



## 2009 CONFERENCE PROCEEDINGS CD

The Fifth Annual Sustainable Packaging Forum, held in Atlanta, tied together the idea that economic sustainability can be fueled by a stepping up of environmental and social responsibility. Numerous speakers at the industry's largest sustainable packaging industry event discussed the need to meet emerging headwinds of climate-change legislation, false marketing claims, environmentally driven consumers, and retailer pressures to form a strategy that fits with those current realities. That need was enunciated by keynote speaker Brad Casper, president/ceo of The Dial Corporation, and others who told the audience that companies must look toward a changed future where sustainability becomes a key priority.

### What Presenters Discussed at the 2009 Sustainable Packaging Forum

*"Performance must be based on sustainability needs. That will force us to come together with innovation solutions that are not done irresponsibly or confuse consumers."*

**Brad Casper**  
The Dial Corporation



**Phil Berry**  
Domani

*"Sustainability is inspirational for a company and for others. It galvanizes design and galvanizes a team and creates value for the larger community. You want to be doing good work in the broadest sense of the word 'good'."*

*"When you look at the complete picture – water, waste, and other environmental impacts – and the complete value chain together, sustainability is good for business."*

**Gerald Rebitzer**  
Alcan Packaging



**Julian Carroll**  
EUROPEN

*"Until we have a system that satisfies consumers and does something positive with package trash, the criticism will not go away."*

*"Once you've established relationships, you can deploy communications at a much faster rate. Deployment of technology across the industry allows us to move more swiftly."*

**Edna Conway**  
Cisco Systems



**Hilary Bromberg**  
egg Sustainable Lifestyle Marketing

*"There is a revolution afoot in the sustainable space. It is reaching more people. But they don't always get the issues of what sustainability is, and very few people see what sustainability means."*

# Table of Contents

## 'Dial'-ing In a World-Class Sustainability Strategy

Bradley Casper, President/CEO  
*The Dial Corporation*

## Sustainability as a A Driver of Business Innovation

Phil Berry, Senior Consultant  
*Domani*

## Diffusion of Innovation: Selling Sustainability in a Challenging Economy

Hilary Bromberg, Strategy Director/Partner  
*Egg Sustainable Lifestyle Marketing*

## Moving Toward A Sustainable Packaging Model: Implications for Collaboration Throughout the Value Chain

Edna Conway, Senior Director, Advanced Compliance & Social Responsibility, Customer Value Chain Management  
*Cisco Systems*

## Viral Sustainability – Tapping the Power of Sustainable Social Networking

Martin Smith, CEO  
*Justmeans*

## Greener Pastures: Sniffing Out Environmental Marketing Claims That Set Off 'B.S.' Detectors

Sandra Stewart, Principal/Communications Strategist  
*Thinkshift Communications*

## Changes in Attitudes or Statements of Platitude? The Consumer's Perception Is Their Reality

Elizabeth Sheaffer, Marketing Manager  
*Zip-Pak*

## Are the Labeling and Green Claims on Your Packaging Meeting FTC and Retailer Requirements?

Victor Bell, President  
*Environmental Packaging International*

## Tackling the Challenges of Climate Change in the Packaging Value Chain

Gerald Rebitzer, Director of Product Sustainability  
Nina Goodrich, Director of Sustainnovation  
*Alcan Packaging*

## Introduction to the Guide to Material Flows and Terminology and SPC's Labeling for Recovery Project

Martha Stevenson, Senior Project Manager  
Anne Bedard, Project Manager  
*Sustainable Packaging Coalition/GreenBlue*

## Beyond Legislation: Sustainability's Impact on the Global Packaging Value Chain

Julian Carroll, Managing Director  
*EUROPEN*

## Sustainable Printing Initiatives: The Next Frontier

Karen Gross, Executive Director  
*Sustainable Green Printing Partnership*

## Technology as the Enabler of CPG Sustainable Packaging Initiatives

Michael Schroeder, Business Consultant, Consumer Industries and Retail, Chief Author, Siemens' CPG Sustainability Strategy  
*Siemens PLM Software*

**Order Your Proceedings CD Today From the 2009 Sustainable Packaging Forum and Receive 13 PowerPoint Presentations Covering The Entire Event!**

## ORDERING INFORMATION

CALL: 1-610-436-4220 ext. 8511 FAX: 1-610-436-6277  
E-MAIL: orders@packstrat.com ONLINE: www.packstrat.com

Packaging Strategies  
600 Willowbrook Lane, Suite 610  
West Chester, PA 19382-4550, U.S.A.

### SHIP TO:

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Country \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_ Fax \_\_\_\_\_

### PAYMENT INFORMATION:

2009 CONFERENCE PROCEEDINGS CD (CD ONLY)  
\_\_\_\_\_ copies @ \$295 \$ \_\_\_\_\_

Add \$10 S&H in the U.S. / \$15 S&H elsewhere (per order) \$ \_\_\_\_\_

**TOTAL: \$ \_\_\_\_\_**

Payment enclosed. My check, including shipping and handling, is enclosed (*Drawn in U.S. funds on a U.S. bank, payable to Packaging Strategies*)

Charge my credit card:

Visa  MasterCard  Amex

Card # \_\_\_\_\_ Expires \_\_\_\_\_

Name on card \_\_\_\_\_

Signature \_\_\_\_\_