

RESPONSIBLE PACKAGING SOLUTIONS

Anaheim Forum 2009

PM Session

Many Thanks
to our
Forum
Sponsors:



When:

Thursday, March 5th 1:00 PM to 4:00 PM

Sign-in starts at 12:00 Noon

Organic lunch included~ Catered by Whole Foods Market, Tustin, CA

Lunch for PM session attendees 12:00 PM to 1:00 PM

Where:

Anaheim Convention Center
Natural Products Expo West, Room 205B

~ Special thanks to New Hope Communications 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 100 participants: admission is "first come, first reserved" with e-mail receipt.

If you wish to attend the PM session please e-mail your specific reservation request to Tom Wright at tom@sustainablebizness.com or Natalie Reitman-White at nwhite@OrganicGrown.com

Responsible Packaging Forum Acknowledges



What:

A Free Educational Event

Presentations with small group break-out sessions. Small group collaboration will center around the question: "Which 'green accounting' variables are your company committed to reporting to its consumers? How should this reporting be communicated?"

- Natalie Reitman-White~ Eco-labels proliferation, verification, self certification vs. 3rd party, consumers union.
- Tom Wright~ Branding and Transparency; what are we trying to accomplish with eco-labeling, communicating value while avoiding a 'nascar' look.
- Cate Baril and Marissa Hockenberry ~ Transfair~ The ins-and-outs of Fair Trade certification and branding.
- Meredith Niles~ Center for Food Safety~ Carbon labeling landscape, policy development, lifecycle thinking, how do we promote mitigation.
- Sujeesh Krishnan~ Carbon Trust~ PAS 2050, 3rd party certification, scope 1-3 emissions.

To attend contact Tom Wright: tom@sustainablebizness.com

