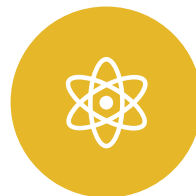


Lessons in Policy and Circularity



The least sustainable option will always be the one that doesn't work



Policy is an intersection politics and science you know



We celebrate passage of laws and policy—hard work and outcomes that follow tend to hide



Beware hidden incentives—human nature and economic incentives are stronger than we think



Business by nature is sustainable—sustainability reduces waste and waste destroys value



Hey didn't we already pass a law that does that?

What is the Role of Packaging

Role of Packaging—during its lifecycle

- ▶ Protection—breakage
- ▶ Preservation—temperature, moisture and oxygen barrier
- ▶ Portioning—size right portion to reduce waste
- ▶ Safety—tamper resistance
- ▶ Transportation—providing access to food and other products
- ▶ Communication / marketing—visibility of product, data, branding, regulations

Circularity is what happens at end of life

- ▶ What becomes of the package after it successfully performs its role
- ▶ If circular decisions should not disrupt primary role of packaging—compliment

Sustainable Packaging Terms

There are MANY ways to be sustainable

- ▶ Renewable
- ▶ Made From Plants
- ▶ Made From Corn
- ▶ Ocean Bound Plastics
- ▶ Compostable
- ▶ ASTM D6400 certified
- ▶ Home-Compostable
- ▶ Recyclable
- ▶ Low-Carbon
- ▶ Reusable
- ▶ Down-gauged
- ▶ Recycled Content
- ▶ Post Consumer Recycled Content
- ▶ Post Industrial Recycled Content
- ▶ Responsibly harvested—chain of custody
- ▶ Recycled Credits Systems
- ▶ Mechanical Recycling
- ▶ Advanced Recycling
- ▶ Chemical Recycling
- ▶ Refillable
- ▶ Widely recyclable
- ▶ Curbside recyclable
- ▶ Check locally
- ▶ Recycle Ready
- ▶ USDA Bio Preferred
- ▶ Zero-waste manufacturing
- ▶ PEFC Certified
- ▶ FSC Certified
- ▶ Life-Cycle Assessment
- ▶ Made with renewable energy
- ▶ Minimum xx% recycled content
- ▶ APR design guide
- ▶ APR Demand Champion
- ▶ Store Drop-Off
- ▶ How2Recycle
- ▶ Resin Identification Code
- ▶ Do Not Recycle
- ▶ SFI certified
- ▶ OK home compost