

During the pandemic crisis, consumer spending on groceries—particularly food—has dramatically increased, and shoppers are buying their goods online, fuelling a strong acceleration of e-commerce shipments and other home-delivery services. While more customers are using e-commerce, there is also a heightened awareness of the environmental impacts of packaging. Many online retailers are increasing their sustainability efforts to reduce any negative reputation for the brand caused by inefficient use of packaging, or use of non-recyclable or non-responsibly sourced packaging.

Sustainability in the e-commerce experience is no longer just a differentiator, but rather an essential element to a successful, future-fit packaging strategy.

This webinar will cover the next normal of packaging, brand owner's journey in preparing for changing consumer expectations, key drivers of the environmental impact of packaging and renewable material innovations for low carbon economy.

Email grace@cmtsp.com.sg if you require more information and/or wish to register.



Recording/Playback



Live Q&A with Speakers

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WEBINAR

E-COMMERCE PACKAGING

Role of Sustainable Packaging in Driving Circular E-Commerce

24 FEBRUARY 2021, 16:00 SGT (GMT +8)

CHAIRPERSON

SPEAKERS



RON SASINE
Principal
Hudson Windsor



DANIEL NORDIGÅRDEN
Partner, Detroit
McKinsey & Co



ALLAN DICKNER
Packaging Leader
IKEA of Sweden AB



ALAN ADAMS
Sustainability Director
- APAC
Sealed Air



KARL AXNÄS
Senior Innovation &
Business Development
Manager, Packaging Solutions
Stora Enso

24 FEB 2021, WEDNESDAY

16:00 Welcome by CMT

16:05 Chairperson's Opening Remark
Ron Sasine, Principal
Hudson Windsor

16:10 **The Future of Packaging and E-Commerce's Key Role in the "Next Normal"**

- E-commerce as a key growth area in the Next Normal of packaging
- Short- and long-term ramifications the industry
- Three critical elements that will be important to have in place for the value chain

Live Q&A
Daniel Nordigården
Partner, Detroit
McKinsey & Co

16:35 **Change is the Name of Tomorrow**

- Packaging solutions
- Renewable packaging materials
- Changing customer expectations and demand

Live Q&A
Allan Dickner, Packaging Leader
IKEA of Sweden AB

17:00 **Understanding the Environmental Impact of E-Commerce Packaging**

- Common consumer and industry perceptions on greener packaging
- The real drivers of the environmental impact of packaging
- The key to sustainable packaging innovation

17:25 **Innovative and Renewable Materials for a Low Carbon and Circular Economy**

- Steps towards achieving corporate sustainability goals

Live Q&A
Alan Adams
Sustainability Director - APAC
Sealed Air

17:25 **Innovative and Renewable Materials for a Low Carbon and Circular Economy**

- Steps towards achieving corporate sustainability goals

Live Q&A
Karl Axnas, Senior Innovation & Business Development Manager, Packaging Solutions
Stora Enso

17:50 Closing by CMT

17:55 End of Webinar