

NOW // NEXT

The Sustainability Issue



Now//Next

This month we focus exclusively on the most important topic in Marketing for 2019, Sustainability.

Sustainability challenges brands to find ways to deliver what we need in a way that is less harmful to the environment. It seems that every day we find out more about the destruction we are causing, and yet the amounts of plastic and CO2 continue to increase.

Consumers are demanding change, and brands are stepping up to give it to them.

From toothpaste without a tube to using waste to replace traditional ingredients and packaging materials, you will see that there is no end of creativity in this space, with trail blazing brands leading the charge for better business.

Our Sustainability sub-trends:



1. Zero Waste



2. At-Home Sustainability



3. One Person's Trash Is Another's Treasure



4. Reducing Air Pollution

Meet Huxly

Established in April 2018, Huxly is a new brand, innovation and communications development agency.

We are a unique team of strategists, designers and sensory scientists who use radically new approaches to build stronger, more successful brands. Being part of the MMR group gives us a global network of researchers and strategists, powerful digital tools, and a data science capability. This allows us to understand strategic and cultural situations globally and develop inspiring creative solutions.

We believe that people are complex, but great brands are simple. For marketing to succeed, we need to understand our customers' motivations and their emotional, functional, social and sensorial relationships with our products. This already difficult task takes place in a fast-changing world, as new trends and commercial alliances transform the landscape in which we work.

What we do

BRAND POSITIONING

Understanding the needs and ambitions of your consumer, their sensory experience of your products, and your brand's role in society to create a compelling, consistent experience

INNOVATION

Mapping out new areas for your brand to expand into, generating stretching ideas, and building those into compelling innovations that consumers will love

COMMUNICATIONS DEVELOPMENT

Understanding consumer responses to early stage advertising ideas and refining them to create more compelling, relevant and credible copy

USER EXPERIENCE

Understanding the role of your digital services in the life of your consumer, and fine tuning your propositions and user experience to maximise sales

Get in touch

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MACROTREND



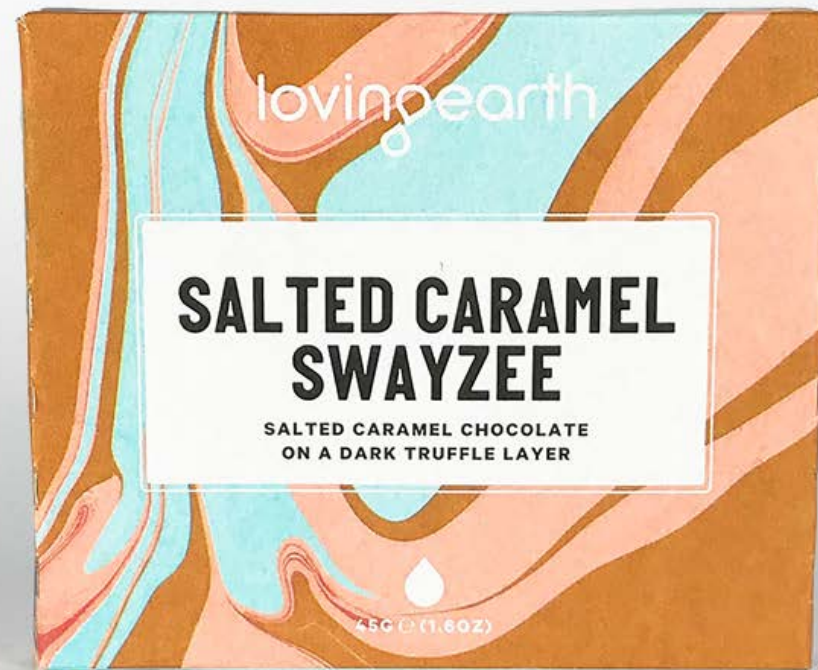
**Zero
Waste**

01

Loving Earth Chocolate

Macro-trend: Zero Waste

Image Source: <https://lovingearth.net>

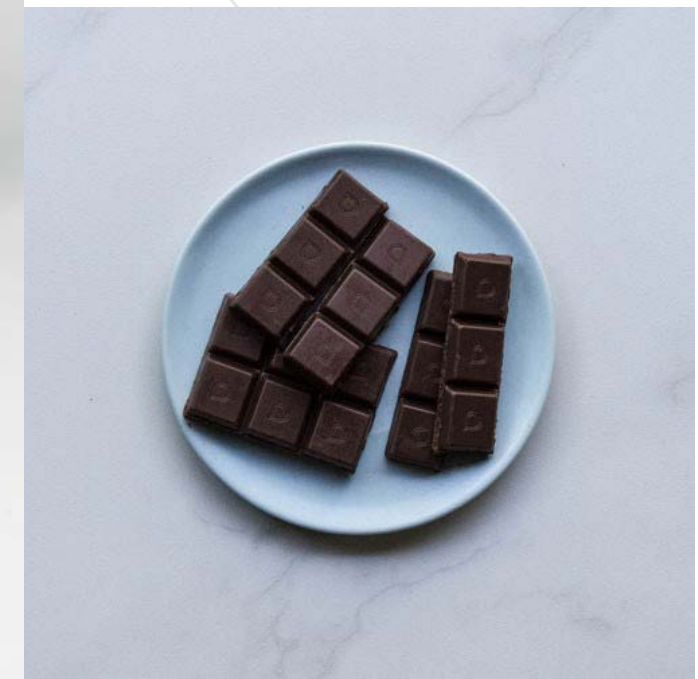


What is it?

A raw vegan chocolate brand from Australia.

Why does it matter?

Forget about focusing only on fair trade, plant-based or plastic free, Loving Earth are a brand who place focus on every aspect of sustainability. From sourcing ingredients from the Ashaninka community in Peru, to creating the chocolate in a solar powered factory and wrapping it in fully compostable packaging, their products are created for, in Loving Earth's words, true 'climate warriors'. As the name suggests their chocolate is kind to the Earth, made using whole food ingredients and free from dairy, cane sugar, gluten and soy. This means that Loving Earth reach a wider range of consumers who are interested in multiple aspects of sustainability - seeking a natural, healthy or ethical alternative to what is normally a heavily processed treat. There is now no reason why other brands shouldn't be able to reach the same level.



02

Edible Packaging: Cinnamon-Spiced Beer Label

MacroTrend: Zero Waste

Image Source: <https://www.packagingoftheworld.com/2018/12/edible-beer-label/>



What is it?

A beer bottle label that's an edible cinnamon-spiced cookie, versus the usual paper and glue.

Why does it matter?

This edible label has multiple purposes; it adds value to the product, transforming it into both a drink and a snack, it completely removes the need for a label that would otherwise end up in landfill, and would undoubtedly enhance the sensory experience of the ale when the two are consumed together.



03

Plant-Based Beer Packaging

Macrotrend: Zero Waste

Image Source: <https://coronaextra.co.uk/>



What is it?

New, biodegradable beer pack rings to replace traditional plastic.

Why does it matter?

Plastic beer can rings have had the spotlight on them recently and are notoriously infamous for the harm they are known to cause aquatic life. Corona have not only shown that they, and any other drinks brand, can cut down on plastic, but that it can be removed altogether and replaced with a wildlife-friendly biodegradable alternative that's functionally sound too.



Bite Toothpaste Bits

Macrotrend: Zero Waste

Image Source: <https://bitetoothpastebits.com/>



What is it?

Bite are a personal care company who sell chemical- and plastic-free toothpaste that they've branded as 'Bits'.

Why does it matter?

A little Bit goes a long way with Bite's Toothpaste Bits. It's as simple as bite and brush and is just as effective as ordinary toothpaste, without the plastic waste or chemicals. This means that they're clean for both the consumer and for the environment. The Bits come in a refillable glass jar too and pave the way for making a zero-waste lifestyle an easy one to transition to.



05

Indonesia's First Zero Waste Restaurant - Ijen



MacroTrends: Zero Waste

Image Source: <https://www.oneplanet.com/news/2018/12/12/Ijen-Indonesia-first-ever-zero-waste-restaurant/>



What is it?

Ijen is a zero-waste, eco-friendly fish restaurant in Indonesia.

Why does it matter?

Indonesia is the world's second largest contributor to plastic pollution; Ijen, the first zero waste restaurant in the country, sets a strong statement that change is both crucial and possible, all the way down to the tiniest details. The menus are made from recycled paper, the floor is made from a mixture of chipped glass and sustainably harvested wood, the candles are made from wine bottles with wax made from discarded cooking oil, boards are made from recycled tyres, the napkins are reusable and have been hand-dyed locally, the chopsticks are made from tiny plastic chips, the plates are made from other plates and glasses that have been broken, and the fish that the restaurant serves is caught by hand in the local area. The building itself is also made from recycled materials including bamboo, old window shutters and motorbike foam offcuts, and any food left by the restaurant's customers is either composted and used as fertilizer, or fed to pigs at the local farms. If one small restaurant can work perfectly without creating any waste at all, whilst supporting the local community, there is no reason as to why others can't do the same - anywhere in the world.

06

Just Eat: Biodegradable Sauce Sachets

MacroTrend: Zero Waste

Image Source: <http://www.comenest.com/blog/first-seaweed-sauce-sachet/> <http://www.skipprings.com/oooh.html>



What is it?

The creators of that funky water bubble innovation you've seen on Instagram (Ooho!) are working in partnership with Just Eat to offer fully compostable sauce sachets made from biodegradable, seaweed-based materials as opposed to single-use plastic.

Why does it matter?

Sauce sachets might not be the first thing that comes to mind when you think of waste, but Just Eat have highlighted how much of an issue it can be with takeaways. These biodegradable sachets show that brands should consider every aspect of the waste they create, however small they may be.



07

Costa Goes Contactless With Clever Cup



What is it?

A re-usable cup with a built-in payment system, allowing customers to pay contactlessly using the base of their cup.

Why does it matter?

Reusable coffee cups aren't the most recent invention in the world of sustainability; most coffee shops have a reusable cup on sale. However, Costa are working hard to reach and encourage consumers to get onboard with the change, by making life easier for them - incorporating technology that allows contactless payment with the base of the cup. This development proves Costa's dedication to the needs of their convenience-seeking consumers and improving the environment at the same time.

MacroTrend: Zero Waste

Image Source: <https://www.which.co.uk/news/2018/12/costa-coffee-launches-first-ever-contactless-payment-reusable-cup/>





MACROTREND

**At-Home
Sustainability**

'Loop' Refillable Container Scheme Trialled By Tesco & Carrefour

What is it?

With the Loop scheme, customers can buy and use the products from supermarkets that they know and love, but the packaging it comes in is taken back after use and is cleaned, ready to be used again.

Why does it matter?

Everything ends up as waste eventually, and 99% of the time the things that we buy reach that point within one year of purchase. Whether it's cereal boxes or shampoo, the Loop refillable container scheme is a revamped version of the traditional milkman and will help reduce plastic pollution on a huge scale.



Image Source: <https://loopstore.com/>

Macrotrend: At-Home Sustainability

09

Sustainable Shopping Box By LivingPackets



What is it?

A delivery box that can be re-used and comes with built-in technology to track the parcel, organise returns and protect its contents if it gets knocked around in transit.

Why does it matter?

With the retail ecommerce market continually growing, the number of parcels being transported to consumers' homes consequentially increases with it. This will clearly result in an increase in the use of plastic - bubble wrap, air bags, polystyrene and so on - but LivingPackets has created a solution to this by combining technology with sustainability for 'THE BOX'. It can monitor temperature, movement and location around the clock, and has a built-in tracking device. When movement is detected, THE BOX's holding system supports the product(s) inside and prevents them from being damaged. It can also be used up to 1000 times and customers can send returns with a single click on THE BOX's touch screen feature. As if it couldn't get any better, THE BOX also has a camera built into its interior so that customers can see the state of their purchase as it's being transported to them.

Image Source: <https://www.livingpackets.com/>

MacroTrend: At-Home Sustainability

L'Oréal Acquires Vegan Beauty Company Logocos Naturkosmetik

Macrotrend: At-Home Sustainability

Image Source: <https://www.logona.de/>



What is it?

Logocos Naturkosmetik is a vegan and organic-certified beauty company based in Hanover, Germany.

Why does it matter?

With natural cosmetics becoming a popular trend in 2018 and the current rise of veganism, this new acquisition by L'Oréal could suggest a major shift in cosmetics trends from natural to vegan. Consumers often feel conflicted with natural products, unsure of what makes them natural and what the benefits may be. Labelling a product as vegan however not only includes the aspect of it being natural or 'plant-based' but is a term more widely understood and recognised by consumers, who may also buy into veganism due to the movement's impact on sustainability. Could this acquisition by L'Oréal spark the beginning of the move from natural to vegan?



11

Powdered Products By Owa Haircare



What is it?

OWA Haircare have launched haircare products that don't contain any water.

Why does it matter?

Why add water to shampoo, conditioner and other personal care products if the consumer will be using them in the shower? With water a precious resource and liquid shampoos typically being made with up to 80% of the wet stuff, powdered haircare products simply make sense in the world of sustainability. This launch shows that brands can take haircare one step further than the solid bars that are replacing bottled haircare in the sustainability movement.



Image Source: <https://owahaircare.com/>

MacroTrend: At-Home Sustainability

Biodegradable Toilet Wipes



Image Source: <https://lowhaircare.com/>

Macrotrend: At-Home Sustainability

What is it?

Hyge Wipes are a biodegradable hybrid of toilet paper and wipes.

Why does it matter?

You most likely forget about the waste of toilet paper after it gets flushed away and becomes someone else's problem, but Hyge Wipes say otherwise. This 2-in-1 product removes the need for packaging two products separately, increasing the user's level of hygiene whilst reducing waste that would normally be created from two products rather than one. This begs the question, how many other products can be combined in order to reduce packaging and waste further?



SEWER SAFE, SEPTIC SAFE:

**Biodegradable and
100% Flushable.**

- ✓ BREAKS DOWN IN 60 SECONDS, VS. 5-10 MINUTES FOR TP
- ✓ FULLY DEGRADES IN LESS THAN 15 DAYS
- ✓ SEPTIC SAFE, SEWER SAFE



13

Pockeat Food Storage Bags



Macrotrend: At-Home Sustainability

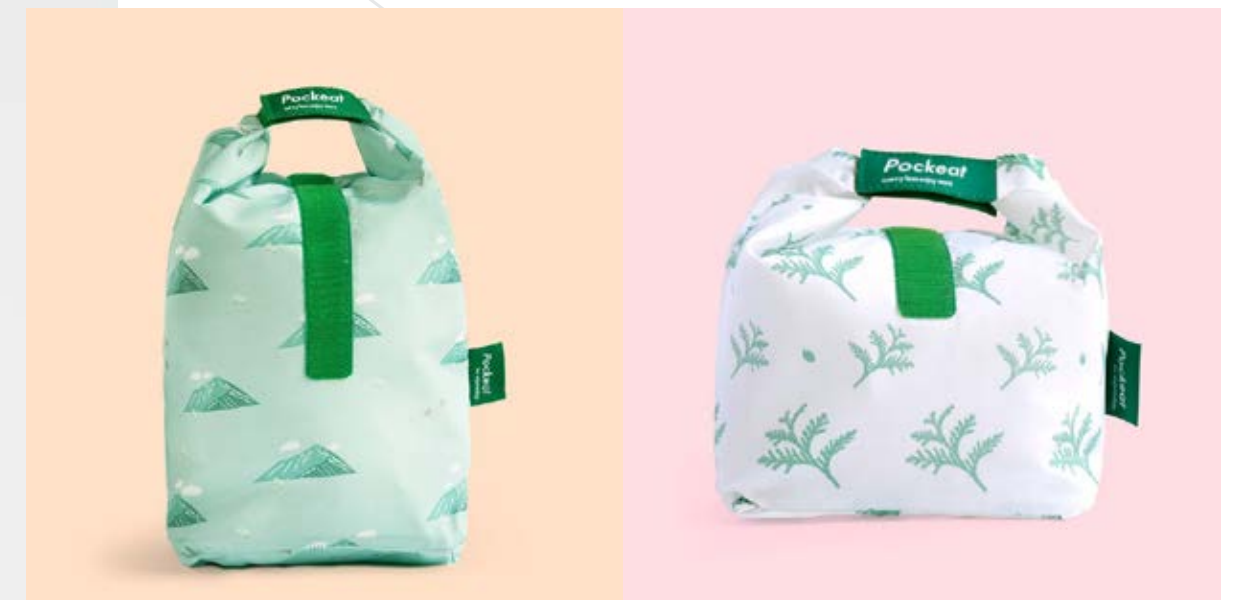
Image Source: <https://www.indiegogo.com/projects/pockeat-reusable-plastic-free-food-bag/>

What is it?

Pockeat bags are plastic-free bags that can be used to package food to take to work, school and more in replacement of clingfilm and plastic bags.

Why does it matter?

If you take a moment to consider how much plastic waste is created by a typical family just from packaging lunches, it's a little worrying. Multiply that by the number of families in the UK alone and it's almost impossible to envision. Sandwich bags, clingfilm, plastic tubs... they all usually end up in landfill. Pockeats, however, are not only plastic-free but are waterproof, foldable, heatproof and designed to last, too.





MACROTREND

**One Person's Trash
Is Another's Treasure**

From Peel To Peel: Fermented Bags By Emma Sicher

Macrotrend: One Person's Trash Is Another's Treasure

Image Source: <https://beta.thedeline.com/blog/2018/11/21/emma-sicher-uses-fruit-vegetable-peels-to-make-packaging>



What is it?

Fruit and vegetable peel-based bags made through a fermentation process that creates a SCOBY (Symbiotic Culture of Bacteria and Yeast), similar to that of kombucha. These bags can be used for home food storage or as a replacement for paper and plastic food packaging in shops.

Why does it matter?

As Bruno Munari said, "Nature is the first producer of packaging in the world: every peel, shell or skin aims to protect its content". This is the concept behind these bags, which take biodegradability one step further; instead of creating biodegradable packaging from new materials, they use the peel from foods that have already gone to waste, giving them a new lease of life.



15

Transforming Cereal Waste Into Beer



What is it?

Kellogg's are cutting down on the amount of waste created during the manufacturing process of Cornflakes by using the flakes that would normally be thrown away to make beer instead.

Why does it matter?

A huge amount of cereal goes to waste through the manufacturing process, as some cereal flakes don't meet the required quality level. You might wonder if Cornflake beer tastes, well, weird... but as it replaces the wheat grain that is normally used in beer, this concept makes perfect sense, both in the beer industry and within the topic of sustainability.



Image Source: <https://beta.thedeline.com/blog/2018/11/21/emma-sicher-uses-fruit-vegetable-peels-to-make-packaging>

Macrotrend: One Person's Trash Is Another's Treasure



Repurposed Beauty Products By UpCircle



What is it?

UpCircle sell beauty products that they make from 'waste' such as coffee grounds that have been used by cafés and restaurants and would normally be thrown away.

Why does it matter?

UpCircle were previously known as Optiat, an acronym for One Person's Trash Is Another's Treasure. They've shown that waste needs to be seen in a different way. Not only does it take away the problem of disposal from restaurants and cafés, but it saves fresh resource being grown unnecessarily. UpCircle have proved that waste is in fact not waste at all.



Elevated skincare that's better for you, and better for the planet.

Image Source: <https://upcirclebeauty.com/pages/our-background/>

MacroTrend: One Person's Trash Is Another's Treasure

17

Tea-Made Homeware By Dust London

Macrotrend: One Person's Trash Is Another's Treasure

Image Source: <https://www.kickstarter.com/projects/417960442/transforming-tea-waste-into-beautiful-homeware>



What is it?

Dust London make household objects, such as vases and pots, out of tea leaves which can be biodegraded quickly at the end of their product lifecycle.

Why does it matter?

If homeware items get old or go out of style, many of us will simply throw them away and buy something new to replace them. This waste ends up in landfill, often including items made from plastic. Items made by Dust London are stylish, strong and sustainable, contributing absolutely nothing to the problem of plastic-pollution.



18

The North Face: Recycled Jacket



What is it?

The North Face have re-designed their all-weather Thermoball jacket to be more eco-friendly. The exterior material is now recycled polyester, whilst the materials used to make each jacket's insulation layer now include at least five plastic bottles.

Why does it matter?

Fashion is trend-driven, and consumers throw away old clothes when they want new ones. By using recycled materials or 'waste' items in their jackets, The North Face ensures that the lifecycle of what may normally be considered 'waste' is extended, saving the need to make new items unnecessarily.

**THE
NORTH
FACE** 



Image Source: <https://www.thenorthface.co.uk/>

Macrotrend: One Person's Trash Is Another's Treasure

Ocean Plastics Upcycled Backpack By Solgaard

Macrotrend: One Person's Trash Is Another's Treasure

Image Source: <https://solgaard.co/>



Great bags that do good.

We're working to undo the damage to our oceans.



Our planet has a huge plastic problem.
We're probably not the first to tell you.

17 Billion pounds of plastic enters the ocean every year.
That's 30,000 lbs per minute.

90% of plastic that ends up in the ocean sinks within 5 months.

Plastic takes over 500 years to break down.

**We love travel, and we love our planet.
This passion inspired us to take action.**



What is it?

Using innovative technology that recycles plastic into yarn, Solgaard are on a crusade to use only recycled ocean plastics to create their products.

Why does it matter?

Just one of Solgaard's backpacks removes five pounds of plastic waste from the ocean, and you wouldn't even be able to tell just by looking at it. It's stylish and sustainable, with hidden pockets in the straps and on the back for the wearer to keep their personal items concealed. Even better, it comes with a bottle opener and a key chain in the front pocket, as well as a metal straw to encourage mindfulness around the environmental impact of single-use straws, one of the most well-documented items to end up in our oceans.



MACROTREND

**Reducing
Air Pollution**

Just Meat: In The Lab

Macrotrend: Reducing Air Pollution

Image Source: <http://justmeatuk.co.uk/>



What is it?

Meat that is grown in a lab from animals' cells, with no need for raising or slaughtering any live animals.

Why does it matter?

Lab-grown meat is no different in taste, texture or nutrition content from the meat we consume currently, but the difference in the impact it has on animal welfare and climate change is beyond comprehensible. The stem cells needed to grow chicken meat, for example, can be sourced from the end of a single chicken feather and does not require the bird to be slaughtered. No animals would need to be grown to be eaten anymore, which also removes the need for them to be transported to a slaughterhouse and through to the supermarket shelves, which is currently a huge contributor to air pollution and a terrifying experience for the animals' final days or hours of life. This cellular agriculture marks a trailblazing beginning for what could be the biggest revolution in the food industry to date.



21

Amazonian Fish Skin Leather Alternative



Macrotrend: Reducing Air Pollution

Image Source: <https://www.dezeen.com/2018/11/15/loqskel-metsavahit-pirarucu-fish-skin-sustainable-fashion/>



What is it?

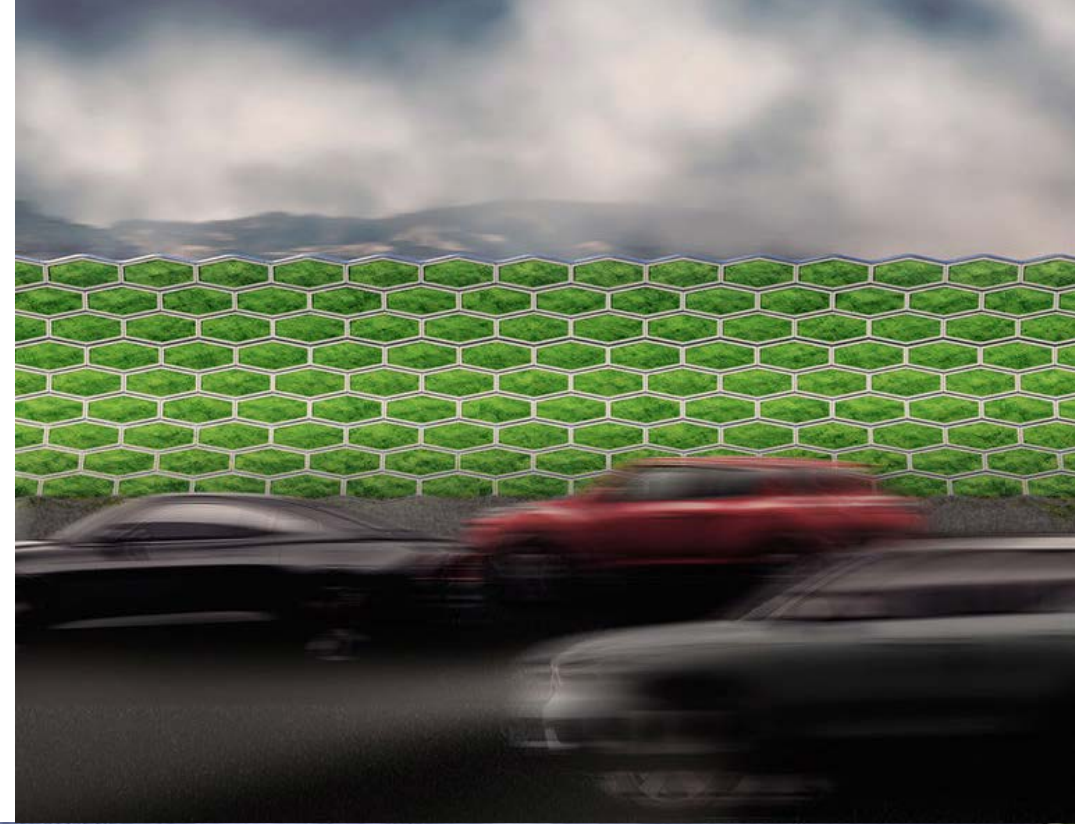
A leather alternative made from Amazonian fish skin that would normally be thrown away.

Why does it matter?

This alternative to leather is a bi-product of the food industry, as the Pirarucu fish are eaten regularly in northern Brazil but the skin is often discarded. Using this fish skin therefore turns what would usually be waste into an aesthetic piece of clothing, and reduces demand for leather which contributes to deforestation and climate change. This change truly shows how making the most of what may seem small can, on a larger scale, make a big difference.



Emissions-Capturing Living Wall



What is it?

Currently just a concept, the Living Wall would be built alongside busy roads and made from green moss to absorb emissions and help clean the air.

Why does it matter?

This concept could extend the amount of time we need to transition away from using non-eco-friendly vehicles whilst cleaning the air throughout and after the process. It could also act as a visual encouragement for people to live a more sustainable lifestyle and get them thinking about how they can reduce air pollution.



Image Source: <https://www.trendhunter.com/trends/breathable-barrier>

Macrotrend: Reducing Air Pollution



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