

TELSTRA & BIRDSTONE COLLECTIVE



**2021 SUSTAINABLE PACKAGING
DESIGN OF THE YEAR - INDUSTRIAL
HIGH COMMENDATION**



Telstra & Birdstone Collective

Telstra

Key Outcomes and Measurement



100% recyclable



258 tonnes
less packaging



32% more
products on each pallet

53%↓

Weight reduction



1857 less pallets
transported



50% cost reduction



Single piece outer that was
lightweighted by **75%**



25% less ink coverage



250 SKUs from SIM cards
to modems and mobiles



BIRDSTONE

Product: Telstra

Company: Telstra & Birdstone Collective

Country: Australia

Telstra - To improve their resource efficiency they introduced three new targets focussed on re-using and recycling devices, delivering recycled and recyclable packaging, and increasing their recycling of network waste. In FY21 they trialled an expansion of their device recycling services, updated their Telstra branded packaging with recycled and renewable material, and identified new opportunities to recover equipment from their network for further use or for recycling.

Birdstone Collective is an award-winning packaging design agency. Their unique combination of creative thinking, manufacturing knowledge and understanding of sustainability drives our commitment to help clients deliver their products to market, efficiently and with less compromise.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ **Create a consistent and engaging packaging portfolio that reflects Telstra's premium brand positioning and ambitious environmental strategy.**
- ✓ **Ensure the solution meets the 2025 National Packaging Targets.**
- ✓ **Reduce landfill waste by removing all plastics and reducing materials.**
- ✓ **Simplify and improve packaging performance through innovative structural design.**
- ✓ **Ensure products are safely and securely packaged, avoiding product damage and wastage throughout the supply chain.**
- ✓ **Educate consumers of available recycling systems.**

In the context of your packaging innovation, what do you see as Sustainable Packaging?

Iain Blair MAIP, Director - Technology & Sustainability, Birdstone Collective says that, "Birdstone's redesign of Telstra's packaging suite is a great example of sustainable packaging as it blends innovative brand design with sophisticated structural design to deliver a solution that can be easily recycled by the consumer."

"Reducing the number of components, pack size, materials used and ink coverage simplifies the manufacturing process - equating to the consumption of less board and less ink. This considerably decreases the environmental footprint of each unit."

"The refreshed packaging safely houses the product, eradicates over-packaging, simplifies production and improves the consumer experience."

What would you say were the decision-making drivers (Internal and External) influencing your packaging design?

With growing awareness of the climate crisis and our impact on the planet there has been a significant societal shift towards sustainability and environmentally conscious living. Brands can connect with their customers by recognising the value of sustainability in society and embracing sustainable practices.

Telstra saw this as an opportunity to assess the way they package their products and establish themselves as a leader in sustainable design. The importance of sustainability to both Telstra and their customers became a cornerstone of all design development. Underpinned by Telstra's creative principle of simplicity, all design factors were simplified to become more sustainable. Materials, messaging, graphics, ink and pack components have all been simplified and minimised. Environmental cues such as kraft board and messaging resonates with consumers for their sustainable credentials.

What benefit does this new design offer your business and your consumers? Why is the pack more sustainable?

Birdstone have worked to create a consistent and engaging packaging portfolio that reflects Telstra's premium brand positioning and ambitious environmental strategy.

All packaging is right-sized – designed specifically to use less materials without sacrificing the strength and security of valuable inner products. Bespoke structural designs and a reduced number of pack components improve the user experience, allowing the user to unbox the product simply and efficiently.

A welcome message greets the consumer, while information and instructions are revealed in a layered approach as the consumer engages with the package. Clear messaging and Australasian Recycling Label's (ARL) combine to simply inform consumers about how to recycle both the packaging components and obsolete electronics.



What volumes of materials, packaging and waste have you saved by designing this new packaging?

Did you do this through changing materials, lightweighting, recycled content, making the packs recyclable or reusable?

As an example, the size reduction and sophisticated internal design of the Telstra Smart Modem packaging has reduced the number of dieline components from four to two. This has yielded a 75% material saving over the previous design.

The reduction in overall box size for the Telstra Smart Modem has improved pallet layout, with a 32% increase in the amount of modems shipped per pallet – ultimately reducing total pallets transported, simplifying logistics, improving delivery efficiency and subsequently, lowering carbon emission.

How much on-pack and off-pack information do you provide your customers?

The packaging graphics highlight sustainability through meaningful messaging and Australasian Recycling Logos (ARL). This information combines to clearly inform consumers how to recycle both the packaging components and obsolete electronics. Previously the majority of Telstra's packaging could not be recycled and was going to landfill, while consumers were not aware of suitable electronic recycling streams. By educating consumers of available recycling systems Telstra save hundreds of tonnes of packaging and e-waste from landfill annually.

Please share a little bit about each of the partners/collaborators who worked on this packaging design.

Can you explain each of their roles?

Telstra:

Identified an opportunity to create a consistent and engaging packaging portfolio that reflects their premium brand positioning and ambitious environmental strategy.

Now that the design framework is in place, Telstra oversee all artwork creation to ensure the design's visual strategy and tone of voice appropriately reflects the Telstra brand.

Birdstone:

Partnered with Telstra to provide expertise in graphic design, structural design, material selection and sustainability strategy to develop a working framework for Telstra to package their vast array of consumer goods.

The new packaging system is flexible enough to accommodate the diverse range of Telstra products and can be executed by a variety of Original Equipment Manufacturers. Great care has been taken to ensure a consistent result, regardless of the manufacturer. Guidance is given for substrate selection, structural format design and printing techniques to ensure all products meet a high-quality standard.

Birdstone provide support throughout this process with ideation, structural design, concept development, prototyping, finished art and supplier management.



What do you feel will be needed to further improve packaging design in the future? (e.g. education, investment, policy/legislation, tech, etc?)

Birdstone Collective's global experience indicates that the packaging industry has invested in the capability to support brands with their sustainable packaging requirements. These solutions are often more advanced than waste management capabilities, with a maturity beyond regional processes. Fundamental to delivering sustainable improvements and ultimately a circular economy, packaging designers need to be designing based on a clear and consistent roadmap that all stakeholders can understand and commit to.

There are three critical elements required to develop actionable design strategies for sustainability:

1. Support consumers to make informed choices that reflect their sustainability values while engaging them on the journey to a better world. The main decision point for most consumers is the packaging, in store or online. To build their knowledge to make purchase decisions and then action the correct disposal/recycle requirements consistent labelling (ARL) is required on ALL packaging, not a select few. Consistency and scale will drive awareness and change behaviours. An open platform similar to CoOL will improve knowledge and educate consumers who are keen to do the right thing.

2. Australia's waste streams and recycling systems need to be clearly directed at a Federal Government level and not left to the Councils or Shires. This is especially evident when assessing the current kerbside collection system.

Packaging designers should be able to design packaging that meets and exceeds a nationally defined requirement. As an example, the Container Deposit Scheme was started in 1977 in South Australia, Victoria are planning to have theirs operational in 2023. So, it will have taken 46 years to develop a national scheme.

3. Once a national approach is defined, a consistent communication strategy can be developed to drive positive change and create confidence in the market to invest to maintain momentum.

What does your company have planned in the future? Any new innovations on the horizon?

Iain Blair MAIP, Director - Technology & Sustainability, Birdstone Collective says, "Sustainability is at the forefront of everything we do. We are always looking for new ways to partner with clients to establish and deliver innovative, sustainable packaging solutions."



As a winner of the PIDA awards, how valuable is the award to your organisation?

Iain Blair MAIP, Director - Technology & Sustainability, Birdstone Collective says, "The PIDA Awards do a great job in raising the profile of packaging innovation in Australia, and internationally.

A win in these awards is a fantastic platform to connect with brands and their customers by recognising the value of sustainability in society and embracing sustainable practices."



How is winning a WorldStar Packaging Award valuable to your organisation?



Grant Davies, Director at Birdstone Collective says, "Birdstone Collective are delighted that our packaging solution for Telstra has been awarded a WorldStar Packaging Award for 2022.

To have our unique combination of creative, makeable and sustainable thinking recognised by the World Packaging Organisation is a fantastic finale to a busy and challenging year!"



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Save Food Packaging Design
- Accessible & Inclusive Packaging Design
- Marketing Award

The **Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery and what packaging changes the company is undertaking to meet the 2025 National Packaging Targets. This is also a WorldStar Packaging Awards category.



The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

Australian Institute of Packaging

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