RESPONSIBLE RESOURCE USE
A PACKAGING PERSPECTIVE ON WHY COLLABORATION IS KEY
OUR TEAM

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RESOURCE + RECYCLING LEAD
SERVICES

Environmental Packaging Analysis
Specialist Research + Perspective
Packaging Strategy
Creative and Collaborative Sessions
1. APPLY

Apply intelligent design thinking and academic life cycle methodologies to deliver the most effective solution.

2. INTEGRATE

Integrate the United Nation’s Sustainable Development Goals and long term business objectives to ensure a future-fit plan.

3. CREATE

Create tangible strategies and guidelines easily implemented by packaging and brand teams, quickly adopted by supply chains.
“Making change happen is rarely a linear process. There are many interlocking parts, many things that need to happen, many ideas and events are needed to bring people together.”

Neil Scotton + Dr Alister Scott
The Little Book of Making Big Change Happen
OUR VALUES

STAY UPFRONT

FUTURE FIT

CONNECT UP

CLIMB HIGH
CONNECT UP

LEARNING/ ADVISING
Government
Mainstream media
Waste management industry
NGO’s
Academia
OPRL

CLIENTS/ CONSULTING
Brands
Designers
Packaging converters
Raw material suppliers
Trade bodies
Universities
Root is committed to delivering future-focused support and insights. We continually invest to stay up to date with technical and environmental innovations and policy around the world saving you time and money offering this on a retainer fee basis.

Every year we map out a schedule of international travel to attend the most relevant conferences, carry out store research and grow our excellent network through material converter and recycling site visits.
Education is the key to activate understanding and influence positive change.

We invest 1 day a month to deliver free half day workshops with school children to inspire and engage the next generation.

I give Tracy my highest recommendation and feel that bringing in such a passionate professional into any educational establishment will only inspire and motivate the children and staff in a topic that is very current and extremely important."

SONNY YOUNG
DEPUTY HEAD,
MANOR PRIMARY
LONDON
WASTE IS A DESIGN FLAW

80% OF A PRODUCT’S IMPACT IS DEFINED AT THE DESIGN STAGE

IMPACT OF FOOD WASTE CAN BE 10 x IMPACT OF PACKAGING
GOVERNMENT CONSULTATIONS

PLASTIC PACKAGING TAX

CONSISTENT HOUSEHOLD RECYCLING

EPR

DEPOSIT RETURN SCHEME DRINKS CONTAINERS
SECTOR DEAL CONSULTATION

DEADLINE 18TH OCTOBER
GREATSTONE, AUGUST BANK HOLIDAY
HARNESSING PUBLIC MOMENTUM

Carry out public research to understand what the public’s key concerns are.

Design your comms to correct or build on the feedback – don’t assume.
‘WHICH BIN DO I PUT IT IN?’

Consistency + simplicity; county-wide communication strategy

Shift from technical packaging or waste language to human-centric

International + inclusive
LESS IS MORE: REUSE + REFILL

Fiscal + social incentives

Considered product delivery systems

Ease, convenience and cost is key
Recommendations

Build trust; show that you’re listening and gain intelligence.

Deliver more impact together. Get the full bandwidth of stakeholders engaged; citizens, business and resource industry.