

# **Module 3: E-marketing**

Unit 4: Green packaging and effective delivery

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<b>Unit 4</b>	Green packaging and effective delivery
Topic 1	Packaging and Circular Economy
Topic 2	Recycling of Packaging
Topic 3	Renewables in Packaging
Topic 4	Reuse Packaging

# Module: Learning Outcomes

## Module XXX

**Introduction text:** *Please write a short introduction text to the section, it should state what this section is about. It should be written in a motivating and appealing way. It should be addresses to the beneficiaries (migrants/refugees), meaning that you can also use the format of direct speech.*

### Knowledge

Statements of what a learner knows:

### Skills

Statements of what a learner understand:

### Competences

Statements of what a learner is able to do on completion of a learning process:


# Introductory video

Thank you for taking this course. I would like to welcome you on behalf of the Erasmus+ Project YOU-GO team. A Project design to help Young Women in Crafts industry to build their entrepreneurial and marketing skills.

On this unit we will discover the Business Model “Canvas” which is a compact template which helps entrepreneurs to graphically visualise their business plan in a single piece of paper. This valuable tool was developed by Alexander Osterwalder as part of his PhD work in business model ontology.

Business Model Canvas consists of nine blocks which can be grouped in three categories:

1. Infrastructure
2. Customers
3. Finances

Through this module we will analyse each one of the nine blocks and elaborate how and with what we can fill them in order to create a solid outcome which can guide us on decision making about our business.

## Unit 4: Green packaging and effective delivery

# Sustainable Packaging

Sustainable packaging refers to the packaging that produces the most negligible impact on the natural environment. In this unit we will explore the following aspects of sustainable packaging

1. Packaging and Circular Economy
2. Recycling of Packaging
3. Renewables in Packaging
4. Reuse Packing

# Topic 1: Packaging and Circular Economy

The main trend for packaging for many years has been plastic packages, yet currently only a limited amount of global plastics waste has been recovered.

The Circular Economy approach aims to prevent the end of life of packaging items

Different strategies are used to create circular value of products and packaging:

- Recycle
- Reuse
- Renew
- Rethink

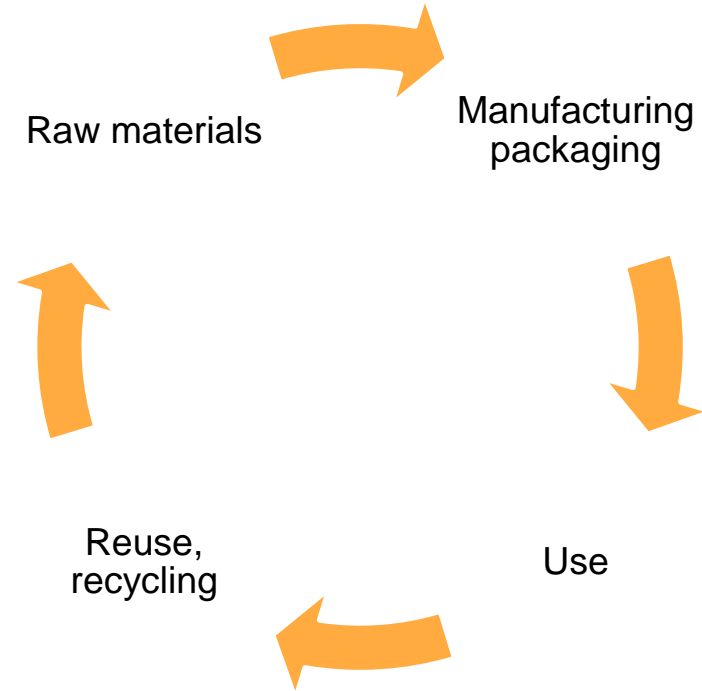
# Topic 1: Packaging and Circular Economy

Since recently the packaging has been discarded when it has served its purpose. As a consequence, resources are wasted and energy is spent for the disposal of packaging.

Circular economy aims to recover rather than wasting resources. Aim is to cycle back material into manufacturing phase to maximize the use of their value and at the same time to minimize waste and environmental impact.

# Topic 1: Packaging and Circular Economy

- Circular economy aims to reuse and recycle packaging to extract raw materials again
- The raw materials are then used to create new products or packaging



## Topic 2: Recycling of Packaging

Recycling is converting waste packaging into materials for new packaging items.

Some of the techniques used to make packaging efficient for recycle include:

- Use of limited types of materials on packaging. Single material packaging are preferable as not disassemble of different types of materials is required.
- Use of recyclable materials. For example, there are different types of plastics, some are recyclable and other not. Even if recyclable plastic is slightly more expensive it is preferred.
- Use of materials with low energy recycling needs. For example, aluminium recycling is a very energy-expensive process.

## Topic 2: Recycling of Packaging

Some other design rules used to improve the recyclability of packaging are

- Prioritise the functionality of the packaging
- Avoid toxins
- If multiple materials must be used, make sure they are easily separable
- Communicate the material composition and end-of-life options

# Topic 3: Renewables in Packaging

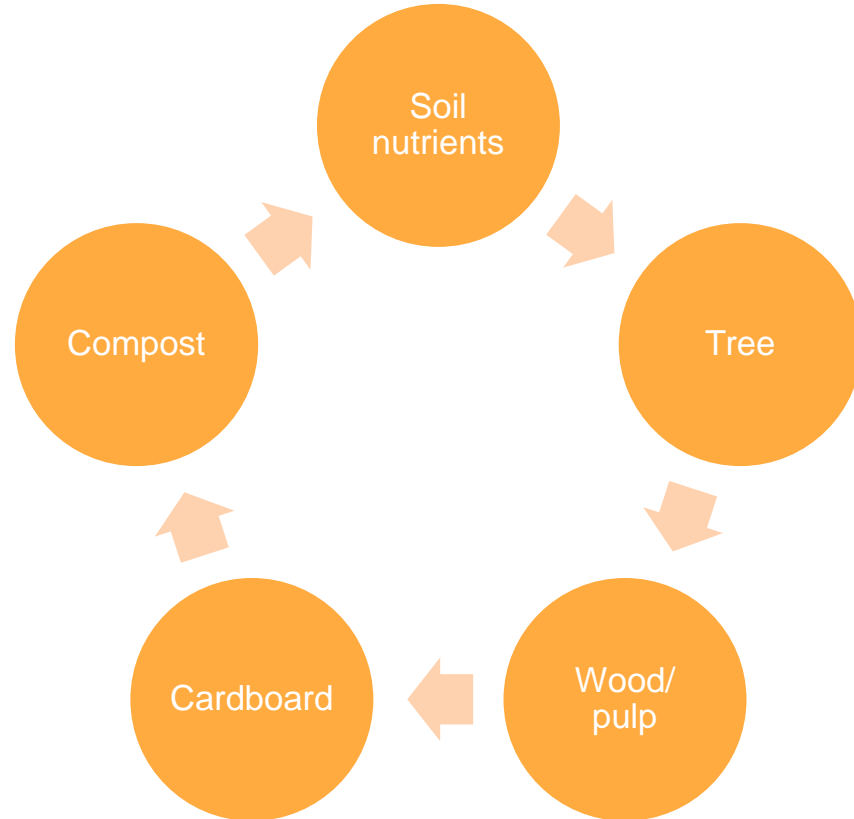
Renew is the term used to describe the use of renewable and biodegradable materials in packaging.

For example, plastic packaging is manufactured from fossil origins. It could be replaced with renewable packaging materials like cardboard and cotton which are plant based and can be regrown.

The idea of using renewable and biodegradable material is that they can be cycled through continuous loops in nature.

An example follows to guide us on understanding the process

# Topic 3: Renewables in Packaging



# Topic 3: Renewables in Packaging

Indicative list of renewable and biodegradable package materials:

- Polymers from biomass
- Plastic from polymerised monomers extracted from biomass
- Plastics made by microorganisms from biomass
- Materials made by sugar cane, algae, wheat grain, corn strach
- Materials made from bacteria fermentation
- Plant based material: wood, cotton, hemp

## Topic 4: Reuse Packaging

Reuse of packaging is collecting, cleaning and reusing packing for the same purpose, i.e. packaging a new batch of the same product, avoiding alternating the package.

Reusing a packaging item rather than recycling it, preserves more of its value in terms of energy, materials, labour and capital. By reusing you prolong a packaging lifetime.

The main restriction for reusing is making sure consumers return the packaging in a good condition.

# Topic 4: Reuse Packaging

When designing a package for reuse, several measures should be taken in consideration:

- Use of perishable/ durable materials, like metal or glass
- Use of materials that can be easily cleaned/ pasteurised
- Develop an extra-logistics department responsible for collecting and preparing packaging for reuse
- Deploy marketing campaigns to “train” consumers on returning back packaging

# Topic 4: Reuse Packaging

Reuse packaging requires extra investment, on the other hand it offers several strengths to a company:

- Durable packaging can preserve better products and reduce damages
- Durable packaging can add value to the final product by giving/ increasing the impression of high quality
- It helps to build a long term relationship with customers
- It helps building a more eco-friendly company which can be used for marketing and reporting

# Evaluation

## Question 1:

**What does sustainable packaging aim to achieve, and what aspects will be explored in this unit?**

- a) Sustainable packaging aims to use the most luxurious materials for packaging. The unit will explore packaging for luxury products.
- b) Sustainable packaging aims to have the lowest cost. The unit will explore cost-effective packaging solutions.
- c) Sustainable packaging aims to minimize its impact on the natural environment. The unit will explore packaging and its relationship with the circular economy, recycling, renewables, and reuse.
- d) Sustainable packaging aims to create visually appealing packaging. The unit will explore packaging design and aesthetics.

**Correct answer:** c) Sustainable packaging aims to minimize its impact on the natural environment. The unit will explore packaging and its relationship with the circular economy, recycling, renewables, and reuse.

## Question 2:

**What is the main trend in packaging, and what strategies are used to create circular value for products and packaging?**

- a) The main trend is paper packaging, and strategies include reducing package sizes and eliminating waste.
- b) The main trend is glass packaging, and strategies include using natural materials and reducing energy consumption.
- c) The main trend is plastic packaging, and strategies include recycling, reusing, renewing, and rethinking packaging items.
- d) The main trend is metal packaging, and strategies include focusing on aesthetics and increasing product visibility.

**Correct answer:** c) The main trend is plastic packaging, and strategies include recycling, reusing, renewing, and rethinking packaging items.

### **Question 3:**

**What techniques contribute to making packaging more efficient for recycling?**

- a) Opting for single-material packaging to avoid the need for material disassembly during recycling.
- b) Using a wide variety of materials in packaging to improve durability.
- c) Choosing materials that are not recyclable to ensure a longer lifespan for packaging items.
- d) Prioritizing materials with high-energy recycling needs to support energy-intensive processes.

**Correct answer:** a) Opting for single-material packaging to avoid the need for material disassembly during recycling.

#### Question 4:

**What does "renew" refer to in the context of packaging, and how does it relate to using renewable and biodegradable materials?**

- a) Renew refers to the process of repurposing used packaging for new products.
- b) Renew refers to the use of renewable and biodegradable materials in packaging, such as plant-based materials like cardboard and cotton.
- c) Renew refers to the practice of recycling plastic packaging into new plastic items.
- d) Renew refers to the act of reducing packaging materials to minimize environmental impact.
- e) Renew refers to the process of reusing packaging materials for different purposes.

**Correct answer:** b) Renew refers to the use of renewable and biodegradable materials in packaging, such as plant-based materials like cardboard and cotton.

## Question 5:

**What does "reuse" of packaging involve, and why is it advantageous compared to recycling?**

- a) Reuse involves breaking down packaging materials for recycling. It is advantageous as it reduces the need for new materials.
- b) Reuse involves collecting and repackaging products with new designs. It is advantageous as it adds variety to the products.
- c) Reuse involves collecting, cleaning, and reusing packaging for the same purpose, preserving its value in terms of energy, materials, labor, and capital.
- d) Reuse involves converting packaging materials into different products. It is advantageous as it reduces the cost of packaging materials.

**Correct answer:** c) Reuse involves collecting, cleaning, and reusing packaging for the same purpose, preserving its value in terms of energy, materials, labor, and capital.

## Question 6:

**What are some of the strengths and benefits that reusing packaging offers to a company?**

- a) Reusing packaging requires less investment and reduces product quality.
- b) Reusing packaging does not contribute to building customer relationships.
- c) Reusing packaging can lead to higher damage to products.
- d) Reusing packaging can preserve products better, add value to the final product, build long-term customer relationships, and contribute to an eco-friendly image for marketing and reporting.
- e) Reusing packaging has no impact on a company's image or marketing efforts.

**Correct answer:** d) Reusing packaging can preserve products better, add value to the final product, build long-term customer relationships, and contribute to an eco-friendly image for marketing and reporting.

# Question 8

Type : Assessment (Select from the list)

Question : From 1 to 5 how happy was Ben?

Right Answers:

{[1][2][3][4][5]}

# References

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