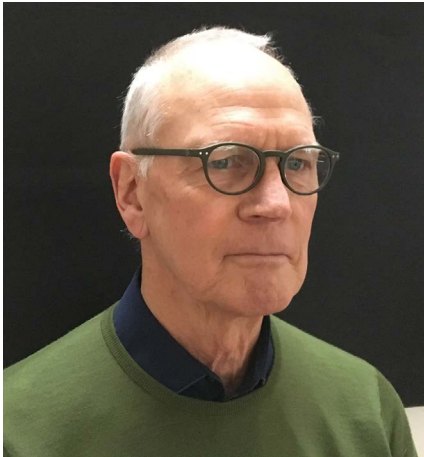


A GLOBAL EMERGENCY

In this second of three articles, Chris Jordan, Partner in ExedraBridge, emphasises the urgency with which the printing and packaging industry needs to change for the health of the planet



Chris Jordan, Partner in ExedraBridge

revolution in sustainable practise, "will bring profound meaning and purpose to all our lives".

A CHANGING VIEW

During the last three months, Jordan has read two very enlightening books. The first, Transmission, by Jan-Olof Jungersten, on transforming the packaging industry and, the second, entitled The Climate Book by Greta Thunberg. Jungersten's book is useful for the printing industry and gives an overview of what converters face compared to commercial printers. Thunberg's book is packed with articles by experts in many areas of climate change.

These books, together with the IPCC report, have increased Jordan's level of

knowledge and awareness. He now believes that we have approximately five years to change pollution levels and avoid irreversible damage to the planet. In addition, the world is dangerously close to exceeding the 1.50C increase in temperature. Avoiding this has been the target many are aiming to achieve.

NORTH AND SOUTH

To be specific, what we do in the next few years as individuals, businesses and in governments, will determine how people across the world live in the future. The Global North is responsible for the great majority of CO₂ – along with many other damaging elements. The Global South is already suffering, due to or because of levels of consumption.

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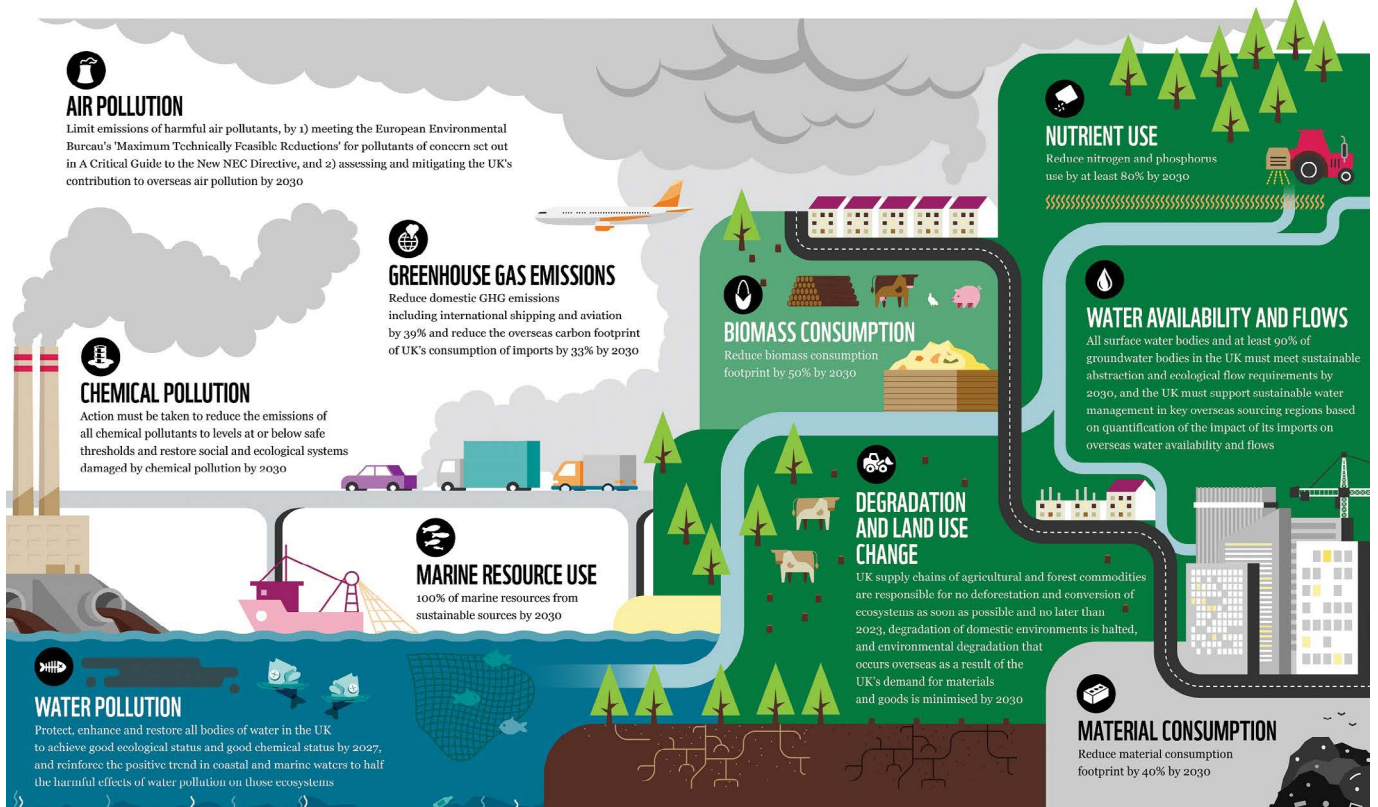
At the IPCC presentation on 20 March 2023, Joelle Gergis (lead author of its latest assessment) stated that the 2020s would be remembered as the decade that "determined the fate of humanity". Gergis believes that a

"It is essential that the printing and packaging industry significantly contributes to solving the problems of sustainability and recyclability"



HOW TO SIGNIFICANTLY REDUCE THE UK'S FOOTPRINT OF PRODUCTION AND CONSUMPTION

The UK must reduce the footprint of its production and consumption by **three quarters** this decade to bring it within environmental limits and to contribute its fair share towards halving the global footprint of production and consumption. Urgent and transformative action is needed to prevent further irreversible global biodiversity loss and failure of earth systems.



Detailed UK actions required by 2030

10 key solutions needed to mitigate climate change

1.  **RETIRE** coal plants
2.  **INVEST** in clean energy & efficiency
3.  **RETROFIT** and **DECARBONIZE** buildings
4.  **DECARBONIZE** cement, steel & plastics
5.  **SHIFT** to electric vehicles
6.  **INCREASE** public transport, biking and walking
7.  **DECARBONIZE** aviation and shipping
8.  **HALT** deforestation & **RESTORE** degraded lands
9.  **REDUCE** food loss and waste and **IMPROVE** agricultural practices
10.  **EAT** more plants & less meat

Source: IPCC AR6.

23.03.15

Reduce meat and fish consumption by 90%

As consultants who have worked in the printing industry for many years, ExedraBridge knows how reluctant companies and individuals are to change. It is astonishing how many believe that they can achieve dramatically better or different results without actually making any changes.

TRIGGERS FOR CHANGE

The books Jordan has read, the IPCC report and several other events and information, have triggered a change in his practise. The question of what triggers change is therefore of great interest.

In addition, in November 2022, at the annual FuturePrint event in Cambridge, Jordan listened to a presentation on labels and packaging, given by Jo Stephenson (Managing Director of PHD Marketing, Board Director FIAUK and Co-Founder of Women in



“Simply developing in a specific organisation, will not produce the speed of change that is needed by the climate-change emergency”

Packaging UK). This also triggered a change in his emphasis.

Jordan conveys his final and most significant trigger. At the end of 2022, he met up with his pregnant niece. The baby will be the first of the next generation to be born in his family. As a result, Jordan – as a soon-to-be great uncle – now has a very close, vested interest in the future of the planet.

KEEPING AN OPEN MIND

It is essential that the printing and packaging industry significantly contributes to solving the problems of sustainability and recyclability. This will entail a complete review of business plans and an attitude of collaboration and innovation in many areas. An attitude of open mindedness and a change in thinking can bring this about. Successful examples of this include the pharmaceutical industry regarding Covid-19 and the highly competitive Alzheimer's global medical research organisations.

STEPS TO COLLABORATION

The first of these collaborative steps – and the most important – is for industries to grow their available market as quickly as possible. Collaboration between research and product development, sanctioned by senior

management and delivered by researchers and engineers, is crucial. This may mean working with some companies' biggest competitors.

“These changes will happen a lot faster than most brands, designers and converters expect”

Simply developing in a specific organisation, will not produce the speed of change that is needed by the climate-change emergency. There are a large number of extremely talented developers and engineers in this industry, but if they are all working from a competitive, individual viewpoint, the necessary results will not be achieved.

It took digital-press suppliers (Canon, HP, Konica Minolta, Ricoh and Xerox) approximately 20 years (1990–2010) to develop and deliver toner-based digital presses at the speed and quality that the majority of the commercial printing industry could afford. This grew the digital print market penetration from one per cent market share in 1990, to 20% in 2010. Without co-operative changes in inkjet-press manufacturing and development, it could take another 20 years for the use of digital presses in the packaging and label industries to be accepted and used by printers and converters. This is a completely unacceptable time scale from a climate perspective.

GLOBAL LEGISLATION

It is almost certain that the packaging supply chain will have to react to global legislation on packaging, plastic and labels. Without this, suppliers will miss a huge opportunity to grow their market share. Over the next few years, there will be a significant amount of legislation around the world, defining what is acceptable in packaging. These changes will happen a lot faster than most brands, designers and converters expect.

AN INVITATION

ExedraBridge, as technology facilitators, would appreciate the suggestions and views of Specialist Worldwide Printing's readers. Opinions on the most urgent technical issues that will have the biggest impact on reducing waste from packaging would be appreciated. In addition, suggested criteria to measure the sustainability of an inkjet press would be extremely useful. Please email chris@exedrabridge.com. ■

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“The 2020s will be remembered as the decade that determined the fate of humanity...We can each choose to be part of the critical mass that will change the world. And when we do, it will bring profound meaning and purpose to our lives”

Joëlle Gergis
lead author of the latest
IPCC assessment



2020's Do or Die