



ASIAN PRINT AWARDS INDUSTRY CONFERENCE 2024

Trends, Facts and Where to Next - our industry has to know!



Jakarta Indonesia
13th November



UN SUSTAINABILITY

with Lindsay Nutley



UNDERSTAND

UNDO

UNDERESTIMATE

Govt “Initiatives”



Climate CRISIS

SEA setting targets

63 million at risk

Lack of Infrastructure

sorting or recycling?!

**60-82% AU paper waste
sent to Indonesia 2024**



Consumer Sentiment



pay more for **GREEN?**

“Cost of living crisis”

Opportunities with E-Commerce

**Growing
Changing
ADAPTING?**



Challenges with Inputs



Materials

Inputs

Pressure to Change

BUZZ WORDS

eco-friendly

compostable

recycled content

biodegradable

recyclable

refillable

compostable

mono-materials

reusable

bio-materials

SUSTAINABILITY VS SUSTAINABLE

sus-tain-a-ble

adjective

1. able to be maintained at a certain rate or level.
2. able to be upheld or defended.

Sustainability is a social goal for people to co-exist over a long period of time.

3 dimensions:

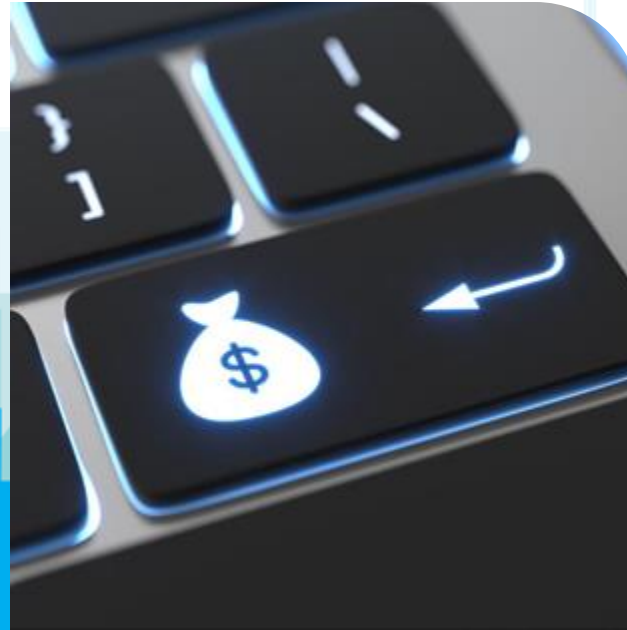
1. Environmental
2. Economic
3. Social

Environmental VS Economic

What saves the planet



What makes or saves money



ECO-FRIENDLY

'designed to have little or no harmful effect on the environment.



Loss VS Waste

Loss

discarded or LOST
along the journey

Waste

discarded
at retail and consumer level.

REDUCE WASTE

UGLY GOOD



Paper VS Plastic

Paper

Perception: BETTER
Most popular material
Responsible sourcing



Plastic

the ENEMY
Value vs cost
Good plastics?



Compostable VS Recyclable

Breaks down
Microplastics
Contamination
'true' compostability

Creates circularity
Adoption & Infrastructure
Downscaling
Cost of resources

Do we care?



YOU'RE THE

ENEMY



BE AWARE VIRAL MOMENTS



What should YOU do?

UNderstand your position

UNDO years of experience

UNderestimate the cost & impact

Review Equipment, Inputs, Pr

BE THE TURTLE...

NOT THE STRAW!



And now you are H-O-T-T-O-G-O!



WOW



qlm