



Maximize the **Value**
Proposition of **Sustainability**.



Agenda

- Setting the Stage: CPG & Sustainability
- Understanding the Changing Expectations
- Case Study with Hoffer Plastics: Tangible Steps to Capture Value
- Q&A

CPG & Plastics

Packaging in Consumer Goods continues to be the leading contributor to plastic waste



PACKAGING

42% of Global Plastic Production

90%

Of CPG's emissions lie in the value chain, leaving companies exposed to raw material risks and product consumption risks

Industry Players

Food & Bev

DANONE **Nestlé**

 **ABInBev**

Household & Personal


Unilever

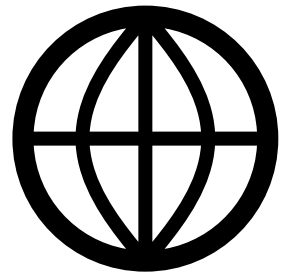
L'ORÉAL

P&G

 **COLGATE-PALMOLIVE**

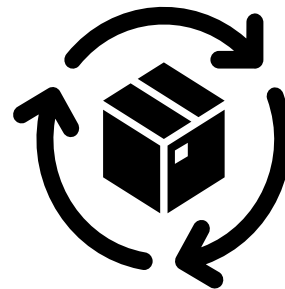
Evolving Pressures

The plastics industry is facing a rapidly evolving regulatory space, and increasing pressure on the consumer and customer fronts, demanding that companies take action.



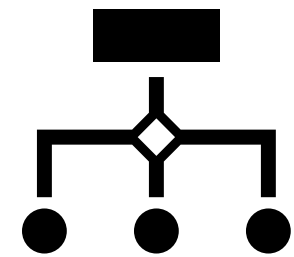
Jurisdiction Driven

Country, state, city-specific regulations, requiring additional ESG data disclosure and reporting.



Product Driven

Regulation around use of materials, recycling of products, producer responsibility.



Supply Chain Driven

Suppliers being asked about emissions, waste, water, human rights and other ESG measures for risk mitigation and reporting.



Innovation Need

HIGH AMBITION

6 out of 7

Top Household & Personal Care companies are actively innovating to replace petrochemicals

63%

of companies are investing to advance depolymerization and recycling infrastructure

LOW DELIVERY

60%

of the top 10 revenue generating brands in CPG have failed to deliver low carbon innovations

Areas for Innovation



MANUFACTURING

Energy efficiency
Water
Safety



MATERIALS

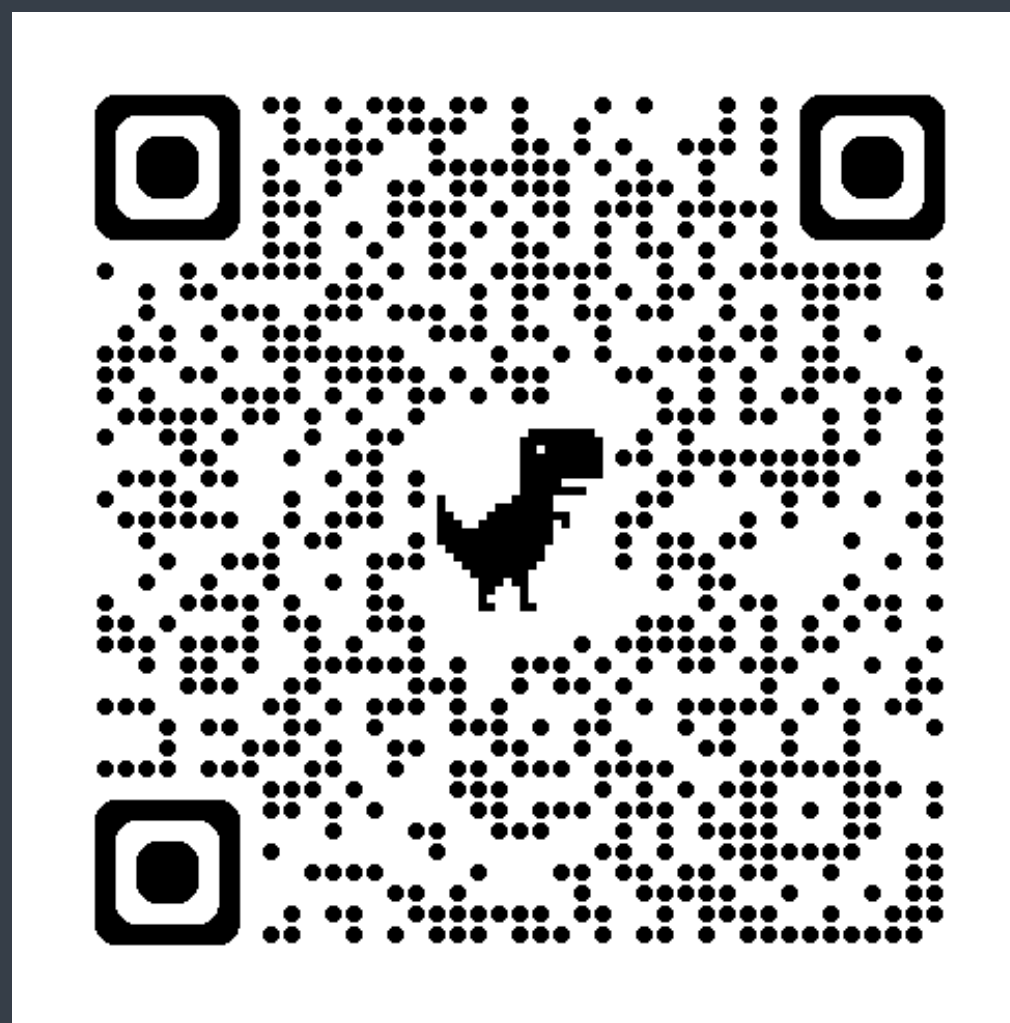
Waste
Recyclability
End of Life
Material sources



TRANSPORTATION

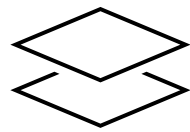
Emissions
Logistics

Get the Activity Materials



Google Jamboard available!

Framework for Capturing Value



Design



Make



Manage

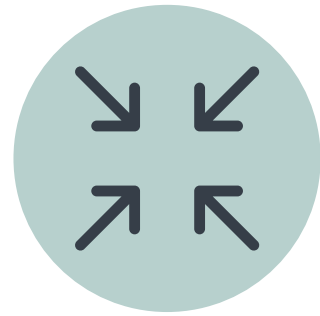
HOFFER
There's a Part of Us in Every Piece™

70 YEARS



How Suppliers Capture Value from Sustainability

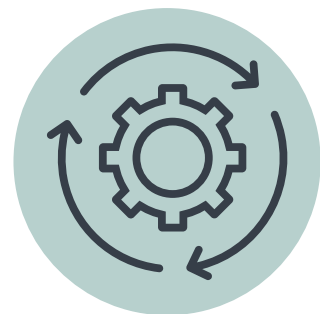
Designing for Sustainable Products



Part & weight reduction



Scrap reduction



Process improvements



Material innovation



ACTIVITY

Inventory of Sustainable Design Capabilities

Skills



- What are the tangible skills needed to design sustainably?
- How can your organization foster skill building and capacity in this area?

Design Principles or Standards



- Do your current design standards include sustainability?
- What are 2-3 principles you can integrate easily to design for circular solutions?

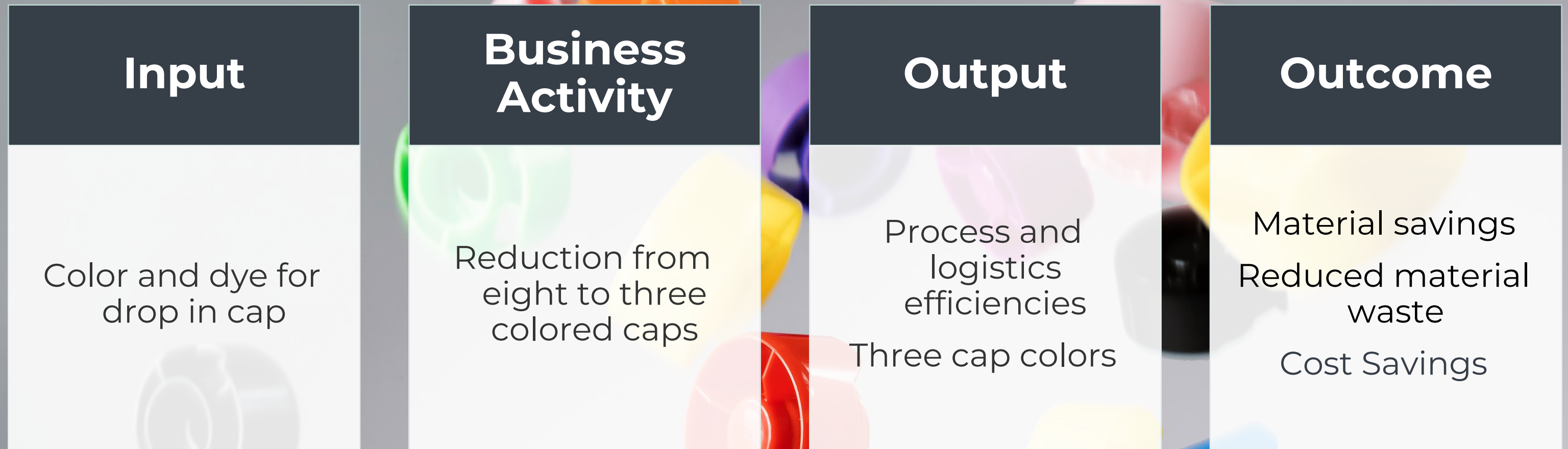
Stakeholders



- What stakeholders contribute to and/or are impacted by designing more sustainably?
- Where can they be involved in the planning process?

Efficiencies in the Value Chain

TTL COLOR CHANGE WASTE





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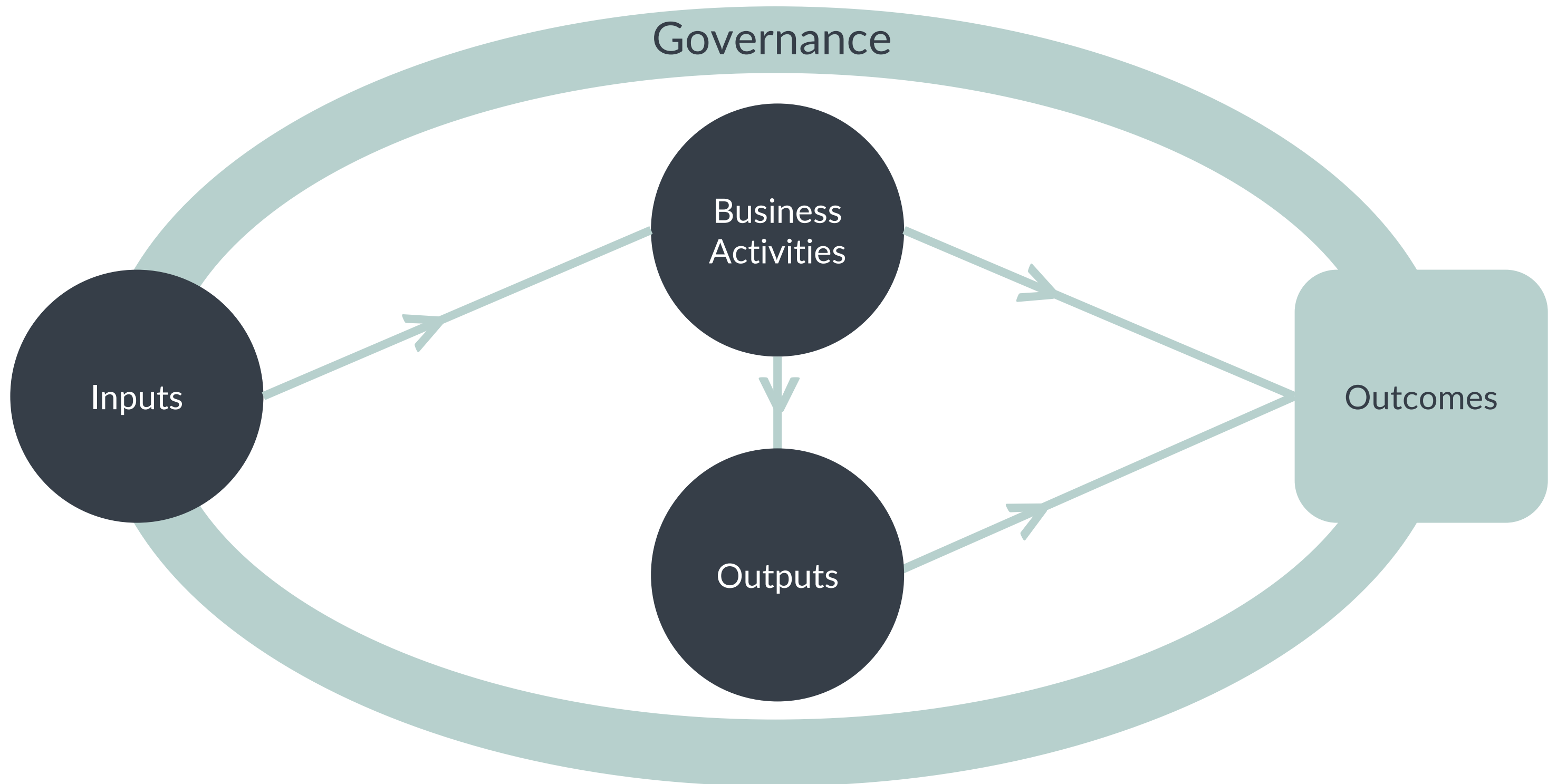
Understanding Product Inputs

Think about a **particular product or service line** in your business.

What materials, machines, labor, services, financial resources, etc. are needed to get it to your customer?

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Understanding Your Value Chain



Managing Impact

Highlighting your impact in best management practices across your value chain **creates stronger partnerships and long-term value with key stakeholders.**



Hoffer Foundation created in 1966 to support local non-profit organizations

Putting numbers to action: 677 children & teens participants in summer camp program

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Best Practices in Sustainability Management

Many companies are implementing strategies to be more sustainable - **how can we best monitor and communicate the benefits of these efforts?**

Materiality Assessment

Complete a materiality assessment to understand what your organization's most impactful topics are to stakeholders and the business.

Data Management

Understand what you already measure and what you may want to measure in order to be a more competitive solution.

Stakeholder Comms

How often do you communicate with your stakeholders about sustainability, if at all?

Customer Agreements

Do you understand the expectations set out by your customers in their supplier code of conduct/agreements? How does your organization address these expectations?

Takeaways

It takes time. Small, well-planned steps can help highlight **value to your customers** and create **opportunities for value maximization** with a focused approach!

1

Where can I begin to capture value from Sustainability?

Understand your current state – identify key activities in place and how you can amplify value.

2

How can I strategize for maximizing value in the future?

Identify a business activity that connects the Design, Make, and Manage framework, and use that as a starting point.

Thank you!



Connect with the Hoffer Team!
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Interested in learning more about ICG?
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