

Analyse the text below incorporating as many factors as possible from the review quiz.

**Sustainable packaging: there's no such thing as 'waste.'**  
**Rethinking packaging design could be a powerful tool to solve the**  
**sustainability challenges faced by brands.**

Taking a holistic approach to consumer goods packaging, it is possible to be sustainable, innovative and profitable.

Global brands manufacture on an industrial scale, co-ordinating worldwide logistics to ensure consumers can enjoy their product from any country in the world, at any time.... While its core function is to protect and preserve the product inside, it is often seen as a leftover inconvenience.

According to WRAP, food and packaging waste in the UK grocery sector is worth £6.9bn and an estimated 6.5 megatonnes of waste arises in the grocery retail supply chain annually, of which packaging accounts for around 1.2 megatonnes. Government figures for 2012/13 (pdf) highlighted that in the UK, 22.6m tons of household waste is thrown away each year – that's 423kg of waste per person. The story is very different elsewhere in the world. In Cambodia and Laos for example, discarded packaging becomes a useful secondary raw material that has both personal and monetary value. Plastic bags and packaging film is stuffed into empty plastic bottles and become building 'bricks'. Children are paid for the empty cans and bottles they gather from the streets and beaches. And some supermarkets in Peru pay cash per kilogram for packaging returned to the store.

By contrast, in the western world consumers have a transient relationship with packaging. Brand owners are cutting down on packaging weight and volume and integrating recycled content into the packaging material. Going down these paths has financial benefits and helps boost perceived brand value....

Sustainable design is, unarguably, an intelligent approach to consumer goods and packaging manufacture. Lifecycle design thinking enables both product and pack to be considered as a whole, functioning optimally together within the specific consumer environment and climate. While focus is often on the product itself, many economic and brand benefits can be gained from considering the value of so called 'waste' throughout the lifecycle of the product and packaging. Sustainable design is a powerful creative tool that enables interplay between consumer needs, local and world economies, natural resources and climate.

Sutton, T. (2014) 'Sustainable Packaging: there's no such thing as 'waste'', *The Guardian*, 24 July. Available at: <https://www.theguardian.com/sustainable-business/sustainable-packaging-no-such-thing-as-waste> (Accessed: 11 December 2020)