

A brand owner's perspective: Barriers & Opportunities for biobased materials

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When it comes to the introduction of new materials, there is a central need to work together along the supply chain in order to create systemic change. However, there seems to be limited understanding between material suppliers, packaging suppliers, brand owner's and the waste processing & recycling industry on what is needed to reach this goal. Implementation of biobased plastics is often not even pursued, because the incentives and understanding are not there. FrieslandCampina works towards implementation of biobased plastics, but the options are limited for FMCG companies. So what can we do to move in the right direction and who do we need? In this presentation we provide a brand owners perspective on barriers and opportunities for biobased plastics and materials in context of increasing packaging legislation, increasing sustainability reporting, increasing pollution and the severe need to create an efficient system that benefits climate and environment.