



Developing a Group-Wide Strategy for Implementing Sustainable Packaging Objectives for a Global Cosmetics Leader

PRACTICE
INNOVATION

SECTOR
COSMETICS

MISSION DURATION
5 months

• Overview

Our client, a global leader in cosmetics and beauty, has ambitious public commitments for the development of more sustainable packaging.

KEPLER developed a group-wide sustainable packaging strategy to reduce environmental impact, enhance brand reputation, and meet the growing consumer demand for sustainable products.

Our Approach



Context



Ambitious public commitments:

- Packaging light-weighting
- Transition to recycled plastic
- Move toward fully reusable or recyclable packaging



The implementation of these objectives had significant implications in terms of packaging design, consumer experience and business model choices



The client needed support to identify priorities, define roadmaps (global & detailed per product range), onboard stakeholders, and establish new processes for progress and compliance tracking



Objectives



Design an effective long-term transformation plan for the packaging community



Embed environmental performance in all packaging design initiatives



Methodology

1

Portfolio analysis to identify pareto of products contributing the most to each KPI – per category, product range, material type

2

Workshops with packaging and product development teams to **identify possible action plans** for each product range and packaging format, evaluation of their impacts on the KPIs

3

Consolidation of ambitious and realistic scenarios, with associated baselines, targets and multi-year timelines, to achieve all sustainable packaging objectives

4

Construction of a **“Master Plan” document** – shared with the entire packaging and development community – with validated priorities and actions required by the development teams regarding each commitment

5

Design of new processes for the **tracking of compliance** against new development rules and monitoring of progress over time. Specifications of a tool for the simulation and projection of the impacts of planned renovation plans

Levers and Tools



**Product
Portfolio Analysis**

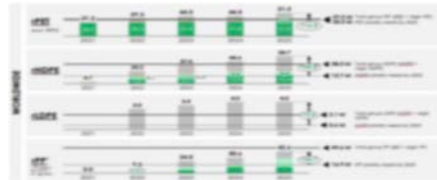


**Cross-Functional
Workshops**



**Change
Management**

Volume visualization, allocation & prioritization



Synthetic pack development rules



Compliance and waiver process



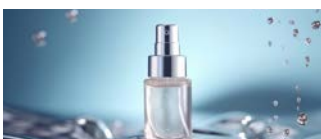
Results



**Unique reference document
synthesizing 12 packaging
development rules**



25+ brands mobilized worldwide



**Clear processes & tools
available to assess adherence to
sustainability roadmap**

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As achieving long-term corporate objectives on packaging sustainability is by essence a team effort, clearly defined operational paths to success are mandatory. The “Master Plan” methodology allows packaging and marketing teams to converge around jointly approved action plans, validating the necessary compromises to reach the company’s CSR targets.

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