



Regional Policy Dialogue Focusing on Packaging

**SUSTAINABLE LIFESTYLES FOR
SCP FOCUSING ON PACKAGING
WITH AN ADDITIONAL FOCUS ON
COVID-19**

19 November 2020, Thursday | 14.00 hrs
Bangkok Time ICT (Indochina time) UTC/GMT +7 hours

BACKGROUND

The COVID-19 pandemic is causing widespread concern and economic hardship for consumers, businesses, and communities across the globe. Amongst many, packaging industry too is facing unique challenges caused by the crisis. The primary role of packaging is 'to protect and deliver safely to consumers' and this has never been truer than during this pandemic time. There are both advantages and disadvantages in the packaging sector due to the COVID-19. The biggest benefit is that the demand for packaging industry has increased during this pandemic period. However, the major hindrance for this industry is the shutdown, as the employees are asked to stay at home during the pandemic. At the same time, people are mostly stocking up only essential goods for survival during the pandemic which has created increase in demand for certain types of packaging but reduced the demand for some other types. For example, demands on grocery items and at-home entertainments is increasing, while demands on out-of-home entertainments, consumer electronics, skincare & makeup, apparel, footwear, etc. are declining. A recent survey in USA showed that during the pandemic time, the impact of COVID-19 on the packaging industry is mixed and the impact on packaging players will depend on their portfolios and exposures to different regions, end uses for packaging, and substrates. Packaging sectors in the last 10 years are mostly focusing on the changing customer and consumer preferences. But during COVID-19, this trend is shifting and for the next 10 years the industry needs to additionally focus more on sustainability, e-commerce, FMCG and on digitization of packaging.

Sustainable and environment-friendly solution is a key in today's packaging industry. This is a big challenge. In the packaging industry, by material, plastic has the highest demand as it is much safer, more affordable, and long-lasting. Plastic also helps in stopping the spread of the diseases and helps keep the products packed in it from reacting, getting spoiled and rotting. However, people's sentiment towards environment-friendly packaging solutions is increasing. Therefore, research and innovation are essential for the packaging industry to ensure maintaining the safety, hygiene, and integrity of goods, which come to the fore during the current crisis and in the future. Taking into consideration that synthetic plastics are not biodegradable, the use of biobased and/or biodegradable plastic is gaining importance. However, the performance of these materials is often less than conventional ones. Their property can be enhanced using various nanofillers. Research in the field of nanocomposites materials is thus gaining attention.

PROPOSED AGENDA

- 14.00-14.02 **Welcome Remarks**
Ms. Tunnie Srisakulchairak
Programme Management Officer,
SWITCH-Asia RPAC
- 14.02-14.10 **Keynote Speaker**
Ms. Marika Ollaranta
Head of Bio and Circular Finland program
Business Finland
- 14.10-14.20 **Impact of COVID-19 on Packaging Sector, Sustainable Solutions and Future Materials**
Dr. Tanujjal Bora
Director, Center of Excellence in Nanotechnology
- Session 1: Social and Economic**
- 14.20-14.30 **Packaging Development of the Elderly: Universal Design**
Dr. Chana Yiangkamolsing
Vice President-Office of the President at PTG ENERGY
- 14.30-14.40 **Multi-criteria Sustainability Assessment Model for End of Life Flexible Packaging**
Dr. Somying Pongpimol
Professor, Faculty of Architecture
Khon Kaen University
- 14.40-14.50 **Sustainable Packaging and Business Model for the New Normal**
Ms. Onanong Pratakphiriya
L'Oreal Thailand (Case Study)
- Session 2: Packaging Materials for Sustainability**
- 14.50-15.00 **Plastic/Paper**
Mr. Saichon Sittikul-wanich
Fiber Pattana Company Limited (Case Study)
- 15.00-15.10 **Aluminum**
Ms. Wannaros Natt Tantranont
Asia Sustainability Lead & Business Development Manager
- 15.10-15.20 **Glass**
Ms. Kannika Pinmanee
Production Planning Division Manager,
BG Container Glass Company Limited (Case Study)
- 15.20-15.30 **Q&A**
Dr. Tanujjal Bora
- 15.30-15.35 **Conclusion and Closing Remarks**
Ms. Tunnie Srisakulchairak

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