

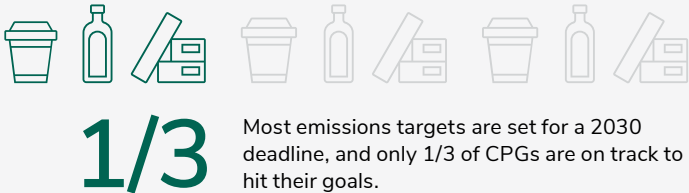
The sustainability gap: CPG brands and their 2030 ambition

As global consumer packaged goods (CPG) brands set ambitious goals for sustainability, the journey to achieving these targets is far from straightforward. With packaging seen as a key contributor to environmental impact, the disparity between sustainability ambitions and actual progress has never been more apparent.

Targets vs. progress



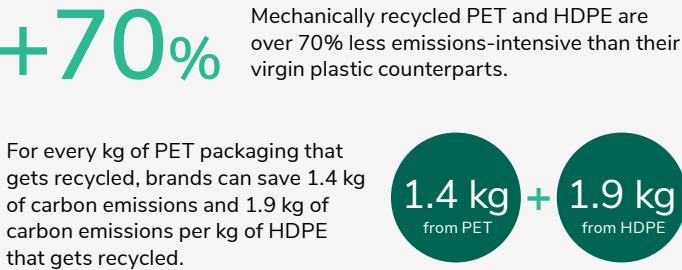
Packaging impact



Sustainable packaging accounts for up to 50% of upstream GHG emissions.



Recycling potential



Consumer influence



Bridging the sustainability gap together
The path to 2030 is challenging, but progress is within reach. How can we collectively accelerate sustainable packaging solutions?

Download our white paper at makingpackagingcircular.com



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