

3 Phases of a Successful Sustainability Strategy

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Packaging sustainability is a complex topic. While tactical objectives are easy to manage, sustainability must be approached strategically to drive long-term change. When we assist our clients with developing their sustainability strategy, we utilize the process below to ensure development of a sound plan. This three-step process is designed to help you determine the most impactful way for your company to focus its resources to incorporate sustainability into your packaging.

PROJECT INITIATION

There are several initial steps that must be taken to build a foundation for a strong sustainability strategy.



Create a Business Case

Identify the main drivers for creating a sustainability strategy for your organization (corporate social responsibility, consumer/retailer requirements etc.) Use these drivers to develop a preliminary mission statement.



Build a Sustainability Team

Since sustainability will impact all parts of an organization, having a cross-functional team will encourage creative ideas and help to develop a comprehensive, well-rounded strategy.



Seek Senior Leadership Support

Having support from senior leadership will help you align the sustainability strategy with other business initiatives and overall corporate strategy.

DISCOVERY

During this step, companies must evaluate their baseline data regarding current sustainability practices and the impact these new initiatives will have on current processes.



Determine the Current State of Sustainability for Each Department

Evaluate the existing goals of each department and how they will align to develop the overall strategy.



Benchmark Current State of Packaging

Benchmark existing packaging to begin to understand your organization's sustainability strengths and weaknesses.



Evaluate Supply Chain to Determine Inefficiencies

Conduct an evaluation of your products and packaging throughout the production cycle to identify areas of waste and opportunities for improvement.

GOAL DEVELOPMENT

Utilizing the baseline data you've collected, develop goals and metrics that will serve as the foundation of your sustainability strategy.



Finalize Mission Statement

Revisit the business case and refine your mission statement.



Set Goals

Systematically identify your organization's strengths and weaknesses to create strategic goals that will support your sustainability strategy.



Determine Actions Required to Support Goals

Identify projects that will need to be completed to meet or exceed the goals you've set.



Establish Tracking & Reporting

Determine how sustainability improvements will be tracked and communicated.

ABOUT ADEPT GROUP

Adept Group has assisted numerous global clients with the development and implementation of their sustainability strategy, resulting in improved corporate social responsibility, meeting regulatory requirements and cost savings.

Adept Group is the trusted expert for packaging engineering and serialization, providing teams with focused capability through staffing, engineering services, business processes and technology.

Contact Us for Assistance With Your Sustainability Strategy.

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