

Responsible Packaging Project Webinar

Responsible Packaging Project Overview

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Responsible Packaging Project Webinar

February 04, 2011
12:30 PM - 1:30 PM Pacific

** AUDIO run via phone (not streaming audio)
Call-in number: 641-715-3200, Code 691401#



Webinar Logistics

- Please use phone for audio, not computer mic/speakers
- Audio call-in: 641-715-3200, Code 691401#
- Participants will be muted during presentations to eliminate background noise, then un-muted for Q&A
- Please enter *6 on your phone to mute and unmute yourself if you have ongoing background noise, when not speaking
- There will be Q&A/discussion at end. Use chat box to send critical questions to presenters during presentations
- Technical issues: Contact Melissa Schweisguth/Host via chat box or email melissa@ftsla.org or call 541-292-7542
- Slides will be emailed and web-posted after webinar

Agenda

12:30 Introductions

12:35 Overview of the Responsible Packaging Project ~Natalie Reitman-White

- History of the Project.
- Current Partners.
- Why are we doing this? Will these be binding principles?
- How will this catalyze the change we seek in the industry?

12:50 What is in the RP Guidelines? ~Tom Wright

- Framework for evaluating the various material types by their environmental impact, then expand to considering recovery infrastructure, packaging systems (e.g. maximize pallet cube utilization), size and components, etc. as well as economic and social impacts.
- Gives guidance where to how to critically evaluate green claims and credible 3rd party certifications.

1:10 RP Awards Nominations Process ~Natalie Reitman-White

-Nominations Form, verification and data where possible, cross industry review committee.

1:15 Q & A

History of the RP Project

- 2006 Whole Foods Market Green Mission launched “Responsible Packaging Forums” to engage open public dialogue about how to move towards a zero-waste future.
- Over time the collaboration grew, dozens of brands stepped in to help support.
- 2007 [Food Trade Sustainability Leadership Association](#) (FTSLA) become involved a joint partner, in 2010 assumed leadership as the NGO that will facilitate the drafting of [Responsible Packaging Guidelines for the Organic Industry](#) as a trade-wide collaborative venture.
- FTSLA administers the [Responsible Packaging Awards](#) given on a bi-annual basis.
- Key partners: Trade Associations, Organic & Natural Channel Retailers & Distributors.

Key Partners

Food Trade Sustainability Leadership Association

Organic Trade Association

National Cooperative Grocers Association

Independent Natural Foods Retailers Association

UNFI

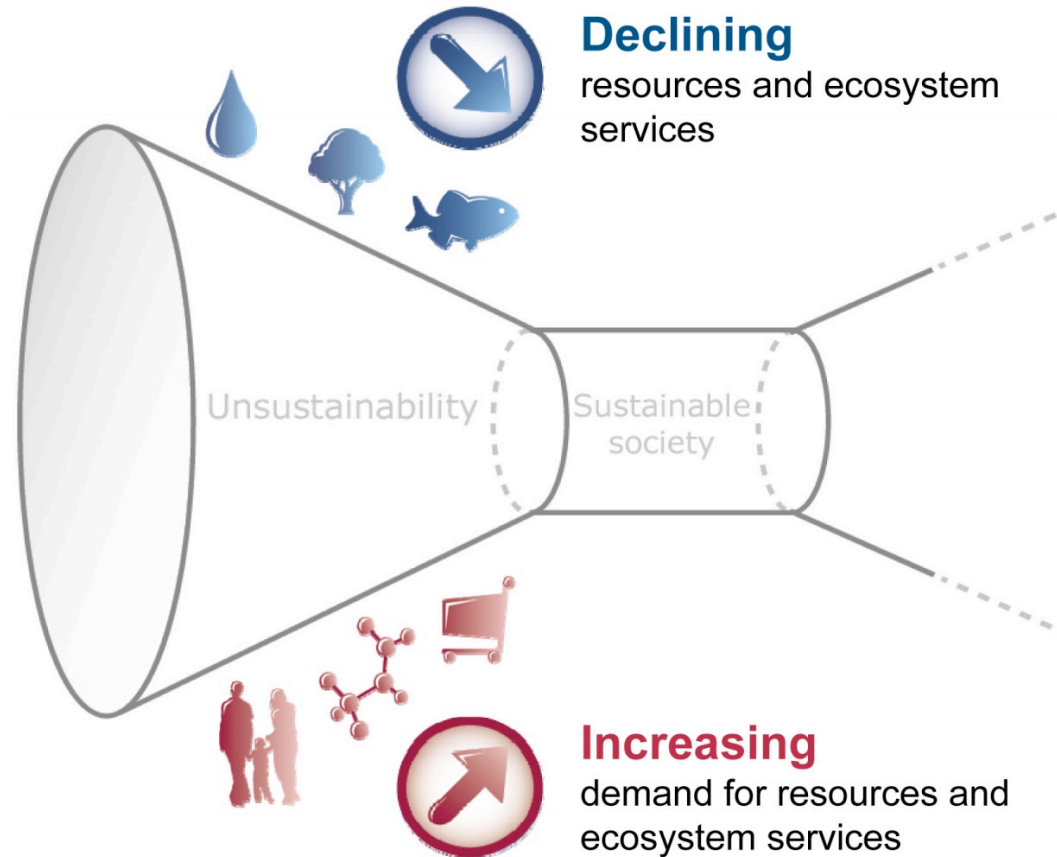
Whole Foods Green Mission



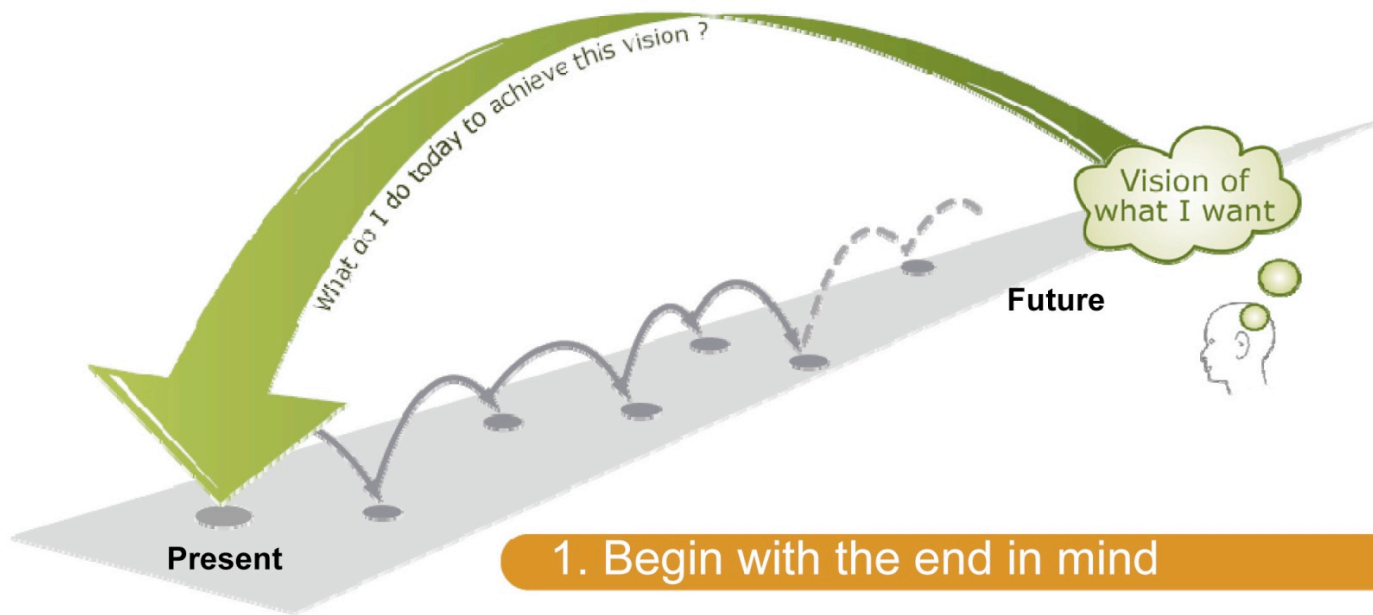
Why & How?



Metaphor of the funnel



Backcasting



1. Begin with the end in mind

