

# Sustainable Packaging Insight

*Actionable intelligence across  
the sustainable packaging value chain...*



An overwhelming wave of consumer pressure has forced Governments, brand owners, and materials suppliers to work collaboratively on packaging solutions, technologies and policies that may accelerate business actions and help make our world a better place.

The packaging industry continues to make significant progress on environmentally friendly innovations that meet consumer demand for a more sustainable society. Globally, there is a noticeable uptake in awareness on not only the issue of food waste and how high performance packaging can enable a longer shelf life, but also the need for sustainable end-of-life options for plastics waste.

These promises are great for a brand's environmental credentials and the environment they will preserve; however, delivering on this challenge will cost billions of dollars and change the sector landscape – from material supplier to machinery provider – forever.

Sustainable Packaging Insight is specifically designed and edited for those involved in the development and implementation of sustainable solutions. This unique and powerful audience has the authority to make the decisions to procure the products and services they require in order to raise standards, improve efficiencies and increase market share.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market. The publication is dedicated to helping sustainable packaging development leaders and organisations to evaluate the potential for forward purchasing and investment decisions.

# \$342bn

Sustainable packaging market is expected to reach reach by 2023  
6.53% CAGR of market  
Researchandmarkets stat



*“Sustainable development is at the heart of our commitment to Creating Shared Value by increasing the world’s access to higher quality food & beverages whilst contributing to environmentally sustainable social & economic development. It is even more important than ever before to find the so-called innovation sweet spot where consumer needs, environmental impact, technical & business capabilities converge.”*

Anne Roulin, Nestlé

# Readership

The readers of **Sustainable Packaging Insight** control the purchasing output within the global food, beverage, personal care, pharmaceutical, FMCG and retail sectors. They are the operational, strategic and technical budget holders who have the authority to recommend, specify or authorise over 73%\* of all spend in the market. Job titles and functions of readers include:

- CEO
- Global brand director
- R&D director
- Senior VP sustainability
- CSO – chief sustainability officer
- Government heads and environmental policymakers
- Head of sustainability
- Environmental director
- Director sustainable packaging development
- Senior packaging specialist
- Chief sustainability officer
- Director product research & development
- Head of materials science



# 10

Rivers transport more than **90%** of river-based plastics to the ocean

# 80%



of ocean plastic comes from land-based sources

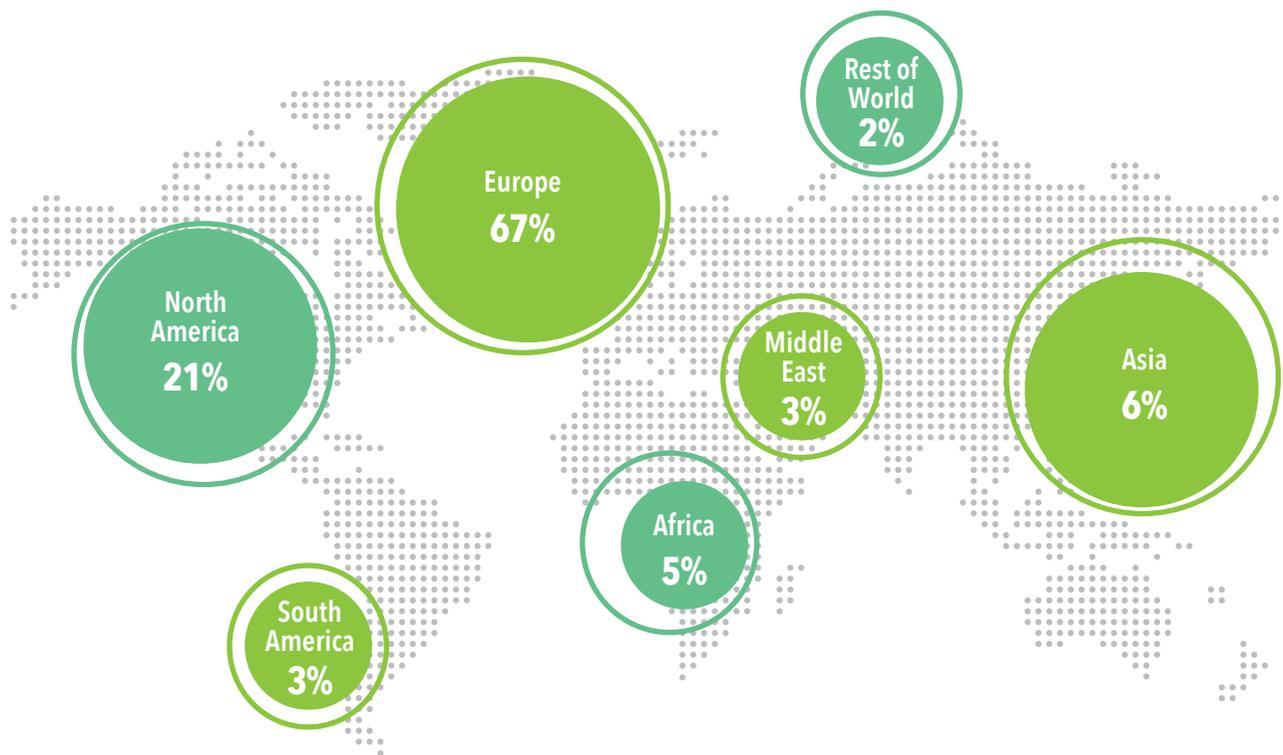
# Companies

- Ahold Delhaize
- Aldi
- Amazon
- AmorePacific
- ASDA
- Associated British Foods
- Arla
- Avon
- Beiersdorf
- Carrefour
- Chanel
- Coca-Cola
- Colgate-Palmolive
- Costco
- Coty Inc
- Danone
- Estée Lauder
- General Mills
- Gilead Sciences
- GlaxoSmithKline
- Henkel
- Hoffmann
- Johnson & Johnson
- Kao
- Kellogg's
- Kose
- L'Oréal
- Lidl
- LVMH
- Mars
- Mary Kay
- Merck & Co
- Mondelez
- Natura
- Nestlé
- Novartis
- PepsiCo
- Pfizer
- Procter & Gamble
- Revlon
- Sainsbury's
- Sanofi
- Schwarz Group
- Shiseido
- Sinopharm Group
- Tesco
- Unilever
- Walmart

*"We have made great progress over the past decades but it is clear that the entire industry needs to step up by a double notch to meet the changing consumer and stakeholder expectations"*

Director of Sustainability, The Coca-Cola

# Global geographical distribution



<b>Europe</b>	67%
France	18%
Germany	17%
UK	19%
Italy	8%
Benelux	11%
Eastern Europe	5%
Scandinavia	5%
Spain	7%
Russia	3%
Switzerland	7%
<b>Single page</b>	21%
<b>Asia</b>	6%
<b>Africa</b>	5%
<b>Middle East</b>	3%
<b>South America</b>	3%
<b>Rest of World</b>	2%



## Half+

of land-based plastic waste leakage comes from just 5 countries **China, Indonesia, Thailand, Philippines, Vietnam**

## x4

Replacing plastics in packaging and consumer products with alternative materials could raise environmental costs nearly **fourfold**

# Engagement

Quality content is at the heart of **Sustainable Packaging Insight**. Our expert editorial team selects the best opinions and trend analysis from the individuals and organisations at the forefront of development, covering the key issues of:

- Packaging Waste
- Recycling
- Materials Efficiency
- Machinery
- Bio Economy
- Packaging Processes
- Packaging and Design
- Research and Development
- Technology and Innovation

## 14%

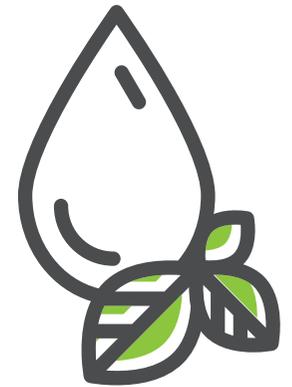
of the plastic packaging used globally is recycled, the **Ellen MacArthur Foundation** reports

## 2050

One estimate predicts that by 2050 there could be more plastic in our ocean than fish.

Securing the best contributors

- **Hans van Bochove**, vice-president European Public affairs, **Coca-Cola European Partners**
- **Dr Rolf Huwyler**, senior manager global sustainability, **McDonalds Corporation**
- **Philippe Diercxsens**, packaging & environment manager, **Danone Waters Division**
- **Lars Mortensen**, consumption, products and plastics expert, **European Environment Agency**
- **Juliet Phillips**, ocean campaigner, **Environmental Investigation Agency**
- **Dr. Géza T. Nagy**, Senior Packaging Specialist **Nestlé S.A**
- **Ulrike Sapiro**, Director of Sustainability, **Coca-Cola**
- **Kate Wylie**, Global VP Sustainability, **Mars Inc.**
- **Brad Rodgers**, Global R&D Director – Foods Packaging Discovery, **PepsiCo**



*“Sustainability is an important corporate target of Nestlé to secure the future and well-being of society. Every time we redesign a package gives us the opportunity to improve on sustainability. Therefore it is important to regularly exchange knowledge on newest advances and to update the understanding of the global environment we operate in so that it may feed our sustainable development strategy for packaging. As a consumer goods industry, we need to go much further, much faster, in addressing the challenge of single-use plastics by leading a transition away from the linear take-make-dispose model of consumption, to one which is truly circular by design”*

**Director Sustainability & Stakeholder Engagement**

With the collective strength of its titles, Compelo reaches a substantial global audience of engaged readers every day. We invite brands to work with us to create curated bespoke packages and experiential solutions that draw on our extensive influencer network, print and digital platforms, social channels and data-based hubs to reach and engage consumers anytime, anywhere. Compelo specialises in lead generation, empowers business decisions and creates meaningful business connections.

**COMPELO**

# Advertising package

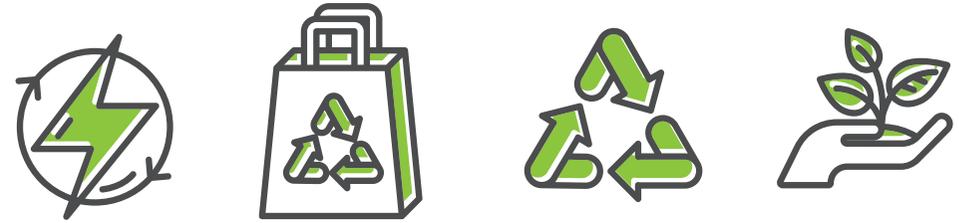
Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence. This is an effective campaign that combines the best of print and digital marketing options.

A strictly limited number of advertising positions have been made available and the costs are detailed here:

<b>Double-page spread (DPS)</b>	£9,900
<b>Single page</b>	£5,900
<b>Half page</b>	£3,950
<b>Island</b>	£3,500

## Special positions

<b>Outside back cover</b>	£7,900
<b>Inside front cover</b>	£7,900
<b>Inside back cover</b>	£6,900
<b>Inside-front-cover DPS</b>	£11,900



**Sustainable Packaging Insight** allows you to reach the most influential decision-makers at product companies worldwide. Your message will clearly identify you as a leading solution provider.

## Page alternatives

- **1,400-word interview**
- **1,400-word case study/editorial**
- **600-word interview**
- **600-word case study/editorial**

*Effective marketing campaigns take a multimedia approach and combine online with print.*

*The more advertising channels you use, the better the results.*

*“The most exciting trend is corporations viewing sustainability as a journey with long-term goals and constant improvements instead of a single achievement to check off. The corporate world has stepped up to begin viewing sustainability as an embedded aspect of their overall mission, and as an opportunity. It has helped set the stage for corporate leaders to tackle new challenges.”*

**Nina Goodrich, Executive Director, GreenBlue; Director, Sustainable Packaging Coalition**

## Contact

**Jerry Taylor**, Publication Director **T: +44 (0)20 7936 6400** **E: jerry.taylor@compelo.com**  
**Matthew Rogerson**, Managing Editor **E: matthew.rogerson@compelo.com**

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