WPO STRATEGY

3 years
Strategic plan is the World Packaging Organisation's process of defining its direction, and making decisions on allocating its resources to pursue its direction as well as guiding the implementation of the master plan.
Executive Summary

- Background
- Value Curve
- WPO Pillars
- SWOT Analysis
- Key Goals
- Project Identification
- KPI Platform
- Portfolio Functionality
- Promotion
- Financial
The World Packaging Organisation is a non-profit, non-governmental, international federation of national packaging institutes and associations, regional packaging federations and other interested parties including corporations and trade associations.

Founded September 6, 1968 in Tokyo by visionary leaders from the global packaging community, the purposes of the organisation include to:

- Encourage development of packaging technology, science, access and engineering
- Contribute to the development of international trade
- Stimulate education and training in packaging

Primary activities of the organisation today are to promote education through meetings, special activities and publications, including this website; to sponsor and host an international packaging design awards program; and to facilitate contact and exchange among the various international institutes of packaging.
World Packaging Organisation

Vision
To promote an internal network that facilitates solutions to global packaging challenges

Mission
To offer better quality of life through better packaging for more people

Value
Ensuring quality packaging that anticipates and satisfy people's needs

Global Networking
- Exhibitions
  - Meetings
  - WPO News
  - Conferences
  - Working Groups
  - Trade Fairs
  - Membership

Value Enhancement
- WorldStar
- Save Food
- Statistical data

Reference Building
- Position Papers
- Congresses
- Sustainability
- Food Safety
- Social media

Education
- Edu Programs
- Identify & train
- Student Award
- CPP program

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## SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis

<table>
<thead>
<tr>
<th>Strengths (S)</th>
<th>Weaknesses (W)</th>
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<tbody>
<tr>
<td>Excellent exec team with strong knowledge of packaging</td>
<td>Currently struggling to meet deadlines - too much work?</td>
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<td>Good relationship with members</td>
<td>Market research data soon out of date</td>
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<tr>
<td>Strong global brand</td>
<td>Cash flow problems</td>
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<tr>
<td>Successful education training</td>
<td>Holding onto too much work</td>
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<tr>
<td>Successful marketing strategies</td>
<td>Poor direction / plan</td>
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<td>Friendly organisation</td>
<td>Poor meeting attendances</td>
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<td>Organisation where anyone can share their point of view</td>
<td>Poor resourcing</td>
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<td></td>
<td>Poor internal communications</td>
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<td>Need to work on the communication outside the Board meetings</td>
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<table>
<thead>
<tr>
<th>Opportunities (O)</th>
<th>Threats (T)</th>
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<tr>
<td>Need or desire to belong</td>
<td>Time spent talking about the same things again and again</td>
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<tr>
<td>Packaging Education opportunities</td>
<td>Downturn in economy</td>
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<tr>
<td>Partnerships: Consumer Goods Forum, Messe Dusseldorf</td>
<td>WPO does not offer sufficient</td>
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<tr>
<td>WorldStar demand</td>
<td>Travel costs too high</td>
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<tr>
<td>Networking opportunities</td>
<td>Not easy to understand all problems WPO has</td>
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<td>Food Save Initiative</td>
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<tr>
<td>Organising and attending Congresses</td>
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<tr>
<td>Sustainability References and Food Safety</td>
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<tr>
<td>Statistical data availability</td>
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<tr>
<td>Introduce more country members</td>
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<tr>
<td>Communication tools</td>
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<tr>
<td>Focus on packaging issues and not only WPO issues</td>
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<tr>
<td>Use meeting software to share with those who cannot be present</td>
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<tr>
<td>Need to communicate the benefits to belong</td>
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The key is to identify the 1-year goals

- Need to service and support our members better
- Deliver our services better
- Make our members stronger
- Develop resources and share technology
- Create unity, need to represent the entire industry in home country
- Reinforce the local awards programs
- Support specific issues, information on a global level
- Enhance national and international level contacts
- Target headquarters of global companies - how can we serve them?
- Increase membership in Europe
- Position WPO closer to Emballage, Birmingham, Propak Asia, Tokyo Pack
PROJECTS

- Implement the Marketing Plan
- Interpack 2017: Save Food Pavilion
- Grow the Awards program
- CPP Program: Worldwide recognition for standardised knowledge platform

Define 2 projects / goals for the year

For each portfolio / vice presidency / every year
AWARDS

Life Time Award
  - Quantity of recipients per year
Additional national award entries
  - National members of WPO require veto rights
  - Quality of new awards
Award winners
  - Additional incentives for winners
    WorldStar rebates fund student recipients
Selling Point
  - Unique international award
Judging
  - Define criteria
National awards
  - Benchmarking required
    Cooperation between members in organising awards
Ceremony
  - Define ceremony criteria

WorldStar: standard to compete the WorldStar. Influence the packaging community about the quality criteria.
EDUCATION

Funding
- Particular projects, e.g. Africa
- Identify education needs per country
- Rebates from WorldStar entry

Courses
- Residential courses
- Focus on developing countries

Educators
- Identify
- Orientation courses
- Use interpreters
- Training

Regions
- Identify specific needs

Additional
- WPO Packaging Professional
- Costing transparency
PLATFORM (information, content, KPI’s)

MEMBERSHIP
Members privilege and limitations
WorldStar Rebates
POPAI model
Source base for additional members
PLATFORM (information, content, KPI’s)

FOOD SAFETY
Documentation
Training
Regulations
Case studies
Communication
Build References
Sustainable design
  • Partner with Environmental Institutes
  • Produce more Position Papers about specific issues
  • Promote collaborative innovation – open innovation
MARKETING

WPO brand

  International network that facilitates innovative solutions

WPO in practice

  Work towards global consensus

WPO audiences

  Two principal audiences: manufacturers and users

WPO messaging

• An ‘open access’ approach to all communications, information, trends
• Networking, conferences, cooperation for international discussion
• Information on global value
• Create a notice book under communication, e.g. LinkedIn.
PROMOTION

WPO Institutional

Internal public:
Members

- Enhancing the Value of Packages: WorldStar
- Promoting Packaging Education
- **Promoting International Networking**
- Working on Sustainability References and Food Safety
- Statistics data
- Joining the Food Save Initiative

External Public:
Packaging industry, Institutional bodies, Professionals

- Organizing & attending Congresses
- **Partnerships**: FAO, Consumer Goods Forum, Messe Dusseldorf,
- Providing members tools for meeting national demands
- **Leverage WPO’s exposure / visibility**
- Spread WPO’s message
• All projects fully costed and WPO Board approved
• Ensure sound and internationally consistent financial reporting standards
• Auditing based on global standards