

Responsible Packaging Project Webinar

August 4, 2011
9am – 10am 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 Nate via chat box, nates@ftsla.org or 503-914-6562
- Slides will be emailed and web-posted after webinar

Agenda

9:00am Welcome & Introductions

9:05am Overview of the Responsible Packaging Project – Nate Schlachter

- History of the Project.
- Current Partners.
- Why are we doing this?

9:20am What are the Responsible Packaging Guidelines? - Tom Wright

- Transparency of content and process
- Extended Producer Responsibility
- Ecological principles that drive the definition of “responsible packaging”

9:40am Responsible Packaging Awards Nominations Process – Nate Schlachter

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

9:45am 2010 Award Winner Straus Family Creamery Update – Brie Johnson

10:00am Questions & Wrap up



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.
- 2007 [Food Trade Sustainability Leadership Association](#) (FTSLA) become involved a joint partner.
- 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

Food Trade Sustainability Leadership Association

Organic Trade Association

National Cooperative Grocers Association

Independent Natural Foods Retailers Association

UNFI

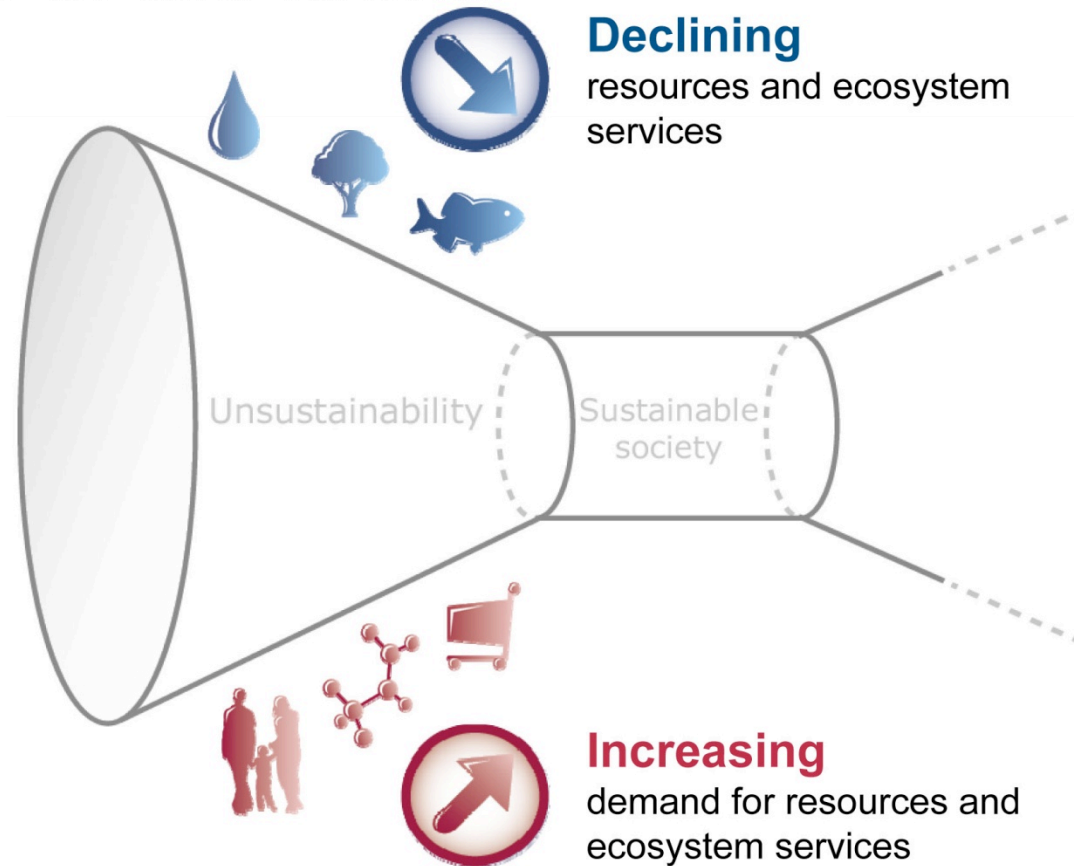
Whole Foods Green Mission



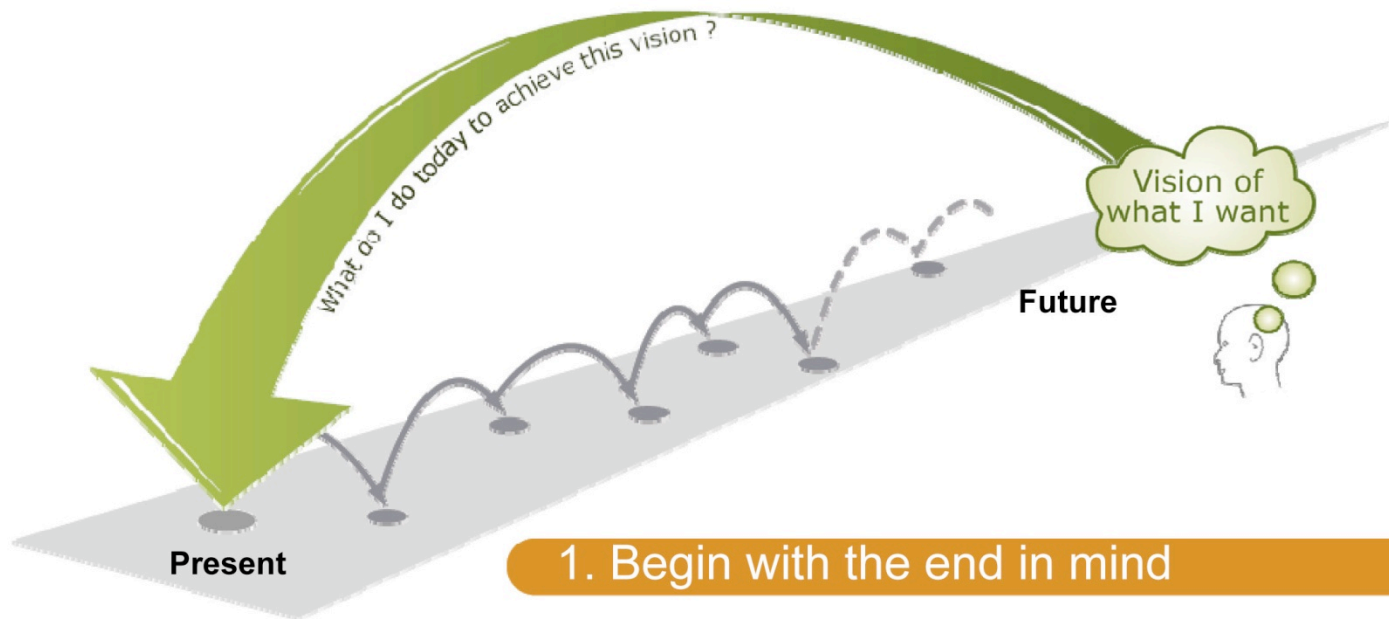
Why & How?



Metaphor of the funnel



Backcasting



ABCD methodology

