

CASE STUDY: ESG Benchmarking in Circular Packaging Transition

CLIENT

Consumer packaging firm serving personal care and food brands



INDUSTRY

Packaging



PRODUCTS

Mono-material films, biodegradable pouches, PCR-based rigid containers, and refill solutions



TARGET GEO

Global



BUSINESS OBJECTIVE

- With increasing regulatory and brand-owner pressure to shift toward circular packaging, the client wanted to benchmark how competitors approached ESG transformation. The goal was to understand where peers invested in circular technologies, how they tracked sustainability performance, and how they communicated ESG outcomes to stakeholders.

OUR SOLUTION

- ESG Reporting and Target Benchmarking:** Reviewed ESG reports and emissions disclosures from 12 competitors, focusing on carbon neutrality targets, PCR content commitments, and scope 3 tracking methodologies. Conducted five interviews with sustainability heads and third-party ESG consultants to contextualize reporting maturity and credibility.
- Innovation and Investment Tracking:** Mapped competitor investment into circular materials, advanced recycling tech, and reusable formats using CapEx filings, startup partnerships, and patent data. Assessed certifications (e.g., ISCC PLUS, Cradle to Cradle) and R&D alliances to determine technology readiness.
- Ecosystem Partnership and Certification Analysis:** Evaluated how competitors partnered with global brands, waste management firms, and certification bodies to scale ESG impact. Mapped cross-sector alliances, industry pledges (e.g., Ellen MacArthur Foundation), and standard-setting participation through news tracking.

OUTCOMES

- Identified three ESG leadership benchmarks driving competitor differentiation: PCR integration, closed-loop partnerships, and end-of-life labeling
- Helped accelerate internal roadmap to reach 20% PCR by 2027 through insights from leading peer strategies
- Supported certification readiness for two packaging lines based on competitor-linked sustainability standards