

THE QUEST FOR A SMALLER FOOTPRINT

Wherever the **2011 Sustainable Packaging Forum** treaded at the seventh annual event, the idea that newly designed packages must offer a small environmental footprint was not far behind. This year's event included a discussion of a new, 100% recyclable cup from Starbucks, the prospect that water bottles can use recycled PET and preform material from a closed-loop system (from Canada's Blue Mountain Plastics), a focus on new technologies such as waste-to-energy and anaerobic digestion, and the thought from both PepsiCo and Estée Lauder that consumers can be incented to return packages or caps. The Forum, held Sept. 20-22 at the InterContinental in Dallas, shared with a crowd approaching 300 people that the vision of sustainability is changing to one where the riddance of waste is a paramount concern for brand owners, retailers, and consumers alike.

WHAT PRESENTERS DISCUSSED AT THE 2011 SUSTAINABLE PACKAGING FORUM

"Awareness does not equal action. It's about connecting to consumers' personal values and keeping them motivated over time."

Suzanne Shelton
The Shelton Group



Rocco Papalia
PepsiCo

"Not long ago, you had to pick and choose your end-of-life robustness, whether it would go to landfill or be recycled, and it was a tradeoff. Now, we want to make it degradable so it is innocuous in the environment. We want it to disappear."

"We believe 21st century brands are sustainable brands. The tipping point will happen thanks to a new group of consumers."

Mitch Baranowski
BBMG



Scot Case
Underwriters Laboratories Environment

"It is impossible to have a green product or package. But it can be greener than another. Just make sure the target audience understands the context."

"Lots of people said we couldn't make a nice, clear bottle with recycled content. It can be done."

Ryan L'Abbe
Blue Mountain Plastics



Jeffrey Wooster
Dow Chemical Co.

"[Waste-to-energy] improves the image of packaging from waste to something of value, and it provides a sustainable energy source and reduces the need for foreign oil."

"There's a recognition that effective end-of-life management is essential to sustainability. But there is no cookie-cutter approach."

Guy Perry
StewardEdge



Gerald Rebitzer
Amcor

"A global protocol on packaging sustainability is a big step ahead. It levels the playing field. And it raises the bar and thus rewards industry leadership and progress."

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