

FROM VISION TO TACTICS

2020-2025



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ABOUT THIS DOCUMENT

This document contains new strategic guidelines and tactics that should be consulted when planning further activities, projects, and initiatives of Packbridge.

We developed this strategy through a multilayered process that included strategy days with Packbridge board of directors, internal workshops and trend monitoring done by the cluster management team, and interviews/consultations with the members of Packbridge.

The strategy is intended to be reviewed by the cluster management team and board of directors and, if needed, adjusted annually.

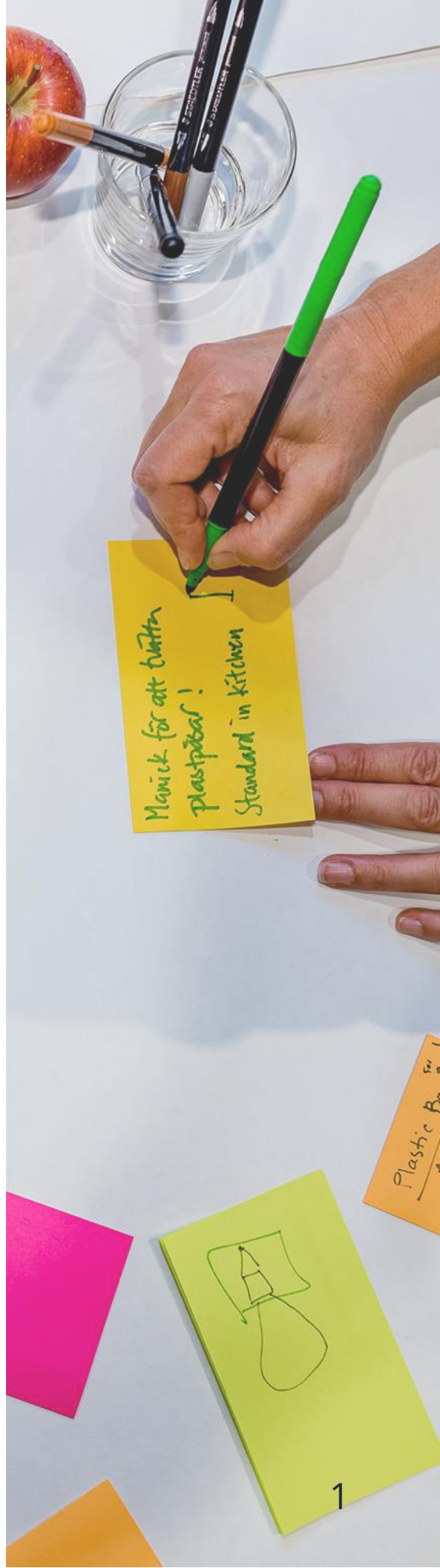
VISION AND MISSION

VISION – PURPOSE AND DIRECTION

To be a recognized leading packaging hub from a national and international perspective.

MISSION – WHY DO WE EXIST?

To facilitate the leading 'arena' for businesses, academia and society within the packaging ecosystem and facilitate its sustainable development.



ORGANISATIONAL IDEA

WHO WE ARE:

Packbridge is a neutral, non-profit cluster initiative / member organisation for the entire packaging ecosystem and a part of the Swedish innovation system.

WHAT WE DO:

- Create a multiplatform for collaboration to connect businesses, academia and society.
- Accelerate business opportunities in the packaging ecosystem by facilitating innovations and entrepreneurship.
- Facilitate competence development and knowledge-sharing opportunities.
- Promote the packaging industry in the public interest.



OUR FOCUS AREAS

SUSTAINABILITY

Including e.g.:

- Eco-design (processes, machinery, packaging etc.)
- Circular business models (including a triple bottom line – social, environmental and financial - people, planet and profit)
- Laws, regulations/standards, EU Green Public Procurement

DIGITALISATION AND AI

Including e.g.:

- Industry 4.0, robotics, automation
- E-commerce
- Traceability
- Logistics (e.g. intelligent delivery solutions)

INNOVATION AND TECHNOLOGY

Including e.g.:

- Packaging technology
- Material innovations

STRATEGY 1/2

PACKBRIDGE STRIVE TO:

1. Have committed and engaged member organisations.
2. Facilitate collaboration in cross-sector projects, seminars, workshops, conferences, and networks.

PACKBRIDGE WORK WITH COMPETENCE DEVELOPMENT, KNOWLEDGE-SHARING, TREND MONITORING, AND MEMBER INVOLVEMENT TO:

3. Contribute to the UN Sustainable Development Goals:
 - 5.5 - Gender Equality
 - 12.2, 12.3 and 12.5 – Responsible Consumption and Production
 - 17.16 and 17.17 – Partnerships for the goals



STRATEGY 2/2

4. Facilitate innovation and entrepreneurship for sustainable development of the packaging ecosystem:
 - Connect Startups/Scaleups from Packbridge Startup community with established businesses and academia.
 - Connect academia/research and businesses.
 - Contribute to cross-sector innovation projects.

5. Contribute to the national and regional growth of the packaging industry as well as increased competitiveness of Skåne as a central packaging hub:
 - Actively participate in the implementation of Skåne Regional Innovation Strategy, with a focus on Food and Advanced Material and Industrial production.

6. Promote a positive image of the packaging industry:
 - Share fact-based information with internal (Packbridge network) and external stakeholders (including policy-makers).