Abstract

This dissertation is about sustainable packaging and its importance in creating a better and greener environment for the future. In the following pages, I will discuss the concept of sustainable design and the role designers need to play to contribute positively to society and its environs. The term ‘sustainable design’ encompasses a massive territory hence for the purpose of this dissertation; I will focus predominantly on packaging.

I will explore current practices in terms of packaging and strive to establish the viability of introducing sustainable packaging to both the general masses and manufacturers. Through this process, I would like to bring to light any obstacles and challenges that maybe holding this industry behind and try to offer solutions for the future that could bring about positive change towards sustainable packaging within our society.

The Research strategies which are used for this paper are both qualitative and quantitative. In order to support the discussion the data has been collected from various online articles, journals and books. Further insight into current practices has been gathered by interviews and surveys conducted with designers, manufacturers and the local public which has then been analyzed and collated to obtain a coherent picture of the general public and professional opinion.