

**Develop strategy to enable sustainable packaging transition.**

**Leading Development Agency**

## Brief to Packfora

The African Government Development Board & a Leading Development Agency approached Packfora to provide technical and industry expertise to enable sustainable packaging transition at country, region & industry level.

### **Packaging Industry**

African Government Development Board

### **Scope of engagement**

- ▶ Develop an outline of strategy to enable sustainable packaging transition at country, region & industry level.
- ▶ Identify specific policy measures, investment opportunities and prospective investor partners to help drive shift to viable sustainable packaging solutions for local economy and region.

### **Results delivered:**

- Identified current state of packaging material usage and policy implementation in the local economy.
- Benchmarked current packaging to global standards required for export in specific industry segments. Identified relevant scale & technology solutions to enable more sustainable packaging structures and recycling in the local economy & region.
- Identified potential investment partners in four key material and industry areas. Enabled introductions for development bodies to initiate investment promotion.
- Outlined necessary policy framework including EPR, PCR and governance mechanisms for sustainable packaging transition in local economy.

**Case Study.**