

RESPONSIBLE PACKAGING SOLUTIONS

BOSTON FORUM SEPT 23, 2009

MANY THANKS
TO OUR
FORUM
SPONSORS:



When:

Wednesday, September 23rd 1:00 PM to 4:30 PM

Sign-in and Lunch start at 12:00 Noon (Lunch 12:00 PM to 1:00 PM)

Organic lunch included~ Catered by Whole Foods Market, Charles River Plaza

Where:

**Boston Convention and Exhibition Center
Natural Products Expo East, Room 109A**

~ Special thanks to New Hope Media for the room.

Who:

Key Manufacturers, Key Wholesalers, Key Retailers

For buyers and marketing people who'd like to know what authentic green claims in packaging are.

Limited to 65 participants: admission is "first come, first reserved" with e-mail receipt.

If you wish to attend please e-mail your reservation request to Melissa Schweisguth:
melissa@ftsla.org or call (541) 292-7542.

What:

A Free Educational Event

Presentations followed by small group breakout session with all participants.

Presenters:

Michael Besancon ~ Whole Foods Markets

Chad Smith ~ Earthbound Farms ~ PET 100% Post consumer content.

Tom Wright ~ Sustainable Bizness Practices ~ Packaging Standards, FTC Guidelines Minimum Standard, Packaging Claims (51+%).

Mark Rossi ~ Clean Production Action ~ Sustainable Bio-based Materials.

Robert Combs ~ Burt's Bees ~ Range of Packaging Materials, Post Consumer Content.

Melissa Schweisguth ~ FTSLA ~ User-Customer Engagement and Communications, Industry Collaboration for Shared Solutions.

Small Group Break Out:

1. Questions: What are the opportunities to reduce our use of virgin non-renewable materials ('technical nutrients') and achieve zero waste in packaging?

EVERYONE still uses material from the biosphere: What are the criteria for responsible bio based material(s) as biological nutrients?

2. Systems: Think through the system conditions that would enable these possible solutions? (Consider things like recovery and reuse loops; materials pooling; packaging design; changes in laws; retailer-producer collaboration; user-customer engagement.)

3. Challenges/Opportunities: What are the impediments, basic options, and opportunities



To attend contact **Melissa Schweisguth**
melissa@ftsla.org