

30th NOVEMBER 2022

# DESIGN FOR CIRCULARITY.

Designing with **End of Life** in mind.



LITTLE ABOUT ME

# CHRIS FORECAST.

I'm an award winning design consultant with over 30 years experience, working with international blue chip brands, through to start up challengers. Encompassing NPD, product and packaging, shopper marketing and activation, and with a skill set ranging from consumer focused creative thinking, right through to full production implementation.





ABOUT PATH

**WE ARE.**

**19**

**Years young.**

**43**

**Great people.**

**UK**

**London & Croydon.**

**Path**

ABOUT PATH

**Path**

**Inspired innovation**  
and **conceptual design**  
delivered through crafted  
structure, beautiful  
graphics and inspiring  
communication.

**Pathwork**

A **unique knowledge**  
of the **manufacturing**  
and **print** industry to  
deliver world class  
**technical insight** and  
production solutions.

***Luminate***

A truly progressive  
**print and finishing**  
facility specialising  
in all aspects of  
proofing, colour  
target production  
and mockups.

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ABOUT PATH

**WE DESIGN BRANDS TO BE  
BETTER IN EVERY DIMENSION.**

**WE'RE AN AGENCY THAT DRIVES  
GROWTH THROUGH BETTER  
BRAND DESIGN AND  
INNOVATION.**



DESIGN FOR CIRCULARITY

# WE CREATE IDEAS FROM INSIGHT TO IN-HAND.

By **unearthing** and **overlaying** consumer insights, technical data, market & design trends and business objectives.

To create solutions that deliver **own-able** benefit, **underpinned** with **quantifiable** sustainability.

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DESIGN FOR CIRCULARITY

# DESIGNING WITH **END OF LIFE** IN MIND.

DESIGN FOR CIRCULARITY

# SO WHAT IS THE **CIRCULAR** ECONOMY?

This is defined as when a product is created with its own **end of life** taken into account.

In a **circular** economy once the user is finished with the product, it goes back into the **supply** chain, instead of the **waste** chain.

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# THIS IS EASY TO SAY AND HARD TO DELIVER.

Both as consumers and professionals we're all aware of the different **legislations** and **innovations** that surround us...

...and delivering a more **sustainable** future for us all is a **complex**, **daunting** and **divisive** challenge, relating to our **Planet**, the **People** who inhabit it, and the business **Profit** we need to help generate.

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# UNFORTUNATELY THERE ARE **NO** SILVER BULLETS.

The opportunities for real change lie in all the stages of the **product** and **packaging lifecycle**, and are delivered through dedicated and diligent teamwork, involving cross functional **teams** with the right number of people, *but no more*.

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# OFTEN THE GREATEST CHANGE CAN COME FROM THE LEAST EXCITING PLACE.

But engaging the **imagination** of consumers is vital if our sustainability ambitions are going to be **successful**. If they don't **buy it, live it** and **use it**, then all the effort is wasted.

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# SO HOW CAN WE INNOVATE IN WAYS THAT ENSURE CONSUMER ENGAGEMENT?

Packaging is the perfect **conduit** for **conversation**, it's the most visible and tangible touch point, and as such it's the easiest way to open a dialogue with them.

*"Magenta is a tequila brand whose paper packaging components are made from its manufacturing waste".*

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# BRANDS HAVE THE MEANS AND THE RESPONSIBILITY TO EDUCATE CONSUMERS.

Packaging has **revolutionised** how we live, but in many ways it's now seen as the **enemy**. We need consumers to understand the **value** of the packaging that we produce and to show them the **journey** that we're on to make it **better**.

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# BUT THE NARRATIVE AROUND SUSTAINABILITY IS CHANGING.

And this affects what now qualifies as a truly **impactful** and **effective** branded sustainability story.

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# FROM HARM REDUCTION

The reduced weight of the new **Chivas 12** bottle saves more than 1,000 tonnes of glass per year.

# TO PROACTIVE REGENERATION

The **Lost Explorer** Mezcal turns agave waste into fertiliser and replants at least three agave plants for each one used.





# FROM SELF PROMOTION

The VeryCompostable **bioplastic** amenity kit appears to deliver a clear eco-message, but there are challenges around the global waste management infrastructure.



# TO OPEN COLLABORATION

Hey Fashion! Is a textile-waste content platform by **Eileen Fisher** which anyone can access for expert advice, verified data and actionable tools.

[Report](#) [Action](#) [About](#) [Blog](#) [Press](#)

**HEY FASHION** ●

## FASHION'S WASTE CRISIS AND HOW TO SOLVE IT.

Prepared for the **Eileen Fisher Foundation** by Pentatonic®

[DOWNLOAD FULL REPORT](#)

18

The quantity of clothing entering the market has expanded rapidly over the last decade with 150 billion new clothing items produced annually. The volume of clothing produced and discarded is growing at a faster rate than recycling facilities can process. Highly recyclable or compostable



# FROM GENERICALLY GREEN

**Bulleit** Bourbon partnered with **American Forests** to replant trees, but the campaign felt more educational than emotional, and didn't deliver a simple connected benefit.

# TO BRAND CENTRIC

**Dawn** dish soap elevates its 30 year history of being used to clean animals caught in oil spills. Brand donations have a clear impact and are directly linked to the brand truth.





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# SO WHAT DOES THIS MEAN FOR SUSTAINABILITY INNOVATION?

And the **branded** experiences  
that are linked to it.

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# WE KNOW THAT MARKET FOCUS IS SHIFTING.

## GOVERNMENT REQUIREMENT

At all levels policy makers are converging on the issue with ever-greater urgency and with legislation to match.

7-18 NOVEMBER 2022  
SHARM EL-SHEIKH

# COP27

## CUSTOMER CRITERIA

Tesco (UK) have progressive guidelines on which materials and formats should be used in packaging.

TESCO

## SHIFTING COMPLEXITY

The science behind sustainability is constantly evolving, with new materials, new processes and new standards.

### Red

Not to be used as customers cannot easily recycle (UK)

### Amber

When functional requirements mean green materials are not an option

### Green

Preferred for UK recycling via kerbside or store



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# AND THAT CONSUMER EXPECTATIONS ARE CHANGING.

## MORE TALK THAN ACTION

63% of consumers don't feel sustainability is their responsibility, it's up to business to provide sustainable products.

## SAYING VS DOING

Source: Navigating the Emotional World of Sustainability Overview, webinar, Kantar (2021)



## CONSUMER EXPECTATION

72% of consumers agree it's important that the F&B products they purchase are produced ethically and sustainably.



Source: ReachSurvey of 8909 consumers, CGA (2022)

## GROWING URGENCY

The latest IPCC report shows GHG emissions continue to rise and current plans fall short of limiting global warming to 1.5°C above pre-industrial levels.

**ipcc**  
INTERGOVERNMENTAL PANEL ON  
climate change





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**BUT THERE'S A LOT  
OF GREEN WISHING  
OUT THERE.**

**ALONG WITH  
PLENTY OF  
GREEN WASHING.**

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**GOVERNMENT  
PLEDGES**

The UK Government has pledged to reduce CO2 emissions to 68% of 1990 levels by 2030 and to achieve net zero by 2050.



**PAPER  
BOTTLES**

Korean beauty brand Innisfree launched a bottle as being 'made from paper', leading to high levels of negative consumer reaction.





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# SO FOR CONSUMERS IT'S GENERALLY CONFUSING.

# LEADING TO WISH-CYCLING.

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## LABELLING

On pack communication is generally confusing and often missing, leading to wasteful disposal and missed recycling opportunities.



## DESIGN FOR RECYCLING

We need to design with recycling in mind, in terms of materials used and separation at end of life.





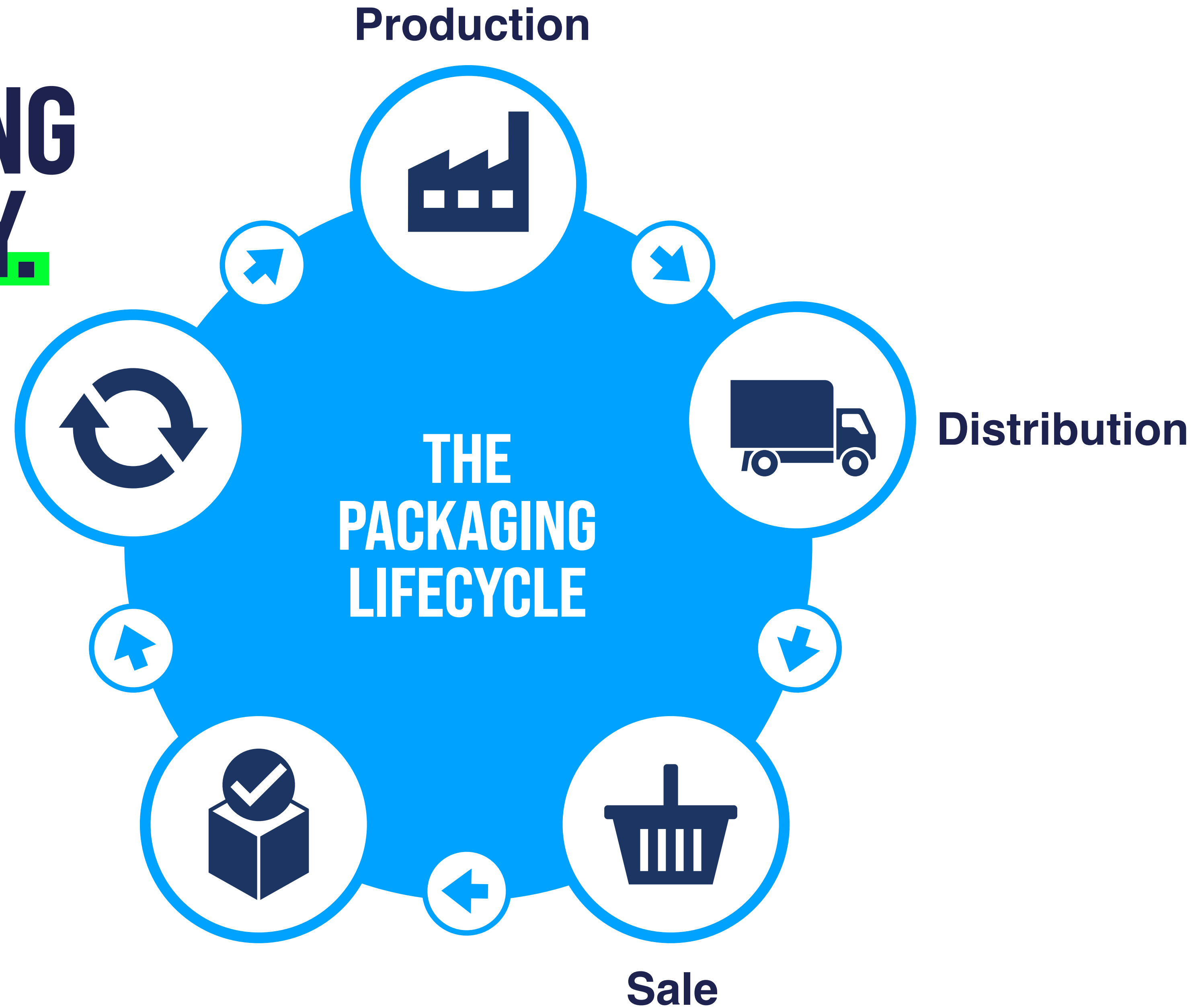
# FROM PACKAGING LINEARITY.





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# TO PACKAGING CIRCULARITY.

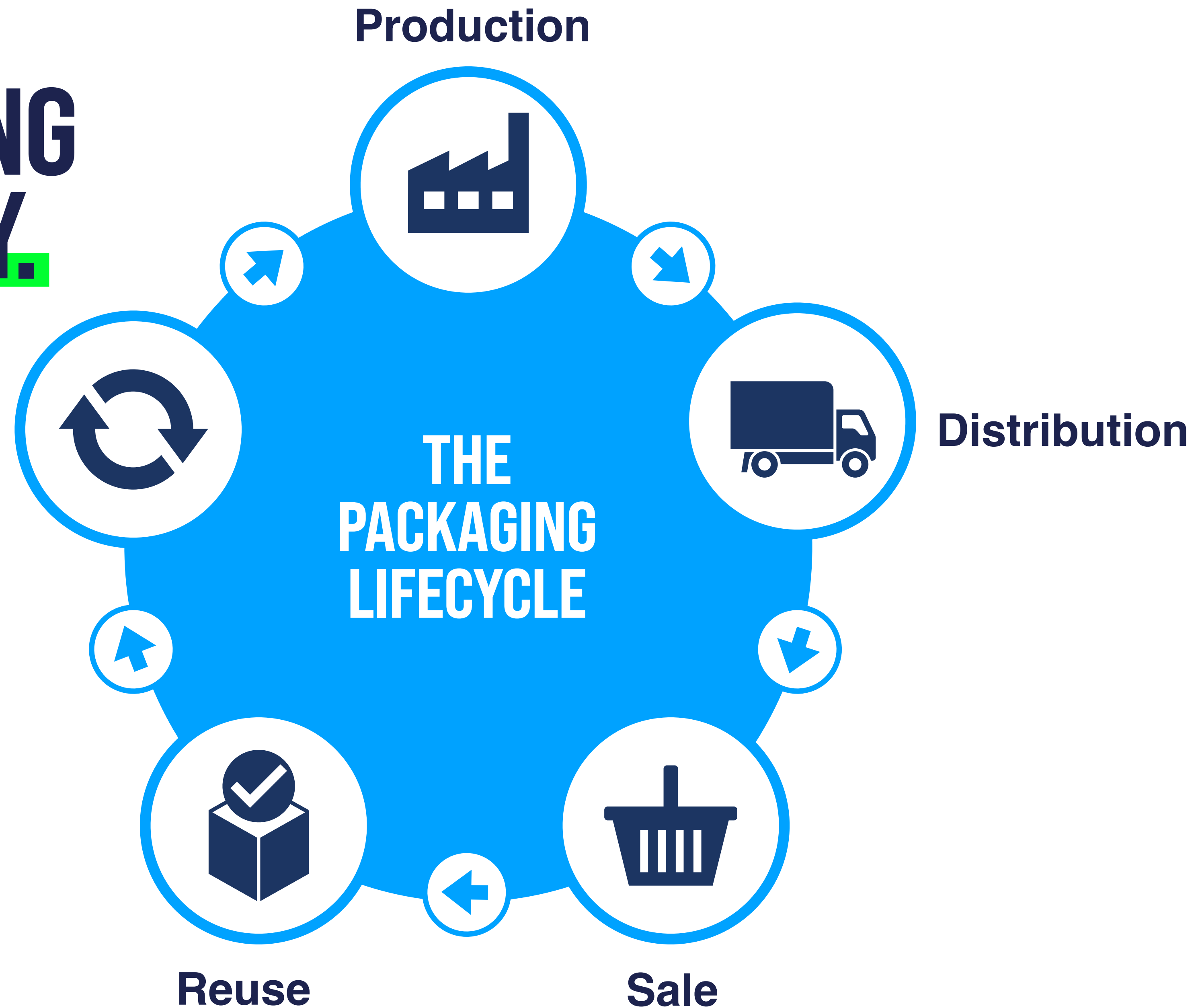


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# TO PACKAGING CIRCULARITY.



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DESIGN FOR CIRCULARITY

# TO PACKAGING CIRCULARITY.



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**SUSTAINABILITY ISN'T  
ENOUGH ON IT'S OWN.**

**THERE NEEDS TO BE  
AN OWN-ABALE  
EXPERIENCE  
IMPROVEMENT.**

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# WE NEED TO DECIDE ON THE **RIGHT** THING TO DESIGN BEFORE WE DESIGN IT **RIGHT.**

We need to think about **second life** at the **beginning** of the process, not at the end, and embed this thinking into the development.

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# OUR INNOVATION PATHWAY.

A process of rapid ideation where we **iteratively** create and develop as we **learn** from consumers.



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# OUR INNOVATION PATHWAY.

The focus being to develop **actionable** briefs that are rooted in **consumer** & **business** need and **LCA** data.





Functional Pharma



FUNCTIONAL PHARMA

Personality-less medicinal packaging that suggests the product function is the focus.

- Descriptive - Ingredient list, Copy heavy
- Traditional, prescription look and feel
- The brand marks are a similar colour
- Off the shelf structures
- Non visible liquids

Confident Care



CONFIDENT CARE

Medicinal, expert solutions backed up with softer science - the focus on gum health and teeth is communicated through iconography.

- Descriptive - Ingredient list, Copy heavy calling out benefits
- Serious, medicinal look and feel
- Off the shelf structures
- A range of transparent and white structures
- Dominant use of white - Green, red, light blue accent colours

Pure Protect



PURE PROTECT

Pseudo science solutions giving larger brands credibility as oral care and hygiene.

- Contrast in pack structures - pure white vs transparent. Owable 'branded' structures vs off the shelf
- Dominant colours white and blue to communicate purity, freshness and cleanliness
- Graphic elements and shapes which indicate the power of the product and reassure for the results
- Pack graphics lead with one key benefit

Playful Protection



PLAYFUL PROTECT

Science makes way for playful, dynamic bold design and promise of engaging product experience.

- The majority of the packaging is transparent to show 'active' ingredients and product formulation
- Icons support the clear claims adding to the story of protection in a playful and exciting way
- A variety of colours used. Purple, blue, green and white all reference a clear benefit e.g. light blue for sensitive teeth
- Pack shapes, forms and structures deliver stand out and uniqueness
- Shield icons, arrows and shield graphic shapes - re-enforce the protection in a playful and emotive way

Full on



FULL ON FRESHNESS

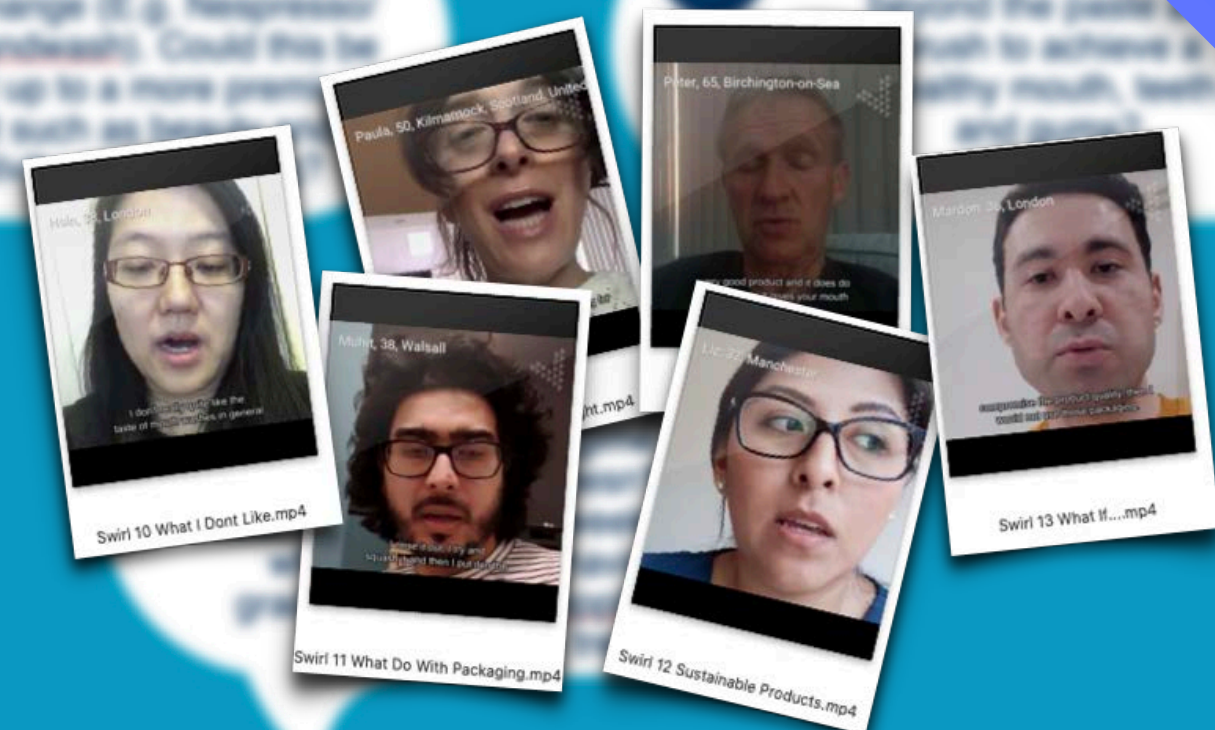
Driven by strong flavour cues and stories, full on freshness borrows heavily from mints and gums category

- Dynamic use of graphics and unique, overable pack structures
- Bottles here liquid and specific flavour
- Similar shapes and graphics elements of freshness across this cluster
- Water / waves and light sparkles convey freshness
- Photorealistic images of canes / ingredients add to the story of the flavour and story

Data immersion  
Category analysis.  
Store & Factory Safari's.  
Review supplied materials.

# UNEARTH AND DIRECT

Consumer and Business needs  
Stake holder interviews.  
Video diaries.  
Needs & Attitudes research.



Opportunity Scoping  
Consumer journey analysis.  
Identify key pain points.  
Ideation thought starters.

MatLab

Found 138 Results



Market Trends  
Explore the Sensory Expressions (CMF&F).  
Identify relevant 'New and Next' materials (MatLab).







## Design platforms

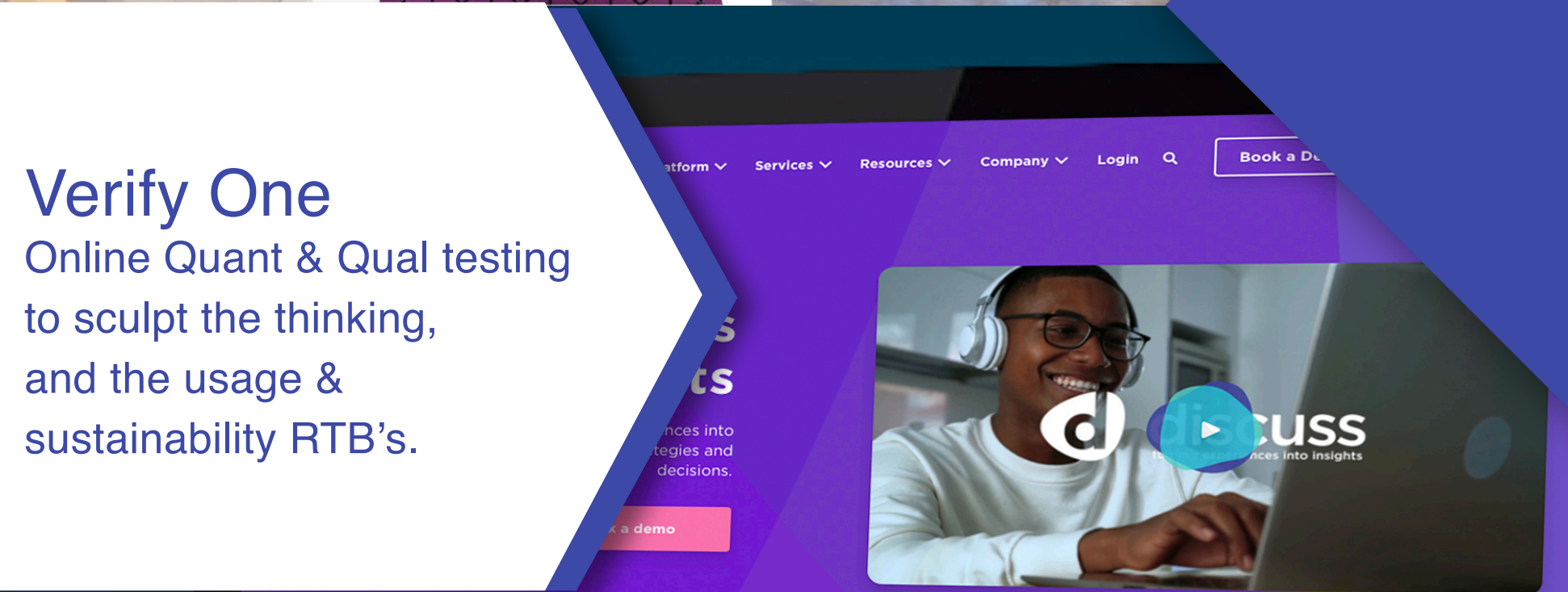
Visual stimulus and opportunity analysis from previous phase.



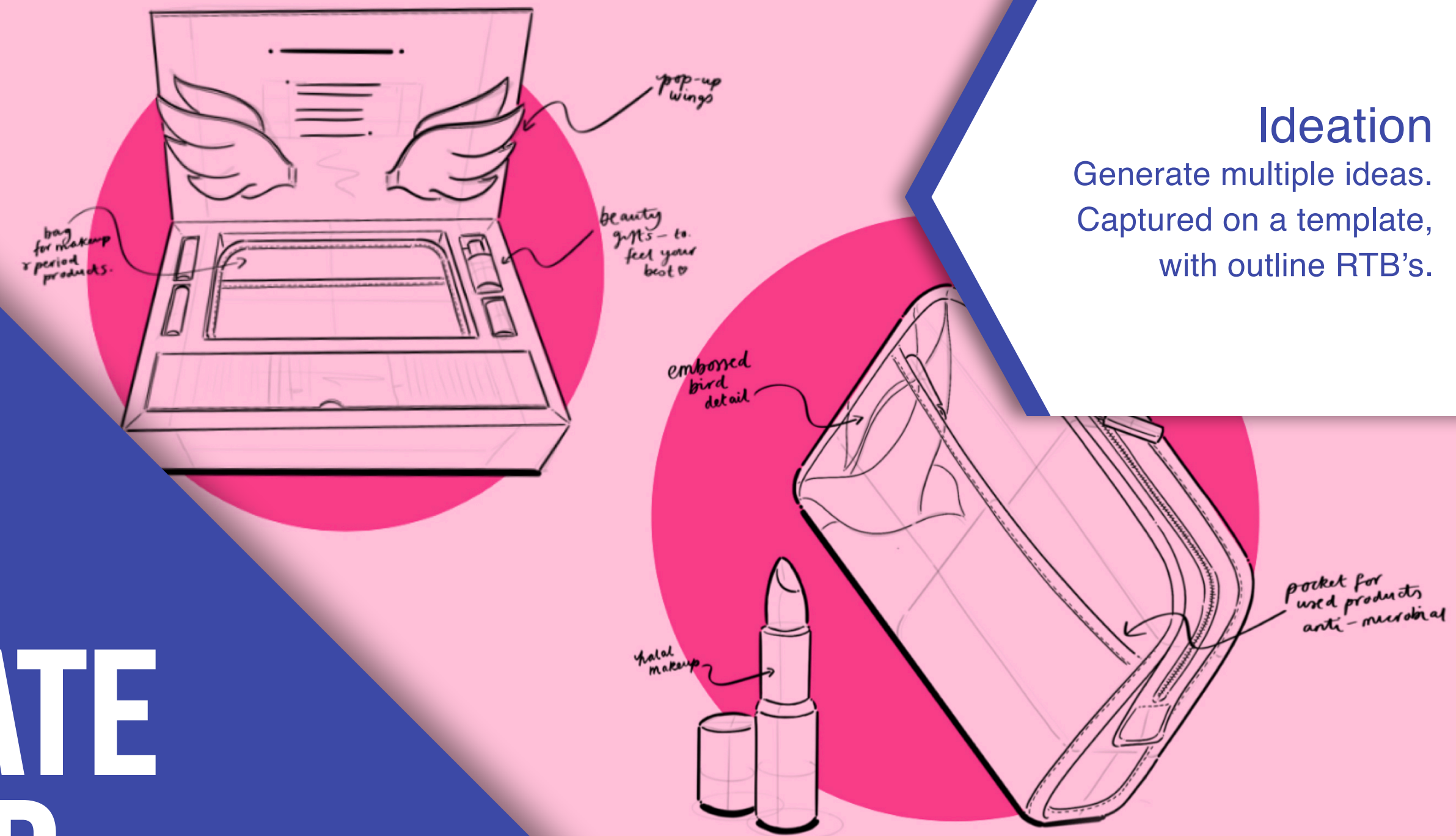
# CREATE AND VERIFY

## Verify One

Online Quant & Qual testing to sculpt the thinking, and the usage & sustainability RTB's.



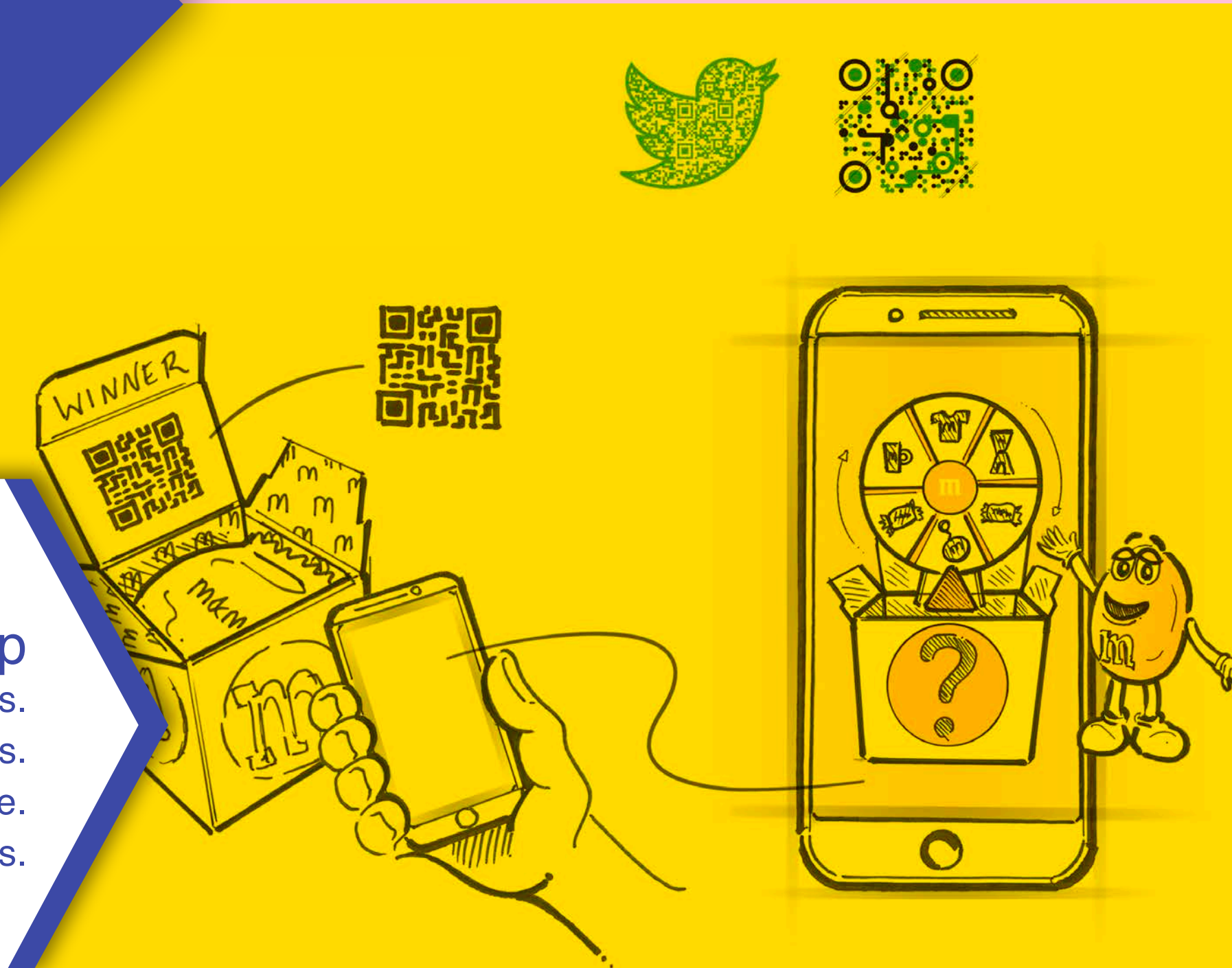
Trusted by the world's most innovative brands and agencies



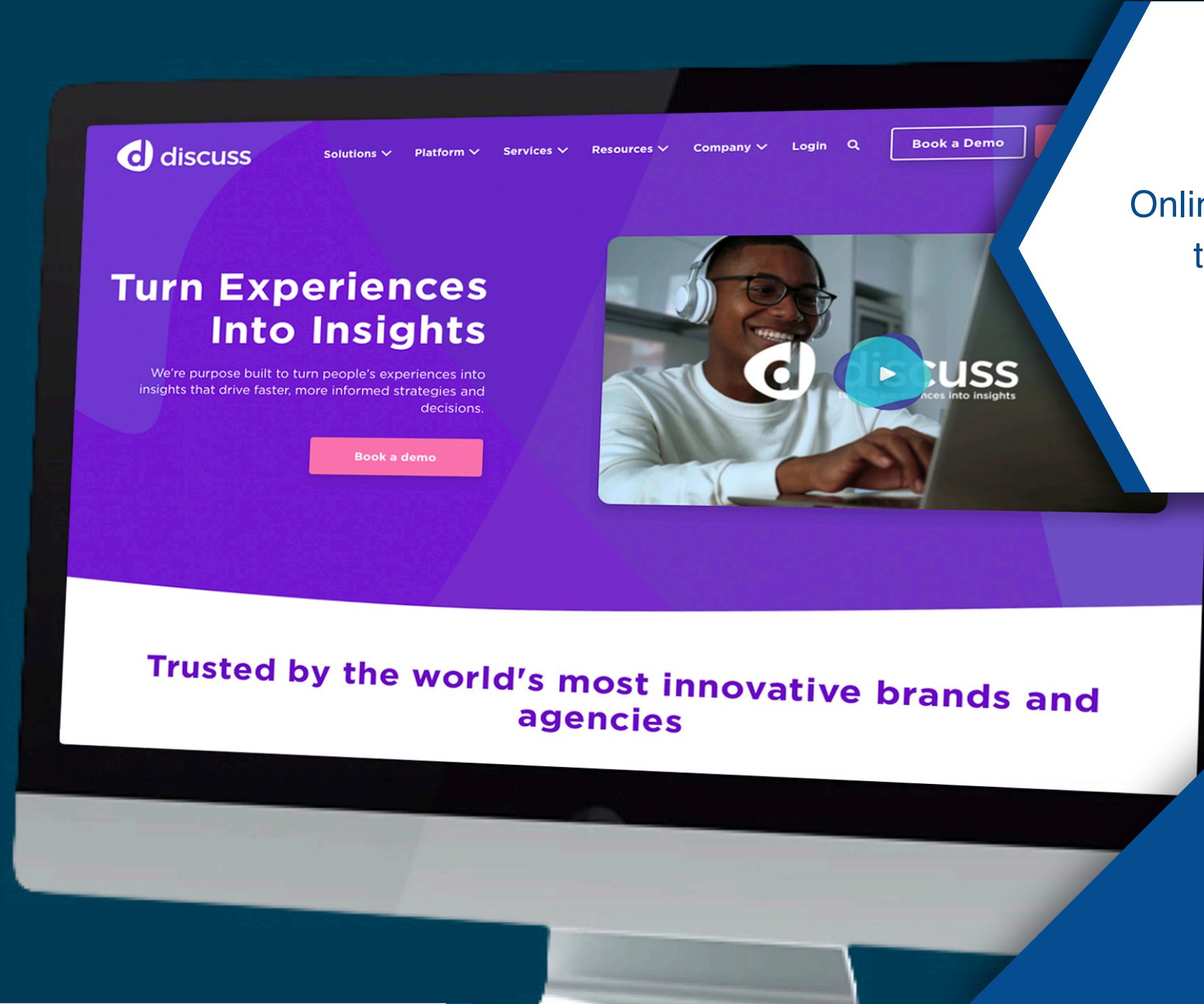
## Ideation

Generate multiple ideas. Captured on a template, with outline RTB's.

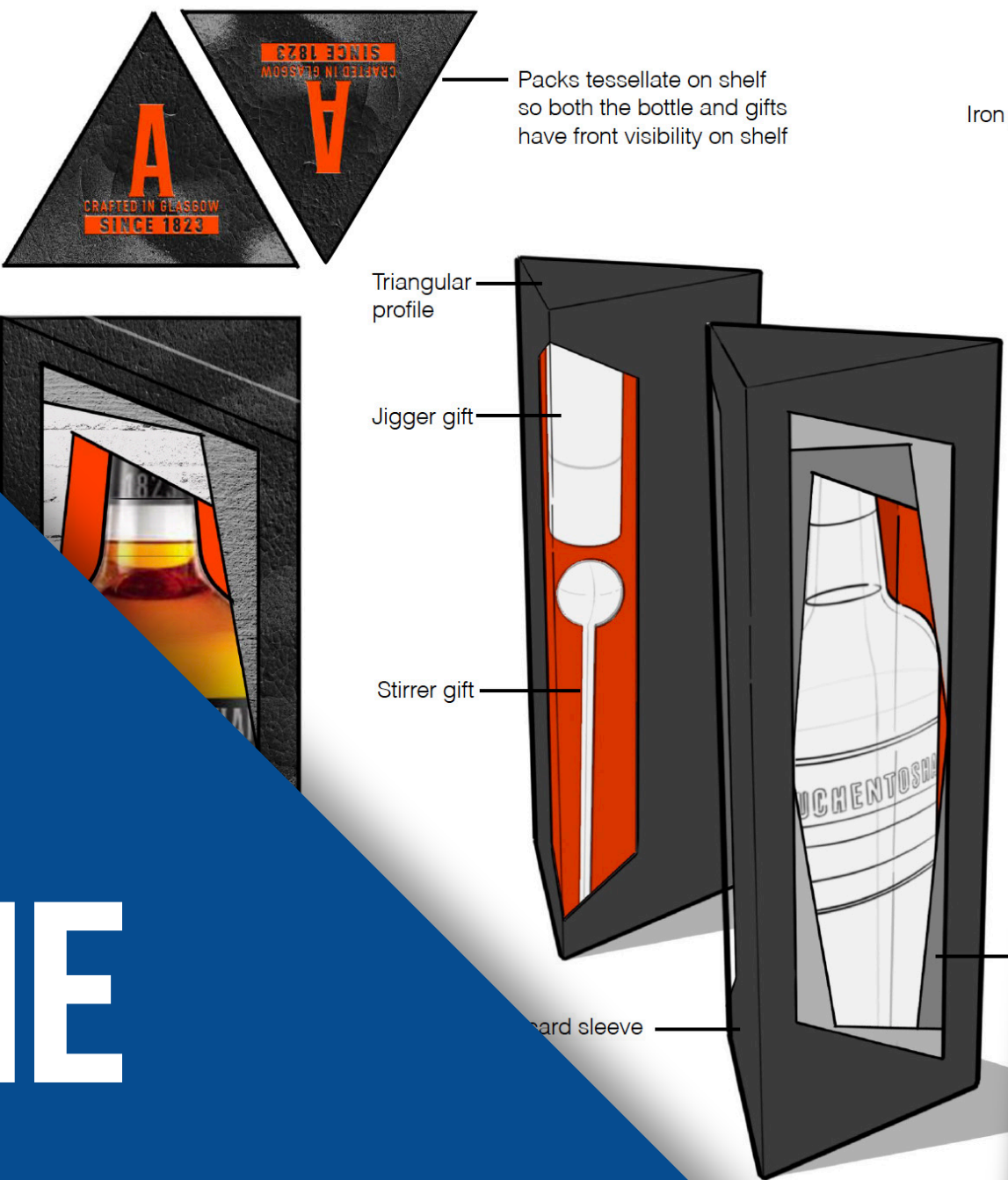
Develop  
Enhance & evolve the ideas.  
Reduce the selected routes.  
Amplify the experience.  
Refine the RTB's.







Verify Two  
Online Qualitative testing  
to sculpt the thinking,  
and the usage &  
sustainability RTB's.



Refine  
Reduce and finalise the  
lead ideas and RTB's.  
Overlay a 2D brand lens  
and tone of voice.



Concept Lock  
Design outline detailing key  
CMF&F and RTB's, including  
renders and/or mockups.  
LCA analysis from Benchmark

LCA Partner

# REFINE AND VERIFY

Actionable Briefs  
Detailed breakdown  
of selected concepts,  
including success criteria for  
Business, Consumer,  
and Sustainability.





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**SO IN CONCLUSION.**



# SO IN CONCLUSION.

## COMMUNICATING SUSTAINABILITY ALONE IS NOT ENOUGH.

To truly resonate with consumers you need to deliver an enhanced **experience** that's **rooted** in your brand truth.



# SO IN **CONCLUSION.**

**COMMUNICATING SUSTAINABILITY ALONE IS **NOT** ENOUGH.**

To truly resonate with consumers you need to deliver an enhanced **experience** that's **rooted** in your brand truth.

**YOU MUST BE TOTALLY **TRANSPARENT** AND **TANGIBLE.****

Consumers will find you out, so build **brand** centric sustainability stories that are **quantified**.



# SO IN CONCLUSION.

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To truly resonate with consumers you need to deliver an enhanced **experience** that's **rooted** in your brand truth.

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## MAKE THE EXPERIENCE SEAMLESS.

If you want consumers to embrace your vision, then it must be **easy** to understand and **straight** forward to use.



## SO IN CONCLUSION.

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### MAKE THE EXPERIENCE SEAMLESS.

If you want consumers to embrace your vision, then it must be **easy** to understand and **straight** forward to use.

### SUSTAINABLE CHANGE IS MORE THAN JUST MAKING AMENDS.

We need to do more, it's about **guaranteeing** the future by **giving** back to nature.

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DESIGN FOR CIRCULARITY

**THANKS.**