

Consumer Packaging, Social Plastic® & Sustainable Recruiting ///

by Boyd & Moore Executive Search



Boyd & Moore Executive Search, an award-winning APAC-focused Search & Solutions company, is partnering with Plastic Bank® and Henkel to support recycling ecosystems in SE Asia.

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Since Boyd & Moore provides services, it is reasonably easy for us to drive sustainability across our own operation – be it through offsetting our carbon footprint from travel or making offices paperless to name just a few.

At the same time, we are actively recruiting for some of the largest players in the chemical, automotive, consumer and pharmaceutical industries in Asia, many of which have shown tremendous innovation to increase sustainability and contribute to a circular economy.

One of our key partners in the region is Henkel, global leader in the adhesives market and innovation leader in Beauty Care and Laundry & Home Care businesses. Through an introduction from Henkel Singapore we started our engagement with Plastic Bank.



Plastic Bank builds recycling ecosystems in coastal communities, and reprocesses the materials for reintroduction into the global supply chain. Collectors receive a premium for the materials they collect, mainly plastic waste that would otherwise be washed into rivers and oceans, to help them provide basic family necessities. The collected material is reborn as Social Plastic® which is reintegrated into products and packaging as part of a closed-loop supply chain.

Plastic Bank is already impacting the lives of over 13,000 collectors and their families in the Philippines and Indonesia, and aims to expand into more countries across the region.

Henkel started working with Plastic Bank in 2017 and was the first major global consumer goods company to partner with the social enterprise. Within the first year of the partnership five new collection centres in Haiti were established. Building off this success, Henkel took the next step and extended the partnership for another five years in 2019.

“Plastic waste is one of the biggest global challenges. Our partnership with Plastic Bank is one way in which we contribute to stopping plastic pollution from entering the oceans, while also providing opportunities for people in poverty and fostering a circular economy,” says Uwe Bergmann, Global Sustainability Management Director at Henkel.



Henkel supports ongoing projects in Haiti, the Philippines and Indonesia. Additionally, the company will make a significant contribution to establishing new recycling infrastructure of more than 400 branches in Egypt, increasing the collection capacity by 5,000 metric tons per year. In 2020 alone, Henkel will integrate more than 600 metric tons of Social Plastic® into its product packaging.

“I am thrilled to see global consumer companies like Henkel utilizing Social Plastic® for their product packaging. We are continuously growing our engagement in SE Asia and Boyd & Moore is helping us to hire the right people for our expansion,” says Claus Skadkjaer, President Asia of Plastic Bank.

For Jonas Korbstein, Boyd & Moore’s Vice President Asia-Pacific, the engagement with Henkel and Plastic Bank has been eye-opening in regards to the impact it has on improving the sustainability of global supply chains: “All of our individual efforts combined to reduce plastic waste are dwarfed by the sheer amount of plastic that is entering our waterways and oceans on a daily basis. We need to actively support innovative initiatives such as the partnership between Plastic Bank and Henkel to stop ocean plastic.”

