Learning Community for collaboration on system innovations in the packaging chain. In the long run, merely modifying and improving existing packaging and packaging concepts will not be enough to resolve complex packaging issues in a sustainable manner. What will that take, then? ●

The new vision on sustainable packaging

➤ Packalicious explores the path towards intrinsically sustainable packaging; packaging that does not cause any harm to people or the environment. In the Learning Community, stakeholders within – and outside – the packaging chain assess concrete and current packaging dilemmas from various perspectives and with an open mind. As Packalicious Pioneers, they are looking for and exploring innovative solution directions. Acquiring new insights. Learning from and with each other. Inspiring each other to push their own limits and experiment with creative ideas.

Although Packalicious provides an open and informal setting, it is certainly not non-committal. This makes the Learning Community for Sustainable Packaging the “centre court” where knowledge is shared and applied and where professionals can develop themselves further. For our society as a whole, the major benefit of this approach is that intrinsically sustainable innovations are put into practice that much faster ●

Packalicious: path to radical innovation

There are no ready-made solutions to complex packaging dilemmas. Packalicious therefore walks the path of radical innovation. The Learning Community in Sustainable Packaging brings parties within and outside the packaging chain together, so they can collaborate on the development of innovative solutions at the system level. The Packalicious Pioneers challenge each other to think outside the box and push their boundaries. They look beyond today or tomorrow. They are not afraid to experiment and collaborate. In doing so, they lead the way in the transition towards intrinsically sustainable packaging innovations.

Building on knowledge

> From recyclable and circular to intrinsically sustainable packaging

We are on the path towards creating a circular economy for packaging. In keeping with the principles of the circular economy, all packaging must have good recyclability or else the environmental footprint of product-packaging combinations is minimised using other R-strategies.

We can state that more and better recycling is simply not enough to make the packaging chain fully circular. *Research by Wageningen University & Research* shows that – using existing techniques – the recycling percentage of plastic packaging can be raised no higher than circa seventy percent.

The realisation and the urgent need to take action are clear. It is high time to make some changes. Packalicious is therefore taking action to tackle the packaging dilemma.

The packaging dilemma

You cannot continue using current packaging methods, but you cannot abandon them either. After all, the intrinsically sustainable alternatives are not available yet.

The State of Sustainable Packaging, KIDV 2019

Parties in the packaging chain face the challenge of finding sustainable alternatives that meet our packaging needs while avoiding the negative impact of packaging on people and our environment.

There are various obstacles on the path towards resolving the packaging dilemma. To further complicate matters, these obstacles are diverse in nature and no simple or standard solutions are available. Fortunately, there is a high degree of awareness. The Packalicious Pioneers are capitalising on this to bring about the next phase and translate ideas and good intentions - i.e. the overall mindset - into concrete actions.

At various moments and points along the packaging chain, parties are already working together closely to make their operations more sustainable. Their focus is primarily on “more and better recycling” and “circularity.” The results of their efforts are mostly felt on the short and medium term. Meanwhile, Packalicious’s focus is on the long term ●

The core principles of Packalicious

> Radical innovation

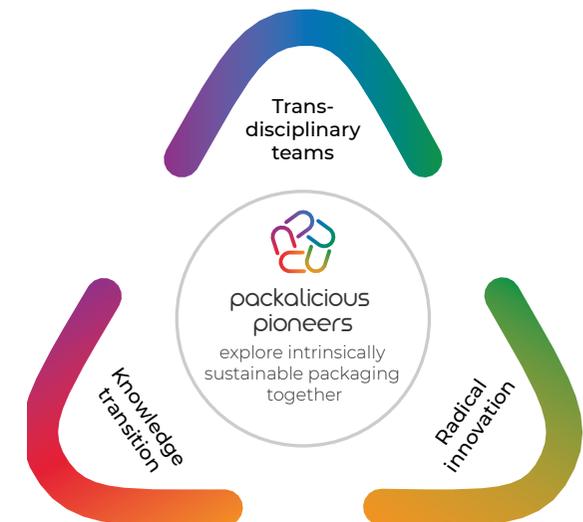
Inspired by the principle of Rethink, Packalicious is exploring groundbreaking and pioneering innovations. Perspectives on the future of intrinsically sustainable packaging serve as the foundation for research and experimentation in order to come up with feasible solutions to complex and current packaging issues.

Knowledge transition

Packalicious facilitates the sharing of knowledge between professionals in various fields. This exchange of insights and experiences is complemented by the fresh perspective of talented student teams. By defining goals and coming up with concrete actions together, each party contributes to the development of knowledge and innovation. The Packalicious Pioneers are learning organisations that seek to strengthen their innovative potential through collaboration and a fresh perspective on sustainable packaging.

Transdisciplinary collaboration at the system level

Packalicious provides insight into the connection between fields. This is based on trust, an open mindset and the courage – and daring – to stray from the beaten path. Rather than shy away from complex packaging challenges, they inspire and motivate each other. They are driven by their shared interest in developing innovative packaging concepts at the system level, which rise above modern production and consumption patterns ●



How Packalicious works

› In the Learning Community, the focus is on shared ownership, the joint learning and working process and equal input from all parties. Participants acknowledge and embrace their interdependency. Solidarity and trust are the main pillars upon which the community's success is based. Packalicious has translated these principles into the following work method:

Joint and frequent programming

Several meetings are organised every year, during which participants from various fields tackle current and specific packaging themes that are taken directly from the world of business. The programme consists of knowledge sessions and brainstorming sessions that centre around individual themes.

Acquiring and sharing knowledge

Transdisciplinary learning is one of the key principles. From their own field and knowledge base, each participant provides input regarding the themes and issues at hand and makes an active substantive and organisational contribution to the cases. This can range from giving presentations to facilitating meetings.

Getting to work*

The Learning Community is not just about meeting the need for knowledge, but also about applying that knowledge in practice. The Packalicious Pioneers learn from this in order to then refine or

broaden the issues. They define concrete goals and actively work together to determine how best to reach their targets. In the periods between meetings, students work in interdisciplinary teams to study urgent issues. The results of their research are presented at the next meeting, after which follow-up actions are defined.

Growth through reflection

Learning starts with reflection. Being open to feedback, inspirational questions or complementary ideas. During the Packalicious meetings, all members share the experiences and insights they acquired while putting their knowledge into practice. What is going well? In what areas do they need additional knowledge, insight or help? This approach allows members to contribute to each other's learning process and develop new knowledge.

Sharing knowledge

Packalicious strives to raise the knowledge level of packaging professionals. The packaging industry is much larger than the Learning Community. It is vitally important to share insights with "outsiders" in order to accelerate the transition to a sustainable packaging industry. After each session, we share a general overview of our insights and experiences with businesses outside the community. All members of Packalicious actively contribute to this process ●

* See *Graduation Studio* ›

What is the scope of Packalicious?

› Packalicious focuses on transdisciplinary knowledge exchange regarding packaging issues presented by participants. This means that other activities fall outside the scope and direct responsibility of the Learning Community. However, spinoffs can certainly be seen as an indirect result of the Packalicious network's activities, although the responsibility for these spinoffs rests with the network partners themselves. Examples of indirect activities and results are joint (innovation/student) projects, new communities dedicated to topics related to intrinsically sustainable packaging, concrete cases and innovations and education and training programmes.

The benefits of Packalicious for businesses

- As a Packalicious Pioneer, you become part of a network of knowledge institutions and fellow entrepreneurs; all professionals striving from their respective fields to resolve complex sustainable packaging challenges.
- You exchange knowledge pertaining to packaging issues and R-strategies in the broadest sense; topics include packaging design, business models, material development and consumer behaviour.
- You meet strategic partners and work together to explore new and innovative solutions to packaging dilemmas through projects and research.
- You tackle concrete issues using a holistic approach. Packalicious Pioneers push and break through boundaries in order to present new visions and perspectives.
- You adopt Rethink principles by applying them in practice. This technique is used to see beyond today and tomorrow (upstream innovation).
- You have the opportunity to establish a *Graduation Studio** in co-creation, where interdisciplinary teams of students and researchers come to work on packaging issues.



The benefits of Packalicious for knowledge institutions

- As a Packalicious Pioneer, you become part of a network of prominent businesses that are working on complex issues in a variety of ways; issues pertaining to packaging as well as other relevant societal challenges.
- You exchange knowledge pertaining to packaging issues and R-strategies in the broadest sense, such as packaging design, business models, material development and consumer behaviour.
- You explore knowledge and expertise in close collaboration with the Dutch business sector.
- Together with strategic (commercial) partners, you can initiate research projects into the biggest packaging challenges and you look for subsidy opportunities for these projects.
- You have the opportunity to establish a *Graduation Studio** in co-creation, where interdisciplinary teams of students and researchers come to work on packaging issues.
- The output of the Learning Community can enrich your education, both for the benefit of the institution's knowledge position and for the development of the competences that students will need in the future ●

* Graduation Studio

Packalicious wants to set up Graduation Studios where students can study the long-term perspectives on intrinsically sustainable packaging. Businesses provide input for these Studios in the form of cases and existing knowledge. Students/researchers examine promising perspectives and look for ways to substantiate possible solution directions, which businesses themselves lack the time to do amidst the hustle and bustle of their everyday operations. The substantiated perspectives grant businesses unique insight into new opportunities and the feasibility of innovations. Although the research results do not offer any guarantees of success, they form the foundation upon which businesses can base their next moves.



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Author: **Packalicious**

Contact: **info@kidv.nl**