

Packaging for a Sustainable Future – the Need to Cost Effectively Design for the End User and the Environment

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Packaging continues at the top of the sustainability agenda for branded fast-moving consumer goods (FMCG) companies. Market expectations, together with changing attitudes and behaviours of today's increasingly environmentally aware and health conscious consumers means that sustainability credentials of a brand and its packaging need to be addressed in a truly meaningful and well considered way. This paper will briefly outline some of the latest trends in the global food and beverage packaging market, list drivers of innovation, briefly consider the concept of "*sustainable packaging*" as defined by the Sustainable Packaging Coalition (SPC) and highlight the *Design for the Environment* (DfE) challenge. In addition to considering sustainability implications for stakeholders, it will also identify key points to consider when applying *Design for Sustainability* approaches to packaging innovation and design. Industry is encouraged to use eco-innovation, eco-design life cycle assessment (LCA) tools and "*Inclusive Design*" tools to develop more sustainably packaged products