

Flash report

Regional Policy Dialogue on Packaging

“Sustainable Lifestyles for SCP focusing on Packaging with an additional focus on COVID-19”



Date: November 19, 2020, 14.00 hrs

Venue: Live Broadcasting from Asian Institute of Technology

Disclaimer

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List of Acronyms:

AIT	Asian Institute of Technology
COVID-19	Coronavirus disease 2019
ISO	International Organization for Standardization
SDGs	Sustainable Development Goals
SWITCH-Asia RPAC	SWITCH-Asia Regional Policy Advocacy Component
UNEP	United Nations Environment Programme
UTCC	University of the Thai Chamber of Commerce

Background:

The COVID-19 pandemic is causing widespread concern and economic hardship for consumers, businesses, and communities across the globe. Amongst many, packaging industry too is facing unique challenges caused by the crisis. The primary role of packaging is 'to protect and deliver safely to consumers' and this has never been truer than during this pandemic time. There are both advantages and disadvantages in the packaging sector due to the COVID-19. The biggest benefit is that the demand for packaging industry has increased during this pandemic period. However, the major hindrance for this industry is the shutdown, as the employees are asked to stay at home during the pandemic. At the same time, people are mostly stocking up only essential goods for survival during the pandemic which has created increase in demand for certain types of packaging but reduced the demand for some other types. For example, demands on grocery items and at-home entertainments is increasing, while demands on out-of-home entertainments, consumer electronics, skincare & makeup, apparel, footwear, etc. are declining. A recent survey in USA showed that during the pandemic time, the impact of COVID-19 on the packaging industry is mixed and the impact on packaging players will depend on their portfolios and exposures to different regions, end uses for packaging, and substrates. Packaging sectors in the last 10 years are mostly focusing on the changing customer and consumer preferences. But during COVID-19, this trend is shifting and for the next 10 years the industry needs to additionally focus more on sustainability, e-commerce, FMCG and on digitization of packaging.

Sustainable and environment-friendly solutions are a key in today's packaging industry. This is a big challenge. In the packaging industry, by material, plastic has the highest demand as it is much safer, more affordable, and long-lasting. Plastic also helps in stopping the spread of the diseases and helps keep the products packed in it from reacting, getting spoiled and rotting. However, people's sentiment towards environment-friendly packaging solutions is increasing. Therefore, research and innovation are essential for the packaging industry to ensure maintaining the safety, hygiene, and integrity of goods, which come to the fore during the current crisis and in the future. Taking into consideration that synthetic plastics are not biodegradable, the use of biobased and/or biodegradable plastic is gaining importance. However, the performance of these materials is often less than conventional ones. Their property can be enhanced using various nanofillers. Research in the field of nanocomposites materials is thus gaining attention.

Logistical information about the event

The organization of the regional policy dialogue on Packaging: Sustainable Lifestyles for SCP focusing on Packaging with an additional focus on COVID-19 was organized as a hybrid-event via live broadcasting from Asian Institute of Technology (AIT)

Review on Participants:

More than 130 participants were registered prior to the event and 2,055 viewers joined online which was accessible through Zoom and Live broadcast on the Facebook's Page of SWITCH-Asia, AIT Entrepreneurship Center and their networks.

Summary of key messages:

Welcome remarks

Ms. Tunnie Srisakulchairak

Programme Management Officer, SWITCH- Asia RPAC

“Today we are talking about packaging which has been one of the global issues significantly creating innovative economy and at the same time environmental issue. You will be inspired by our speaker to understand how you can enhance sustainability in your daily life.”

Keynote Speaker

Ms. Marika Ollaranta

Head of Bio and Circular Finland program, Business Finland

Ms. Marika emphasized that currently we are using resources more than we are earning from the global. To achieve sustainable lifestyle, a change of our operation needs to be changed. Co-operation between local and government as well as product lifetime awareness are keys to achieve sustainable development. Ms. Marika further outlined on the biobased packaging in Finland such as peptic as an example for other countries to use microplastic-free packaging made of recyclable material in their own countries.

Impact of COVID-19 on Packaging Sector, Sustainable Solutions and Future Materials

Dr. Tanujjal Bora

Director, Center of Excellence in Nanotechnology, AIT

Dr. Tanujjal indicated that COVID-19 has made 2 megatrends change in packaging sector which are sustainability and E-commerce. Customer behavior started to shift to more sustainable packaging with attractive look. He presented an example of emerging materials for sustainable packaging such as Molded Fiber (3D Printing) and Micro Fibrillated Cellulose (MFC). Dr. Tanujjal also mention 5 future challenges of the packaging sector: sustainability, E-commerce, customer preference, CPG&Retail margin compression and digitization of packaging (IoT).

Session 1: Social and Economic

Packaging Development of the Elderly: Universal Design

Dr. Chana Yiangkamolsing

Vice President at PTG ENERGY and Lecturer at UTCC

Dr. Chana stressed out that trend of universal design is focusing on convenience, on-the-go lifestyles and environmental awareness. Packaging technologies are used to increase ability of packaging, making it more efficient, effective and satisfy. Dr. Chana also corroborate with ISO technical team to draft an international standard for accessible design or ease of opening of the packaging which made the package easy to use for elderly.

Multi-criteria Sustainability Assessment Model for End of Life Flexible Packaging

Dr. Somying Pongpimol

Professor, Faculty of Architecture Khon Kaen University

A research conducted by Dr. Somying focused on identifying the criteria influencing of EOL flexible packaging management. By using ANP and SWOT analysis, Dr. Somying concluded that the most important criteria was waste management and some of flexible packaging waste solutions were reuse and recycle, waste to energy (WtE) and bio-polymer. However, the study was conducted in a small cross-section which would be certain constrains in some areas.

Sustainable Packaging and Business Model for the New Normal

Ms. Onanong Pratakphiriya

Corporate Communications and Public Affairs Director of L'Oreal Thailand

Ms. Onanong addressed that L'Oreal is currently focusing on 3R and sustainable material. The brand's 2020 target is that 100% of their product will have an improved environmental or social profile. Virgin materials such as plastic and glass are used less and less in packaging. Their new eco-design packaging aims to make the package desirable and durable at the same time. The brand is transforming their activities to respect planetary boundaries in order to solve environmental and social challenges.

Session 2: Packaging Materials for Sustainability

Plastic/Paper

Mr. Saichon Sittikul-wanich

Marketing Manager, Fiber Pattana Co.,Ltd.

Mr. Saichon presented the facts that a beverage carton is consisted of paper, plastic and aluminum foil which would take over 450 years to decompose. After recycled, the paper can be used as a packaging paper and the plastic & aluminum would transform into building materials such as board or roof. Mr. Saichon also addressed 4 key strategies to make recycle business sustain. First, we have to know how to manage our waste before recycling. Second, we need good logistic process to control cost and efficiency. After the logistic, we have to find the way to recycle and made the product useful. Finally, we have to find someone who are interesting in our product and use it.

Aluminum

Ms. Wannaros Natt Tantranont

Asia Sustainability Lead & Business Development Manager, Ball Corporation

Ms. Wannaros showed a snapshot video of sustainability and economic strategies of Ball corporation. She addressed that consumer expectation had shifted towards a brand which is meaningful and has positive environmental impact. Ms. Wannaros highlighted that an aluminum packaging is a key package of real circularity as all of its materials are collectable and sortable. Moreover, all of the materials collected is available to be made into a new product with equal value.

Glass

Ms. Kannika Pinmanee

Production Planning Division Manager, BG Container Glass PCL.

Glass is a material which can be designed to meet functional and economic design. Ms. Kannika gave examples of BG's environmental-friendly package designed to reduce raw material and energy consumption. She presented a paper from BGC, showing trends which are expected to evolve in response to the COVID-19 pandemic. The paper concluded that consumer preference is rapidly changing toward sustainability packaging with new hygiene concerns.

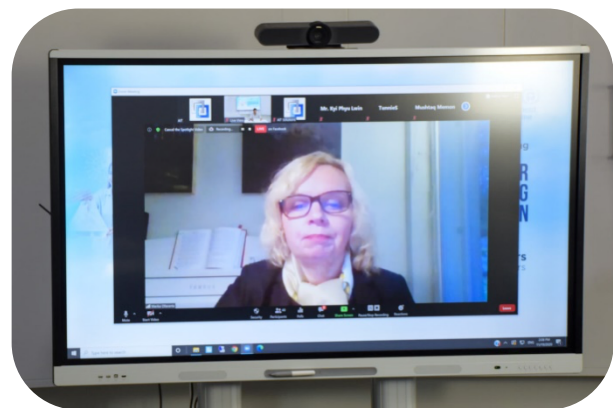
Conclusion and Closing Remarks

Ms. Tunnie Srisakulchairak

Programme Management Officer, SWITCH- Asia RPAC

In the closing, Ms. Tunnie highlighted that COVID-19 lockdown had generated amounts of packaging waste which some of it is not sorted out properly. This webinar shown effort from private sector to improve the quality of the packaging toward environmentally friendly. However, strong policies are required to address in order to confront this waste crisis.

Snapshots of the event



Annex:

Annex 1: The Final agenda

Time (IST)	Theme
1400-1402	Welcome Remarks Ms. Tunnie Srisakulchairak Programme Management Officer, SWITCH- Asia RPAC
1402-1410	Keynote Speaker Ms. Marika Ollaranta Head of Bio and Circular Finland program, Business Finland
1410-1420	Impact of COVID-19 on Packaging Sector, Sustainable Solutions and Future Materials Dr. Tanujjal Bora Director, Center of Excellence in Nanotechnology, AIT
Session 1: Social and Economic	
1420-1430	Packaging Development of the Elderly: Universal Design Dr. Chana Yiangkamolsing Vice President at PTG ENERGY and Lecturer at UTCC
1430-1440	Multi-criteria Sustainability Assessment Model for End of Life Flexivle Packaging Dr. Somying Pongpimol Professor, Faculty of Architecture Khon Kaen University
1440-1450	Sustainable Packaging and Business Model for the New Normal Ms. Onanong Pratakphiriya Corporate Communications and Public Affairs Director of L'Oreal Thailand
Session 2: Packaging Materials for Sustainability	
1450-1500	Plastic/Paper Mr. Saichon Sittikul-wanich Marketing Manager, Fiber Pattana Co.,Ltd.
1500-1510	Aluminum Ms. Wannaros Natt Tantranont Asia Sustainability Lead & Business Development Manager, Ball Corporation
1510-1520	Glass Ms. Kannika Pinmanee Production Planning Division Manager, BG Container Glass PCL.
1520-1530	Q&A Dr. Tanujjal Bora
1530-1535	Conclusion and Closing Remarks Ms. Tunnie Srisakulchairak

For more information

SWITCH-Asia event page:

URL: <https://www.switch-asia.eu/event/sustainable-lifestyles-for-scp/>

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