Developing sustainable solutions through design, supply chain management and manufacturing.

Packaging fulfils a number of critical functions across the product lifecycle, from protection during transit and handling, through to providing consumers information on its content. The environmental impacts of packaging, however, are often the focus of considerable discussion and the topic has received more than its fair share of criticism from popular media and consumers.

Our approach and services

At Anthesis, we understand the importance of packaging and the role it plays in reducing the overall environmental impact of a product.

We have supported a wide range of organizations to:

- **Carry out sustainability reviews** and reporting on packaging, using recognised analytics like carbon footprinting.
- **Work with manufacturers** and their suppliers to enhance packaging by making it more fit for purpose or through lightweighting.
- **Support decisions around raw material substitution**, using our software based tools to assess changes in sustainability outcomes.
- **Support producers** to understand how to increase recycling of their packaging after its principal use.
- **Ensure worldwide compliance** in an increasingly complex regulatory environment.

The Anthesis offer

**Sustainable design** - Alternative packaging reviews • Product sustainability calculator • Compliance • Materials sourcing and advice • Recycled content guidance • Consumer considerations • Design for recyclability •

**Sustainable supply chain** - Supply chain trials • Benchmarking and best practise identification • Resource efficiency reviews and recommendations • PRN compliance/guidance • Recycling messaging and labelling •

**Sustainable production** - Specifications guidance • Sustainable sourcing and responsible procurement • Supply chain trials • Environmental impact assessments • Supplier engagement •

**Consumer use** - Consumer trials for new packaging • Consumer insights • Recyclability messaging and communications • Recycling labelling • Best use by consumer practises •

**End-of-life** - Reuse/disposal routes for difficult to handle materials e.g. flexible packaging • Compositional and operational waste audits • Trials for end use of materials • Best practice guidance • Recycling and waste policies •
Our clients

Some of our clients include: Coca Cola Enterprises • Paper Cup Recovery and Recycling Group • Elopak • Tesco • Covestro • Unilever • Zero Waste Scotland • Nestle • Coveris • Belu • Costa Coffee • RB • Huhtamaki • M&S • AkzoNobel • WRAP • Avaya • European Commission

As well as working for a number of distinguished clients, our work with RB was shortlisted for the 2degrees “Solution of the Year” award in July 2014.

Select project examples

Sustainable design case study: resource efficiency plans

The Anthesis role in the project included producing a market assessment for resource efficient packaging innovations which profiled the state of the market in relation to environmental packaging formats and options.

Anthesis, on behalf of another agency, provided ten small beneficiaries with a bespoke action plan and the supporting tools and documentation to help them implement resource efficiency changes in relation to packaging production, in line with a report which was tailored to their own specific business models. Recommended activities were given estimated carbon and waste savings as part of the output from the project.

Sustainable production case study: supply chain trials for reducing food and packaging waste in the supply chain

Anthesis worked with Tesco and its suppliers to help tackle packaging-related product damage, as well as the associated waste and carbon impacts, for their egg supply chain. Egg boxes were changed from pulp to rPET across Tesco’s free range eggs and trialled for 11 weeks in Scotland and Northern Ireland.

As well as this, 12 pack egg boxes were reconfigured from 2x6 to 3x4. The performance of the rPET was evaluated using a range of quantitative and qualitative data captured during the trial.

End-of-life case study: product Stewardship for used paint cans

AkzoNobel commissioned Anthesis to undertake research into current practices and opportunities for more sustainable management of waste paint and containers. Conducted across key European markets, the research would help support the development of a strategy for leading the industry in the management of post-consumer paint and container waste. Additionally, AkzoNobel was then able to highlight current and future potential risks to the business, which helped to engage senior level decision makers.

About Anthesis

Anthesis is a global sustainability services and solutions provider, which believes that commercial success and sustainability go hand in hand. We develop financially driven sustainability strategies, underpinned by technical expertise and delivered by innovative collaborative teams across the world.

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