

## SUSTAINABLE PACKAGING DESIGN DEVELOPMENT: INTEGRATING SUSTAINABILITY METRICS INTO PACKAGING DEVELOPMENT AND MANUFACTURING PROCESSES TO MEET ENVIRONMENTAL AND PROFITABILITY TARGETS (WITH FOCUS ON CORRUGATED BOARD PACKAGING)

While the global case of sustainability is touching every aspect of every industry and is reshaping the marketing strategies of companies and products, the case is not any different in the packaging industry. Today, while businesses are facing big challenges that require them to take strong measures to meet local government laws and international regulation, industries have to indulge in environmental responsibilities to find sustainability solutions while meeting consumers demand that is becoming more sophisticated and selective.

Packaging companies are more and more investing great efforts to build sustainability strategies and to take the right measurements to add new considerations to the packaging design and manufacturing processes. With design aspects becoming so critical, there is a growing need for professionals to find solutions that meet with the new regulatory landscape for packaging and to review every aspect of the package lifecycle from initial concept to the choice of raw material, manufacturing processes, to distribution channels and disposal methods.

This qualitative research will be exploring in depth the sustainability context from one side and corrugated packaging from another, and the link between the two including every process effecting the package development, while identifying current strategies and methods used in the packaging industry to enhance the sustainable development of any fiber based product during its lifecycle. Furthermore, the research examines case studies of NGOs, packaging manufactures, design firms and global companies and how they integrate change to their business strategies to include new sustainability metrics and targets. The main target of the research is to gather and analyze sustainability methods and filter best practices and their implementation guidelines in addition to exploring new ideas to create design innovations that can meet sustainable criteria while still achieving competitive advantage in the packaging sector.

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