

The Package Deal: Innovations and the Latest Thinking in Sustainable Packaging

Every day, businesses, consumers, and the waste-and-recycling industry are continuing to grapple with big questions and concerns related to packaging. And, the need to implement sustainable (and creative) solutions is increasing. So what's the latest thinking in this area?

This session will cover the role of innovations like blockchain and waste-to-crude in developing sustainable packaging options; how Uber-style recycling companies are picking up the slack of local municipalities; how plastic continues to fit into the puzzle; and why it's a good idea not to shift packaging-related responsibilities to the consumer.

Speakers:

Cory Connors, Sustainable Packaging Consultant, Landsberg

Evelio Mattos, Sustainable Structural Packaging Designer, Ubuntu Sustainability Ambassador, and Package Design Unboxd Podcast Host

Adam Peek, Vice President of Revenue Operations, Meyers
Jonathan Quinn, Director of Market Development and Sustainability, Pregis

Scaling the Use of Ocean-bound Plastics: A Story of Circularity

Many companies are looking to improve their sustainability and incorporate ocean-bound plastics in their products but struggle with how to get started and the challenges they might face. This session will provide real world examples from leading tech and consumer product companies from concept to product launch. We will explore what it takes from a technical standpoint as well how they navigated the internal change management to get the projects implemented. Topics covered will include material sourcing and testing, social compliance, sales and marketing.

Moderator: Ryan Schoeneke

Speakers:

Chad Rabe (he/him), Sr. Principal Designer, Soft Goods & Cases, Dell Technologies | Experience Innovation Group
Bob Teasley, Director of Supply Management, New Product Development, Herman Miller
Maxmillian Michieli, ACE-M, CSCIP, Director, Sustainability Products, CPI Card Group, Inc.



Chasing Transparency – Carbon Labeling

Join us for this session that will be so unique, you can't Google it. It will bring together perspectives beyond the waste industry to discuss a topic so nascent that the industry isn't talking about it yet: carbon labeling.

Ever tried to buy a new mattress that's better for your health and the environment? Or decide between two cars? Or, just pick the most sustainable can of beans at the grocery store?

Without objective, credible data, consumers (and businesses) can't make educated environmental buying choices. Carbon labeling provides a more-standardized method for comparing the environmental impacts of consumers' and businesses' buying choices. Transparency is the foundation of ESG, and product data is one of the most credible ways to offer transparency and carbon labeling could have many applications in the waste industry.

You'll leave with a better understanding of:

- Why we need to communicate consistent environmental information about consumer products
- Where we might see carbon labeling in the future in the waste industry
- How can we all be better consumers and vote with our dollars

[**REGISTER HERE**](#)

As of 1/10/2022 - Subject to Change