Enhancing Brand Values & Forest Sustainability

This webinar brought together experts to explore how various stakeholders are addressing the critical matter of sustainable packaging. The objective was to provide the audience with a deeper understanding of the complex web of sustainability and how responsible sourcing enhances brand value but also actively contributes to forest sustainability.

Take aways:

Holistic sustainability: A comprehensive approach to sustainability is essential, emphasising the interconnectedness of responsible sourcing, brand reputation, and forest stewardship.

Consumer and legislation driven change: The growing influence of consumer preferences and regulatory demands is shaping sustainable packaging practices, encouraging brands to align with evolving expectations.

Innovation in packaging: Innovation should be a driving force in the pursuit of sustainable packaging. Keeping its core functionality of containing and protection, packaging design must also be creative with eco-friendly solutions, whilst retaining brand differentiation. Brands managing this balance will inspire change.

Transparency and trust: Maintaining brand trust through transparent environmental claims is crucial, reflecting the importance of authenticity in sustainability messaging.

Sustainability campaigns: The success story of KFC’s “Sustainability is a Choice” campaign showcases the impact of engaging consumers in the sustainability journey, demonstrating that change is possible.

Responsible sourcing: With certification systems like PEFC, third-party verification, transparency and traceability are essential in ensuring a sustainable supply chain.

Balancing act: Striking a balance between environmental, social, and economic sustainability dimensions is a key challenge that businesses and organisations must address collectively.