

# RESPONSIBLE PACKAGING SOLUTIONS

BOSTON FORUM SEPT 23, 2009

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## 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 Tom Wright at:  
[tom@sustainablebizness.com](mailto:tom@sustainablebizness.com)

## 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 these solutions?



To attend contact Tom Wright:  
[tom@sustainablebizness.com](mailto:tom@sustainablebizness.com)