



Sonoco Metal Packaging EMEA: Building a Learning Culture for Future Growth

Success story

Delivering equitable access to development opportunities

In December 2024, Sonoco Consumer Products, a global leader in high-value sustainable packaging, acquired Evirosys, the European metal packaging manufacturer. Sonoco Metal Packaging EMEA (SMP EMEA), the new name for Evirosys, has committed to continue providing the same impactful learning and development journey that it began more than 12 months ago. In fact, the acquisition simply highlights the importance of skills development as SMP EMEA looks to remain agile and invest in renewable and energy-efficient solutions to cement its position as a key player in the European packaging landscape.

Previously, SMP EMEA identified that the packaging industry was making a series of technological advancements. However, it also recognised that there was a strong need to retain industry knowledge. But how could it train a global and high-potential workforce with high-quality, relatable, top-tier content that was also available in a range of languages?

SMP EMEA needed a platform that offered more than its general learning management system (LMS). The business desired industry-leading, tailored content and curated, dynamic learning paths that addressed hard and soft skills development.

SMP EMEA partnered with LinkedIn Learning; the platform provided an expanding workforce with equitable access to growth and development opportunities and the business soon began reaping the benefits.



Challenge

Meeting the needs of a global and talented workforce

SMP EMEA wished to inspire and promote employee advancement, creating a well-rounded and external-facing workforce with an extensive range of courses. It also wished to bridge a gap in talent development by upskilling in specific fields.

But SMP EMEA's old LMS system was not user-friendly or meeting the needs of employees who were advancing in their careers. LinkedIn understood SMP EMEA's specific talent needs. It helped the business to develop effective learning strategies and drive KPIs.

Subsequently, SMP EMEA was able to establish a culture of continuous learning. LinkedIn offered the business greater opportunities to learn desirable skills through a wide array of course content that it didn't have access to before.

Results

Result 1

Active Participation

Consistent growth reflected in 676 active users and 146,765 video views

Result 2

Targeted Upskilling

64% of learners engaged with leadership and management courses

Result 4

Internal mobility growth

41% of new managers/leaders were promoted internally (up from 37% the year prior)



Industry: Packaging and Containers Manufacturing

No. of Employees: 7000+

Headquarters: Hartsville, South Carolina, USA



Solution

Devising tailored learning packages for driven employees

LinkedIn Learning played a crucial role in SMP EMEA's learning journey. Firstly, SMP EMEA created tailored learning packages for each department and launched monthly learning challenges to provide variety. As it progressed, SMP EMEA refined its learning license allocation process for employees who indicated a desire for specific development in their annual performance and development reviews. It later identified suitable candidates who would benefit from additional skills training, too.

Adopting a partnership approach

SMP EMEA's customer success manager was instrumental in creating innovative learning strategies to enhance engagement. They implemented new and improved monthly challenges, proposed top learner recognition projects, and provided additional learning packages that focused on broad skills. Plus, LinkedIn Learning was empathetic to the nature of SMP EMEA's diverse talent pool and international context in which it operates.



Before partnering with LinkedIn Learning, our e-learning offer was limited in scope and primarily targeted to a specific group. Today, we've significantly broadened our reach – especially among white-collar employees – offering diverse, high-quality training that's accessible anytime, anywhere. It's been a game-changer in promoting a culture of self-directed learning, reducing our reliance on costly in-person sessions, and empowering our people to take ownership of their development.”



Dimitri Van den Berghe
Vice President Human Resources at
Sonoco Metal Packaging EMEA

Exceeding targets and expectations

SMP EMEA ensured employees had easy access to an invitation email and SSO (single sign-on) login for the LinkedIn Learning platform so it could track employee engagement.

It communicated its learning expectations to employees and wanted all team members to complete 1.5 hours of engagement and a minimum of two courses per month.

However, since LinkedIn Learning was introduced to employees more than a year ago, the results could not be better. SMP EMEA now has 676 active users with an average of 20 videos per month, per user, being viewed. This exceeds SMP EMEA's initial target of two courses per month.

Statistics also show that there's a strong indication of targeted upskilling, as 64 per cent of learners have engaged with leadership and management courses, and the repeat learner rate also exceeds expectations at 58 per cent. This indicates a strong habit of learning, a statement further bolstered by 5,000 new skills that have been developed in the last 12 months. But that's not all. More than 40 per cent of managers and leaders have been promoted internally, and 23 per cent of new managers have used LinkedIn Learning to upskill after their promotion.

Gillian Schuyler, People Development Specialist at SMP EMEA, said: "LinkedIn Learning is in high demand. At times, we even have a waitlist due to the number of learners wanting access. It has completely transformed our culture, which previously was not as focused on growth. Now, we have solidified a learning mindset that is widely accepted across various departments and available in different languages, providing equitable benefits and opportunities for growth."



LinkedIn Learning offers incredible features and exceptional customer service"



Gillian Schuyler

People Development Specialist at Sonoco Metal Packaging EMEA

Our LinkedIn Learning journey has grown step by step, driven by a strong appetite for self-development among our employees"



Franciska Horvath

HR Manager, Recruitment & People Development at Sonoco Metal Packaging EMEA