



# Understanding Best Practices in Sustainable Packaging

*Global Market Overview of Sustainable Packaging for the FMCG Industry*

## CHALLENGE

A large fast-moving consumer goods (FMCG) firm from Southeast Asia sought to understand how leading consumer packaged goods (CPG) firms led sustainable packaging in their organizations.

The client needed to close research gaps around sustainability packaging and goals, understand key metrics in sustainability scorecard, and gain insights into original equipment manufacturers' (OEMs) expectations of sustainability in their packaging and portfolio.

## THE GLG APPROACH

After understanding the client's packaging challenges and their goals for sustainability, GLG connected them with nine subject-matter experts with experiences in sustainability and fiber-based packaging at top international FMCG firms.

Through phone interviews, the experts provided GLG's client with insights into waste commitments, external partnerships, and sustainability.

## OUTCOME

The client gained insights into establishing partnerships with suppliers, developments in recycling, and common initiatives across the FMCG industry. They also came to a better understanding of their own experiences in dealing with OEMs.

## FEATURED PRODUCTS



GLG Direct (Calls)

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**After thoroughly understanding the client's challenges, GLG engaged nine global experts in sustainable packaging in the FMCG industry whose insights helped the client make crucial business decisions.**

## Why GLG?

### A Global Perspective

GLG quickly identified leading experts in the space and connected them with the client to offer the client the global insights it needed.

### Relevant Insights for Decision Making

By engaging the right experts at the forefront of the sustainable packaging space, GLG provided insights that informed the client's decision making.

As the World's Insight Network, GLG connects clients to the subject-matter experts who can provide real-world insights to make informed decisions. Our team of professionals work with you to create a tailored approach that identifies, assesses, and answers your questions on your timeline. We bring the power of insight to every great professional decision.

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