

# Setting and Meeting Your Company's Sustainable Packaging Goals



**RETAIL INDUSTRY  
LEADERS ASSOCIATION**

March 23, 2023

# RILA TEAM



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# HOUSEKEEPING

## **Everyone is muted upon entry**

- This reduces background noise during the webinar.

## **Recording**

- The webinar is being recorded and will be housed on the RILA site for future views. The slide deck will also be posted to the RILA site.

## **Posing a question/commenting**

- Please use the Q&A box to pose questions or comments.
- Questions and comments posed will go directly to the speakers and moderators.

## **Webinar Feedback Survey**

- Survey launched during Q&A as live poll

# Antitrust Statement

RILA believes strongly in competition. Our antitrust laws are the rules under which our competitive system operates. It is RILA's policy to comply with both the letter and the spirit of antitrust laws. This Antitrust Statement has been adopted to avoid even the appearance of impropriety under the antitrust laws.

At any association meeting, participants must avoid any discussion of the following subjects in order to avoid even an appearance of impropriety:

- Do not discuss current or future prices, price quotations or bids, pricing policies, discounts, rebates, or credit terms.
- Do not discuss cost information such as production costs, operating costs, or wage and labor rates.
- Do not discuss profits or profit margins, including what is a "fair" profit margin.
- Do not discuss allocating markets, territories, or customers.
- Do not discuss current or future production or purchasing plans, including plans to take facility downtime, production quotas, or limits on output.
- Do not discuss refusing to deal with any suppliers, customers, or competitors (or any class or type of suppliers or customers).
- Do not require or pressure any supplier, customer, or competitor to adopt any particular actions or policies.
- Never agree on any aspect of future pricing or output.

Do not engage in prohibited discussions before a meeting or after a meeting is over. These antitrust guidelines apply not only in formal RILA meetings, but also in hallways, casual conversations, phone calls, emails, text messages, cocktail parties, golf outings, or any other setting that is related in any way to the RILA. If you have questions or concerns, or if you are uncertain about the propriety of any subject of discussion or proposed activity, you should stop the discussion immediately and bring the issue to the attention of RILA staff, or consult your company's general counsel.

# RILA RETAILER ENVIRONMENTAL ROUNDTABLE SERIES

- RILA's 2023 Roundtable will be a series of virtual programs hosted throughout the year.
- In addition to today's webinar, we are exploring future Roundtable programming around:
  - Packaging EPR
  - EPA Safer Choice
  - Member Case Studies
- *Have topics you're interested in discussing and/or leading? Reach out to [Molly Auten](#).*
- We anticipate holding an in-person Roundtable event biennially in even years (2024, 2026, etc.).
- To view sessions and slides from the in-person event last September, please [click here](#).

# RILA RETAILER ENVIRONMENTAL ROUNDTABLE SERIES

## [Complying with Packaging Legislation through Circular Design](#)

**April 12, 12:00-1:30 PM ET**

Over the last several years, there has been a surge in state and local legislation and regulations banning various single-use plastic products and imposing fees on certain plastics and packaging. These policies are often part of or coupled with policies to make producers, including retailers, responsible for the packaging they produce under a subset of policies known as extended producer responsibility (EPR). It has become critical for retailers to understand how EPR works and how circular packaging design can help accelerate compliance, reduce the financial impact and achieve sustainable packaging goals. Join **Kim Carswell** and **Dr. Sandeep Kulkarni**, as they discuss the following:

- **A quick review of key components to EPR**
- **More circular packaging design strategies such as elimination, reduction, reuse, increased recyclability, and more**
- **Guiding resources to aid in more circular packaging design**

This webinar will include 30 minutes for benchmarking discussions on preparing for packaging EPR compliance.

# RELATED RILA RESOURCES

[Sustainable Packaging Clearinghouse](#) (in collaboration with FMI)

[Product Stewardship Matrix](#)

[Single-Use Plastic Packaging Reduction Laws Fact Sheet](#)

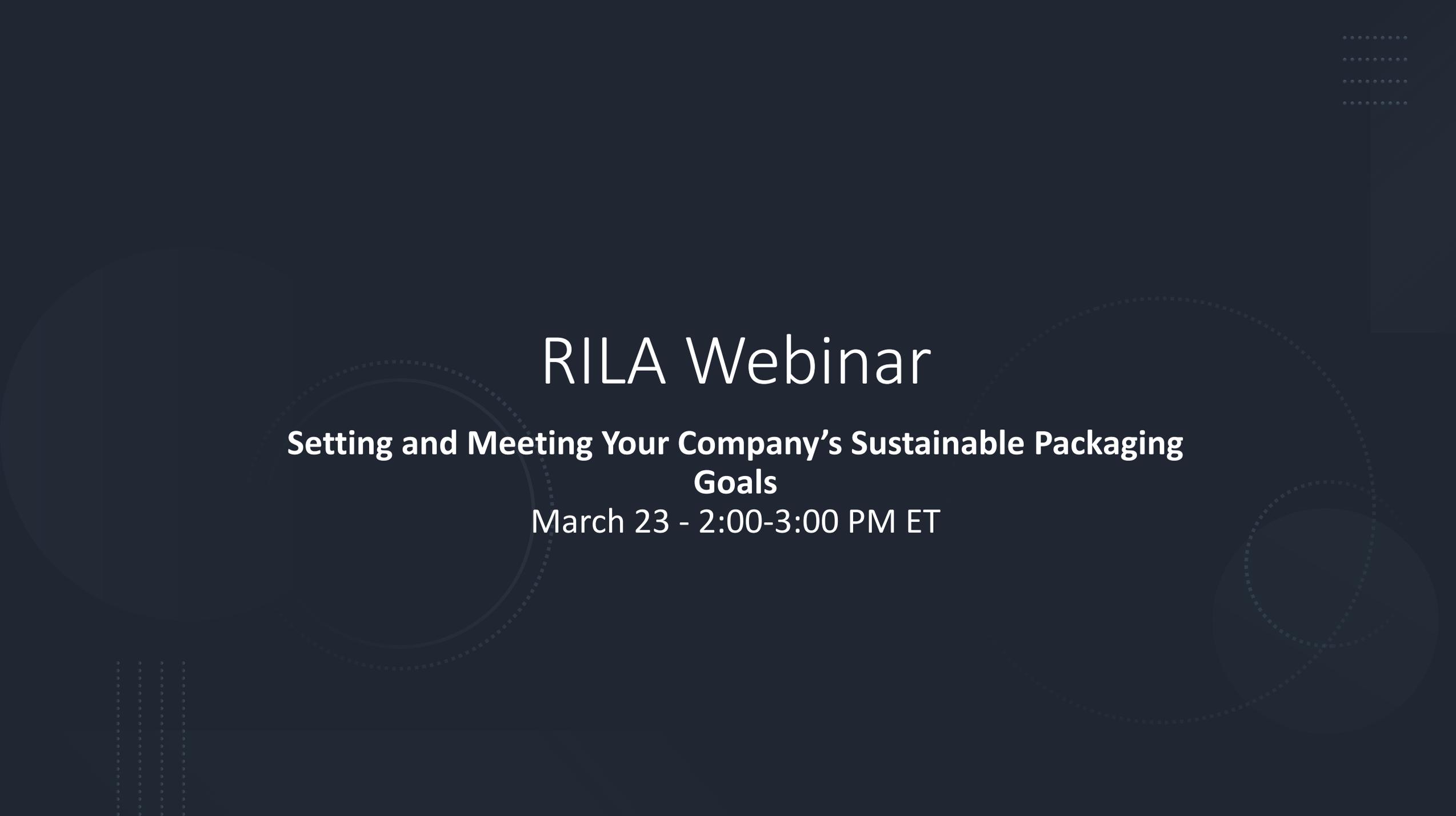
[Consumer Bag Legislation Matrix](#)



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FOUNDER AND PRESIDENT,  
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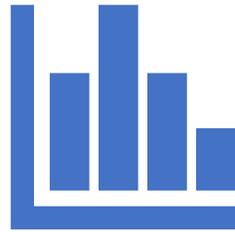


# RILA Webinar

**Setting and Meeting Your Company's Sustainable Packaging  
Goals**

March 23 - 2:00-3:00 PM ET

# Key Challenges You/Your Company Has Faced



## Data

- Build a baseline
- What to track and measure
- Quantifying impact
- Tracking progress
- Staying current



## Cost + Availability

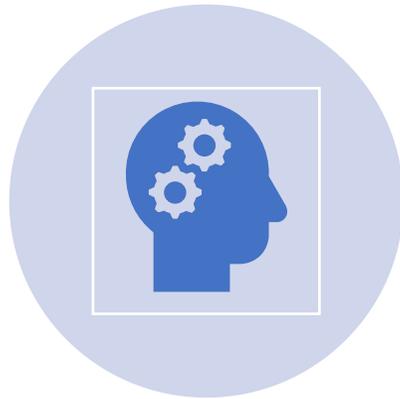
- PCR
- Flexible films



# Agenda

- Key considerations to assess where your company should start your sustainable packaging journey
- Key considerations when setting a sustainable packaging goal
- Steps to assemble a cross-functional team
- Best practices for continuous improvement and maturing sustainable packaging programs
- Guiding resources to help meet and set packaging goals

# POLL: Where Is Your Company On Their Sustainable Packaging Journey?



DECIDING WHAT TO DO



HAVE GOALS IN PLACE



MEETING CURRENT GOALS  
AND BUILDING NEW ONES

A close-up photograph of a hand holding a set of keys. The keys are silver and have a white plastic head. The hand is positioned in the center of the frame, with the fingers gripping the keys. The background is blurred, showing a person's arm and a dark blue sleeve. The overall lighting is soft and natural.

# Key considerations to assess where your company should start



# Key considerations to assess where your company should start

- What are the materials you use?
- Where do you source them?
- What waste do you generate?
- What is the competitive landscape?
- What are your consumers telling you?
- What is your focus area or areas?
  - Green house gas reduction
  - Circularity
  - Recyclability
- What is the impact of current and pending legislation?

A stack of approximately 15 brown cardboard boxes is arranged in a stepped pyramid shape. A small green potted plant sits on top of the second layer from the top. The background is a plain, light-colored wall and floor.

# Key considerations when setting a sustainable packaging goal

# Key considerations when setting a sustainable packaging goal

- What current goals do you have in place today?
- Understand your baseline and access to data
- What is your company's appetite to comply or lead in this space?
- How do you brands inform your packaging designs?
- What goals do your peer companies or competitors have?





# Steps to assemble a cross-functional team



# Steps to assemble a cross-functional team

- Establish the priority with key leaders and across the enterprise
- Engage key stakeholders in your supply chain, including your suppliers
- Imbed this work in personal goals
- Build team acumen to do the work
- Understand the tradeoffs



# Best practices for continuous improvement and maturing sustainable packaging programs

# Best practices for continuous improvement and maturing sustainable packaging programs

- Focus on the data to make it better
- Stay abreast of industry activities
- Engage your packaging supplier and product vendors



A photograph of a warehouse conveyor belt system. The belt is grey and runs through the center of the frame, flanked by green plastic dividers. Several cardboard boxes of various sizes are on the belt, some in the foreground and others further down. The background shows industrial shelving units filled with more boxes and equipment, creating a sense of a busy logistics environment. The lighting is bright and even.

# Guiding resources to help meet and set packaging goals

# Guiding resources to help meet and set packaging goals – how to think about this

01

Eliminate and  
reduce  
packaging

02

Design  
packaging to be  
recycled

03

Design  
packaging to  
use recycling  
content

04

Explore refill  
and reuse  
models

05

Understand  
compostable  
packaging

# Guiding resources to help meet and set packaging goals, RILA + FMI offer a tremendous tool



## RILA PARTNERSHIP WITH FMI SUSTAINABLE PACKAGING CLEARINGHOUSE

Increasingly, consumers, investors, employees, and environmental and sustainability advocacy groups expect manufacturers and retailers to reduce waste as part of their work support a more circular economy. This includes reducing waste associated with product packaging and shipping as well as improving the sustainability of packaging materials (e.g., more recyclable or higher recycled content).

## Packaging Guidance

Several organizations have developed resources on sustainable packaging and guidance to help retailers achieve their circular economy goals. The table below includes some of the most common and relevant sustainable packaging guidance. This is not an exhaustive list or an endorsement of the listed organizations.

Organization	Resource	Summary	Packaging Type	Sustainability Focus
American Forest and Paper Association	<a href="#">Design Guide for Recyclability – a resource for paper-based packaging designers</a>	Guide for members of the paper-based packaging manufacturing supply chain to use in designing and manufacturing packaging to meet customers' needs in terms of recyclability.	Paper	Recyclability
Association of Plastic Recyclers	<a href="#">APR Design Guide for Plastics Recyclability</a>	Helps package designers measure each aspect of a package design against industry-accepted criteria to ensure that it is truly recycling compatible.	Plastics	Recyclability
Closed Loop Partners	<a href="#">Beyond the Plastic Bag: Sparking a Seachange for Reuse</a>	Key insights and analysis gathered from collaborative reusable bag	Plastics, Cotton	Reuse, Recyclability, Recycled Content , Reduction, Elimination

## ☰ RILA Resources

### Single-Use Plastic Packaging Reduction Laws

Summary of state-level single-use plastic packaging restrictions across the U.S.

### Mandatory Recycling and Disposal Bans Fact Sheet

Overview of state-level recycling regulations and commonly recycled materials such as paper, plastic, metal and glass.

### Product Stewardship Matrix

Summary of state product bans, EPR and product stewardship legislation for products such as carpet, batteries, electronics, paint and more.

### Beverage Container Deposit Legislation

Summary of state bottle deposit return legislation in the U.S.

### Consumer Bag Legislation Summary Matrix

Summary of consumer bag legislation by state and local jurisdictions, including bans, fees, and specifications for different kinds of allowable bag

# CONSUMER BAG LEGISLATION SUMMARY MATRIX

Updated: February 2023



State	Jurisdiction	Ban on Bag Bans	Bans		Fee		Allowable Bags			Notes
			Plastic Bags (1)	Bag Fee (2)	Reusable	Paper Bags	Compostable / Biodegradable Plastic	Specs for Paper Bags (3)	Specs for Reusable Bags (4)	
Alaska	Anchorage		Yes	Yes	Yes		No		Yes	<a href="#">Link to ordinance</a>
Alaska	Wasilla		Yes		Yes	Yes	Yes			<a href="#">Link to ordinance</a>
Arizona	Statewide	Yes	No							<a href="#">Link to Legislation</a>
Arkansas	Statewide	Yes								<a href="#">Link to legislation</a>
California	Statewide		Yes	Yes	Yes	Yes	Yes	Yes	Yes	<a href="#">Link to Legislation</a>
										<a href="#">Link to grandfathered local ordinances</a>
Colorado	Statewide		No	Yes	Yes	Yes	Yes	No	Yes	Statewide Paper and Plastic Bag Fee effective as of January 1, 2023

# Sustainable Packaging Playbook 2021



## Format:

Electronic (digital download/no shipping)

Member/Non Member - \$0.00 **1-CLICK PURCHASE**

**+ ADD TO CART**

## Description:

As industry imperatives toward sustainability continue, we have created this playbook to assist retail and their suppliers in advancing efficient design, responsible sourcing and circular systems for packaging. This tool can support internal business operations and effective trading partner collaboration regarding sustainable packaging. The playbook provides guidance on topics ranging from material sourcing to design, to end-of-use, with a particular focus on recyclability. For each sustainable packaging topic, the playbook outlines a list of key actions to take, and some next steps to consider, as progress gets made. There's even a tool for evaluating if a packaging change has unintended consequences. The playbook includes a detailed guide to support progress in circular systems for packaging by designing for recycling.



# Success stories

# Everspring

- Sustainability is core to the brand
- Packaging is the brand
- Investments focused on the product and packaging
- Very successful today



# Catalyzing a circular economy for plastic



If we could build an economy that would use things rather than use them up, we could build a future.

— Ellen MacArthur —

# Paving a New Roadmap for Circular Economy Investments through Public and Private Partnerships

SPC Advance 2022

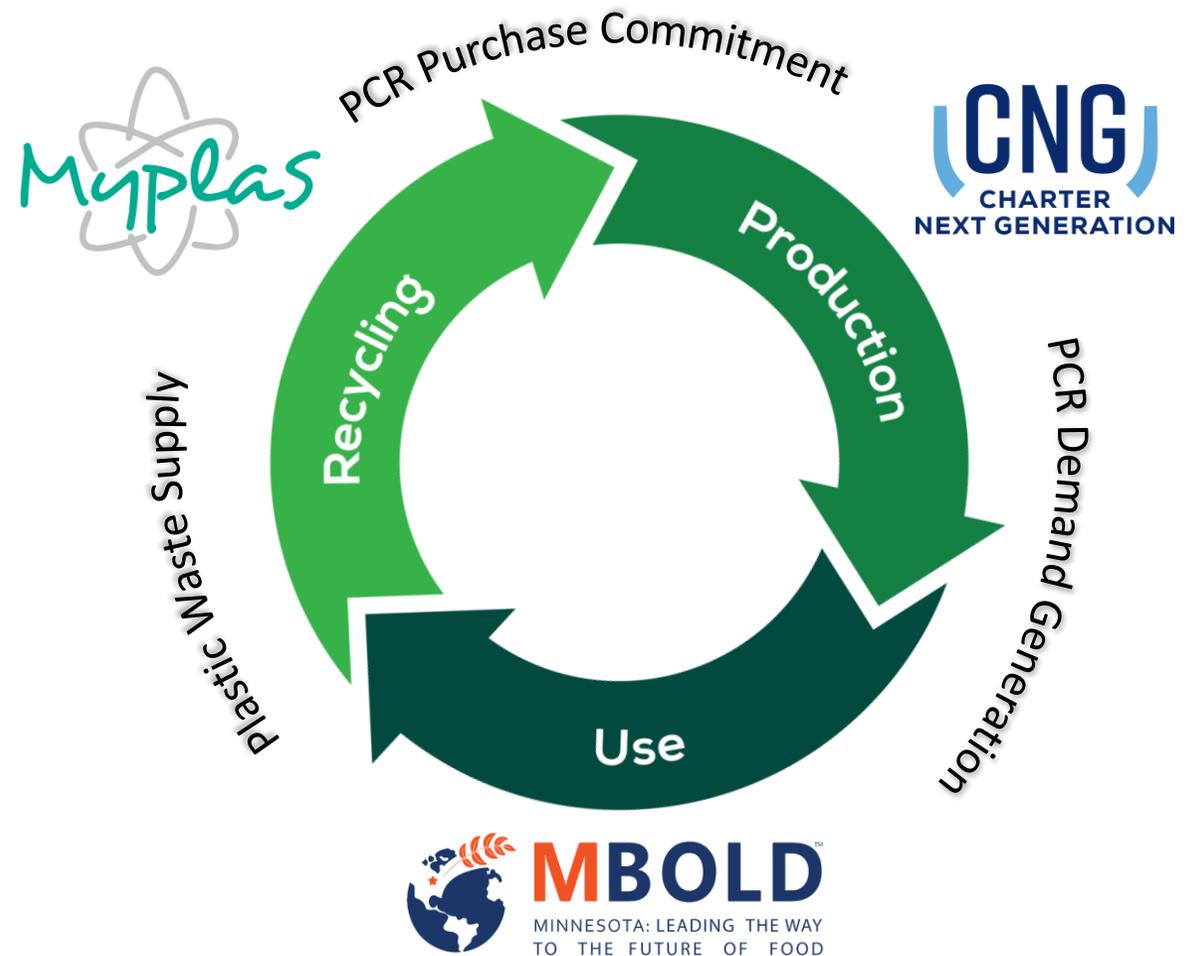
Tuesday, October 4<sup>th</sup>





# Catalyzing a Circular Economy for Flexible Films

- MBOLD members, General Mills and Schwan's Company, led equity investment in Myplas USA along with partner, Charter Next Generation
- MyPlas USA to build state-of-the-art film recycling facility in Rogers, MN, set to be operational in 2023
- MBOLD members to collaboratively drive demand and create circular programs for PCR with Charter Next Generation
- MBOLD to invite other end-user companies to participate in this regional collaboration



Thank you!!

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# QUESTIONS?

USE THE Q&A BOX TO SUBMIT YOUR QUESTIONS

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THANK YOU