



WPO STRATEGY

3 years

Definition



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

- Background
- Value Curve
- WPO Pillars
- SWOT Analysis
- Key Goals
- Project Identification
- KPI Platform
- Portfolio Functionality
- Promotion
- Financial





Background of the organisation

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

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

Value

Ensuring quality packaging that anticipates and satisfy people's needs

Mission

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

Vision

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

SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis

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Good relationship with members	Market research data soon out of date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

Goals

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



PLATFORM (information, content, KPI' s)

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

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**

WPO Research and Information Structure (deliverables)

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