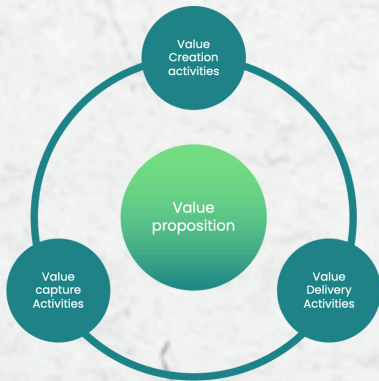


FUTURE-FIT SUSTAINABLE PACKAGING BUSINESS MODEL BLUEPRINT

- Sustainable business model innovation can be used as a systemic lens to accelerate the transition to circular plastic food packaging.
- How can we classify and characterise emerging circular business models in the industry?
- Can future scenarios help us develop successful pathways to scale up circular business models for plastic food packaging?

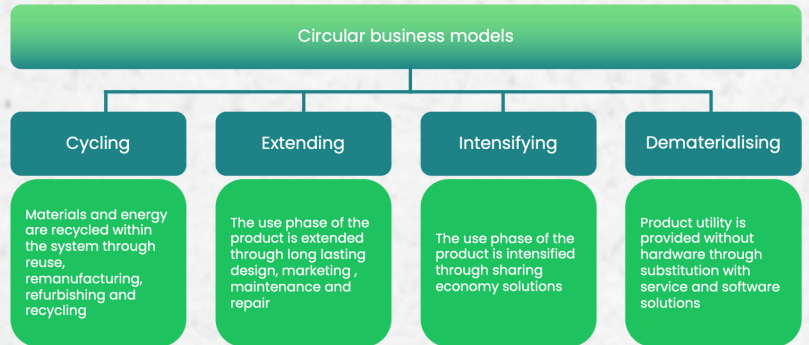
1 What are business models?

Business models are defined as the rationale of how businesses create, deliver and capture value for their stakeholders.



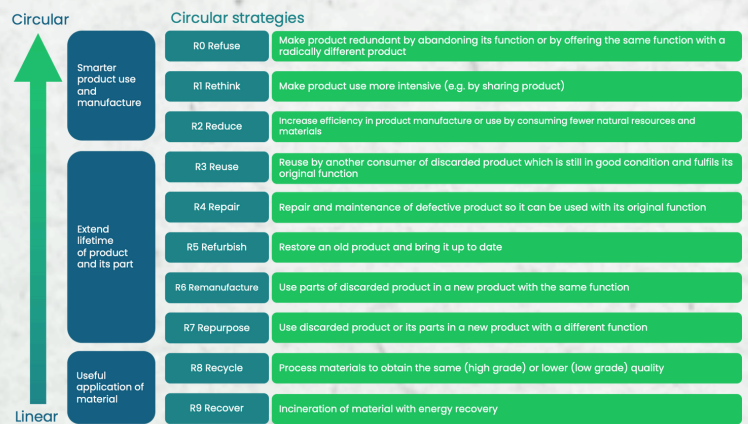
2 What are circular business models patterns?

Circular business models focus on cycling, extending, intensifying and dematerializing resource loops.



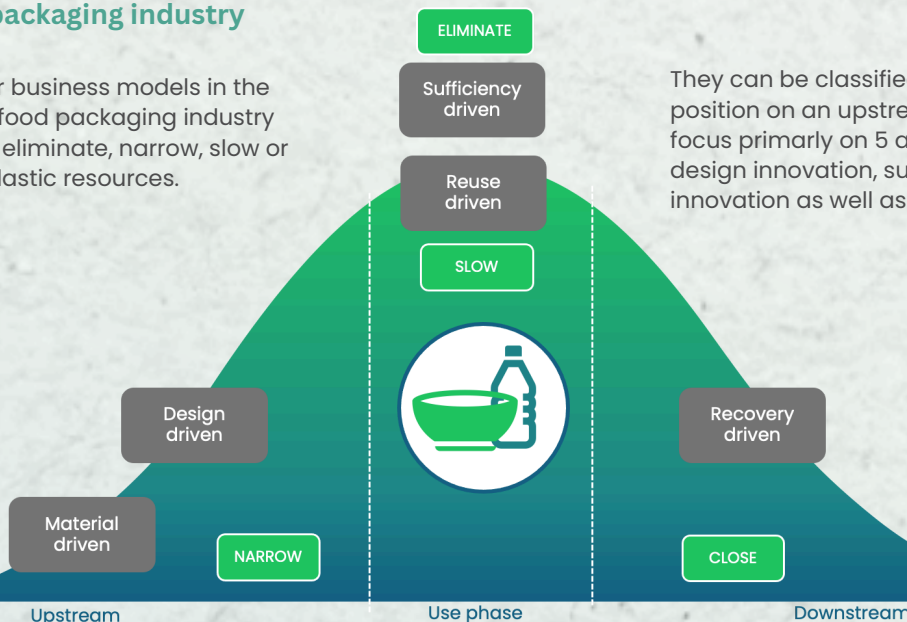
3 What are circular business models strategies?

Circular business models follow the hierarchy of R strategies focusing in priority on the higher level of the strategies, from REFUSE, RETHINK, all the way down to RECYCLE and RECOVER.



4 Circular business models in the plastic food packaging industry

Circular business models in the plastic food packaging industry seek to eliminate, narrow, slow or close plastic resources.

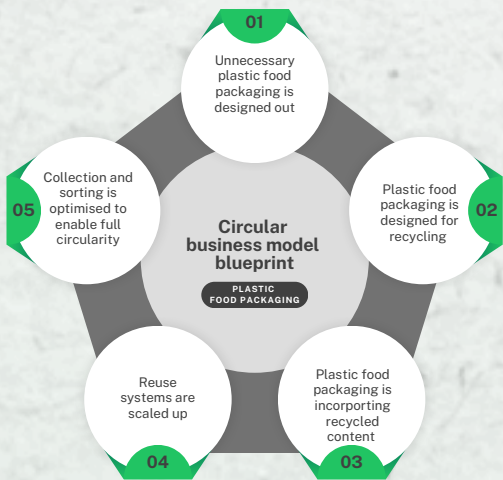
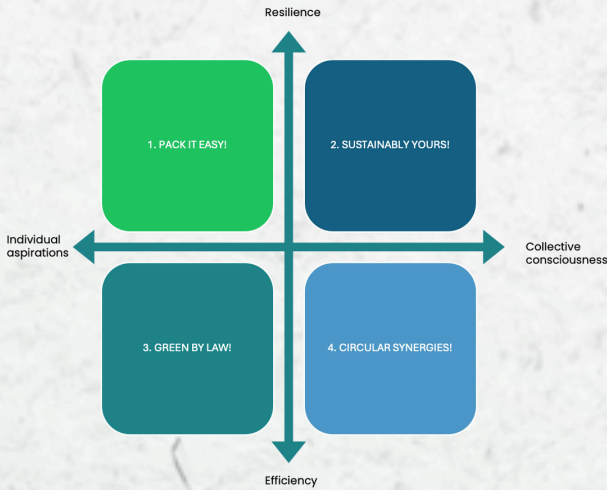


They can be classified according to their life cycle position on an upstream-downstream continuum. They focus primarily on 5 approaches: material innovation, design innovation, sufficiency innovation, reuse innovation as well as recovery innovation.

5

Cocreating future scenarios to support strategic decision making

Sustainability requirements, digitalisation of practices, convenience and personalisation, concerns for hygiene, transparency of information and e-commerce rise are amongst the key trends framing the future of food packaging. Yet future(s) could materialise in 4 different directions depending on tensions between individualism and collectivism and between efficiency and resilience.



8

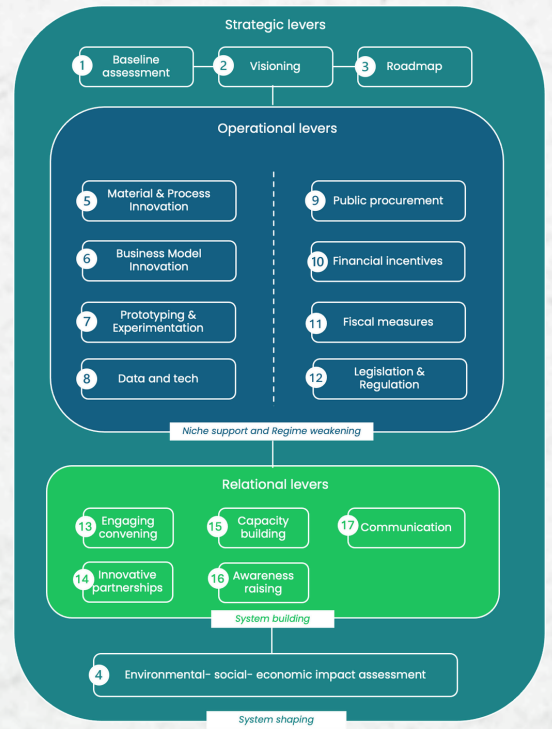
Backcasting towards 2040 and a circular plastic food packaging ecosystem

By using a backcasting approach, the industry can start prioritising the key actions to be organised between now and 2040 to formalise, accelerate and strengthen the transition to circular food plastic packaging.

6

Using system change levers to organise a roadmap towards circularity

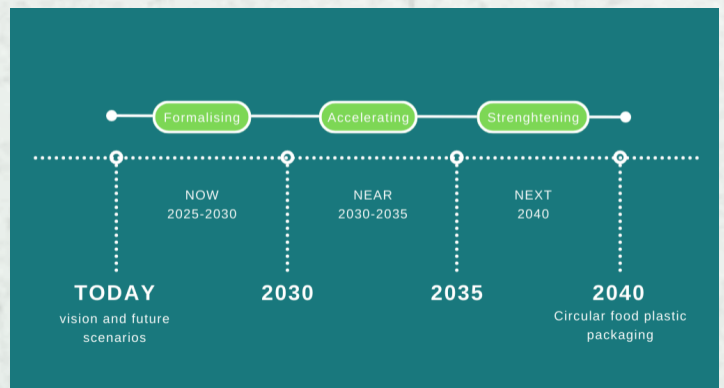
A portfolio of system change levers at strategic, operational and relational levels can be applied to support the scale up of circular business models.



7

Defining five key pathways to accelerate the transition

5 key pathways can support the scale up of circular business models highlighting the design out of unnecessary plastic packaging, the importance of design for recycling practices the incorporation of recycled content, the scale up of reusable packaging system and the optimisation of sorting and collecting practises.



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