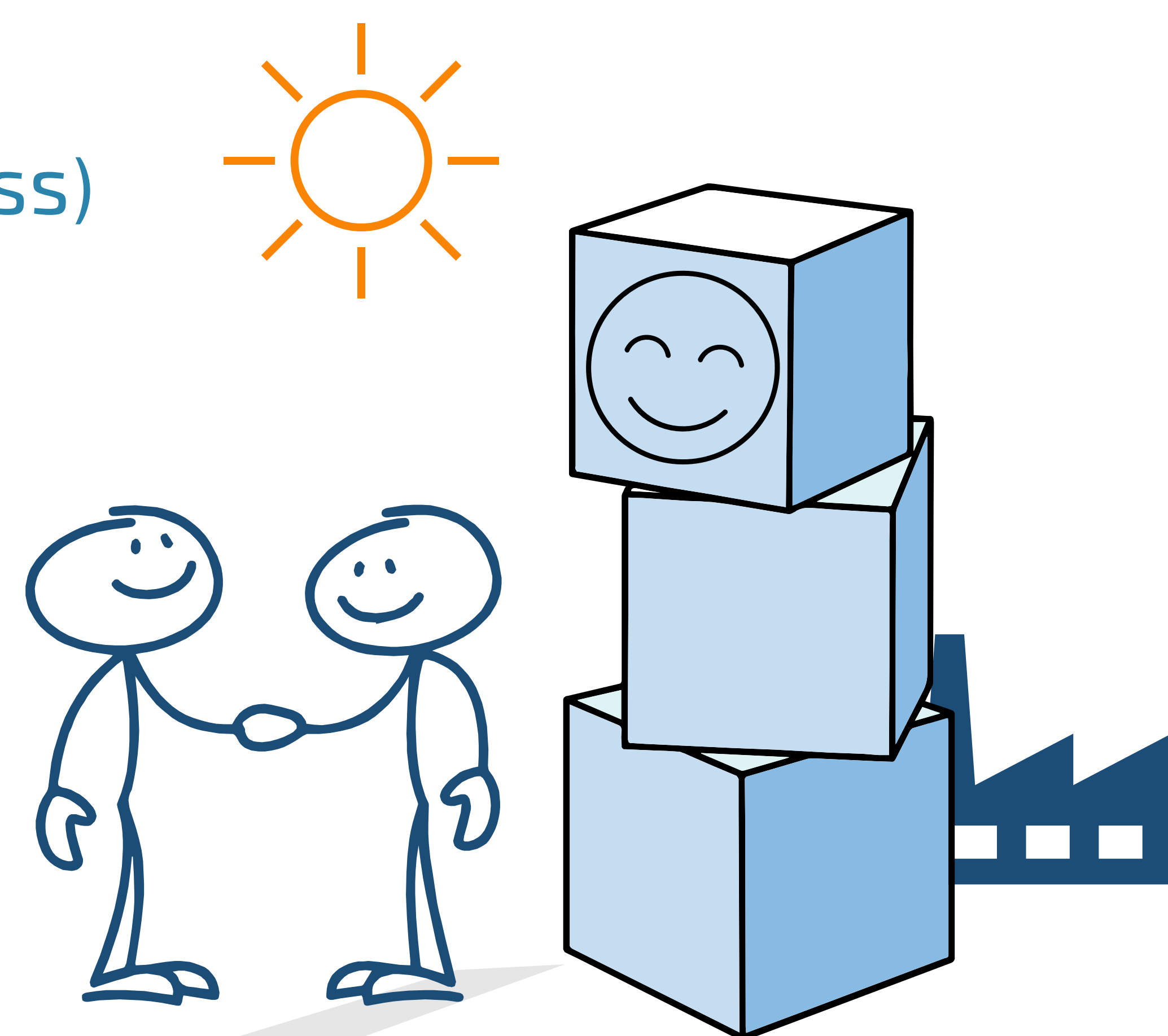
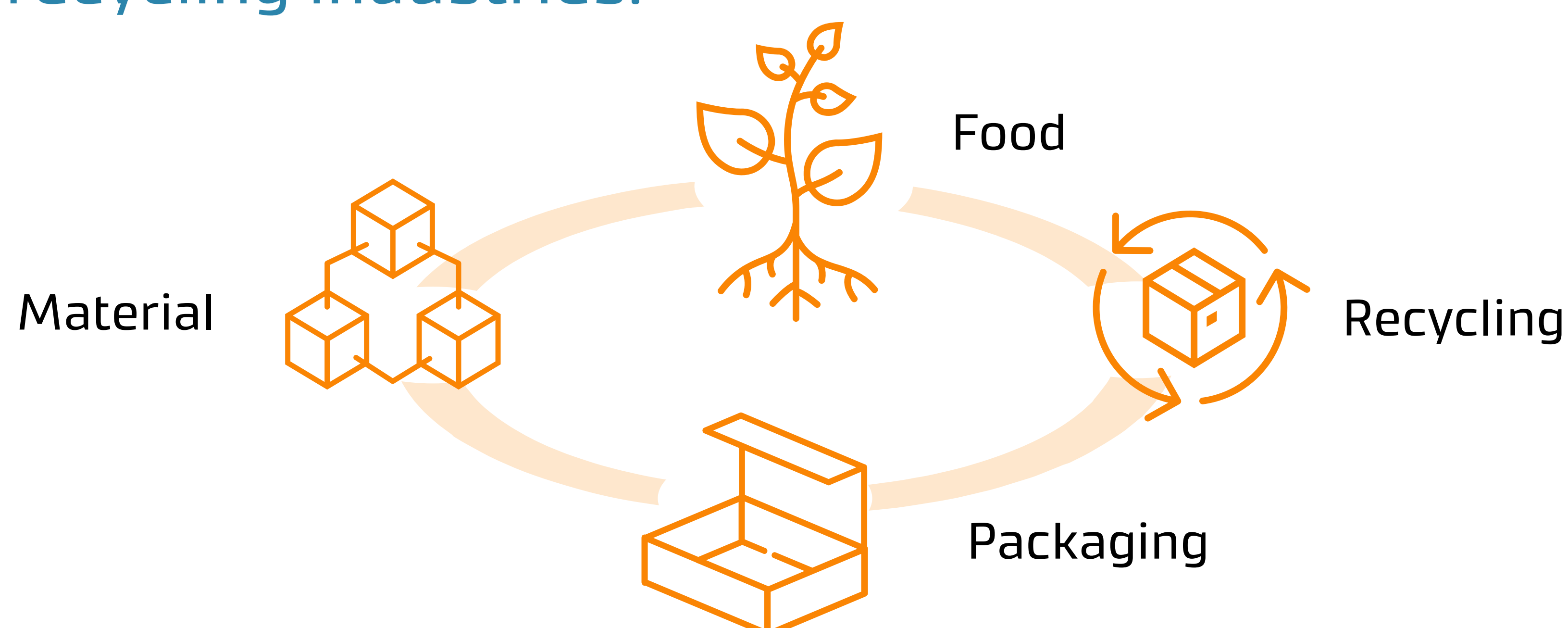


# Businesses' pathfinding towards sustainable food packaging



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Food packaging is a system of interconnected (business) systems, involving material, packaging, food, and recycling industries.



The interconnected businesses need to be active in the co-creation of the transition vision and the change path, if not, others will define it for them!

Active participation of business creates more realistic vision and pathways towards sustainable solutions. What is considered sustainable (enough)!

Co-creation of visions and pathways stimulates innovation and *innovation adoption* through increased opportunity confidence

Businesses decisions on food packaging are influenced by the stakeholder's criteria for sustainability

Environmentally good deeds alone do not keep business alive - doing good is not always the same as doing well

Business needs a stable regulatory environment in order to make major investment decisions for sustainability.

Consumers do not always know enough about sustainable options - or care.

However, companies seek to do what feels right for the environment, customers and stakeholders.

Insights presented are based on peer-reviewed scientific publications by Package-Heroes researchers such as:

**Bor, S., O'Shea, G.,** Sundqvist-Andberg, H., & Åkerman, M. (forthcoming). Multi-System Interactions in the Transition to Sustainable Food Packaging. *Business Strategy and the Environment*.

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**O'Shea, G.,** Farny, S., & **Hakala, H.** (2021). The buzz before business: a design science study of a sustainable entrepreneurial ecosystem. *Small Business Economics*, 56(3), 1097-1120. <https://doi.org/10.1007/s11187-019-00256-4>

**Snellman, K., & Hakala, H.** (2020). Emotion as an ethical compass in strategic sustainability decisions. In *Sustainable Entrepreneurship and Entrepreneurial Ecosystems*. Edward Elgar Publishing.

Kautonen, T., Schillebeeckx, S. J., Gartner, J., **Hakala, H.,** Salmela-Aro, K., & **Snellman, K.** (2020). The dark side of sustainability orientation for SME performance. *Journal of Business Venturing Insights*, 14, e00198.

Schillebeeckx, S. J., Kautonen, T., & **Hakala, H.** (2020). To Buy Green or Not to Buy Green: Do Structural Dependencies Block Ecological Responsiveness? *Journal of Management*, 0149206320977896. <https://journals.sagepub.com/doi/pdf/10.1177/0149206320977896>

