

!inspire

**OUR MOST*
SUSTAINABLE
MAGAZINE
EVER**

INSPIRE 69 2—2022

Stories:

Online and on-demand 4
Flexibility is the key to one company's packaging success.

And the winner is... 6
The BAFTA chooses environmentally friendly gift goodies.

Ring in the New Year 8
A Lunar New Year's card that really stands out.

12 months of fun 9
Ichikudo goes all out with its lavish Invitation Calendar.

Starry Starry Night 10
Van Gogh's masterpiece, piece by piece.

Down with air 12
Packaging designer Dick De Koning focuses on efficiency and tackles waste.

Sustainability efforts can't wait 14
As the planet heats up, there are some urgent measures that the industry should take to heart.

True or false 24
Take the test with Holmen Iggesund's Sustainability Director.

Students design the future 32
Graphic design students tackle sustainability issues through packaging.

Features:

32.
Design for the future
Graphic design students show their great ideas.



26.
Change together
SPICE – a sustainable packaging collaboration that is not just cosmetic.



14.
Sustainability
How can the packaging industry be part of the solution?



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Inspire aims to inform and entertain with stories and photos that are not restricted to the scope of Iggesund's own business. As the name suggests, the idea is to be inspirational and not to infringe on a company or person's image rights or intellectual property.

*Or is it?

What makes sustainability more than just a buzzword or bold letters on a magazine cover?

Sustainability behind the big headlines and grand promises requires serious work, constant evaluations, improvements and collaborations. Ambitions, but even more important, it requires action.

To us, sustainability can refer to everything from the origin of our wood raw material, to how the paperboard is made or the impact of our products further up – or down - the value chain. Does it sound complex? It is.

But it is absolutely necessary to take action. Our climate is changing fast, with significant and even catastrophic consequences. The past summer has again showed us what is happening, with record temperatures and lack of fresh water in many areas of the world. It is all scientifically explained in the UN climate reports from IPCC (read more on page 19). The conclusion? The situation is getting increasingly urgent and we need to put serious reductions of fossil emissions at center stage.

In this issue we explore how partnerships and collaboration can be the key to address the challenges ahead and how packaging can be part of the solution.

This is the sustainability issue of *Inspire*.

Johan Granås,
Sustainability Director at
Holmen Iggesund.

The Sweden-based print and packaging company *Ink n Art* is an alternative for companies and individuals looking for a versatile option.





Johan Kasanen,
at Sweden-based
Ink n Art.

"The boxes are sent out to individuals that have a strong presence on social media."



Ink on demand

Brand: Various

Product: Print on demand packaging

Paperboard: Invercote

When it comes to creating customised packaging, High Minimum Order Quantities (MOQs) can be a deterrent for some potential customers. With its recent investment in an online, on-demand design platform, Ink n Art can offer customised printing and packaging for quantities as low as 30 pieces per order.

"With our big investments in custom packaging in short runs, we have been able to reach more start-ups and smaller product owners that wish to package in style," says Johan Kasanen, at Sweden-based Ink n Art.

With a large portion of its printing business traditionally focused on flyers, signage and other items, Ink n Art decided to pivot as events were suddenly cancelled or postponed due to the Covid-19 pandemic. The company quickly upped its focus on the print packaging side of the business where demand has remained steady.

"We made our investment in machines for packaging production simultaneously as Covid-19 rattled the world," says Kasanen. "A product always needs to be packed."

Today, along with start-ups and smaller product owners, Ink n Art is attracting a growing customer base for high-end packaging as well, such as very Instagrammable unboxing kits for Holdit, a company specialising in colourful cases and accessories for smartphones, laptops and other tech items.

"The boxes are sent out to individuals that have a strong presence on social media," says Kasanen. "With Invercote G and HP Indigo we were able to provide the pastel colours the customer was looking for."

Ink n Art frequently recommends Invercote to its customers. "Invercote is good for printing with HP Indigo. We can use it with HP Indigo, dry-toner, embossing and foiling. Invercote is sustainable and strong and does not tear easily. It is versatile, eco-friendly and produced in Sweden!" adds Kasanen. —

photos—Johan Artursson



The cards are printed black and feature both gold and white foil





Green and glamorous

Brand: BAFTA/Green Gift Cards
Product: Paperboard Gift cards
Paperboard: 790 mic Invercote

The British Academy Film Awards (BAFTA) want to reduce their impact on the environment. Together with Green Gift Cards they have found a credible alternative to the physical goodies in the traditional gift bag.

“BAFTA has ambitious plans to become carbon neutral. We were thrilled to work in collaboration with them to supply a range of 100 percent plastic-free, environmentally friendly gift cards,” says Graham Lycett, Managing Director for Green Gift Cards.

The prizes on offer were supplied by BAFTA partner brands including The Savoy, Lancôme, Taittinger and Woodford Reserve. Each card was printed black and featured the relevant partner logo and supporting text in gold and white foil. -For BAFTA, these cards contribute to the goal of becoming climate neutral while also maintaining a premium feel and position.

“We must all change, and we can see an increased interest in these solutions and alternatives. Major brands do not really have an alternative in the long run, consumer pressure is turning them towards paperboard cards and similar solutions. But we see the biggest increase in demand is from smaller independent brands. They care, and their consumers are often more aware,” says Lycett.

As premium brands are becoming more conscious, their marketing activities need to adapt and change. All types of consumers and audiences want more sustainable gifts, Lycett adds.

“Even though much is changing right now, the market for physical inspirational gift cards remains strong and growing. As a result of more sustainable values experiences are trending as gifts, and a sustainable paperboard card is the perfect representation of that. People still like something tangible and they appreciate the symbolism of a card.” —



More information about
BAFTA and Green Gift Cards
here: [greengiftcards.co.uk/
news/bafta](https://greengiftcards.co.uk/news/bafta)



(This year's card is
designed by
Nowmatters.)

Lunar New Year

Brand: Holmen Iggesund

Product: New year card

Paperboard: Invercote

For the Lunar New Year Holmen Iggesund created a Lunar New Year's card to spread joy and happiness to customers and friends. This year's card designed by Nowmatters and is printed on Invercote using embossing, debossing, foiling and laser cutting. —



Life is a party – and you're invited

Brand: Ichikudo

Product: Calendar

Paperboard: Invercote Duo

If you've laid eyes on the 2022 Invitation Calendar from Ichikudo Printing you would learn more about giant pumpkins in October and Christmas trees in December.

Each card of their calendar is dedicated to a month and a party!

The cards are printed on Invercote Duo and embellished with different types of varnishes and foils. —



More information here:
ichikudo.stores.jp



It's party time
with Ichikudo
Printing's
calendar.



Editor's note:

Correction Inspire #68

In the latest Inspire magazine we wrote about the winner of this year's Carton of the year award, Toro Albalá with their Bodegas Balsamic, but unfortunately the converter Durero Groupe Autajon and the graphical designer Series Nemo were not included. We apologize for this.



Invercote was the missing piece of the puzzle

Brand: HDH INC
Product: Puzzle
Paperboard: Invercote Duo

The Starry Night puzzle pays tribute to Vincent van Gogh's masterpiece and is a high-quality product that anyone can enjoy, including the visually impaired people, since it has such a distinct touch and feel.

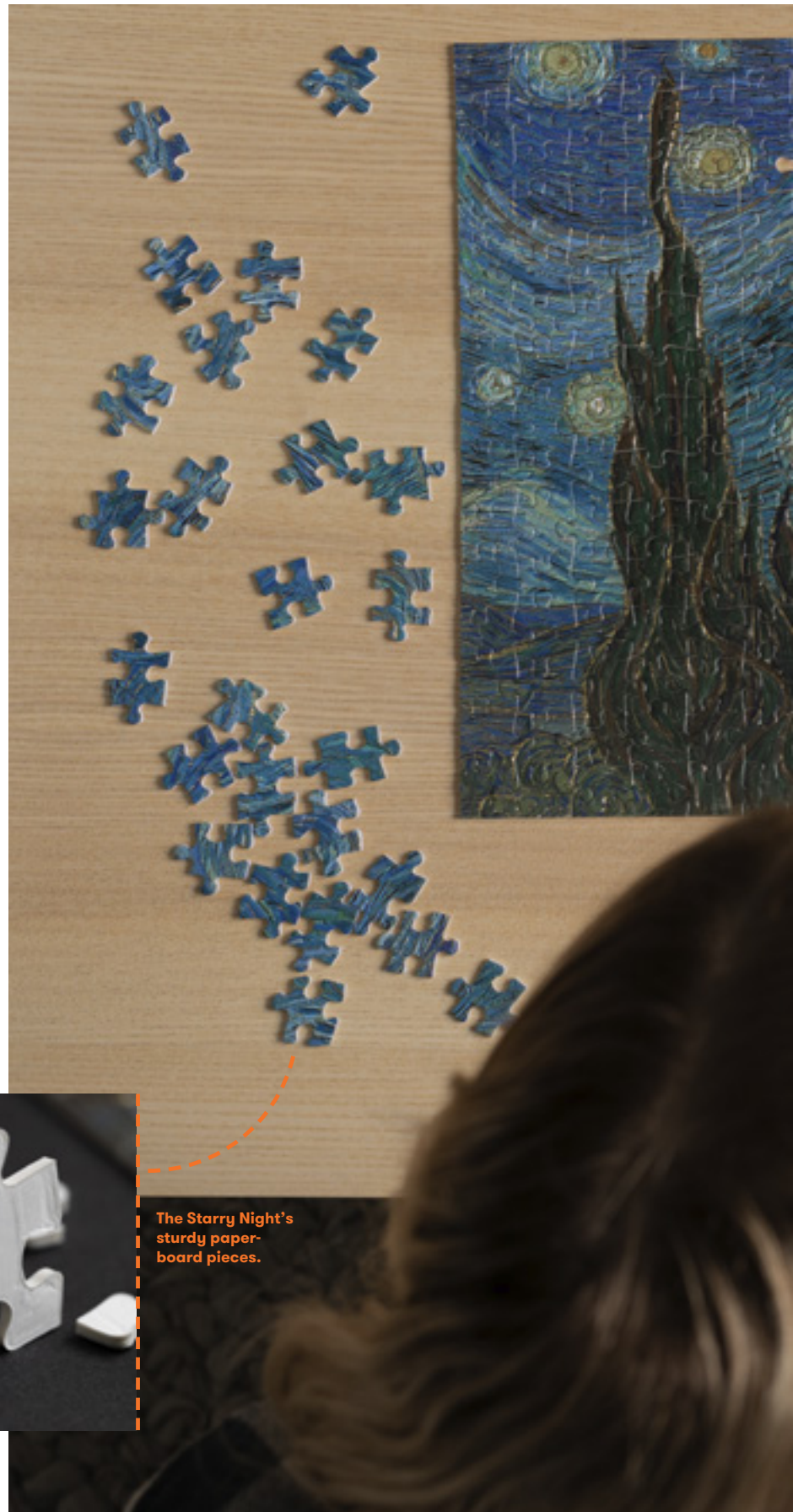
The puzzle was created by HDH INC. and designer Kevin Chen, who turned to Invercote to find the best possible material solution.

"2020 was an unforgettable year. The Covid-19 pandemic changed our lives, we lost a lot and said goodbye to many. But when we looked up to the sky, starry nights and hope were still there. Our hope is that we still can enjoy the beauty of art during difficult times," says Chen.

"With the puzzle, we tried to reinterpret Vincent van Gogh's masterpiece, The Starry Night with a 3D concept. We used deep embossing and gold foil to express the contrast."

The puzzle was designed and produced in Taiwan. According to Chen, the most difficult part was to deliver the details and the excellent handcrafted feel for the masterpiece. Choosing the right paperboard was also crucial.

"We finally chose Invercote Duo 770 gsm because it can tackle the high demand of deep embossing and truly deliver the colour reproduction for the masterpiece. The artwork looks simple but the print production puts high pressure on the paperboard. Invercote Duo was definitely the best choice," says Chen. —



The Starry Night's sturdy paperboard pieces.



Children at a school for the visually impaired rely on the touch and feel of Invercote Duo puzzle pieces. Details on Instagram: @levanto_hdh



From tracking and tracing, to developing more durable board and reducing air, industry expert *Dick De Koning* knows how to make smart packaging solutions.

The future of smart packaging



DICK DE KONING is a packaging designer and founding partner of Packz, a consultancy company based in Breda, The Netherlands, that offers expertise when it comes to smart and sustainable packaging solutions.

Why do you think packaging is such an interesting area?

It's a very complex world, but with so much political pressure on waste and plastics, packaging really is under the magnifying glass right now. There are so many requirements, from a supply chain perspective to a business perspective, that all need to be combined in concepts that are convenient and which also excite the consumer. To make it work is very challenging, and that for me makes it really interesting.

Do you have any advice to brand owners?

First, focus on efficiency and volume. Packaging still contain too much air today. That is not sustainable, and consumers don't like that. My second piece of advice would be to use circular materials. And I would advise brand owners to make seamless supply chains. Everybody, from consumers to manufacturers, wants to know where the products are.

Why is efficiency so important?

Today, it's all about big quantities, big containers, and everything is global. With e-commerce there's also a lot of stress on individual packaging. The package really has to survive this complex system so consumers don't receive damaged goods. The package also needs to be tracked and traced; this makes smart packaging solutions more important. The system needs to become seamless and very efficient. Cost, time and fit for use are really the key words.

Is packaging important?

Packaging has always been a way for brands to communicate with consumers and that has become even more important today. The printed



“FOCUS ON EFFICIENCY AND VOLUME. PACKS STILL CONTAIN TOO MUCH AIR TODAY. THAT IS NOT SUSTAINABLE, AND CONSUMERS DON'T LIKE THAT.”

— Dick De Koning

surface provides an opportunity to convey information about the origins and ingredients of products.

How do you think packaging will change in the future?

If you look at it from a political and legal perspective, there's a lot of pressure to reduce packaging waste. It must become circular, but there's also a lot of pressure to make returnable systems. So there is a big opportunity for all material streams to develop durable paper and board, and to keep them in the system longer instead of recycling them all the time. This will save energy, materials and reduce CO₂ emissions. —

Clever and efficient
packaging projects
from Packz.



1



2



3



- 1 — Connected bag-in-box pack with fresh condensed milk; Lattiz, Friesland Campina.
- 2 — All paper gift pack for the US market, Nolet-Diageo.
- 3 — Paper bottle, Paboco.

The IPCC reports are clear and speak the same language as the floodings and wild fires across the world: The climate situation is urgent! But can the packaging industry be part of the solution? *Inspire* has talked to three experts to find out.

SAVE THE



NO ONE
CAN
PLANET
ON THEIR
OWN



Making the shift towards renewables won't be easy, but experts believe it is essential if companies want to survive. *Partner up* with suppliers to ensure a successful transition.

"COMPANIES NEED to shift their business models completely towards renewables as much as they can," says Sustainable Finance Expert Sasja Beslik. "That's where the world is going and that's where the evaluation of the company is going from an investment perspective. Investment analysts are already starting to conclude that funds that prioritise sustainable companies perform better, so it already pays off financially to do this."

Beslik's recent book, *Where the Money Tree Grows*, highlights how investment is one of the most effective tools to combat climate change. And he, like many other commentators, recognises that there is an ever-increasing urgency to the need for companies to become sustainable.

That urgency is based in part on the Sixth Assessment Report on Climate Change from the United Nations' Intergovernmental Panel on Climate Change (IPCC). Recently released, the report's key conclusion is that fossil fuel use across the world needs to be dramatically and urgently reduced to avoid devastating consequences for the planet.

"Everybody on the planet should take that to heart," says Johan Granås, Holmen Iggesund's Sustainability Director. "And that includes the packaging industry. We use fossil raw materials, and we must quit now."

And although the packaging industry's use of fossil raw materials is perhaps

not as large as some industries, Granås points out that packaging has a very visible impact, particularly with its use of plastic which is a material made from fossil raw materials. This visibility presents the industry with a significant opportunity.

"If we can show a green transition, if we can show initiative, that is something that will affect people everywhere in their everyday lives," he explains. "When

people handle new types of packaging, when they see concrete evidence of a sustainable transition, that will act, I hope, as a catalyst to change in other areas, such as buying new garden furniture, cars or holidays, for example. Through making the packaging industry sustainable and making packaging from sustainable materials, we can show that change is possible."

A critical element for making any industry more sustainable is, most people agree, to get key stakeholders, including investors and suppliers, to work together. This is an idea that Holmen Iggesund is actively pursuing and it has just started a new collaboration with Trinseo, a global materials provider and manufacturer of plastics, that supplies Holmen Iggesund with latex binders.

"One of the conclusions from the IPCC report is that the challenge we face cannot be handled by a single country or a single industry or a single company," says Granås. "You need to team up. And we need help in particular from our suppliers and they need help from us. We can do a lot on our own, but we can't do everything. And that is the beauty of cooperation. It is an obvious case where one plus one equals three."

Sofia Sotiropoulou, Sustainability Leader, Latex Binders at Trinseo, is a trained chemist who has been working with naturally inspired solutions her entire career. She says that, like most others, the chemical industry is today very focused on sustainability and will pioneer solutions.

"Due in part to the IPCC report, we have acknowledged that the next decade is critical and a decade for change," Sotiropoulou says. "So we are taking action on critical sustainability goals, one of which involves looking up and down →



Johan Granås,
Sustainability Director
at Holmen Iggesund.



our supply chain to ensure that we can pivot our portfolio to more innovative solutions that are sustainable. And that requires collaboration along the whole value chain."

Collaborating on coating

While Holmen Iggesund does not make plastic packaging, it, like everyone else in the paper industry, uses latex binders in small amounts in its coating. "Part of our task is to join hands with suppliers to develop a suitable solution," says Granås. "The aims of the collaboration are firstly to do something about the actual problem here and now today. But we also want to make sure that we signal this is a direction that we want to develop, so that our supplier puts R&D effort in the field where we feel it's needed."

Sotiropoulou explains that she has been working for the last few years to understand what customers along the value chain need when it comes to more sustainable solutions: "The key question is how we meet the performance requirements with natural solutions that we are used to with conventional, fossil chemistry. This will not only require us to move out of fossils and into renewables, but it will also require us to redesign our products and our processes. And that means the next organisation in the supply chain is going to have to redesign their processes. This is one of the critical technical challenges, which cannot be solved alone."

"I cannot highlight enough how important collaboration with others in the supply chain is to make this happen,"



"THAT IS THE BEAUTY OF COOPERATION. IT IS AN OBVIOUS CASE WHERE ONE PLUS ONE EQUALS THREE."

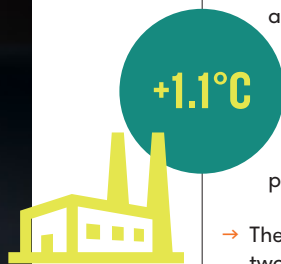
— Johan Granås, Holmen Iggesund

Latex products
from the global
materials provider
company Trinseo.

she adds. "Partnership is at the core of Trinseo. We want partners because we are all going to have to really collaborate and understand each other."

Beslik also says that collaboration is a key way for companies to attract investors as it shows they are making changes to their business models.

"Collaboration between organisations to find solutions to sustainability issues is increasingly important, because they are in the same boat," he explains. "If a company can make the transition to renewables throughout its supply chain, that is fantastic for them and for the rest of the world and for investors. We will certainly make more investments in companies doing this. But you can't get your suppliers to improve their business operations or efficiency if you are not →



It's now or never

Unless immediate action is taken now to reduce emissions, some impacts of global warming will be irreversible, resulting in devastating droughts and floods, says the latest United Nations report on climate change. Here is a summary of the report.

In its Sixth Assessment Report on Climate Change, the Intergovernmental Panel on Climate Change (IPCC) has made some dramatic warnings about the consequences for the planet and humanity if global warming isn't kept below 1.5°C above pre-industrial levels. The world is already 1.1°C warmer than before industrialisation, according to the IPCC's estimate, and we are now rapidly moving toward 1.5 °C.

Made up of the world's leading climate scientists, the IPCC is the UN body responsible for assessing the science related to climate change. Each assessment report involves the input of thousands of experts. The sixth report, being published in four parts between August 2021 and October 2022, says:

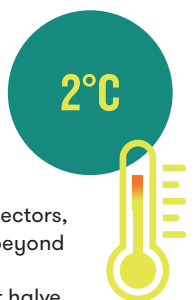
- The world faces unavoidable multiple climate hazards over the next two decades with global warming of 1.5°C. Even temporarily exceeding this warming level will result in additional severe impacts, some of which will be irreversible. Risks for society will increase, including to infrastructure and low-lying coastal settlements.
- Increased heatwaves, droughts and floods are already exceeding the tolerance thresholds of plants and animals, driving mass mortalities. These weather extremes have exposed millions of people to acute food and water insecurity.
- The ability to reduce vulnerability to climate hazards, cut greenhouse gas emissions and conserve biodiversity is already challenging at current warming levels. It will become more limited if global warming exceeds 1.5°C and impossible in some regions if global warming exceeds 2°C.

Without immediate and deep emissions reductions across all sectors, limiting global warming to 1.5°C above pre-industrial levels is beyond reach, the IPCC's experts say.

But, they add, the world has options in all sectors to at least halve emissions by 2030. This is a vital target that must be achieved in order to reach net zero emissions by mid-century, which is essential to have any chance of limiting warming to 1.5°C.

Perhaps the biggest challenge to limiting global warming, outlined in the IPCC report, is the need for major transitions in the energy sector, including a substantial reduction in fossil fuel use, widespread electrification, improved energy efficiency and use of alternative fuels.

The IPCC authors say that we have the tools and know-how required, and that the use of the right policies, infrastructure and technology to enable changes to our lifestyles and behaviour would result in a 40–70% reduction in greenhouse gas emissions by 2050. But they add, urgent and ambitious actions are needed now.





Sasja Beslik,
Sustainable
Finance Expert.

collaborating with them, so that part is extremely important.”

Critically, for Beslik, the financial industry is now one of the core engines driving companies to change. “Investment has become increasingly important for making companies more sustainable,” he explains. “Investors are now engaging with companies on this issue and putting clear demands on companies to improve their operations from a climate perspective. And because in our globalised world investments have no boundaries and can shift focus from one side of the world to the other in a



“IT IS GOING TO COST COMPANIES AND THEIR SUPPLIERS. BUT IS IT WORTH IT? YES.”

— Sasja Beslik

second, companies have to increasingly listen to investors in this space, otherwise they become vulnerable.”

Sustainable investments

Beslik recognises that companies are struggling with many things that need to be considered when it comes to the issue of sustainability. He advises them to focus on what is of most relevance to investors. “For investors, the most important thing is to understand how companies are managing to transform their business models,” he says. “So if you have a packaging company that is working with developing new business lines in order to be more sustainable, that is very good from an investment point of view.”

The key challenges that companies face when changing their business models to sustainable ones are, according to Beslik, achieving the necessary scale of change throughout the entire business operation, and the cost.

“This transition is going to cost,” he says. “It is going to cost companies and their suppliers. But is it worth it? Yes. I think it is because they will eventually make more money, the evaluation of what they do will go up, their stock prices will most likely go up, and the valuation of the underlying business model will go up. So it’s going to cost, but you can get the margins out later on. You need to have a long-term perspective. And if you don’t do it soon, the regulations are going to hit you hard, so you are going to have to pay anyway.”

Despite the clear need for collaborations Granås points to the challenges of actually setting them up. “It is much easier said than done,” he says. “There are so many things that need to work. You really need to have a strategic fit, you need to work in a way that fits both companies, there needs to be something in it for both parties.”

Sotiropoulou adds: “Companies are generally very protective of what

→
Facts:

Sustainability numbers



98.5%

of the operations at the Holmen Iggesund mill in Iggesund run on biogenic energy.

60-80%

lower carbon footprint when using paper-based take-away food containers or trays compared to plastic.

40%

of the products that Trineo sells shall be sustainably advantaged by 2030.





their future plans for growth are. But the partnership we have entered with Holmen Iggesund is extremely important. We have worked with them for so many years that we are able to get a lot of information with an established trust and have an open discussion. And we share the strategic goal of creating transparency and traceability and giving credibility to sustainability claims that we both want to make along the value chain."

Phasing out fossils

For Granås, the main call to action arising from the latest IPCC report is the complete elimination of packaging material that is based on fossil raw materials. "There are occasions where plastics are still the obvious choice, such as for specific pharmaceuticals or chemicals where, although we are working on them, the alternative options are not really there yet. For that reason we need to absolutely minimise unnecessary plastic packaging, like the plastic bubble wrap that comes in Amazon boxes or the excessive packaging that comes with some electronic products. That stuff needs to go away now. So we need to collaborate with brand owners too, and find out what function their packaging has and work together to find solutions. I am sure we can already today fulfil most of the requirements."

Holmen Iggesund already has many examples of paper-based packaging solutions that could replace many current plastic solutions which, Granås adds, means the company must do more to show designers examples of what can be done. "We need to be inspirational. We need to show the solutions to the pains that are out there."

He also points out that Holmen Iggesund is now developing innovative products that will provide renewable

solutions to formable packaging. Formables, mostly made from plastics, are generally not seen as an easy packaging product to make from renewables.

Reinvent packaging

But Granås also agrees with the view of the IPCC that the technology and know-how already exist to make the necessary changes. "It's really a change management problem," he says. "As Joe Biden has said, we know what to do, we know we can do it, we just need to do it. So I think the biggest challenge for our industry is us, the people. We need to change our mindsets and think change, we need to renew ourselves now and reinvent packaging. And to do this we need to embrace the idea of working together."

Sotiropoulou, who has been working with this issue for over 15 years, adds: "When I began working with natural solutions the question was, 'Is this a trend?' But nobody questions it anymore. Everybody expects us to be sustainable. I don't think we have a choice anymore in terms of making this happen." —



"I CANNOT HIGHLIGHT ENOUGH THEREFORE HOW IMPORTANT COLLABORATION WITH OTHERS IS TO MAKE THIS HAPPEN."

— Sofia Sotiropoulou, Trinseo

It's all connected

Several ecosystems are threatened by climate change, according to the IPCC report. These are the four ecosystems most likely to collapse.

The tropical coral reefs

The ecosystem is referred to as the first casualty and is expected to collapse even before reaching 1.5 degrees of warming.



Arctic summer ice

The Arctic is at risk of having ice-free summers in 20 years. This in turn leads to self-perpetuating warming, as the Arctic will become a darker area that absorbs more heat.



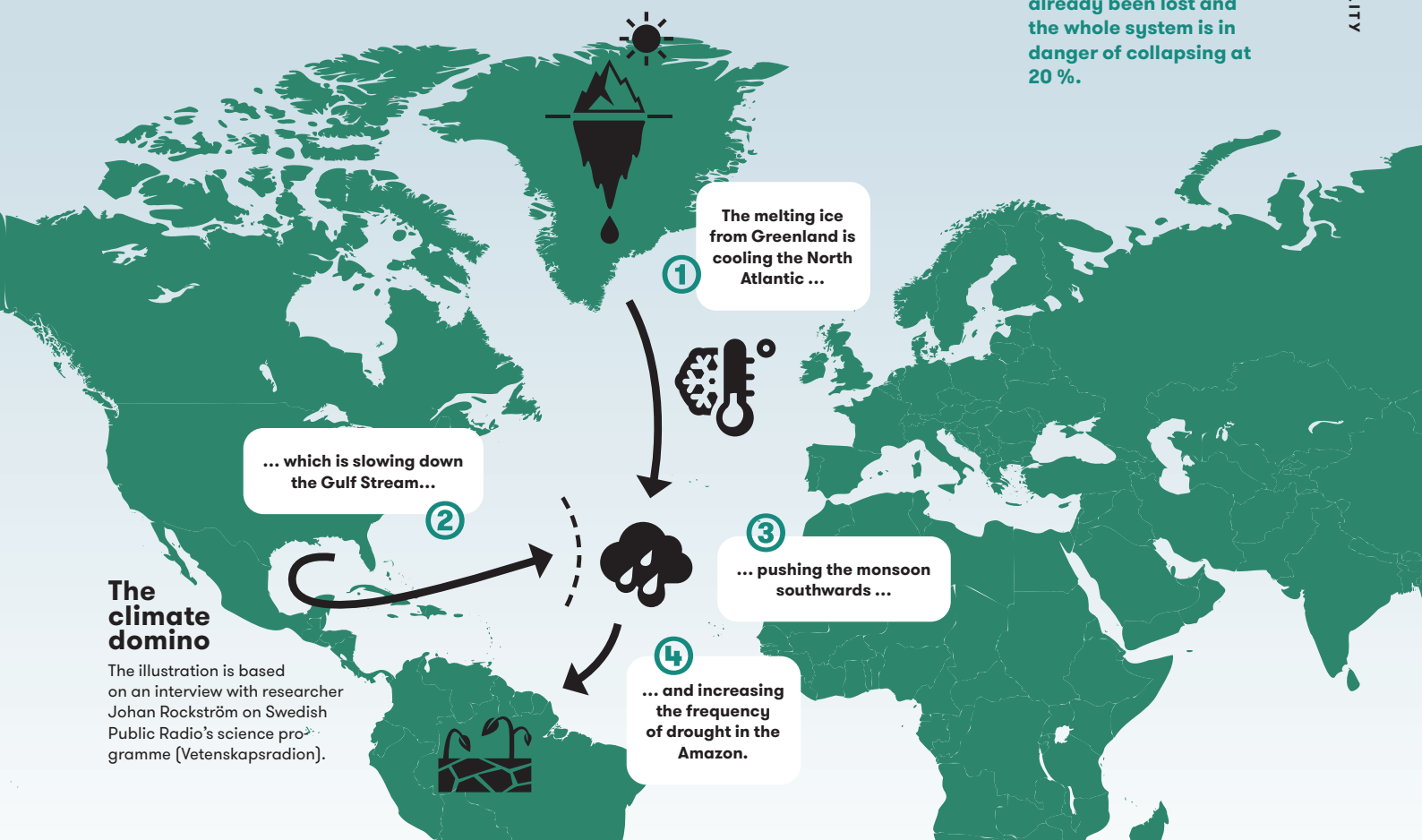
West Antarctica

Glaciers in West Antarctica are melting, which could contribute to an additional 1 metre rise in sea level this century.



The Amazon Rainforest

17 % of the area has already been lost and the whole system is in danger of collapsing at 20 %.



Johan Granås, Sustainability Director at Holmen Iggesund, help broaden the perspective of common questions.

Good to know: Sustainability and paperboard



Question 1:

Is recycled paperboard better for the climate?

ANSWER “Recycling of all paper products is very important to make best use of the wood rawmaterial. Unfortunately recycled paper is almost always made using fossil energy. Fresh fibre paperboard is however mainly made using bioenergy making its climate impact considerably lower.”



Question 2:

Are swedish forests being felled at a fast pace?

ANSWER “Yes, but they are growing up at an even faster pace. To make the transition to a renewable society we need to harvest wood. But we then need safeguard replanting and care for the forest ecosystem so that also future generations can continue to use the forest resources as has been done so far. There is today twice as much forest in Sweden compared to 100 years ago.”



Question 3:

Are trees cut down to make paperboard?

ANSWER “Big trees are harvested to make construction wood for houses, furniture and your patios. Paperboard products are made from the leftovers and is a way of using all parts of the harvested trees.”





Question 4:



Is locally sourced always better?

ANSWER If everything else is equal, sourcing locally is better because it reduces the transport emissions. However, when it comes to packaging materials, transports are almost never the main factor for the climate impact. Instead you need to look at the specific emissions from the product you are buying. It's almost always better to source a low impact product from far away than a locally sourced higher emitting product. Almost always, the savings can be substantial despite the longer transports.



The SPICE initiative is uniting some of the world's leading cosmetic brands and packaging manufacturers to collaboratively *create the future of packaging*. At the heart of the initiative is an eco-design tool that allows brands to assess the environmental impact of cosmetics packaging.

Shaping *sustainable* packaging together



The initiative
has developed the
SPICE Tool.

SPICE corporate members (as of May 2022): Albéa, Aptar, Axilone, Berry Global, Bormioli Luigi, Chanel, Clarins, Coty, Estée Lauder, Groupe Pochet, Heinz Glas, Hermès Parfums, L'Oréal, LVMH, Mary Kay, Meiyume, Natura & Co, Puig, Schwan Cosmetics, Shiseido, Sisley, Texen, Unilever Prestige, Walgreens Boots Alliance.

SPICE associated
members: Canopy,
CITEO, Cosmetic
Valley, DETIC, Elipso,
FEBEA, FEVE, PCPC,
RecyClass.



MOST PEOPLE who work with sustainability, in any industry, seem to agree that working together is the only way to achieve the urgent emission reductions that the United Nations says are vital for the planet. The changes that are required are huge. They include the need to fundamentally change processes, products, machinery, measurements and standards, issues that are far too big for one, or even a few players, to tackle alone.

But while there is much talk about the need for collaboration, and particularly collaboration across the entire supply chain, there are few ideas about how to do it. Among the key obstacles are traditional (and very understandable) mindsets around confidentiality and competition.

Launched in 2018

With the Sustainable Packaging Initiative for CosMEtics (SPICE) however, the cosmetics industry is showing that the type of collaboration that is needed, can be achieved.

SPICE was launched in 2018 by the French cosmetics brand L'Oréal and sustainability consultants Quantis. In just four years it has grown to now include 33 global cosmetics brands and organisations along the packaging value chain.

Together, SPICE members co-create methodologies and tools to drive the future of sustainable packaging for cosmetics, with a particular emphasis on guiding sustainable packaging policy development based on a science-driven methodology, driving packaging innovation with objective eco-design criteria, and providing consumers transparency on packaging environmental performance.

One of the key tools that the initiative has established is the SPICE Tool, an eco-design tool that makes robust scientific environmental data accessible to

packaging designers so that they can embed eco-design into the packaging development process.

SPICE was in fact conceived following the success of an earlier eco-evaluation tool called the Sustainable Product Optimisation Tool (SPOT). This was developed by L'Oréal and Quantis together with another sustainable consultancy called EY. Since its inception in 2017, SPOT has allowed L'Oréal to embed eco-design metrics into the development process of all its products.

But with SPICE, L'Oréal and Quantis wanted to go even further and bring the rest of the industry together to tackle some of the big sustainability challenges around packaging. SPICE was therefore launched with the main objectives of harmonising the way the environmental performance of cosmetics packaging is measured and sharing, at industry level, best practice for eco-design packaging.

As well as co-founders L'Oréal, many other leading cosmetic brands are now part of SPICE along with packaging designers and suppliers, as well as material associations, recycling organisations and NGOs.

The initiative therefore sees representatives from across the industry's value chain working together to collectively decide how to standardise sustainability measurement criteria for packaging. They also sit down together to tackle big topics such as how to assess the recyclability of cosmetics packaging, the biodiversity issues around raw material production and reusability models.

SPICE does not set collective goals for the industry in terms of emissions

reduction or recyclability targets. It also refrains from defining a common view of what sustainable packaging is. Its members represent everything from luxury to mass market players, working in different categories and products, and they therefore remain autonomous in setting their own targets.

The initiative does however help companies reach their own sustainability targets, whether they are self-imposed, or set by governments or investors. It is a forum for discussions and knowledge sharing, but one which also produces tangible results in the form, for example, of the constant evolution of the SPICE Tool and how it is used to measure environmental impacts of packaging in a scientific way, as well as guidelines on subjects such as environmental claims and proof of concept case studies.

A useful tool for marketing

The main decisions and discussions are taken with all members in the general assembly and every decision requires a majority vote in order to be carried out. Separate workstreams and taskforces on key topics are also agreed here, which are then led by members with the most experience.

Being part of SPICE provides organisations with a seat at the table, to help influence the future of the industry. It is also a useful tool for marketing and communication teams to make robust claims about a brands sustainable credentials. But anyone in any industry can also benefit from the know-how and best practice that are brought together at SPICE because all of its publications, guidance and even a version of the SPICE eco-design tool are available for free,



“L'ORÉAL IS PROUD TO SEE THE INITIATIVE UNITING THE COSMETICS INDUSTRY AROUND A SHARED VISION OF SUSTAINABLE PACKAGING.”

— Philippe Bonningue, L'Oréal





“SPICE IS DEVELOPING THE KNOWLEDGE, FRAMEWORKS AND TOOLS COMPANIES NEED TO MAKE RESILIENT DECISIONS.”

— Dimitri Caudrelier, Quantis

SPICE includes 33 global cosmetics brands and organisations.



Find out more about
the collaboration:
open-spice.com

from the SPICE website, to anyone.

The SPICE Tool is now used by members to ensure that their packaging design begins with considerations of environmental performance measured by life-cycle assessments that take into account things like the least impactful materials, weight, recyclability, circularity and reusability models. But any player in any industry can also subscribe to an annual licence for the tool and embed its results in their packaging development process and governance. They can also be inspired by the SPICE initiative to find ways to join together and tackle the huge

sustainability challenges that can only be solved by collaboration.

“As the co-founder of SPICE, L’Oréal is proud to see the initiative uniting the cosmetics industry around a shared vision of sustainable packaging,” says Philippe Bonningue, global VP of Packaging & Circular Economy Stewardship.

“For more than a decade, we have been committed to innovating our packaging toward sustainability. We developed the Sustainable Product Optimisation Tool (SPOT) and are pleased to share this packaging methodology and our learnings with

the SPICE initiative so that together, we can drive the industry’s sustainable transformation. It’s what our consumers want, and it’s what our planet needs.”

“Quantis is honoured to co-lead SPICE and guide major players in the cosmetics industry on this ambitious journey,” says Dimitri Caudrelier, CEO, Quantis. “Packaging is an important lever for cosmetics sustainability strategies and we know we will go further, faster together. SPICE is developing the knowledge, frameworks and tools companies need to make resilient decisions – and we’re just getting started.” —

Many of the world's leading brands are responding to consumer concern about climate change by *replacing the plastic* used in their product packaging with innovative sustainable alternatives. Here are some examples.

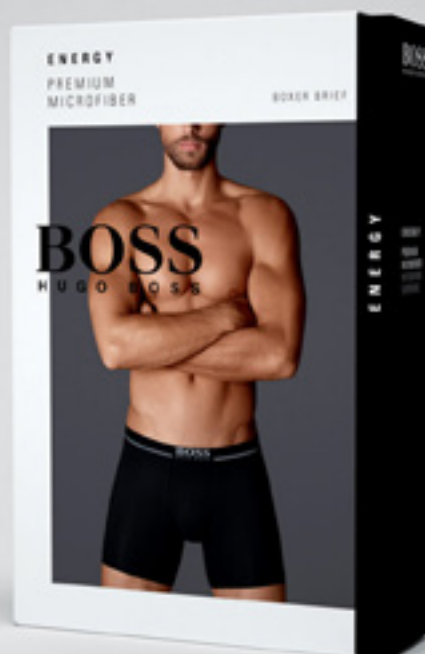
In good company



Case 1:

Who's the boss?

The famous German luxury fashion brand HUGO BOSS has always focused on high-quality packaging that looks great and protects the products. Their underwear packaging, presented in Holmen Iggesund's Invercote paperboard carton, also fully underlines the company's approach to sustainability. Instead of the plastic packaging that BOSS underwear was previously provided in, the paperboard consists of renewable raw material from sustainably managed forests. Its production processes are mainly driven by bio-energy. Eco-friendly printing techniques on the paperboard and the paper whiteness also result in consistent colour reproduction of the product images.





Case 2:

The perfect box for beauty

Dome BEAUTY is not only top class cosmetic products. To them, the packaging is as critical as the content. When searching for the perfect box for her products, Mar Cavallone, founder of Dome BEAUTY, was trying to accomplish a high-quality look without all the fancy finishes that eliminate the ability to recycle the box. The packaging for the first line of dome BEAUTY products using Holmen Iggesund's Invercote, was printed by L&E International with DIC/Sakata soy ink, a non-volatile water-based ink, in line with the sustainable orientation of the beauty brand. It also has a gloss water-based coating, with a reduced climate impact compared to traditional finishes.



Find more
inspiring
cases at:
iggesund.com

Can packaging design contribute to sustainable development? This is the question that graphic design students at *Mid Sweden University* have addressed in their thesis projects. They have all used one of the UN's Sustainable Development Goals as a starting point.

SHOW+TELL: Students explore future packaging



Hygiene minus water

With her “Boté” project, Hanna Rikners wants to create a hygiene product without added water, which makes it possible to reduce the size of the product and its environmental impact. Boté is also packaged in a sustainable material that can be refilled and reused.



Clearer vegetarian communication

Emma von Scheele's “Tak'o” project aims to get more people to eliminate meat. Tak'o is a fast food chain that serves Swedish-produced vegetarian and vegan tacos. The aim is also to communicate clearly with the help of creative packaging.



Mushroom-like bottle

Alexandra Jansson's project "Sprängticka" features a healthy luxury drink that is supposed to be good for both the body and the environment. The bottle is designed to emulate the chaga mushroom, while the packaging resembles an abstract birch tree trunk.



Touch influences packaging experience

Kim-Kim Bui's "Touch" project is about exploring multi-sensory design (MSD) as part of the packaging experience. MSD involves using different sensory inputs in communication, such as touch.



Scraps into dog food

Did you know that it's possible to make dog food from beer production waste? Emilia Holmqvist's project "Drav" is about making use of this very product. Packaging is an important part of the brand, which among other things includes a six-pack cardboard box.



Interiors from eggshells

Sigrid Näslund's circular "OVI" reuses eggshells to make interior design products. The products are handmade and the packaging is made from her own paper pulp, which is customised for each product.



The three-year programme focuses on packaging design.



Seasonal flowers

Hanna Granlund has created a calendar with flower seeds. The seed calendar is a gift product enclosed in a sturdy box covered in textured paper. It comes in three versions for spring, summer and autumn.



UN's Sustainable Development Goals:
sdgs.un.org/goals



The ultimate selfie?

The Dutch visual artist Helmut Smits' playful project "A Product's Self Portrait" puts the package in focus. Every product in the series of 27 pictures is photographed using a pinhole camera, made from the product's own packaging. The ultimate selfie? —

This project is made possible thanks to the generous support of The Mondriaan Fund and Creative Industries Fund NL.



Find out more under
Self portrait at:
helmutsmits.nl/work

Craftsman Thomas Asplund at small-scale printing house Norrbacka in Stockholm, Sweden, printed the cover of this issue of *Inspire*.

Norrbacka uses the old and traditional letterpress printing technique. The printing house has traditional machinery, uses no chemicals and mixes all the ink itself.

“It’s not a large-scale production. We reuse the printing blocks that can be used again and don’t throw anything away unnecessarily,” explains Asplund.



Cover printing:

PAPERBOARD—

Invercote G 240 g/m², 300 µm, 11.8 pt

PRINTING TECHNIQUES—

Letter press 2+2 colour (black and Pantone 335)
and die cutting.

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Inspire, a source of inspiration, is provided by Holmen Iggesund,
home of Invercote, Incada and Inverform.