

# RETHINK IN PACKAGING DESIGN

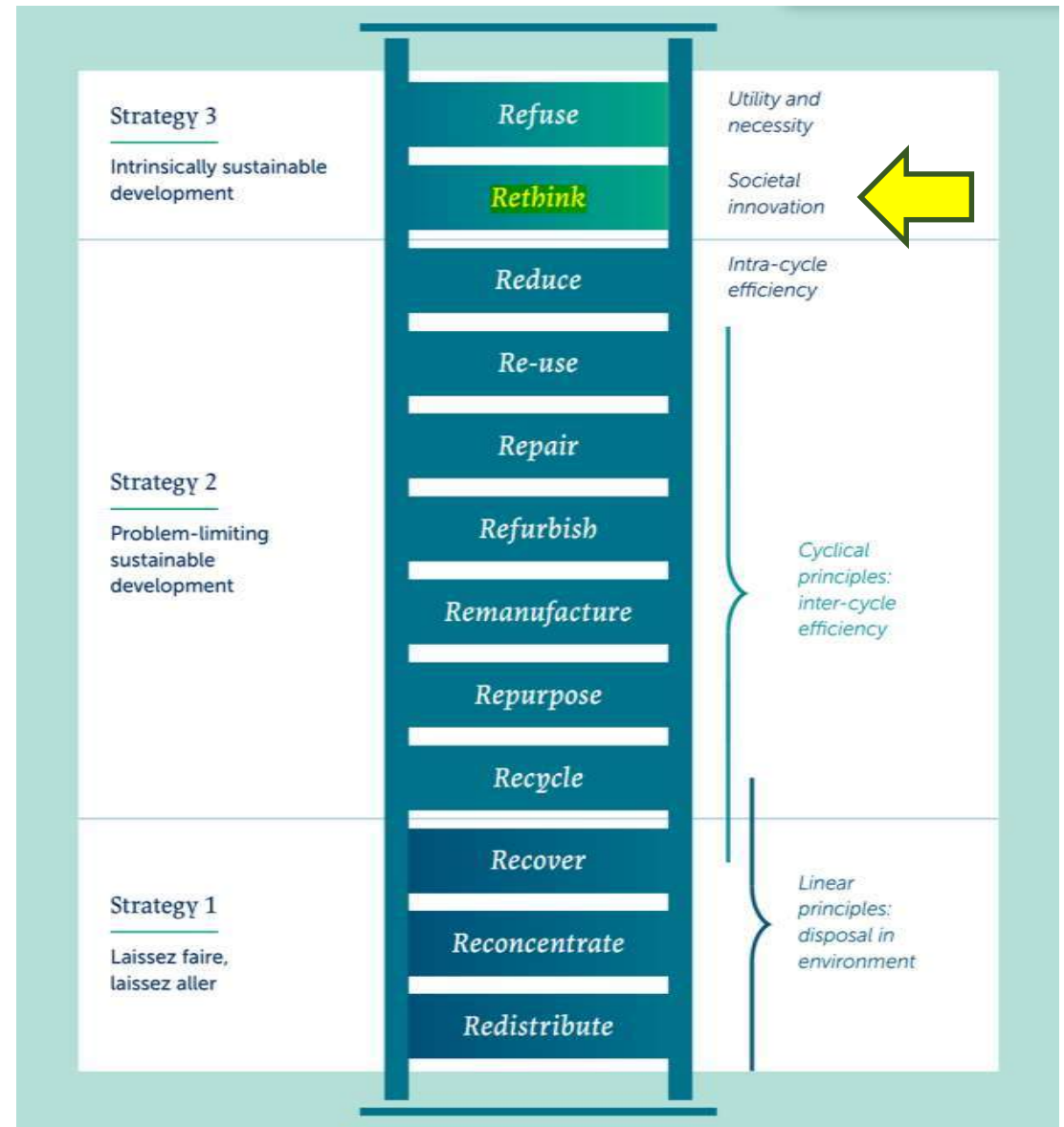
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# R-STRATEGIES

## Rethink in the r-ladder

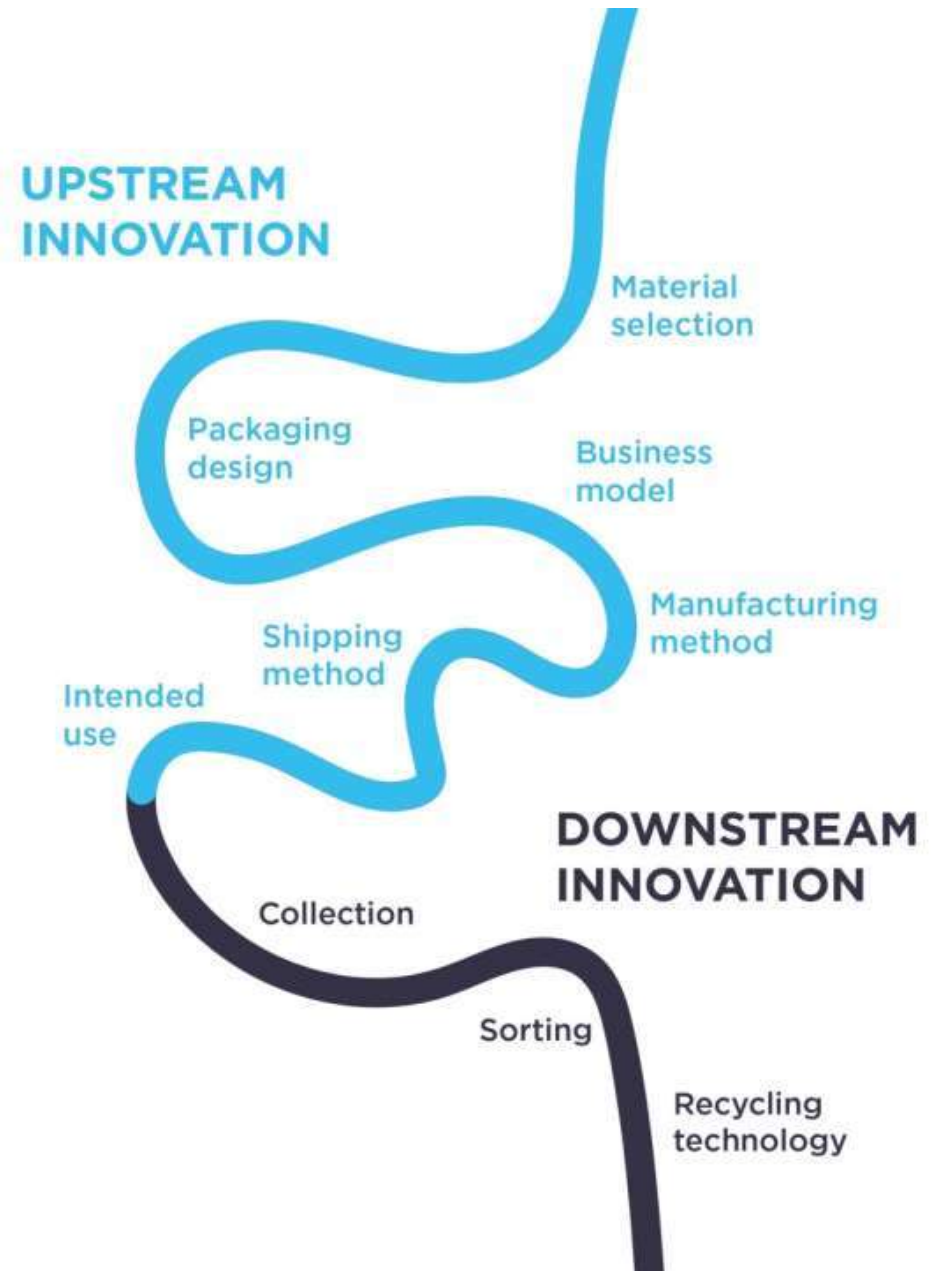
Priorities for circularity strategies and the role of innovation in the value chain



Rethink is, in fact, the creative and development-minded counterpart of Refuse. It calls for profound innovation to catalyse the transition to systems of production, consumption and packaging that serve both environment and health and the economy, principally bridging and in the end eliminating the gap between them. This crucial step places significant demands on our ability to innovate.

We need two types of innovation for the transition towards a circular economy ...

**Rethink** is about preventing **waste** from ever being created



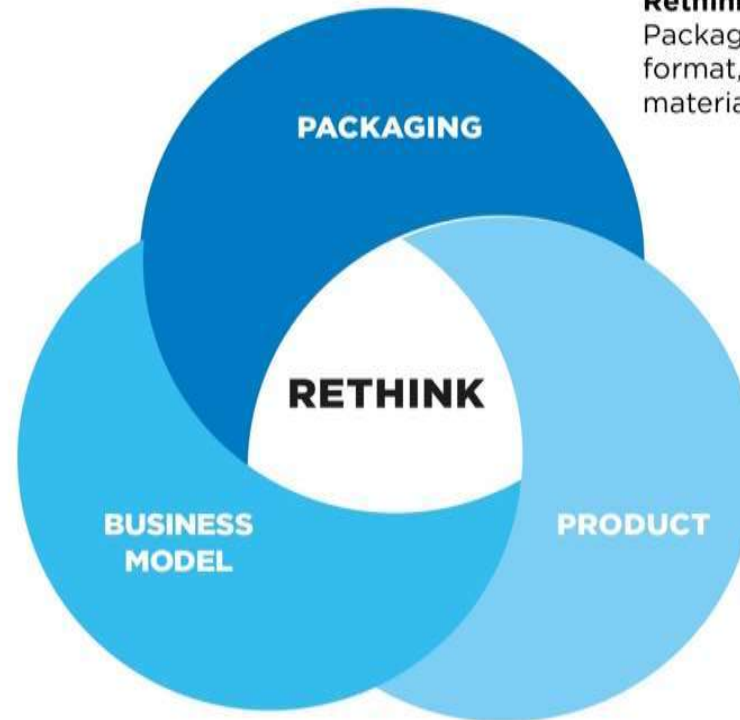


[https://www.youtube.com/watch?v=f2uoMa\\_m3ZU](https://www.youtube.com/watch?v=f2uoMa_m3ZU)

**UPSTREAM INNOVATION  
MINDSET**

# Upstream innovation requires a shift in mindset

It involves rethinking not just the packaging itself, but also the product and the broader business model, with the aim being to **identify new ways of delivering value to users**, whilst designing out waste.



**Rethink the packaging**  
Packaging concept,  
format, components,  
material choice.

**Rethink the business model**  
Delivery model, supply chain,  
location of production,  
revenue streams

**Rethink the product**  
Product formulation,  
concept, shape, size.