

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?



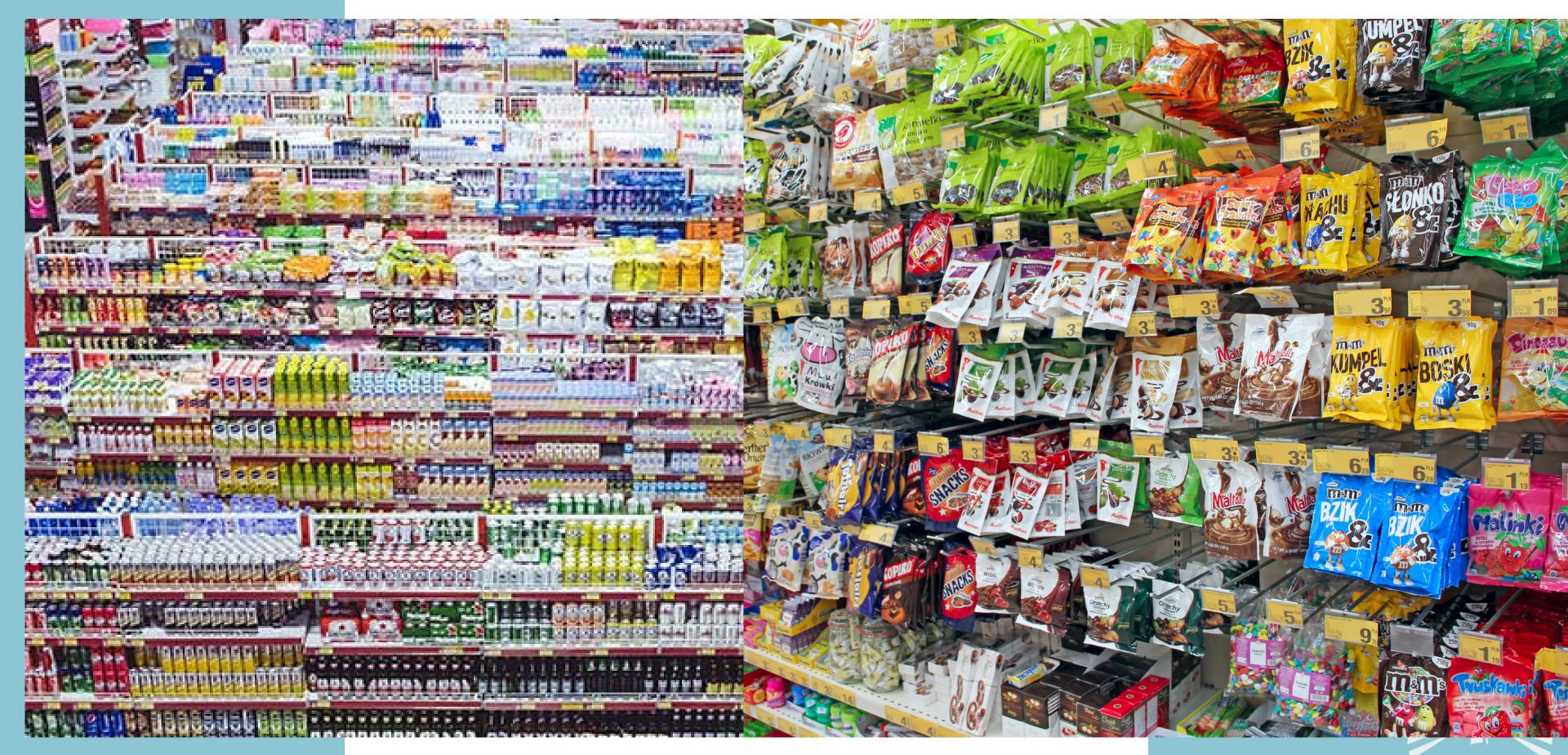




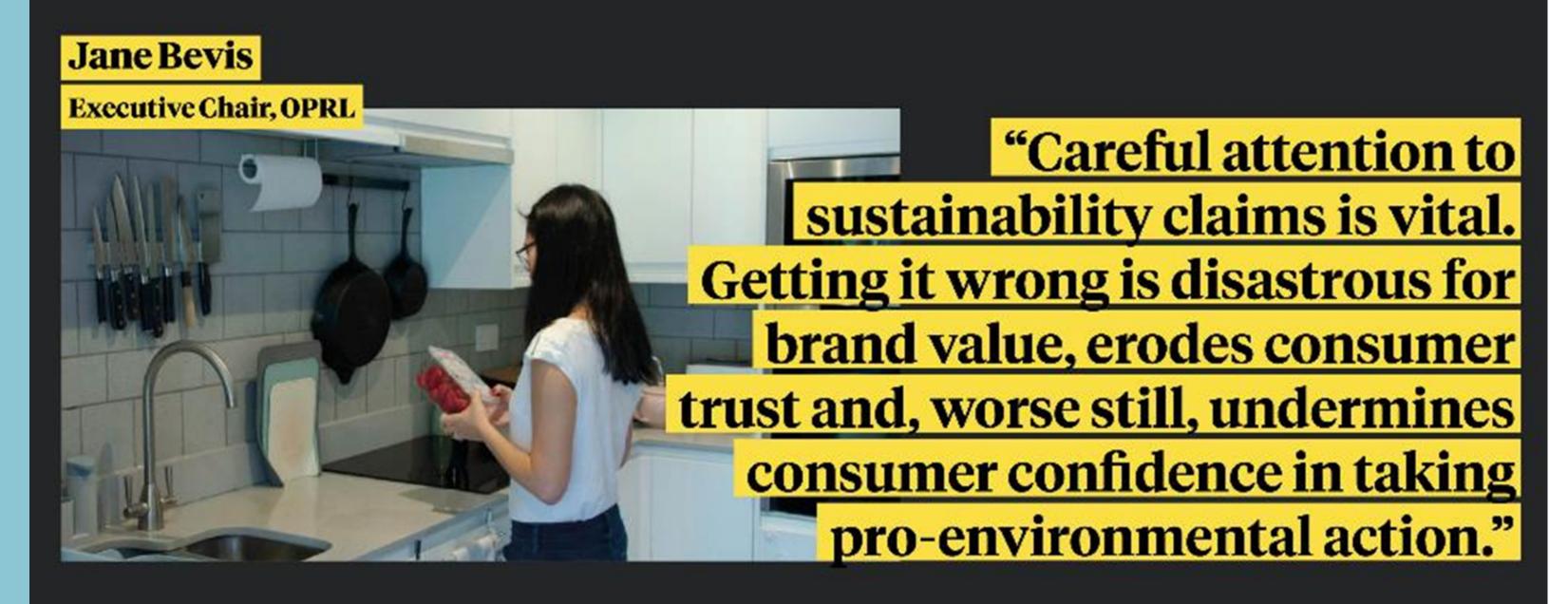
Closing the value action gap











Sustainable Packaging







Green Claims Code UK





Misused & ambiguous terms

Recyclable

Non-toxic

BIODEGRADABLE

Recycle Ready

ECO...

Nature derived Green

Botanical

Plant-based

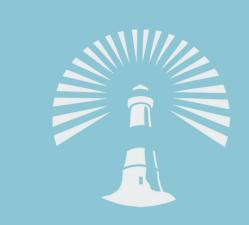
Pure

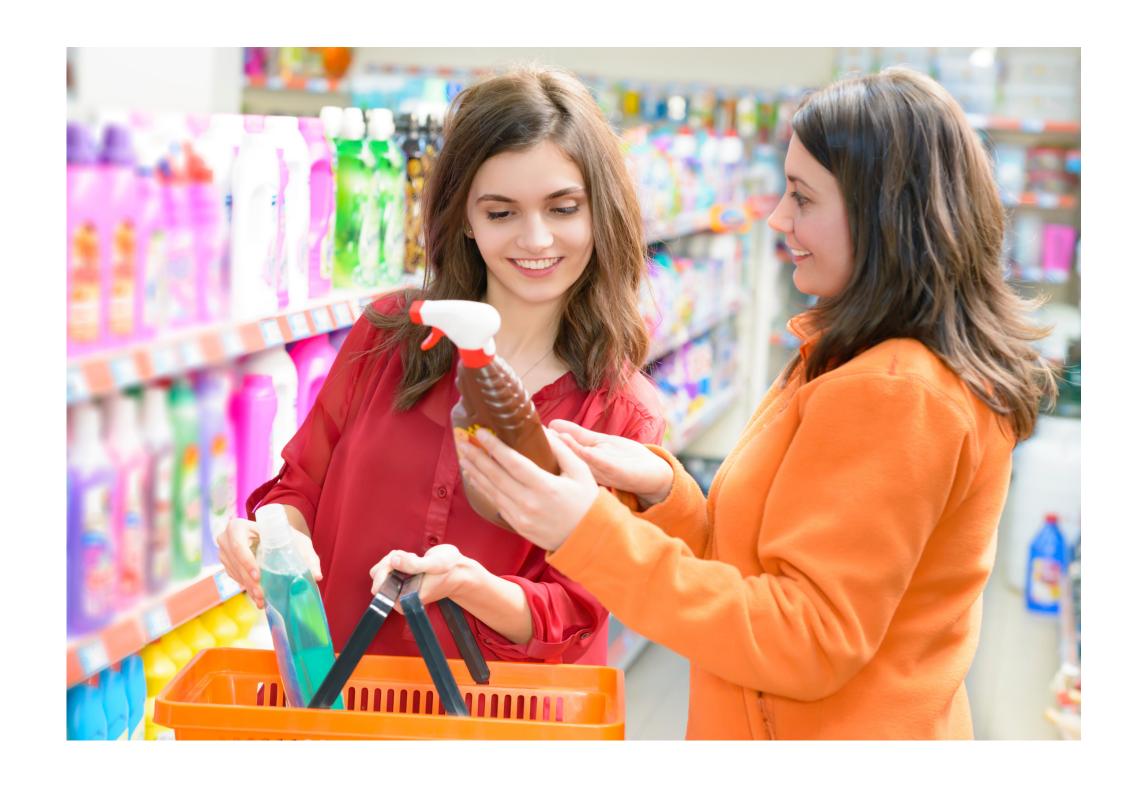
SUSTAINABLE

Compostable

Earth-friendly

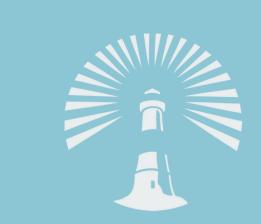
Plastic bio-content allocated via mass balance





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

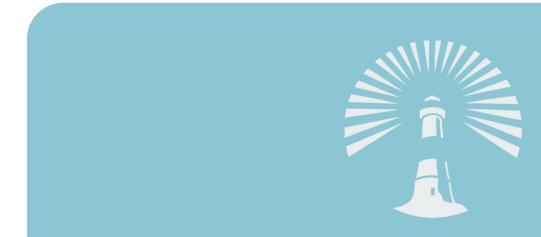
Current situation





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

Recommendations



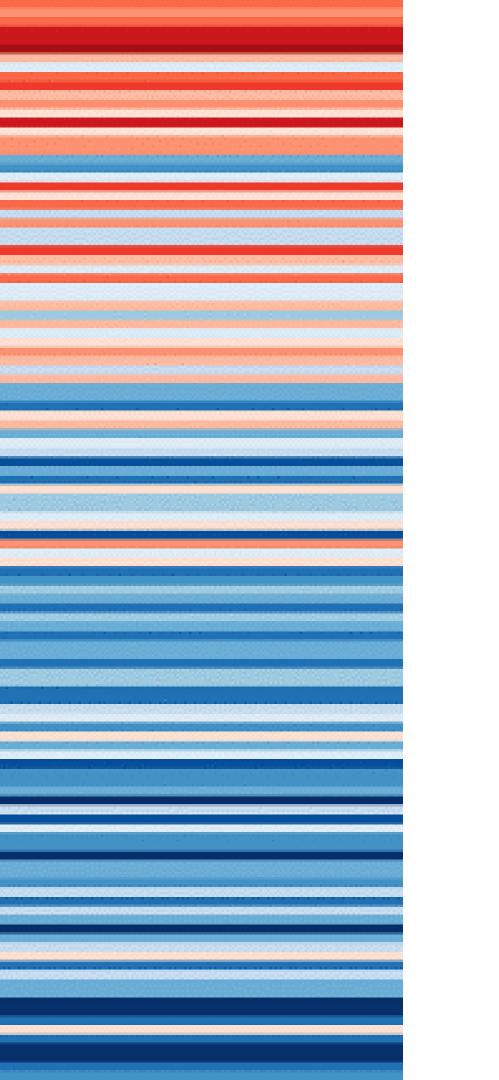


Changing the model

Circular models

- Reduce
- Reuse
- Refill







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