



Meet Emma

Sustainable business specialist



25 yrs' working with business from start up to Waitrose; Sky; Magnox; Argos; Beko



Translator of theory into practice



Advisor, trainer, mentor



Circular economy, carbon literacy, BCorp



Who do you
want to help
in an
emergency?



Closing the value - action gap





Jane Bevis

Executive Chair, OPRL



“Careful attention to sustainability claims is vital. Getting it wrong is disastrous for brand value, erodes consumer trust and, worse still, undermines consumer confidence in taking pro-environmental action.”

Sustainable Packaging

**MEDIA
PLANET**



OPRL
THE ON-PACK RECYCLING LABEL

Green Claims Code UK



Misused &
ambiguous
terms

Recyclable

Non-toxic

BIODEGRADABLE

Recycle Ready

ECO...

Nature derived

Green

Botanical

Plant-based

Pure

SUSTAINABLE

Compostable

Earth-friendly

Plastic bio-content
allocated via mass balance





1. Confused or absent strategy
2. Campaigns and initiatives
3. Lack of up to date skillset
4. Overbearing financial drivers

Current situation





1. Build an overarching and long-term strategy
2. Upskill internally
3. Implement with support
4. Balance financial and sustainability goals

Recommendations





Changing the model

Circular models

- Reduce
- Reuse
- Refill





Emma@lighthouse-sustainability.co.uk



@lighthouse_sustainability



@emmaburlow



/emmaburlow



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Sustainability