



## Advisory Board Mission & Objectives

Recognizing the established relationship between the Sustainable Packaging Coalition, a project of GreenBlue, and Packaging Strategies/Sustainable Packaging Forum;

And recognizing the desire of both the Sustainable Packaging Coalition/GreenBlue and Packaging Strategies/Sustainable Packaging Forum to continue and build on that relationship with regard to activities involving the Sustainable Packaging Forum and its commitment to the missions and initiatives of the Sustainable Packaging Coalition;

A Sustainable Packaging Forum Advisory Board has been established. The members of that board have volunteered their professional insights and resources. Those members currently represent the retail, brand owner, supplier/converter, academic, NGO, regulatory, and other disciplines and functions within the global packaging supply chain.

### 2008 Advisory Board Members:

Mike Richmond, Ph.D President PTIS Global Sustainability Solutions	Jane Bickerstaff, Director INCPEN	Paul Earl-Torniainen, Leader Sustainable Packaging Program General Mills
Tony Burns Assoc. Director Procter & Gamble	Helene Roberts Head of Packaging Marks and Spencer	Scott Carpenter Sr. Research Eng. SC Johnson Co.
Scott Vitters, Director Sustainable Packaging Coca-Cola	Dawn Rittenhouse, Director Sustainable Development DuPont	John Perkins, Leader Sustainability Strategic Advantage Team MeadWestvaco
Prof. Deanna Jacobs Rochester Inst. Of Technology	Michael Fischer Community Energy	Anne Johnson, Exec. Director Sustainable Packaging Coalition
	Mark Kitzis, VP/Research Alcan Packaging	David Luttenberger, CPP, Director Packaging Strategies

The Advisory Board is not limited in size and scope. Participation is voluntary. It will include SPC members, but SPC membership is not a requirement for inclusion. It will include one SPC/GreenBlue Executive Staff Member. It will include the Director of Packaging Strategies. Board terms are not defined. Every effort will be made to afford those individuals who wish to volunteer as a Board Member every opportunity to participate.

The activities of Board members will be limited to providing professional input on the Forum's content, production practices relative to speakers, exhibitors, and sponsors; and when appropriate, ensuring the Sustainable Packaging Forum continues to support the established and future missions, projects, initiatives, and definitions of the Sustainable Packaging Coalition/GreenBlue.

**Reason for Assembly & Objectives:**

Packaging Strategies considers the Sustainable Packaging Forum -- the only event of its kind to be officially endorsed by the Sustainable Packaging Coalition/GreenBlue -- to be the standard bearer for public, non-member-based conference events produced for the global packaging industry focused on sustainable business development practices and sustainable packaging technologies, processes, and services.

Packaging Strategies is of the conviction the Forum, in order to further establish and distinguish itself, must adhere to the highest standards of conduct and production relative to that which is congruent with sustainable business practices and the presentation and discussion of information allied to sustainable packaging technologies, processes, and services; and which support to the greatest degree possible the established and future missions, projects, initiatives, and definitions of the Sustainable Packaging Coalition/GreenBlue.

It is the hope that the combination of such conduct and practices, in tandem with the advisement, direction, and support of the Advisory Board, will result in the continued development of a relationship that will continue to deliver ever-greater value and benefit to the Sustainable Packaging Coalition/GreenBlue, Packaging Strategies/Sustainable Packaging Forum, and the global packaging economy.