

FutureBridge

What is?

Emerging as a critical sustainability challenge for OEMs?

Packaging waste is emerging as a critical sustainability challenge for OEMs. Circular packaging is shifting from optional to mandatory under global regulation and stakeholder pressure.

- Packaging contributes a significant share of Scope 3 emissions, making it central to decarbonization roadmaps
- Linear “use-and-dispose” models are increasingly economically unviable due to rising material costs.
- Consumer and investor expectations demand measurable circularity outcomes, not pledges.



By 2030, EU PPWR will enforce **reuse & recyclability targets** across industries.



Pilot programs show **up to 30% reduction** in material spend through extended lifecycle of transit packaging.

What if?

Circular packaging leads compliance into growth and efficiency driver

- **Premium reuse, proven at scale** – [Schoeller Allibert's](#) crates for Heineken and Corona prove durable packaging can drive efficiency and brand equity.
- **Design for multiple lives** – [DW Reusables](#) extends lifecycle value through foldable, sustainable crates cutting virgin plastic dependency.
- **Closing the loop** – [TerraCycle](#) and [Veolia](#) prove that advanced collection and recycling can turn waste streams into growth streams.

It's Started:

- IoT-enabled crates, digital watermarks, and blockchain compliance augmented by AI pooling and self-identifying materials are making packaging a smart, trackable asset and the data backbone of circular supply chains.

What now?

The BIG questions

If sustainable packaging regulations and circular models become mandatory across Europe by 2030, then...

- **Key Players:** Which OEMs and suppliers will lead in scaling reusable and circular packaging systems?
- **Innovation Hotspots:** Which regions and industries will first adopt smart, connected packaging at scale?
- **Regulatory Impact:** How will the EU Packaging & Packaging Waste Regulation (PPWR) reshape packaging operations and supply chain design?



Manufacturer Readiness:
How can OEMs and Tier-1s adapt their processes, logistics, and standards to capture both cost savings and carbon reduction opportunities?

About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.