



## Regional Policy Dialogue Focusing on Packaging

# SUSTAINABLE LIFESTYLES FOR SCP FOCUSING ON PACKAGING WITH AN ADDITIONAL FOCUS ON COVID-19

**19 November 2020, Thursday | 14.00 hrs**  
Bangkok Time ICT (Indochina time) UTC/GMT +7 hours

## BACKGROUND

The COVID-19 pandemic is causing widespread concern and economic hardship for consumers, businesses, and communities across the globe. Amongst many, packaging industry too is facing unique challenges caused by the crisis. The primary role of packaging is 'to protect and deliver safely to consumers' and this has never been truer than during this pandemic time. There are both advantages and disadvantages in the packaging sector due to the COVID-19. The biggest benefit is that the demand for packaging industry has increased during this pandemic period. However, the major hindrance for this industry is the shutdown, as the employees are asked to stay at home during the pandemic. At the same time, people are mostly stocking up only essential goods for survival during the pandemic which has created increase in demand for certain types of packaging but reduced the demand for some other types. For example, demands on grocery items and at-home entertainments is increasing, while demands on out-of-home entertainments, consumer electronics, skincare & makeup, apparel, footwear, etc. are declining. A recent survey in USA showed that during the pandemic time, the impact of COVID-19 on the packaging industry is mixed and the impact on packaging players will depend on their portfolios and exposures to different regions, end uses for packaging, and substrates. Packaging sectors in the last 10 years are mostly focusing on the changing customer and consumer preferences. But during COVID-19, this trend is shifting and for the next 10 years the industry needs to additionally focus more on sustainability, e-commerce, FMCG and on digitization of packaging.

Sustainable and environment-friendly solution is a key in today's packaging industry. This is a big challenge. In the packaging industry, by material, plastic has the highest demand as it is much safer, more affordable, and long-lasting. Plastic also helps in stopping the spread of the diseases and helps keep the products packed in it from reacting, getting spoiled and rotting. However, people's sentiment towards environment-friendly packaging solutions is increasing. Therefore, research and innovation are essential for the packaging industry to ensure maintaining the safety, hygiene, and integrity of goods, which come to the fore during the current crisis and in the future. Taking into consideration that synthetic plastics are not biodegradable, the use of biobased and/or biodegradable plastic is gaining importance. However, the performance of these materials is often less than conventional ones. Their property can be enhanced using various nanofillers. Research in the field of nanocomposites materials is thus gaining attention.

**Register Here**



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## PROPOSED AGENDA

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| 14.00-14.02  | <b>Welcome Remarks</b><br><b>Ms. Tunnie Srisakulchairak</b><br><i>Programme Management Officer, SWITCH-Asia RPAC</i>   |
| 14.02-14.10  | <b>Keynote Speaker</b><br><b>Ms. Marika Ollaranta</b><br><i>Head of Bio and Circular Finland program Business Finland</i>  |
| 14.10-14.20  | <b>Impact of COVID-19 on Packaging Sector, Sustainable Solutions and Future Materials</b><br><b>Dr. Tanujjal Bora</b><br><i>Director, Center of Excellence in Nanotechnology</i>           |
| <b>Session 1: Social and Economic</b>                    |  |
| 14.20-14.30  | <b>Packaging Development of the Elderly: Universal Design</b><br><b>Dr. Chana Yiangkamolsing</b><br><i>Vice President-Office of the President at PTG ENERGY</i>                            |
| 14.30-14.40  | <b>Multi-criteria Sustainability Assessment Model for End of Life Flexible Packaging</b><br><b>Dr. Somying Pongpimol</b><br><i>Professor, Faculty of Architecture Khon Kaen University</i> |
| 14.40-14.50  | <b>Sustainable Packaging and Business Model for the New Normal</b><br><b>Ms. Onanong Pratakphiriya</b><br><i>L'Oreal Thailand (Case Study)</i>   |
| <b>Session 2: Packaging Materials for Sustainability</b> |  |
| 14.50-15.00  | <b>Plastic/Paper</b><br><b>Mr. Saichon Sittikul-wanich</b><br><i>Fiber Pattana Company Limited (Case Study)</i>  |
| 15.00-15.10  | <b>Aluminum</b><br><b>Ms. Wannaros Natt Tantranont</b><br><i>Asia Sustainability Lead &amp; Business Development Manager</i>   |
| 15.10-15.20  | <b>Glass</b><br><b>Ms. Kannika Pinmanee</b><br><i>Production Planning Division Manager, BG Container Glass Company Limited (Case Study)</i>  |
| 15.20-15.30  | <b>Q&amp;A</b><br><b>Dr. Tanujjal Bora</b>   |
| 15.30-15.35  | <b>Conclusion and Closing Remarks</b><br><b>Ms. Tunnie Srisakulchairak</b>   |

## CONTACT

**Dr. Mushtaq Ahmed Memon**

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UN Environment Programme, Regional Office for Asia and the Pacific  
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## PROFILES OF THE SPEAKERS



### Dr. Tanujjal Bora

*Director, Center of Excellence in Nanotechnology, AIT*

**Dr. Tanujjal Bora** is the Director of the Center of Excellence in Nanotechnology and is an Assistant Professor in the Department of Industrial Systems Engineering at Asian Institute of Technology, Thailand. He has received his PhD in the nanotechnology specialization from AIT, Thailand in 2012. He then joined the Chair in Nanotechnology research group at Sultan Qaboos University, Oman for his post-doctoral research until 2016. He has also worked as a technological expert from AIT Consulting in developing nanotechnology roadmap to wastewater treatment plant in Indah Water, Malaysia. Previously he has received his Master of Engineering degree in Microelectronics from AIT, Thailand in 2009 and Bachelor of Technology in Electronics and Communication Engineering from North Eastern Regional Institute of Science and Technology, India in 2006. He has experience to work with researchers from diverse background, such as physicists, chemists, marine biologists, electronics, chemical and mechanical engineers as well as patent lawyers that developed his ability to bring around concepts from these diverse fields to solve real world problems and conduct transformational research in the field of nanotechnology. His research interests include nanomaterials for energy and environmental applications, thin films, nanosensors for environmental monitoring, nanocomposite materials, optoelectronic devices and green technology development using nanomaterials. He has filed 2 patents and published 46 international peer reviewed journals with more than 1400 citations and a h-index of 21.



### Ms. Marika Ollaranta

*Head of Bio and Circular Finland program, Business Finland*

**Ms. Marika Ollaranta** is the Head of Bio and Circular Finland program. Bio and Circular Finland program focuses on textiles, packaging, plastics recycling and building solutions. Ms. Ollaranta is experienced in Circular Economy, eco design and business value chains. As the Head of Bio and Circular Finland program, she leads the transformation of the Finnish companies towards sustainable circular economy business models and areas. Ms. Ollaranta who has an MSc in Economics, had overseen the international business development, marketing and strategy in her previous positions. Throughout her career she has worked in exports of Finnish expertise from different fields and she is an experienced leader in the introduction and implementation of sustainable business models and development.



### Ms. Tunnie Srisakulchairak

*Programme Management Officer, SWITCH-Asia RPAC*

**Ms. Tunnie** has over 10 years of professional experience as a project manager at UNEP regional office for Asia and the Pacific. Prior to this, she worked as programme specialist in Asian Institute of Technology to promote linkages between science and policy and enhance multi-stakeholders participation in scientific assessment and policy recommendation process. She successfully manages key projects on climate adaptation and mitigation as well as Sustainable Consumption and Production (SCP). She has experiences in engaging with national governments into the policy dialogue and implementing activities on the ground especially in term of capacity building, raising awareness and policy advocacy in the region, especially governments in Southeast Asia.



### Dr. Chana Yiangkamolsing

*Vice President at PTG ENERGY and Lecturer at UTCC*

**Dr. Chana Yiangkamolsing** is the Vice President, Office of the President, at PTG Energy, an oil and gas industry. He has extensive experience in Safety Engineering with more than 25 years of experience in industrial engineering. Dr. Chana served as a Lecturer at University of the Thai Chamber of Commerce for more than 20 years. Prior to this, he was an Engineering Consultant at Mitphol Group where he led the business in their sugar mill plant, sugar farm management, ethanol plant, electric generator plant. He earned his Master of Engineering degree in Industrial Engineering from Chulalongkorn University and a Doctoral of Engineering in Design and Manufacturing Engineering from the Asian Institute of Technology.



### Ms. Kannika Pinmanee

*Production Planning Division Manager BG Container Glass PCL.*

**Ms. Kannika Pinmanee** is the Production Planning Division Manager of BG Container Glass Company Limited, one of the largest glass container manufacturing companies in Southeast Asia, producing glass containers and packaging for beers, softdrinks, beverages, food, and standard bottles both local and export. She earned her Master's degree in Industrial and Manufacturing Engineering at the Asian Institute of Technology (AIT) in 2010. She has 12 years of progressive leadership, entrepreneurial and results-focused experience in the area of supply chain and production planning.



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## PROFILES OF THE SPEAKERS



### Dr. Somying Pongpimol

*Lecturer, Faculty of Architecture  
Khon Kaen University*

**Dr. Somying Pongpimol** is a lecturer at Industrial Design Program, Faculty of Architecture Khon Kaen University. Her areas of expertise and interest varies from sustainability packaging, green design packaging to waste management packaging and innovation for waste management packaging. Dr. Somying is currently working on Packaging Design for Smart Farm KKU Project. Some of her projects include Packaging Design and Marketing Test for Value-added Isan Earthenware, Product Development for Strengthening Competitive Competency of OTP in Northern Region of Northeastern Thailand, A Study of Tourists' Need to Buy Cloth Souvenir in Khon Kaen Province, Development of Cloth Souvenir for Phu Wiang Souvenir Handicraft Group.



### Ms. Wannaros Natt Tantranont

*Asia Sustainability Lead & Business  
Development Manager, Ball Corporation*

**Wannaros Natt Tantranont** grew up in Bangkok and has over 10 years of international business experience in Europe and Asia Pacific. After completing her MRes in Design Management from IED Barcelona she worked with Hewlett Packard's Large Format printing Innovation Initiative to user experience. Upon her return to Thailand, Wannaros worked to develop Brand Bureau at the leading design agency Avroko with a focus on hospitality. Wannaros then turned her attention towards consumer products by co-founding Auswelllife a Thai-Australian venture where she was the Managing Director for 4 years. During this time, Wannaros became interested in the role of packaging as it relates to brand image and how it can influence consumer decisions. In July of 2019, Wannaros joined Ball Corporation as the Sustainability and Business Development Lead for South East Asia. She works in Vietnam, Thailand, and Myanmar with consumer advocacy groups, NGO's, and government organizations. Wannaros is a strong advocate of product sustainability and the circular economy.



### Ms. Onanong Pratakphiriya

*Corporate Communications and Public  
Affairs Director of L'Oreal Thailand*

**Onanong** leads all corporate communications operations, public affairs strategy and sustainability coordination for the company and manage corporate reputation programs – both internally and externally – to echo company's leadership in beauty tech and commitments in sustainability. Prior to expanding her horizons in beauty industry, Onanong had experiences in automotive and tobacco industry driving initiatives in communications, media strategy and CSR as well as handling crisis communications, external affairs, and stakeholder coalition. In addition to these corporate roles, Onanong also had management-level experience in international public relations consultancy agencies providing strategic communications planning for many leading global companies in petrochemical, B2B, IT, hospitality and healthcare industry.



### Mr. Saichon Sittikulwanich

*Marketing Manager, Fiber Pattana Co.,Ltd.*

**Mr. Saichon** is the Marketing Manager at Fiber Pattana Co.,Ltd, a recycling center for beverage cartons. Mr. Saichon leads all marketing, sales, and environmental campaign of the company. Fiber Pattana Co.,Ltd did aggressive strategic communication for environmental campaign such as Green Roof, to bring all post-consumer beverage cartons and using upcycling process to produce roof sheet and donate to underprivileged people who didn't have budget to repair houses after disasters and Be Care, to also bring all post-consumer beverage cartons to recycle and upcycle to produce paper for the blind. Prior to his work in Fiber Pattana, Mr. Saichon worked in production field for 5 years and in recycling business for 7 years. He is also a Lecturer for an environmental program on separating waste and recycling innovation for the environment.



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