On the go-packaging towards the future
60 000 000 000
Technically possible

RISE

Global trends
International Consumer Survey
Do you care about the environment?

- SWEDEN: 35%
- USA: 46%
- CHINA: 31%
- GERMANY: 64%
- BRAZIL: 33%
- SLOVAKIA: 38%
- ITALY: 38%

Håll Sverige Rent - 20181121
Do you care about the environment?

- SWEDEN: 17%
- USA: 35%
- CHINA: 46%
- GERMANY: 31%
- BRAZIL: 64%
- SLOVAKIA: 33%
- ITALY: 38%
Who is responsible for the environment?
Give us more effective recycling systems!
Avfallsminimera

Återanvända

Återvinna

Energiutvinna

Deponera
Källa: Avfall Sverige
Andel som materialåtervinns 2017

<table>
<thead>
<tr>
<th>Material</th>
<th>Materialåtervunnet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Glas</td>
<td>93,00 %</td>
</tr>
<tr>
<td>Kartong</td>
<td>80,20 %</td>
</tr>
<tr>
<td>Metall</td>
<td>81,30 %</td>
</tr>
<tr>
<td>Plast</td>
<td>40,40 %</td>
</tr>
<tr>
<td>Tidningar</td>
<td>95,50 %</td>
</tr>
</tbody>
</table>

Källa: Förpacknings- och Tidningsinsamlingen
Håll Sverige Rent - 20181121

Källa: Re:source, Återvinningsindustrierna
GAMIFICATION

Initiative
Expertise
Engagement
Leadership
Play
Strategy
Efficiency
Improve
Motivation
Communication
Coaching
Interaction
Captivate
Attention
Measure
Entertainment
Recycle anything

Plastic bags, batteries, take-away mugs – you name it – anything is depositable.
Innovation by collaboration
McDonalds Joins Starbucks & Closed Loop Partners as Founding Member of Initiative to End Cup Waste
ECOnsumer: ECOncious and ECOnfused
80% recycled material

PLA

Moulded pulp

Unknown plastic

Paper
Costa enlists Ogilvy to study consumer behaviour for ‘solutions’ to meet recycling pledge

By John McCarthy - 30 October 2018 11:43am
Klimatprotesterna ökar – nu hotar över 18 000 franska toppstudenter välja bort klimatslarviga företag
No waste
Thank you...

...you are helping to look after our world by using this cup.

BioWare
100% COMPOSTABLE
Business Activism
Packaging is rubbish...

And that’s why we’re stripping 100% off and going Naked in this concept shop. From solid shampoo bars to bath bombs and soaps, nude is not new to Lush. But in a time when plastic pollution is a growing problem, it makes even more sense to branch out and push the boundaries a little further.

Isn’t it time you joined the naked revolution?
SUPERMARKET BANS PLASTIC
Exclusive: Iceland first store in the world to remove plastic packaging from ALL its own-label products

By Sean Poulter
Consumer Affairs Editor
A UK supermarket will be the first in the world to remove
The city norm
The demonstration economy
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