



**SUSTAINABLE PACKAGING  
SYMPOSIUM 2011**  
*"Advancing the Greener Supply Chain"*

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# Sustainable Packaging Symposium 2011

## PROGRAM OVERVIEW

<b>Wednesday, March 16, 2011</b>		
<b>1:00 – 7:00 pm</b>	Registration	Group Office Desk – Outside Ballroom F
<b>1:00 – 4:00 pm</b>	Exhibitor Display Set up	Grand Ballroom E – Gold Level East Tower
<b>5:00 – 7:00 pm</b>	Welcome Reception	Grand Ballroom E – Gold Level East Tower
<b>Thursday, March 17, 2011</b>		
<b>7:00 am – 3:00 pm</b>	Registration	Group Office Desk – Outside Ballroom F
<b>7:15 – 8:00 am</b>	Breakfast	Grand Ballroom E – Gold Level East Tower
<b>8:00 – 8:15 am</b>	Welcome	Grand Ballroom F – Gold Level East Tower
<b>8:15 – 9:00 am</b>	<b>Opening Keynote by Andrew Speck</b> (Marks & Spencer)	Grand Ballroom F – Gold Level East Tower
<b>9:00 am – 12:15 pm</b>	<b>Morning Session – Supply Chain: Raw Material to Package on Shelf</b>	Grand Ballroom F – Gold Level East Tower
<b>12:15 – 12:45 pm</b>	Comments by Exhibitor Session Sponsor: Unisource + SmartPlanet	Grand Ballroom F – Gold Level East Tower
<b>12:45 – 1:45 pm</b>	Lunch – With comments by lunch sponsor Tetra Pak	Grand Ballroom F – Gold Level East Tower
<b>2:00 – 5:00 pm</b>	<b>Afternoon Session – Horizon Issues: On the Supply Chain</b>	Grand Ballroom F – Gold Level East Tower
<b>5:00 – 5:15 pm</b>	Comments by Exhibitor Session Sponsor: SAP	Grand Ballroom F – Gold Level East Tower
<b>Friday, March 18, 2011</b>		
<b>7:00 – 10:00 am</b>	Registration	Group Office Desk – Outside Ballroom F
<b>7:15 – 8:00 am</b>	Breakfast	Grand Ballroom E – Gold Level East Tower
<b>8:00 – 8:15 am</b>	Welcome	Grand Ballroom F – Gold Level East Tower
<b>8:15 – 9:00 am</b>	<b>Opening Keynote by Greg Norris Ph. D.</b> (The Sustainability Consortium at Harvard University)	Grand Ballroom F – Gold Level East Tower
<b>9:00 am – 12:30 pm</b>	<b>Morning Session – Measurements, Data and Analysis</b>	Grand Ballroom F – Gold Level East Tower
<b>12:30 – 12:45 pm</b>	Comments By Exhibitor Session Sponsor: Innovia Films	Grand Ballroom F – Gold Level East Tower
<b>12:45 – 1:45 pm</b>	Lunch	Grand Ballroom F – Gold Level East Tower
<b>1:45 – 3:45 pm</b>	<b>Afternoon Session – Unintended Consequences/Global Perspective</b>	Grand Ballroom F – Gold Level East Tower
<b>3:45 – 4:00 pm</b>	Comments By Exhibitor Session Sponsor: Altana	Grand Ballroom F – Gold Level East Tower
<b>4:00 – 5:00 pm</b>	<b>Closing Keynote by Roger Zellner</b> (Kraft Foods)	Grand Ballroom F – Gold Level East Tower

## WELCOME ADDRESS

Greetings and Welcome to Chicago!

We're pleased to have you with us for the first Sustainable Packaging Symposium, brought to you by Greener Package and the Institute for Sustainability (IfS) — an AIChE Technological Community. Our partnership has been created to foster collaboration across the entire packaging supply chain and leverage the technical foundations of successful sustainability programs. Today's management teams, charged with implementing sustainable packaging initiatives across their organizations, have many challenges. How can sustainable packaging programs be rolled out cost-effectively while using best practices? How can sustainability be quantified and measured? And where are the opportunities to improve?

Over the next two days we'll attempt to answer these questions by bringing together experts from the packaging and scientific communities. Our keynote speakers offer leadership, vision, and first-hand experience in how today's businesses can move forward towards increased sustainability. Andrew Speck, Packaging Buyer at Marks & Spencer, opens our event on Thursday morning; on Friday, Greg Norris, Ph.D., of the Sustainability Consortium and Harvard University, and Roger Zellner, Director of Sustainable Packaging at Kraft Foods, will share their knowledge and insights.

In addition to these outstanding keynotes, you'll hear from over twenty additional presenters, including brand owners, retailers, suppliers, academics, and governmental organizations, all chosen because of their expertise and contributions to today's sustainability initiatives. We encourage you to participate in the question and answer sessions and to exchange ideas during breaks and meals.

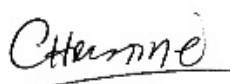
Much effort has gone into making this conference a success, but we wouldn't be here without the tireless assistance of co-chairs Sean Sabre, Beth Beloff, Ron Cotterman, Paul Earl-Torniainen, Sara Hartwell, Laura Rowell, and Lisa Grice. Thanks also to the Sustainable Packaging Symposium Organizing Committee and the Greener Package Advisory Board, who offered early input to ensure that our program would address the most critical issues and deliver meaningful value. We also acknowledge our media partners, Packaging World and Chemical Engineering Progress (CEP), and our corporate sponsors. Please spend time visiting the tabletop displays; our sponsors represent some of the most innovative companies in the packaging supply chain and can be pivotal partners in your organization's journey to a more sustainable future.

In closing, thank you for attending our premiere event. We trust that these two days will be educational and inspiring. Let us know if there's anything we can do to improve your experience at the conference.

Sincerely,



Darlene Schuster, Ph.D.  
*Executive Director*  
Institute for Sustainability, AIChE



Christine Smallwood  
*Director, Business Development*  
Greener Package

## ORGANIZING COMMITTEE / ORGANIZING PARTNERS

### ORGANIZING COMMITTEE

#### CONFERENCE CO-CHAIRS AND ORGANIZING COMMITTEE

Beth Beloff, *Bridges to Sustainability Institute*

Ronald L. Cotterman, *Sealed Air Corp.*

Sue DaMario, *Greener Package*

Paul Earl-Torniainen, *General Mills*

Lisa Grice, *Environ*

Sara Hartwell, *US EPA*

Bob Luchino, *AICHE*

Anne Marie Mohan, *Greener Package*

Laura Rowell, *MeadWestvaco Corp.*

Sean Sabre, *ModusLink Global Solutions*

Darlene Schuster, *Institute for Sustainability*

Christine Smallwood, *Greener Package*

#### PROGRAMMING ADVISORY COMMITTEE

Joe Angel, *Packaging World*

Victor Bell, **President**, *Environmental Packaging International (EPI)*

Dean Bellefleur, **Principal**, *D-Idea*

Beth Beloff, **Principal**, *Beth Beloff & Associates, President, BRIDGES to Sustainability Institute*

Ronald L. Cotterman, **Executive Director of Sustainability**, *Sealed Air Corporation*

Daniel M. Dominski, **Director of Packaging**, *Del Monte Foods*

Paul Earl-Torniainen, **Sustainability Manager**, *General Mills*

Ben Miyares, **President**, *Packaging Management Institute Inc.*

Lisa Grice, **Principal**, *Sustainability and GHG Management Practice ENVIRON*

Sara Hartwell, **Office of Resource Conservation and Recovery**, *US EPA*

Dave Newcorn, *Greener Package*

David Padula, **Owner**, *P Design Lab*

Elizabeth Richmond, **Director of Packaging Development Recovery**, *Hasbro Toys*

Michael Richmond, **Co-Founder**, *PTIS*

Laura Rowell, **Director, Sustainable Packaging**, *MeadWestvaco Corporation*

Sean Sabre, **Manager, Global Supply Chain Innovation**, *ModusLink Corporation*

Jerry Welcome, **President and CEO**, *Reusable Packaging Association*

Colleen Walker, *TAPPI*

Margaret A. Zak, **President/Chief Scientist**, *Environmental Logic, Inc.*

## ORGANIZING PARTNERS

### INSTITUTE FOR SUSTAINABILITY (IFS)

The purpose of IfS is to serve the needs of and influence the efforts of professionals, academia, industries, and governmental bodies that contribute to the advancement of sustainability and sustainable development. IfS approaches sustainability from the perspectives of engineering and scientific disciplines with the objective of promoting the societal, economic, and environmental benefits of sustainable and green engineering. In furtherance of this purpose, IfS:

- Will provide the multidisciplinary scientific and technical rigor needed in sustainability discussions.
- Will reach out to the academic community to encourage the incorporation of sustainability concepts in engineering education.
- Will reach out to the academic community to encourage the incorporation of sustainability concepts in engineering education.
- Will work with industry and universities to advance Research & Developmental (R&D) related to sustainability.
- Will develop education programs and conferences suitable for industry and graduate and undergraduate education, and public outreach programs that explain the role of engineering and science in creating a more sustainable future.

- Will facilitate the development by industry partners of measurement tools, framework(s) for guiding design of more sustainable (green) products and processes, and the identification and prioritization of R&D and technology needs in the area of sustainability.

- Will create specialized products, tools, and services administered by AIChE and/or other organizations.

**IfS is governed by a Managing Board of industrial and academic leaders, which sets the course for the society.**

Deborah L. Grubbe, *IfS Managing Board Chair, DebGrubbe and Associates*

Subhas Sikdar, *AIChE, Sustainability Index Advisory Board Chair, US EPA*

June Wispelwey, *Executive Director AIChE*

Rick Cain, *CFO AIChE*

Darlene Schuster, *Executive Director IfS*

Charlene Wall Warren, *BASF*

Hank Kohlbrand, *Dow Chemical, retired. Past-President AIChE*

Dale Keairns, *Booz Allen Hamilton*

Ellyn Beary, *NIST*

Nada Assaf-Anid, *Dean, NYIT College of Engineering*

Carol English, *Cytec Industries, Inc.*

Helen Lou, *Lamar University*

David Thompson, *INL*

Laura Rosato, *Honeywell*

John Circucci, *Air Products*

### GREENER PACKAGE

Greener Package is owned by Summit Media Group, Inc., is a knowledge exchange for sustainable packaging, shaped by and supported through the efforts of the Greener Package Advisory Board and Expert Network. This group of over 40 packaging experts from across the packaging value chain includes leading retailers, packaged goods companies, converters, raw material suppliers, academia and trade groups.

To advance progress in sustainability among industry and packaging professionals, Greener Package offers an interactive news site, overseen by Managing Editor Anne Marie Mohan; expert-guided discussion groups; a comprehensive product database; and an annual awards competition.

In March of 2011, Greener Package will co-produce the first Sustainable Packaging Symposium, in partnership with the Institute for Sustainability. Members of the Greener Package Advisory Board and Expert Network are the foundation of the knowledge exchange, fielding questions in the discussion groups, participating as judges in the awards competition, advising on the development of the symposium, and helping to move sustainability forward across all industries.

For more information about Greener Package, please contact Christine Smallwood, Director of Business Development at 770-664-4600 or visit [GreenerPackage.com](http://GreenerPackage.com).

# TECHNICAL PROGRAM

Wednesday, March 16, 2011		Topic of Presentation
1:00 - 4:00 pm 5:00 - 7:00 pm	Exhibitor Display Set up Welcoming Reception	
Thursday, March 17, 2011		
7:15 - 8:00 am 8:00 - 8:15 am 8:15 - 9:00 am	Breakfast Welcome <b>Opening Keynote</b> <b>Speaker:</b> Andrew Speck ( <i>Packaging Buyer, Marks &amp; Spencer</i> )	Corporate Responsibility
9:00 am - 12:15 pm	<b>Morning Session – Supply Chain: Raw Material to Package on Shelf</b> <b>Session Chairs:</b> Sean Sabre ( <i>ModusLink</i> ), Beth Beloff ( <i>Bridges to Sustainability</i> ) <b>Speakers:</b> Stuart Kyle ( <i>Director, Workplace Accountability, The Coca-Cola Company</i> ) Kelly Scott ( <i>Packaging Working Group Coordinator, The Sustainability Consortium</i> ) Willie Johnson ( <i>Associate Director, Global Product Supply Sustainability, P&amp;G</i> ) Randy Boeller ( <i>Package Engineering Manager, Hewlett-Packard</i> ) John Ames ( <i>VP Alliances, Llamasoft Inc.</i> )	AIM Progress The Sustainability Consortium
12:15 - 12:45 pm 12:45 - 1:45 pm 2:00 - 5:00 pm	<b>Comments by Exhibitor Session Sponsor: A. Unisource; B. SmartPlanet</b> Lunch – With comments by lunch sponsor Tetra Pak <b>Afternoon Session - Horizon Issues: On the Supply Chain</b> <b>Session Chairs:</b> Ron Cotterman ( <i>Sealed Air Corporation</i> ), Paul Earl – <i>Torniainen (General Mills)</i> <b>Speakers:</b> Scott Vitters ( <i>GM, PlantBottle Packaging Platform, The Coca-Cola Company</i> ) Tony Kingsbury ( <i>Executive-In-Residence, Center for Responsible Business, Berkeley</i> )  John Shanahan ( <i>Senior Director of Environmental Affairs, Grocery Manufacturers Association</i> ) Larry Dull ( <i>Principal, Packaging Knowledge Group</i> ) Ron Cotterman ( <i>Executive Director of Sustainability, Sealed Air Corp.</i> )	Sustainable Packaging – Avoiding Myopia Sustainable Packaging and Supply Chain Design – Understanding Cost and Emissions Impact of Packaging Decisions
5:00 - 5:15 pm	<b>Comments by Exhibitor Session Sponsor: SAP</b>	Sustainable Packaging Materials – What Lies Over the Horizon  Sustainable Waste Management Policy Sustainable Packaging Design Process AMERIPEN: A New Environment-Focused Packaging Organization
Friday, March 18, 2011		
7:15 - 8:00 am 8:00 - 8:15 am 8:15 - 9:00 am	Breakfast Welcome <b>Opening Keynote</b> <b>Speaker:</b> Greg Norris ( <i>PhD, The Sustainability Consortium at Harvard University</i> )	Research and Development Standards
9:00 am - 12:30 pm	<b>Morning Session – Measurements, Data and Analysis</b> <b>Session Chairs:</b> Sara Hartwell ( <i>EPA</i> ), Laura Rowell ( <i>MeadWestvaco</i> ) <b>Opening Comments and Update on Global Packaging Project</b> by Laura Rowell, Director of Sustainable Packaging, MWV <b>Speakers:</b> Charles Walsh ( <i>Sustainability &amp; Business Solutions, ECRM</i> ) Victor Bell ( <i>President, EPI</i> ) Minal Mistry ( <i>PM, Sustainable Packaging Coalition</i> ) Lars Lundquist ( <i>Packaging Research Scientist, Nestle</i> ) Laurel McEwen ( <i>Training and Marketing Director, EarthShift</i> ) Laura Flanigan ( <i>Consultant, Five Winds International</i> )	Redipoint and ECRM Packaging Scorecard Redipoint and ECRM Packaging Scorecard COMPASS Life cycle assessment and ecodesign at Nestle Integrating LCA into the Product Development Process Horizon Issues facing Life Cycle Assessment – Understanding, managing tradeoffs and creating opportunities
12:30 - 12:45 12:45 - 1:45 2:00 - 3:45pm	<b>Comments By Exhibitor Session Sponsor: Innovia Films</b> Lunch <b>Afternoon Session – Unintended Consequences/Global Perspective</b> <b>Session Chairs:</b> Lisa Grice ( <i>Principal, Sustainability and GHG Mgmt Practice, ENVIRON</i> ) <b>Speakers:</b> Russ Schwartz, ( <i>CTO, Sun Chemical</i> ) Jim Hanna ( <i>Dir. Environmental Impact, Starbucks Coffee</i> )  Mike Lawrence, ( <i>Chief Reputation Officer &amp; Executive VP, Crisis Prevention &amp; Management, CONE</i> )  Celia Ponder ( <i>GlaxoSmithKline</i> )	It Takes A Village – Using Systems Thinking to Solve Starbucks Recyclable Cup Initiative  Unintended Consequences in Communicating Sustainability: Balancing Public Expectation With Product Reality Using LCA to Design More Sustainable Packaging in the Pharmaceutical Industry
3:45 - 4:00pm 4:00 - 5:00pm	<b>Comments By Exhibitor Session Sponsor: Altana (Sebastian Landeck)</b> <b>Closing Keynote</b> <b>Speaker:</b> Roger Zellner ( <i>Director Of Sustainable Packaging, Kraft Foods</i> )	Sustainable Commitment

# SPONSORS

## SUSTAINABLE PACKAGING SPONSORS



## Media





## BIOGRAPHIES

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### JOHN AMES JR.

LLamasoft

John is Vice President of Alliances at LLamasoft. John's career in supply chain has spanned over 15 years and his expertise spans across numerous technologies including demand planning, inventory optimization, finite capacity scheduling, product lifecycle management, and network design.

John has worked with both large and small consultancies to craft partnerships that best serve the end client to deliver best in class solutions for strategic supply chain analysis.

John received his MBA at Northwestern's JL Kellogg graduate.

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### VICTOR BELL

Environmental Packaging  
International (EPI)

Victor Bell is President of Environmental Packaging International (EPI), a consultancy specializing in global environmental packaging and product stewardship requirements. Mr. Bell, who founded EPI in 1998, is a Certified Packaging Professional with more than 20 years of experience with environmental issues associated with packaging and products. EPI has provided assistance to major companies worldwide in the electronics, retail, toy, soft drink, cosmetics, medical, and general merchandise industries.

EPI provides consulting on a range of product stewardship issues. EPI clients include companies such as The Estée Lauder Companies, Coca-Cola, Cisco, Johnson & Johnson, Kraft, Mattel, MeadWestvaco, Microsoft Corporation, Nike, Pitney Bowes, Starbucks, Walmart and the Wm. Wrigley Jr. Company. Mr. Bell has served on the Executive Committee of the Sustainable Packaging Coalition.

Mr. Bell has MMA (Marine Affairs) and BS (Natural Resource) degrees from the University of Rhode Island and an MS (Urban and Environmental Studies) from Rensselaer Polytechnic Institute.

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### RANDY BOELLER

Hewlett-Packard

Randy is a Package Engineering Program Manager working across all PSG Business Units to insure lowest inbound logistics costs. His focus is on packaging design, palletization and maximizing cube utilization and weight reduction across all modes of transportation.

His function in the SESC area include tracking of global package/environmental regulations, maintaining HP's Packaging General Specification for the Environment and preparing the Packaging section of the Global Citizenship report.

Randy has 35 years of packaging experience including design, testing, inspection, manufacturing, regulatory, procurement and end of life management. Prior to joining Compaq/HP in 1994 he worked for Chesebrough-Ponds and Mary Kay Cosmetics. He was awarded a US patent (4,915,234) and has one patent pending. He has been a frequent speaker in a number of Packaging associations presenting on Packaging Sustainability. He has a BS in Biology from Lincoln University, Jefferson City Mo.

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### RONALD COTTERMAN

Sealed Air Corporation

Dr. Ronald Cotterman is the Executive Director of Sustainability for Sealed Air Corp., responsible for Sealed Air's company-wide strategy in sustainable business practices. In this global role, Ron works to advance sustainability initiatives across all of the company's business units. His primary internal focus is ensuring alignment of customer needs, manufacturing platforms, business plans, and technologies to improve the sustainability of products, processes, and services. Ron is an active member of several external organizations, including the Sustainable Packaging Coalition, the Flexible Packaging Association, the Global Packaging Project of the Consumer Goods Forum, and Walmart's Packaging Sustainability Value Network. Ron has an undergraduate degree in Chemical Engineering from the University of Florida and a PhD in Chemical Engineering from the University of California,





Berkeley. He has more than 20 years of industrial experience in technology and business development across a diverse range of industries, including 10 years with Sealed Air.

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## LAWRENCE DULL

PKG, Packaging Knowledge Group, Principal

Lawrence (Larry) Dull is a graduate Packaging Engineer (B.S. and M.S.) of Michigan State University. He has held positions with Eastman Kodak Company, Calgon Corporation (subsidiary of Merck and Company Inc.) and Syngenta Crop Protection Inc. (formerly Novartis, Ciba and Ciba-Geigy). He is currently President of Packaging Technology Associates Inc. and a founding partner of Packaging Knowledge Group, LLC. He is active in a number of several industry and professional associations including ISTA (International Safe Transit Association), ASTM (American Society for Testing and Materials), MSUPAA (Michigan State University School of Packaging Alumni Association) and IoPP (Institute of Packaging Professionals). He holds eight U.S. patents in the field of packaging and has delivered numerous presentations and written numerous articles on packaging, packaging development and package testing and is an Honorary Professor at Hunan University of Technology in China. Larry is a past Chairman of the Packaging Task Group of RISE, past Chairman of the Chemical Packaging Committee of IoPP, past President and Chairman of IoPP, current board member and Chair of the Sustainable Solutions Division of ISTA, current board member of the MSUPAA and current member of the MSU School of Packaging Industry Advisory Council.

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## LAURA FLANIGAN

Five Winds International

Laura Flanigan is a sustainability consultant with ten years of experience in developing, implementing and evaluating customized strategies, frameworks and tools to help clients achieve their visions for sustainable products, business practices and operations.

Her projects have included the quantification and improvement of impacts related to consumer products and packaging, development of product sustainability frameworks and tools, and marketing of life cycle-based product claims. Project clients include Johnson and Johnson, Wrigley, SC Johnson, Newell Rubbermaid, and Clorox. Laura is also responsible for managing the growth of Five Winds International's Chicago office.

Prior to joining Five Winds International, Laura served as Director and Co-founder of the Chicago Sustainable Business Alliance, a non-profit providing services to support the growth and sustainability of Chicago-based enterprises. Ms. Flanigan holds an MBA with a Manufacturing Concentration from the Ross School of Business and a MS in Sustainable Systems Analysis from the School of Natural Resources and Environment at the University of Michigan, through the Erb Institute for Global Sustainable Enterprise. She also holds a Bachelor's in Philosophy from Indiana University.

Five Winds International was founded in 1998 and has evolved into a global multi-disciplinary firm that delivers proven strategies and tools. Perhaps best known as pioneers of life cycle thinking and tools nearly 15 years ago, Five Winds team has grown and works collaboratively with mid to large manufacturers including Johnson & Johnson, Kraft, SC Johnson, Kimberly Clark, InterfaceFlor, Shaw, DuPont, BASF, L'Oreal, and others, as well as industry trade associations. Five Winds has supported many clients in evaluating and improving their packaging; for example, PE-Americas (our joint venture with PE) conducted the life cycle assessment that led to an evaluation of the highly regarded 'Clever Little Bag'. Five Winds has also aided several clients in the development of tools and processes to systematically consider life cycle sustainability impacts throughout the packaging design process. Five Winds' team of dedicated professionals delivers great ideas with principles and passion, and works closely with organizations committed to increasing the uptake of greener products in the marketplace through knowledge-based and best practice sustainability solutions.

Continued on next page >>

## BIOGRAPHIES

### JIM HANNA

Starbucks Coffee

Jim Hanna joined Starbucks Coffee Company in November 2005, leading the company's initiatives to minimize its environmental footprint through green building, energy conservation, international procurement, waste minimization and collaboration with partner corporations and NGOs. Prior to Starbucks, he served as Director of Environmental Affairs for Xanterra Parks & Resorts at Yellowstone National Park. In the position, Jim oversaw Xanterra's many progressive environmental initiatives in its operations as the primary concessionaire in the park, including an ISO 14001-certified Environmental Management System. A native of Olympia, Washington, Jim earned a BS in Environmental Sciences from Washington State University and is a U.S. Green Building Council LEED-accredited professional.

### WILLIE JOHNSON

P&G

### TONY KINGSBURY

UC Berkeley and Dow

Kingsbury splits his time between UC Berkeley and Dow. In his UC Berkeley role, Kingsbury leads the Sustainable Products & Solution Program which was funded by the Dow Foundation. This multidisciplinary program seeks to enhance sustainability related education and research on campus and to develop the next generation of sustainably minded leaders. Kingsbury also teaches courses on sustainability. In his Dow role, he is the Leader of Dow's Breakthrough to World Challenges 2015 Corporate Sustainability Goal. (<http://www.dow.com/commitments/goals/world.htm>).

Background:

Kingsbury is a recognized expert in global sustainability (with an emphasis on sustainability metrics), environmentally preferred purchasing, life cycle thinking, plastics and chemical environmental issues and public policy. He is known for using his wide ranging knowledge of the whole supply chain from raw material extraction to manufacturing, to final use, recycling and disposal, to distill complex messages into understandable language.

Kingsbury worked out of Dow's headquarters in Midland, Michigan where he led a group responsible for plastics sustainability activities and industry affairs globally. He served as the key link between the \$20+ billion plastics portion of Dow (Dow is the largest plastics producer in the world) and the corporate reputation and sustainability efforts. He has worked with value chains in markets ranging from packaging to toys, building products from footwear and consumer electronics to medical devices.

He represented Dow and held leadership positions in numerous organizations such as:

American Chemistry Council's Plastics Division; Ocean Futures Society; The Ocean Conservancy; Wal-Mart's Packaging Sustainable Value Network; Sustainable Packaging Council; The Sustainability Consortium.

Dow Chemical (25+ year career):

- Production Engineer in Southern California
- Product Development: packaging, electronics, medical, toys and consumer goods markets,
- Product Marketing Manager for Plastics in Consumer Electronics,
- Global Plastics Sustainability Leader.

Kingsbury received a Chemical Engineering degree from Oregon State University where he is a member of the Academy of Distinguished Engineers.

He and his wife and two children now live in Northern California.

**STUART KYLE***The Coca-Cola Company*

Stuart Kyle is Director, Workplace Accountability, in the Global Workplace Rights group of The Coca-Cola Company, a position he has held since the start up of this department in early 2005. He is responsible for leading the development and guiding the implementation of the Company's Supplier Guiding Principles.

Stuart joined The Coca-Cola Company as Director, Supply Development and Logistics in May of 1998. Prior to joining Company, Stuart was the Vice-President, Supply Chain Services for Coca-Cola Beverages Ltd., the Canadian Bottler of Coca-Cola. In this position he was responsible for the supply chain function of the company. Prior to this he was Chief Procurement Officer for the Bottler. Stuart has worked for over 30 years in the Coca-Cola system with a varied background within supply chain, operational marketing and sales functions.

**MIKE LAWRENCE***Cone's Crisis Prevention and Management*

Mike Lawrence, an Emmy Award winning former broadcast and print journalist, serves as Cone's Chief Reputation Officer and Executive Vice President. As CRO, Mike is responsible for leadership on reputational issues arising in client accounts.

Mike plays an active role on Cone's Crisis Prevention and Management team. He founded Cone's Corporate Responsibility (CR) discipline, which works with clients on aligning business practices with stakeholder expectations, and communicating those practices, including sustainability.

Since joining Cone in 1997, Mike has worked with corporations such as Starbucks, Timberland, Whole Foods Market and Ben & Jerry's. He is the recipient of two national crisis management awards for work done on behalf of Crayola.

Prior to Cone, Mike spent 26 years as a television anchorman and reporter, including a decade as bureau chief inside two daily newspapers. Covering business, technology and politics, Mike won five Emmy Awards, including two for overseas reporting.

**LARS LUNDQUIST***Nestlé Research Center*

Lars Lundquist holds a PhD in polymer composites science from the Swiss Federal Institute of Technology in Lausanne, where he conducted research within the fields of pulp and paper chemistry, composites processing science and life-cycle engineering. He is currently leading R&D activities related to environmental assessment of packaging and products at the Nestlé Research Center and represents Nestlé in a wide variety of international environmental initiatives including Efficient Consumer Response Europe: Packaging in the Sustainability Agenda, EUROPEN, CEN TC 261 – Life Cycle Assessment of Packaging, The Consumer Goods Forum Global Packaging Sustainability Project as well as the EU Food Sustainable Consumption and Production Round Table.

**LAUREL MCEWEN***EarthShift*

Laurel develops and manages programs that promote life cycle assessment (LCA) education and consultation to Fortune 500 companies, helping companies build capacity for responsible environmental, social and economic decision making. Laurel began her career as a marine biologist working in the aquaculture industry. She worked within the food industry for over 20 years with roles in both R&D, Marketing and Sales. She has an MBA and BA.

**MINAL MISTRY***Sustainable Packaging Coalition*

Minal Mistry serves as technical project manager for the Sustainable Packaging Coalition (SPC) where he brought COMPASS® (Comparative Packaging Assessment), a life cycle based web application to market. Minal leads the SPC's international education and outreach effort which aims to enhance sus-

Continued on next page &gt;&gt;

## BIOGRAPHIES

tainability understanding along the packaging value network, particularly in global production centers in Latin America and Asia. He has contributed to framework efforts for the responsible development of nanotechnology, supply chain indicators and metrics for packaging and a sustainable textile standard. Minal enjoys working with businesses to help develop pathways leading to improved environmental and social accountability. His background is in ecology, environmental chemistry, environmental policy, sustainable development, technical training and consulting. His education includes a BS in Wildlife Zoology, an MA in International Environmental Policy and MBA focused on the influence of MNCs on sustainability in developing countries

### Keynote Speaker

#### GREG A. NORRIS

The Sustainability Consortium at  
Harvard University

Greg Norris founded and is executive director of New Earth, a non-profit institute developing and deploying technologies that enable people around the world to drive sustainable development "from the bottom up." Its projects include Earthster ([www.earthster.org](http://www.earthster.org)), an open source sustainable information platform, and the Social Hot Spots Database ([socialhotspots.org](http://socialhotspots.org)), a transparent data source on supply chain impacts and opportunities for improving human rights, working conditions, community and other social impacts. In 1996 Norris founded Sylvatica, an international life cycle assessment institute ([www.sylvatica.com](http://www.sylvatica.com)) which consults on LCA to the UN, governments in the US and abroad, a variety of Fortune 500 companies, industrial associations, and smaller companies, and the non-profit sector. He is a Visiting Professor with the Applied Sustainability Center at the University of Arkansas, where he helps the ASC advance the availability of valid and transparent life cycle inventory data. Norris has led the development of the methods, modeling, and software to implement LCA within the US Green Building Council's LEED rating system. Norris teaches LCA at Harvard, and is Adjunct Lecturer at the Harvard School of Public Health. He is an editor for the International Journal of LCA and the Journal of Industrial Ecology.

#### CELIA PONDER

GlaxoSmithKline

Celia Steward Ponder is Manager of Eco-Footprinting at GlaxoSmithKline. She joined GSK in June of 2009 following her doctoral work at North Carolina State University on the life cycle inventory analysis of medical textiles. At GSK, Celia works with Packaging, Procurement, and R&D to embed sustainability in the design of new products. She does this by performing life cycle assessments to obtain a benchmark and creating tools to allow departments to perform streamlined assessments of packaging, materials, and technology options during the design phase.

Celia holds BS, MS, and doctoral degrees in chemical engineering. She previously worked at Corning, Incorporated in Wilmington, North Carolina as a manufacturing process engineer supporting pollution abatement and raw materials areas.

#### LAURA ROWELL

MeadWestvaco Corporation

Laura is the Director, Sustainable Packaging, for MeadWestvaco Corp. She is recognized for her expertise on global environmental performance requirements and activities associated with packaging standards, regulations, government policy, and scorecards. Laura serves as MWV's representative to the Sustainable Packaging Coalition, which she helped establish, and to EUROPEN, the European voice for packaging and the environment. She was recently selected by EUROPEN as one of its representatives to a Global CEO Forum project designed to set global standards and metrics for sustainable packaging. She is also currently serving as U.S. delegate on an ISO initiative to create global environmental packaging standards. Laura is the lead resource for MWV on Walmart's Packaging Scorecard and the Carbon Disclosure Project's Supply Chain Leadership Collaboration.

**RUSS SCHWARTZ**

Sun Chemical

Russell J. Schwartz is Chief Technology Officer, Sun Chemical Corporation. Russell earned both his B.S. and M.S. degrees in Chemistry from the State University of New York at Albany. He started with Sun Chemical in 1981 as a Research Chemist and progressed through a series of technical management positions before being appointed Vice President, Colors Technology in 2002. Recently, Russell was promoted to Chief Technology Officer.

Russell has co-authored technical publications on particle size analysis and the properties of interpenetrating polymer networks (IPNs). He has received 24 U.S. patents for his work in pigments and dispersants during his career with Sun Chemical, with several more pending. He has lectured at Lehigh University for their advanced course on pigment technology. Additionally, in 2005 he received NAPIM's Technical Associate Member (TAM) Service Award.

**KELLY SCOTT**

The Sustainability Consortium

Kelly is the coordinator for the Paper Sector and the Packaging Working Group for The Sustainability Consortium. Kelly received a Bachelor of Science in Agricultural Education, Communications and Technology from the University of Arkansas. She earned a Juris Doctorate from the University of Arkansas School of Law, where she had the opportunity to focus on public policy and legal issues that impact the environment. Following law school, Kelly served the people of Washington County and the State of Arkansas as a Deputy Prosecuting Attorney. She brings an excitement for making a difference along with a passion for the work of The Sustainability Consortium to the development of these new sectors. She will focus primarily on the stakeholder relationships and partnerships within both the paper and the packaging sector.

**JOHN SHANAHAN**

Grocery Manufacturers Association

**Keynote Speaker****ANDREW SPECK**

Marks &amp; Spencer

Appointed in 2007, Andrew joined Marks & Spencer as a Packaging Buyer for the Food Group. Previous experiences in a number of packaging related roles, in branded and non-branded food businesses, has given Andrew a rounded view of the global packaging industry.

Since joining, Andrew has driven Marks & Spencer's Plan A sustainable packaging commitments to the current high levels, ensuring high performance reporting standards for our How We Do Business CSR report. He leads the foods packaging sustainable sourcing strategy, ensuring that key materials are available today and for the future. Andrew also supports the external communications of Marks & Spencer progress, engaging with National and Local Government in the UK along with WRAP and other key stakeholders.

**SCOTT VITTERS**

The Coca-Cola Company

Scott Vitters has worked to drive sustainable growth at The Coca-Cola Company for the past thirteen years. He currently is serving as General Manager of the company's breakthrough PlantBottle packaging platform. In this role he is accountable for leading a business transformation team focused on delivering value by decoupling the company's plastic bottles from nonrenewable fossil fuels and the generation of waste.

Scott previously led Coca-Cola's worldwide packaging sustainability program. Some notable advances during his leadership include the establishment of

Continued on next page >>

## BIOGRAPHIES

global performance measures, opening of the world's largest plastic bottle-to-bottle recycling facility, creation of a for-profit recycling collection enterprise, and launch of a multi-million dollar recycling advertising campaign.

In 2002, Scott managed the development and execution of Coca-Cola's environmental efforts at the Winter Olympic Games in Salt Lake City. His success in implementing a cutting edge zero-waste program received high acclaim and was formally recognized by the US EPA.

Prior to joining Coca-Cola, Scott served as a consultant to EPA's Office of Solid Waste with the Eastern Research Group. He also was a research fellow with the Environmental and Energy Study Conference, a congressional legislative caucus in Washington, DC.

Scott is a highly respected leader in the field of sustainable packaging, speaking regularly at global conferences and events. He is an advisor to Michigan State University's Center for Packaging Innovation & Sustainability and served multiple terms on the Board of the National Recycling Coalition in the United States.

Scott lives with his wife, Cynthia, and five year old son, Liam in Washington, DC. An avid downhill skier, Scott looks for any opportunity to be deep in powder when not at home or work.

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### CHARLES WALSH

ECRM

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Keynote Speaker ▼

### ROGER ZELLNER

Kraft Foods

Roger Zellner is the Director of Research, Development and Quality – Sustainability. He is responsible for developing RD&Q sustainability strategy for package and product design. He is the RD&Q contact for Sustainability Packaging strategy and platforms internally and externally.

Roger began in 1983 based in Madison, WI with packaging development in the Kraft Foods – Oscar Mayer business. He has held various management positions since 1992 in both product and packaging development and has lived and worked in Madison, WI., Glenview, IL and Munich Germany. His previous role was Director of RD&Q Packaging for Kraft Foods Cheese & Dairy and Grocery business.

Roger completed his B.S. in Chemical Engineering in 1983 and his Executive MBA in 2000, both at University of Wisconsin, Madison.

He is married for 25 years with 2 daughters. He recently ran two marathons with another planned in June, and still plays basketball and volleyball and loves to travel. Last year, he was in the Galapagos and Ecuador with high school students.



## ABSTRACTS

### MARCH 17TH

#### Keynote Speaker

##### Corporate Responsibility

###### **Andrew Speck**

Packaging Buyer, Marks & Spencer

Marks & Spencer is a UK based retailer with a turnover of £9.3bn per year, selling clothing, homewares and food products both in the UK and through an expanding international presence. In 2007 M&S launched Plan A, a 100 commitment ethical and environmental programme, setting ambitious targets tackling important issues to drive a more sustainable business. With a commitment to reduce packaging by 25% by 2012 and improving the sustainability and recyclability of packaging materials, M&S quickly developed a leading position in corporate responsibility for packaging.

What M&S has learned since the start of Plan A has really helped shape the next phase of commitments which truly push this leadership position further in developing plans which will deliver a sustainable future. Projects include optimising packaging for recyclability, increasing recycling services through kerb-side collections schemes and using metrics other than weight to inform decisions on what is the 'right' packaging formats to use.

There is a long way to go on this journey, however with the combined global pressures of increasing population, decreasing energy resources and increases in atmospheric carbon dioxide levels, M&S is taking on these challenges and aims to become the most sustainable major retailer in the world, because there is no Plan B.

### MORNING SESSION

#### AIM Progress

###### **Stuart Kyle**

Director, Workplace Accountability, The Coca-Cola Company

Members of AIM, the European Brands Association, are some of the largest consumer goods manufacturers in the world, including Kraft Foods, Procter & Gamble, Nestlé, Unilever, SC Johnson, L'Oreal, Georgia Pacific, GlaxoSmithKline, Heineken, Cadbury and many more.

AIM-PROGRESS is an AIM task force assembled to enable and promote responsible sourcing practices and sustainable production systems.

Gain a better understanding of this pivotal global initiative from Stuart Kyle of AIM-PROGRESS. Mr. Kyle will bring attendees up to date on progress made towards developing and promoting the use of common evaluation methods to determine CSR performance within the supply chain and drive efficiencies for all companies. AIM-PROGRESS is supported and sponsored by AIM in Europe and the GMA in North America.

#### The Sustainability Consortium

###### **Kelly Scott**

Packaging Working Group Coordinator, The Sustainability Consortium

The Sustainability Consortium is an independent organization of diverse global participants contributing to a more sustainable world through better products, consumption, and supply chains. The working groups and initiatives of the Sustainability Consortium, through collaboration, transparency, accessibility, and scientific integrity are building globally accepted standardized measurement and reporting systems. The Packaging Working Group was added to the Sustainability Consortium in January 2011 and Kelly E. Scott, the coordinator for the Packaging Working Group, will discuss the goals and objectives of this group and the work of The Sustainability Consortium.

###### **Willie Johnson**

Associate Director, Global Product Supply Sustainability, P&G

#### Sustainable Packaging – Avoiding Myopia

###### **Randy Boeller**

Package Engineering Manager, Hewlett-Packard

- History of sustainability
- Elements of sustainability
- The whole not the parts
- HP examples and lessons
- Moving forward

#### Sustainable Packaging and Supply Chain Design – Understanding Cost and Emissions Impact of Packaging Decisions

###### **John Ames**

VP Alliance, Llamsoft Inc

- How packaging design decisions impact upstream and downstream emissions, costs, and service.
- How to model CO<sub>2</sub> emissions for packaging and sourcing decisions, and their impact on costs.
- Evaluating postponement strategies to understand tradeoffs among multiple supply chain cost levers.
- Incorporating facility source emission factors from EPA and other benchmark sources to model facility and transportation mode carbon footprint profiles.

### AFTERNOON SESSION

#### Sustainable Packaging Materials... What Lies Over the Horizon?

###### **Tony Kingsbury**

Executive-In-Residence, Center for Responsible Business, Berkeley

As we look into the future of sustainable packaging we have to think beyond what is popular in the media today and truly look at the system drivers of packaging; the materials used;



## ABSTRACTS

the resources consumed and the core function of the packaging itself. One key to the future of packaging will be demand. As we ramp up to 9 billion people on the planet, demand for resources will cause all packaging materials to be stretched to their limits. This talk will discuss these drivers and trends likely to emerge including but not limited to biobased materials, recycling and reuse. Access to cash as well as constraints on carbon and water will service as key drivers of sustainable materials.

### Sustainable Packaging: Looking Foward

#### **John Shanahan**

Senior Director of Environmental Affairs, Grocery Manufacturers Association

Sustainable packaging policies are top of mind for industry and regulators and have become key drivers of innovation in our business. The consumer goods industry is working to meet demand through increasing focus on end-of-life considerations in our products and packaging as well as working to recapture much of what we produce. This session will highlight recent GMA research into sustainable waste management policy and will focus on key policy and regulatory trends affecting packaging. In addition, this session will discuss the aggregate impacts we are making toward minimizing our collective impact on the waste stream through material recovery and avoidance.

### Sustainable Packaging Design Process

#### **Larry Dull**

Principal, Packaging Knowledge Group

The International Safe Transit Association is compiling a Responsible Packaging by Design Standard that will be useful to the practicing packaging engineer as a guideline through the sustainable packaging design process. This presentation will preview the standard, illustrate the usefulness of various components and provide a time line of several ISTA initiatives around the standard.

### PlantBottle Packaging: The Next Step Forward

#### **Scott Vitters**

General Manager, PlantBottle Packaging Platform The Coca-Cola Company

Growth over the next ten years will not be achieved in the same way as in the past. In an era of increasing resource scarcity, environmental impact concerns and expectations from stakeholders, successful companies must find new ways to meet consumer needs while adapting to this new norm. This presentation will highlight how Coca-Cola is evolving its beverage packaging supply chain to drive long term sustainable growth by decoupling its plastic packaging from fossil-based materials and the generation of solid waste.

### AMERIPEN: A New Environment-Focused Packaging Organization

#### **Ron Cotterman**

Executive Director of Sustainability, Sealed Air Corporation

A new packaging trade organization called AMERIPEN has been formed that will engage in public policies impacting the packaging value chain on topics related to packaging and the environment. Hear an update on AMERIPEN status and learn about its mission and vision for the packaging industry.

**MARCH 18TH**

### Keynote Speaker

### Research and Development Standards

#### **Greg Norris**

PhD, The Sustainability Consortium at Harvard University

Increasing pressure is being felt by multiple stakeholders to reduce the environmental and social impacts associated with global consumption. Retailers, manufacturers, suppliers, governments, NGOs, researchers and consumers all hold a stake in the sustainability of global product production and use.

The Sustainability Consortium is an independent organization of diverse global participants who work collaboratively to build a scientific foundation that drives innovation to improve consumer product sustainability through all stages of a product's life cycle. This session will explore the Consortium's efforts to drive scientific research and develop standards and IT tools, to better understand and address the environmental, social, and economic implications of products.

### MORNING SESSION

### Redipoint and ECRM Packaging Scorecard

#### **Charles Walsh**

Sustainability & Business Solutions, ECRM

#### **Victor Bell**

President, Environmental Packaging International

Packaging scorecards, packaging and product (EPR) fees, corporate sustainability reporting (GPP metrics and ISO standards) – with the wide variety of reporting requirements imposed on corporations today, it is imperative to have a database that supports data collection from the entire supply chain, facilitates compliance with a variety of global take-back, design, and reporting requirements, and enables corporations to track and measure the environmental performance of their packaging, batteries and electronic products.

The redipoint system is an innovative, web-based solution which provides companies with a one-stop-shop for meeting Bills of Materials (BOM) data management needs, complying with expanding EPR and retailer scorecard reporting, and meeting GPP and ISO data requirements.

Environmental Packaging International (EPI) and ECRM will show how redipoint and ECRM Packaging Scorecard can streamline your company's environmental reporting and assist in obtaining environmental data from suppliers.

- Review data requirements (e.g., Extended Producer Responsibility (EPR), international fee programs, retail scorecarding)
- Demonstrate how redipoint supports collection of BOM data on a component basis
- Show how brand-owners can efficiently meet retailer, compliance, and internal reporting requirements
- Explain how retailers can efficiently collect data from suppliers for reporting
- Discuss various options for corporate environmental benchmarking and development of internal metrics

## COMPASS

### **Minal Mistry**

GreenBlue, Sustainable Packaging Coalition

This presentation of COMPASS® (Comparative Packaging Assessment) will provide an overview of the Sustainable Packaging Coalition's web-based packaging design screening life cycle tool. We will discuss its capabilities, metrics, attributes and material health. In addition, we will tie the GPP effort to the data and results available in COMPASS. The session will close with a brief discussion about sustainability measures based on the GPP and data imperative, practical ways of measuring progress without breaking the bank, and the need to strive towards greater primary LCI data sharing to benefit the whole packaging value network.

## Life cycle assessment and ecodesign at Nestlé

### **Lars Lundquist**

Packaging Research Scientist, Nestlé

Historically the packaging industry has accounted for environmental impacts of packaging through environmental attributes such as packaging weight reduction, recycled content, and recovery rates of used packaging. Although such indicators are relatively easy to measure, they are only proxies for environmental impacts and may not lead to reduced environmental impacts in all cases. Some attributes, such as light weight and recyclability, may even be in direct conflict with each other and it might be very difficult for a packaging developer to judge which alternative would be the best for a given context. Therefore a decision support tool giving feedback on the environmental consequences of decisions taken in the packaging development process over the entire packaging life cycle is needed.

The appropriate tool for considering environmental impacts over the packaging life cycle is life cycle assessment (LCA). Full LCA tools allow for great flexibility on all levels of a LCA. This flexibility also contributes to some of the drawbacks of clean-slate approaches: they require considerable expertise and are tedious and costly. For these reasons full LCA is mainly used as a strategic mid-term decision support for key products within the fast moving consumer goods sector (FMCG).

Systematic use of LCA as decision support would require a "streamlined" approach to LCA allowing rapid assessments to be made by non-experts. For this purpose Nestlé has contributed to the development of PIQET (Packaging Impact Quick Evaluation Tool). PIQET is a LCA-based tool with a tailor-made interface that allows packaging developers to generate LCA feedback in a matter of minutes at a very low cost. PIQET is currently used systematically in the Nestlé packaging development process.

This paper discusses the pros and cons of streamlined LCA versus full LCA with respect to requirements for a FMCG company. It is concluded that streamlined LCA is a powerful tool for systematic LCA-based decision making at a stage where design freedom is high and cost for change is low. The streamlining process ensures a consistent approach for LCA to be applied across a company, but does not provide the flexibility, precision and comprehensive treatment of uncertainty and sensitivity of full LCA tools, required for communication of environmental claims to third parties. Therefore, streamlined LCA tools should currently be seen as an affordable and practical compromise between the use of simple environmental attributes and full LCA for internal decision making.

## Integrating LCA into the Product Development Process

### **Laurel McEwen**

Training and Marketing Director, EarthShift

EarthShift's Simplified LCA Tool for Packaging Design – As companies struggle to integrate sustainability performance metrics into the product development process, they're finding that the tools and methods available to them are complex and require a significant amount of time to learn and implement.

At Sustainable Packaging Symposium, Laurel McEwen of EarthShift will Explore the challenges that packaging designers face when incorporating Life Cycle Assessments (LCA) into their company's design processes. McEwen will present a practical solution to place LCA into the hands of their packaging designer. Learn more about the LCA tool and hear from other sustainable thought-leaders at this premiere event.

## Horizon Issues facing Life Cycle Assessment — Understanding, managing tradeoffs and creating opportunities

### **Laura Flanigan**

Consultant, Five Winds International

You may have heard about companies using life cycle approaches/tools to drive innovation, quantify sustainability, or differentiate their products. Perhaps you've seen buzz words like "hot spots", "tradeoffs", "environmental product declarations" or "product footprints". What do these mean, and why should you care? This presentation will describe the rapidly evolving changing landscape towards multi-attribute solutions and will share tips, trends, and intel on strategies leading companies are using to identify growth opportunities on the value of taking a life cycle approaches and how to build capacities internally.

## ABSTRACTS

Many approaches to environmental improvement continue to be based on single medium (e.g., air, water, land) a single stage in the product's life cycle (production, use, disposal), or a single issue (e.g., carbon footprint or land use). These strategies do not always lead to an overall reduction in environmental impacts. Environmental improvement strategies, actions and resources are spent on activities required by laws and regulations, or market place, but which do not always provide the most efficient use of those resources in terms of reducing overall impacts of a product over its entire life cycle.

This has often allowed unexpected environmental "impacts" to occur, by, for example, allowing one environmental problem to be solved while generating other, often unexpected, problems. Because they are not designed to address a full understanding of the tradeoffs and their implications in a systematic fashion, single-issue approaches often diminish opportunities for achieving net environmental improvements.

Recognizing that one of the rapidly evolving landscapes in business today is being able to adapt to the changing nature of managing our environmental impacts from a single site and/or issue to a full understanding of the impacts of our products over their entire life cycle.

### AFTERNOON SESSION

#### **Russ Schwartz**

CTO, Sun Chemical

#### **It Takes A Village – Using Systems Thinking to Solve Starbucks Recyclable Cup Initiative**

##### **Jim Hanna**

Director Environmental Impact, Starbucks Coffee

Starbucks Coffee Company sells approximately four billion single-serve (disposable) cups globally each year. Across the retail industry, approximately 500 billion single-serve cups are sold annually. In the vast majority of communities, these cups are destined for landfill at end-of-life, generally due to lack of market demand for the product (designated as post-consumer poly-coated paper stock and post-consumer thermoformed polypropylene) within the recycling industry.

In 2009, Starbucks set an ambitious goal that all of our single-serve cups would be recyclable or reusable by 2015. Unlike a number of recent marketing campaigns, we do not define "recyclable" based on any particular material that comprises the components of our cups, but rather on our customers' actual access to recycling services in the places where they choose to dispose of the cups. This includes within Starbucks stores, in residential locations, offices and public spaces. This definition of recyclable is consistent with the Federal Trade Commission's Green Guides, which indicate that a product should not be called recyclable unless a significant majority of users have readily-available access to recycling service for the product.

Starbucks engaged the assistance of Peter Senge and his team of systems experts at MIT to define the boundaries of the lifecycle of our cups and engage the stakeholders from the entire value chain to develop a systems-based set of solutions

to test and, ultimately scale, to create the necessary market drivers to achieve our 2015 goal. At the second of two "cup summits" to date, held most recently at MIT in April 2010, stakeholders including raw material suppliers, primary manufacturers, retailers (including a number of Starbucks competitors) municipal regulators, recyclers, secondary manufacturers and NGOs gathered to understand the impact and often unintended consequences of their individual decisions on the entire system, break down silo thinking, and formulate a series of tests to begin creating the necessary market pull to successfully incorporate used cups from all retailers into their business models.

This discussion will provide an overview and deep dive into Starbucks cup recycling initiative, in the context of using our example for a broader discussion of the unintended consequences of failing to incorporate systems thinking into raw material selection, manufacturing design, purchasing decisions, marketing and policy development.

Although spending time focusing on paper cups may seem trivial in the face of the massive environmental challenges confronting the planet, it is the goal of this discussion to also demonstrate the important role of public perception of where the greatest environmental impacts lie in driving (or inhibiting) one's ability to effectively impact these greater challenges.

#### **Unintended Consequences in Communicating Sustainability: Balancing Public Expectation With Product Reality**

##### **Mike Lawrence**

Chief Reputation Officer & Executive VP, Crisis Prevention & Management, CONE

Communicating improvements in the environmental impact of products can drive consumer sales and drive home the business value of sustainability. But it needs to be done carefully. Marketing and advertising can become so creative or aspirational that the facts get blurred or left behind. Skeptical activist groups may jump at the opportunity to undermine product claims. How to proceed in a responsible way? See:

- The FTC's "Red Flags and Green Lights": What the Federal Trade Commission is saying with proposed modifications to its guidelines for environmental marketing
- Case Studies: What you can learn from examples of companies that have faced unexpected challenges to environmental communications about their products
- Tips for Success: How messages should be created for successful environmental communications, and how sustainability officials on the technical side can help marketers succeed

#### **Using LCA to Design More Sustainable Packaging In the Pharmaceutical Industry**

##### **Celia Ponder**

GlaxoSmithKline

This presentation will show practical examples of how GlaxoSmithKline is using Life Cycle Assessment tools and



methodologies to help design more sustainable packaging for the pharmaceuticals and consumer healthcare products. The work presented here is part of GlaxoSmithKline's overall Sustainability strategy.

## CLOSING KEYNOTE

### Sustainable Commitment

#### **Roger Zellner**

Director of Sustainable Packaging, Kraft Foods

Northfield, IL based Kraft Foods is a global snacks powerhouse, marketing in approximately 170 countries and with a 2010 revenue of more than \$49 billion, more than half of which was earned outside North America. Eleven of the company's iconic brands – including Cadbury, Jacobs, Kraft, LU, Maxwell House, Milka, Nabisco, Oreo, Oscar Mayer, Philadelphia and Trident – generate revenue of more than \$1 billion annually. A leader in innovation, marketing, health & wellness and sustainability, Kraft Foods is a member of the Dow Jones Industrial Average, Standard & Poor's 500, Dow Jones Sustainability Index and Ethibel Sustainability Index.

Packaging is one of Kraft Foods' six sustainability focus areas,

and where the company is making a significant impact. The closing keynote presentation features Kraft Foods' RDQ Director of Sustainability, Roger Zellner. He'll highlight the company's overall sustainability efforts and will discuss why packaging is such a fundamental component of today's corporate sustainability programs.



### SUSTAINABLE PACKAGING SYMPOSIUM 2011

*"Advancing the Greener Supply Chain"*





