

## Program

### Advancing Sustainable Supply Chains with Optimized Packaging

Event Co-Chairs:

Meghan Stasz, Director of Sustainability  
(Grocery Manufacturers Association) GMA

Rachel Kagan, Senior Director, Environment & Sustainability Policy  
(Food & Consumer Products of Canada) FCPC

#### Tuesday, April 3, 2012

- 1:30 – 3:30 pm      **Exhibitor Set-Up**
- 3:30 - 7:00 pm      **Registration and Tabletop Exhibits  
with light refreshments**
- 4:00 - 7:00 pm      **Bonus Session:  
A Working Tutorial on Sustainability ROI**  
*Presenter:*  
**Lise Laurin, Director, EarthShift**

#### The Pros and Cons of Pursuing Bioplastics

Join this dynamic working group where attendees will study the environmental, social, and economic sustainability of a particularly controversial topic in sustainable packaging – bioplastics. Lise Laurin, an expert in LCA and Sustainability ROI, will lead the group through this valuable journey, applying the principles of Sustainability ROI. This session offers interactive learning and a practical education that will be applicable to sustainable packaging issues commonly experienced in the field.

#### Wednesday, April 4, 2012

- 7:30 – 8:30 am      **Coffee and Registration; Exhibits Open**
- 8:30 – 9:00 am      **Keynote Address:  
Ecoassessment and the Supply Chain**  
*Presenter:*  
**Dr. Bill Flanagan, Leader Ecoassessment Center  
of Excellence GE Global Research**

Bill Flanagan is Leader of GE's Ecoassessment Center of Excellence, which was founded to assess the environmental impact of products throughout their entire lifespan. In months ahead, The Center will work with key stakeholders to develop a systematic approach for evaluating the overall environmental impact of a product from the raw materials, energy and water used in the early stages of research to the disposal of a product at the end of its lifecycle. Dr. Flanagan's insights regarding these fundamental concepts – critical for any manufacturer across the entire packaging and product supply chain – set the stage for our entire event and offer value for every attendee, from engineer to corporate strategist. Don't miss this exclusive presentation from a top environmental thought leader at one of the world's most innovative industrial research labs.

9:00 – 10:00 am      **Leadership and the Sustainable Supply Chain**

*Presenters:*

**Nate Shepley-Streed, The Kroger Company**  
**Harriet Hentges, VP, Corp., Ahold (Koninklijke Ahold N.V.)**  
**Renato Wakimoto, Regional Director Packaging**  
**Johnson & Johnson Consumer Companies in NA**  
**Laura Flanigan, Consultant, PE International, Inc.**

How difficult is it to make significant positive change? Does an organization change when all parts come to a consensus, or is there often a single inspirational person who can lead an organization to adopt sustainability as a top priority? Leaders who have made a difference will be highlighted in this session, with an unvarnished look at the situations from which they emerged.

Packaging professionals, brand owners and retail stakeholders will find this session filled with fascinating case histories and practical advice for transforming their own organizations into greener entities of the sustainable supply chain.

10:00 – 10:30 am      **Break**

10:30 am –12:00 pm    **The Importance of Packaging to the Sustainable Product Supply Chain**

*Presenters:*

**Jeff Meyers, Sustainable Packaging Program Mgr.**  
**Coca-Cola Refreshments**  
**Ryan L'Abbe, Vice President/General Manager**  
**Ice River Springs**  
**Joan Pierce, Executive Director, AMERIPEN**  
**Beth Beloff, Principal, Bridges to Sustainability**

Product goods manufacturers rely upon packaging as a critical value input for bringing their goods to market. Presenters will examine how packaging can be the hero in enhancing product sustainability; they'll share real-world case-studies that demonstrate some of the most cutting edge examples of how packaging offered significant environmental gains for the product supply chain. Valuable for business managers, engineers and corporate managers, this session will analyze those corporate strategies that promote and enable successful sustainability outcomes.

12:00 – 1:30 pm      **Luncheon**

**Keynote Presentation: 20 New Rules in 20 Minutes**  
**Jacquie Ottman, Founder and Principal, J. Ottman Consulting, Inc.**

Jacquie Ottman is a New York city-based expert on green marketing and an advisor to Fortune 500 companies and the U.S. government eco-labels. A popular, sought-after speaker, Jacquie will share a sneak peek into the stories and strategies from her just released book, *The New Rules of Green Marketing: Strategies, Tools and Inspiration for Sustainable Branding*, which was named by Cambridge University (UK) as a Top 40 Sustainability Book.

1:30 – 3:00 pm      **Brand Owner and Retailer Perspectives on Sustainable Packaging**

*Presenters:*

**Lisa Grice, CIH | NA Sustainability Practice Director**  
**ENVIRON**  
**Tony Kingsbury, Dow Executive-in-Residence**  
**UC, Berkeley**  
**Jeanne von Zastrow, Senior Dir. of Sustainability and**  
**Industry Relations**  
**Food Marketing Institute (FMI)**

**Robert Combs, Project Leader, SCS Production  
Services - Packaging Burt's Bees**

Key stakeholders on the packaging supply chain continue the heavy lifting of developing definitions and functional systems that further sustainable packaging. Often this work starts with the challenge of identifying those areas on the supply chain requiring close examination; deciding which tools to use for optimal outcomes; and implementing strategies for mitigating problems.

Experts on this session will explain the key issues surrounding this work and also shed light on the realities at the brand owner and retail level. Are sustainable packaging decisions being made with a holistic viewpoint? Does the retail buyer know the fundamental questions they should be asking their suppliers about sustainable packaging? Presenters will describe the realities that exist in every stakeholder community on the supply chain – the successes and where gains are still needed.

If you are a marketer, business manager, retail category manager or engineer, this session will offer relevant insights and case studies – from the most fundamental to the more complex. Also highlighted will be a special brief being released by the FMI entitled, "The Packaging Brief for Category Managers," written especially for retail buyers.

3:00 – 3:30 pm      **Break**

3:30 – 4:00 pm      **Sustainability ROI – Optimizing Packaging Inputs**

*Presenter:*

**Lise Laurin; EarthShift**

Sustainability ROI is a new concept being used by engineers across the globe. Formerly referred to as Total Cost Assessment, Sustainability ROI has become a critical tool for any corporation on the path towards true supply chain sustainability. In this session, we'll review the results of Tuesday afternoon's bonus workshop, which examined bioplastics as an alternative to petroleum plastics as a packaging solution. Environmental, economic and social consequences were considered. If your area of responsibility encompasses the topic of bioplastics, you won't want to miss this educational session.

4:00 – 5:00 pm      **Speaker Panel Discussion plus Q & A**

5:00 – 6:30 pm      **Cocktail Reception and Networking**

**Thursday, April 5, 2012**

7:30 – 8:30 am      **Coffee and Registration; Exhibits Open**

8:30 – 9:00 am      **Keynote Address**

*Presenter:*

**Michael Hewett, Director of Environmental and Sustainability  
Programs Publix Super Markets, Inc.**

Michel Hewett is Director of Environmental and Sustainability Programs at Publix Super Markets Inc., the largest and fastest-growing employee-owned supermarket chain in the US. An award-winning employer with a tradition of community involvement and volunteerism, Publix in 2001 created Get Into a Green Routine®, a program for environmental responsibility. The program began with education and emphasis on energy conservation, and has extended to waste reduction, recycling, and conservation of other resources, including water. Michael Hewett offers invaluable intelligence and insight for Sustainable Packaging Symposium attendees. Having spent over twenty years in environmental management,

Hewett has a broad range of experience including developing rules and setting regulatory policy, as well as advising corporations how to build strong environmental compliance programs and sustainable business strategies. Not to be missed!

9:00 – 10:00 am      **Sustainable Packaging that Reduces Retailer Food Waste**  
*Presenters:*  
**Bob Branham, Dir. of Customer Sustainability**  
**General Mills**  
**Michael Hewett, Publix**  
**Tom Mitchell, Senior Director Strategic Development & Operations**  
**Save Food, Messe Dusseldorf**  
**Meghan Stasz, Grocery Manufacturers Association (GMA)**  
**Dr. Darlene Schuster, Exec. Director, Institute for Sustainability/AICHe**

Although a minority player in the overall product environmental footprint, packaging –when designed as a critical value input – can be the hero of the sustainable product supply chain. This session will introduce the Food Waste Opportunities and Challenges Project, hosted by the Grocery Manufacturers Association. We'll learn more about this three year, cross-industry initiative that brings together the manufacturing, retail grocery, and restaurant industries to tackle the challenge of food waste, while also increasing food donation. Creating less food waste is a key aspect of reducing food waste sent to landfill, one of the goals of this project. So, in this session, we'll also explore packaging science advances that reduce product waste and serve the functional and sustainable product supply chain.

10:00 – 10:30 am      **Break**

10:30 am – 12:30 pm      **Post-Use Optimization: Resource Recovery as a Key Component of Packaging Sustainability**  
*Presenters:*  
**Sandra Keil, VP Government Relations/**  
**Industry Affairs, Earth911**  
**Greg Wilkinson, President, Third Oak Associates**  
**Marco Castaldi, Asst. Professor Earth & Environmental Engineering**  
**Columbia University**  
**Annie White, Director, Coalition for Resource Recovery**  
**/Global Green (CORR)**  
**Liz Shoch, Project Mgr., Sustainable Packaging Coalition**  
**/GreenBlue Institute**

Optimizing sustainability in packaging begins with package design and continues with package use and post-use opportunities. This session will explore how package design choices influence recycling opportunities and examine the role of energy recovery in packaging end-of-life. Experts in post-use optimization will identify important considerations, opportunities, tradeoffs and best practices related to the recovery of packaging resources and their subsequent diversion from landfill. Attendees will hear lessons learned from experts on the environmental front lines at the city, state, national and global level and gain real-world insights from a variety of perspectives. If you are a designer, engineer, scientist, corporate manager or marketer, this session offers exclusive information with practical applications.

12:30 - 1:30 pm      **Luncheon**

**Chain**      **Keynote Presentation: Copper River Salmon - Swimming up the Value**  
**Dune Lankard, Founder of the Eyak Preservation Council**

Dune Lankard is an inspiration for all who know him, as he lives his deep understanding of sustainability with great integrity and courage. He is a Native Alaskan Eyak, and he has connected the preservation of the salmon habitat in Alaska to the sustainable future of his ancestral region, its indigenous people and sacred places. You won't want to miss this compelling luncheon presentation from the founder of the Eyak Preservation Council.

1:30 – 2:30 pm

**Retail Exchange**

*Presenters:*

**Michael Hewett, Publix Super Markets, Inc.**

**Nate Shepley-Streed, The Kroger Company**

**Harriet Hentges, Ahold (Koninklijke Ahold N.V)**

*Additional invitations pending*

Today's consumers are a tough crowd—demanding quality, convenience, and lower prices for their favorite products—all with improved environmental footprint. Though each stakeholder on the package and product supply chain has their challenges, this session draws back the curtain on retailers' operational and marketing concerns related to sustainability, while spotlighting the possibilities that exist through leadership and determination. During our panel presentation retailers will discuss "hot spots" on their supply chains and untapped opportunities to increase sustainability. For stakeholders on the package and product supply chain who sell to retailers, this closing presentation offers an exclusive opportunity to hear first-hand from some of the world's biggest retail organizations.

2:30 – 3:00 pm

**Final Q & A and Closing Remarks**

*Presenters:*

**Meghan Stasz, Grocery Manufacturers Association (GMA)**

**Rachel Kagan, Food & Consumer Products of Canada (FCPC)**

**Dr. Darlene Schuster, Institute for Sustainability/AICHe**

*Note that our program is subject to change; periodic updates will be posted here.*