



A WORLD  
WITHOUT  
FOOD  
WASTE



A WORLD  
WITHOUT  
PACKAGING  
WASTE

# 2016-17

## MEMBERSHIP REPORT

LEADING  
THE PATH  
FORWARD

## MESSAGE FROM THE CO-CHAIRS

---



**Brent Heist**  
R&D Packaging  
Procter & Gamble



PAC NEXT continues to bring together the leaders of companies, governments and NGOs across the packaging supply chain to search for solutions to some of the toughest challenges in packaging. Some of the topics shared with members included updates to full EPR programs across Canada, smart packaging technologies to aid in the separation of recyclables, progress in multi-material laminate recycling, and the effect on recycling of packaging innovations, including PET thermoset jars and small item packaging. The Innovation Gateway continues to assess new packaging forms, often with challenging embellishments, for potential recycling or composting issues with the design. PAC NEXT has the connections to swiftly resolve questions about specific materials and constructions, enabling quick assessments and recommendations. By bringing together the thought leaders in the packaging supply chain to search for solutions and communicating those ideas to the broader community, PAC NEXT will continue to lead the way to A World Without Packaging Waste. We expect to see much more progress in each of these areas into 2018.



**Dan Lantz**  
CEO  
Scout Environmental



We made great strides throughout 2016 and 2017 in addressing packaging end-of-life challenges. However, as I look at the changing stream of materials consumers place in their recyclables' receptacle, I am constantly amazed at how quickly and dramatically packaging changes and how we have much more work to do. At a recent visit through the Container Recovery Facility in New Westminster, I saw a new coloured PET container, bright and catchy to the eye, but I immediately thought, "Well, there's another package that used to be recycled into a pellet that could be made into another similar package that will now be reduced to a lowly black PET pellet with very limited, if any, circular recycling potential." Then I think about the work that PAC NEXT is doing through its various endeavours, including the Packaging Innovation Gateway and the Multi-Material Laminates Committee, and I am encouraged that there is a diverse group of people who is tackling the tough issues surrounding end-of-life management. As we move forward in the coming months and years and look for more 'circular' solutions, PAC NEXT and its members will need to continue to work together to identify and develop innovations to meet the ever-evolving challenge that is packaging end-of-life management. Together, we can and will realize A World Without Packaging Waste.

## MESSAGE FROM THE DIRECTOR OF SUSTAINABILITY

---



The intersection between food waste and packaging waste becomes increasingly obvious as corporate sustainability goals strive to reduce both greenhouse gas emissions and sources of waste. Over the past eighteen months, the PAC FOOD and PAC NEXT initiatives have provided opportunities to spark new collaborative industry partnerships, to ignite powerful conversations between companies to realize common sustainability goals, and to drive innovation of packaging design and recovery forward. While environmental costs cannot be understated,

neither can reputational risks of companies who remain complacent to the changing sustainability landscape. It is not enough to just do less harm - the goal is to ramp up solutions to radically reduce both food waste and packaging waste for a circular economy. We thank all our members for their participation and continued support. We welcome you to join the conversation!

Let's journey together!

Rachel A. Morier

# MEMBERS FIRST

PAC puts members first. Whether you are producer of packaging, manage packaging materials to be recycled, influence policy for the recovery of packaging, or educate future leaders in packaging, there is a place for you at PAC! Together, we will journey towards A World Without Packaging and Food Waste.



# CONNECT

with 110+ PAC NEXT members & 50+ PAC FOOD members

**CONNECT**

directly to industry experts for  
consultation and advice

**INNOVATE**

through new designs and technological  
solutions that advance industry forward

**ENGAGE**

with industry projects that  
work to solve key issues

**LEAD**

the path towards  
a circular economy

**COLLABORATE**

to build trust and strong  
relationships through  
industry initiatives

**EXPLORE**

new business and  
networking opportunities

**LEARN**

about the latest news and developments  
that are shaping the industry's future

# EVENTS

The circular economy is more than just a new way to approach sustainability - it is challenging the packaging industry to re-think their business models to become restorative and regenerative by design. PAC NEXT kicked off the **Packaging's Path Forward for a Circular Economy** seminar in April 2017 where key thought leaders shared their vision and strategies to accelerate the circular economy for packaging.



Andrew Telfer  
Sustainability Manager  
**Walmart**



John Coyne  
VP Legal & External Affairs  
**Unilever**



Michael Goeres  
Executive Director  
**CCME**



Chris Lindberg  
CEIL Director  
**The Natural Step**



Norman Lee  
Director Waste Management,  
**Region of Peel**  
Working for you



Paulina Leung  
VP Corporate Strategy  
**EMTERRA Group**



Jake Westerhof  
VP Corporate Strategy  
**Canada Fibers Ltd.**



Albino Metauro  
Executive Vice President  
**Cascades Recovery Inc.**

With a range of tour and seminar offerings throughout 2016 and 2017, PAC facilitates the exclusive opportunity for members to participate in plant tours, especially Material Recovery Facilities (MRFs), to have an in-depth look at what happens to packaging materials when collected for diversion.



Waste Management MRF Tour  
Azusa, California  
April 7, 2016



Edmonton Waste Management Plant  
June 21, 2016



Region of Peel MRF Tour  
December 1, 2016



Canada Fibers &  
Urban Polymers in Toronto  
May 9, 2017



Packaging for Food & The Future  
Workshop and Tour of Sobeys  
Distribution Centre  
June 7, 2017

# COLLABORATE

with like-minded professionals  
at 5 facility tours + workshops

# WEBINARS

PAC has offered 10 one-hour webinars over the past two years and counting. Free for PAC NEXT or PAC FOOD members, these webinars feature presentations from highly experienced subject matter experts and give participants a chance to update their knowledge on the latest topics.



Prepectives on Bill 151  
Waste-Free Ontario Act  
January 27, 2016



Corporate Sustainability: What  
makes a Transformational Company  
February 17, 2016



Packaging Developments & Solutions  
to Combat Food Waste  
March 23, 2016



Top 15 Packaging Challenges  
+Recommendations for Recycling in a MRF  
April 25, 2016



How to use life cycle assessment tools to  
make better decisions  
May 17, 2016



(Bio)Plastics and PLA -  
A Circular Economy Context  
December 9, 2016



Sorting Myth from Truth: The role of  
compostable packaging to increase waste  
diversion - February 23, 2017



Packaging and the  
New Plastics Economy  
April 27, 2017



Packaging's Future in  
Food Waste Prevention  
September 13, 2017



Ready to Ship: Optimizing Packaging  
for Transit and E-commerce  
October 11, 2017

10 webinars on the  
latest hot topics to

EXPLORE

## NEWSLETTERS AND REPORTS

The PAC Newsletter transformed to be able to streamline monthly updates while providing the same great content from both PAC NEXT and PAC FOOD as well as the other PAC programs. The newsletters consistently feature guest columnists, upcoming meetings, events and the latest news in sustainability, EPR, policy food waste and recycling in order to keep our members at the forefront of the ever-changing packaging industry.

### Featured Guest Columnists:



Coro Strandberg, Strandberg Consulting

Brian Schiedel, Artcraft Label

Isabelle Faucher, Carton Council of Canada

Emily Tipaldo, American Chemistry Council, Plastics Division

Emily McGill, National Zero Waste Council

Susan Antler, The Compost Council of Canada

Daniel Reshef, Canada Fibers & Urban Resource Group

Cynthia Shanks, Keurig Canada



Meena Hassanali, Provision Coalition

Steve Creed, Waste and Resources Action Programme (WRAP)

Dr. Martin Gooch, Value Chain Management International

Dr. Claire Koelsch Sand, Packaging Technology & Research, Michigan State University

### Packaging Policy & Stewardship Program Updates: Canada, USA & Europe

PAC NEXT provides a periodical comprehensive summary of the latest and most significant news on Extended Producer Responsibility (EPR) and other packaging related policies from Canadian, American and European perspectives. These reports also feature columnists who contribute their industry knowledge and experience to the dialogue surrounding pivotal topics, such as the EU legislation for the Circular Economy and the Waste-Free Ontario Act:

EUROPEN's perspective towards a competitive, resource-efficient Circular Economy based on a strong Internal Market in Europe  
Virginia Janssens, EUROPEN

A closer look at how Ontario moves forward with the Waste-Free Ontario Act  
Jo-Anne St. Godard, Recycling Council of Ontario

From shared responsibility for diversion of packaging to full producer responsibility for packaging in a circular economy  
Glenda Gies, Glenda Gies & Associates Inc.



### Emerging Packaging Regulations in Ontario

PAC gave voice to the packaging industry by submitting comments to the **Proposed Strategy for a Waste-Free Ontario: Building the Circular Economy** as well as to the **Discussion Paper: Addressing Food and Organic Waste in Ontario**. PAC also provided comments to the City of Toronto's Coffee Pod Consultation Session.

# LEARN

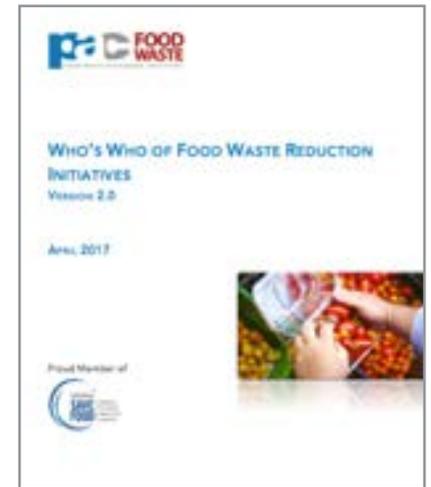
from 20+ newsletters  
and reports

## PROJECTS AND PARTNERSHIPS

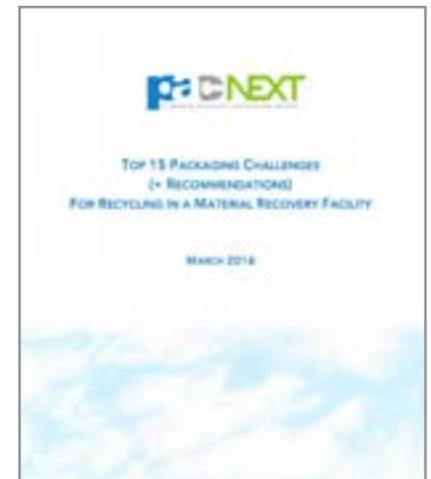


PAC FOOD released two reports in 2017: **Executive Summary of Food Waste Reduction Case Studies** and the second edition of **Who's Who of Food Waste Reduction Initiatives** (shown right). These reports provide valuable information on the role that packaging can play to reduce food waste in a circular economy.

PAC FOOD was also a collaborative partner at Canada's Food Loss + Waste Forum to host the panel **'Real World Case Studies: Food Waste Reduction Solutions through Packaging'** in April 2017. The panel featured Terry Grill of Sealed Air, Angela Dennis of Nestlé Canada, and Dr. Martin Gooch of Value Chain Management International. The full day event offered an opportunity to engage and understand the sources of food waste across the supply chain.



PAC NEXT released two reports: **Top 15 Packaging Challenges (+Recommendations) For Recycling in a MRF** and the latest report, **Packaging Towards a Circular Economy: Addressing Today's Top Packaging Challenges** along with **Packaging Fact Sheets**. The reports are a result of the Packaging Innovation Gateway project team effort to provide guidance on the design, capture and recovery of packaging in order for materials to be successfully recycled or composted. The team meets every four to eight weeks to find solutions to support a circular economy that minimizes recovery system costs while maximizing closed loop cycles of packaging materials.



### Packaging Innovation Gateway

**Co-Chairs:** Brent Heist, Procter & Gamble and Daniel Lantz, Scout Environmental

**Goal:** Find practical solutions to today's recycling and composting challenges

**Highlights:**

- Over 30 project team members
- Report release and fact sheets to highlight solutions to the Top 15 Packaging Challenges
- Ongoing case studies discussed in a safe and collaborative forum
- Guest presenter: Gian DeBelder, Packaging Development, Sustainability, Procter & Gamble



**ENGAGE** with member-driven projects!

## Multi-Material Laminates

**Co-Chairs:** Guy McGuffin, GM Consulting and David Yousif, Yousif Sustainable Waste Management Consulting  
**Goal:** To bring together industry experts to develop strategies to recycle flexible films and to complete a pilot to recycle post-consumer multi-material laminates film from material recovery facilities.

### Highlights:

- Over 20 project team members
- Release of progress report in December 2016
- Development of pilot project proposal with industry and municipal partners
- Guest presenters: Carlos Ludlow-Palafox, Enval; Leo Blakely, Ecovates; Kerry Sandford, RRS; Andy Glass & Kevin Barnes, JET™ Recycling

## Partnerships

PAC participates with several working groups and technical advisory committees of other organizations as part of our collaborative approach to drive industry together towards a circular economy. PAC also acted as a special advisor on printed paper and packaging materials during the first Rapid Lab in Ontario, ran by Ontario's Circular Economy Innovation Lab (CEIL) for a two-month duration from October to December 2016.



## Speaking Engagements

PAC is delighted to share our knowledge and experiences with the greater packaging and sustainability community. Below lists our participation as a featured speaker in 2016 and 2017.

8th Canadian Waste Resource Symposium 2016, Halifax, NS

Foodservice Packaging Institute Fall Meeting 2016, Toronto, ON

AMERIPEN Annual Meeting 2016, Washington, DC

Ryerson University, School of Graphic Communications Management, Toronto, ON

Resource Recovery Partnership Workshop 2016 & 2017, Waterloo, ON

Midwest Food Recovery Summit 2017, Des Moines, IA

National Zero Waste Council's Spotlight on Compostables 2017 Webinar

2017 Conference on Canadian Stewardship, Montreal, QC



Jim Downham, PAC; Monique Oxender, Keurig; Ferdinand Tchounkeu, Nespresso; Claudio Gemmiti, Club Coffee



Dr. Sophie Bernard, University Polytechnic Montréal; Janice Noronha, PwC; Chris Lindberg, Ontario's Circular Economy Lab; Rachel Morier, PAC

# LEAD

the way with top subject matter  
experts in the field

## EDUCATION AND AWARDS

### On-Line and In-Class Course

The one-day Ultimate Packaging Optimization Course has provided professional training on the foundations of packaging sustainability and optimization since 2014. In the past year, the education course has since evolved to offer a new online option and an updated in-class course as part of the PAC Packaging Certificate Program. The new two-day course includes more in-depth content on circular design and a Material Recovery Facility plant tour.



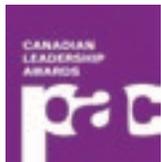
### Just One Package Competition

Just One Package Innovation Challenge ran in May 2016 where students of five colleges, including Ryerson University, Humber College, Conestoga College, Mohawk College and Durham College, were given a fictitious but detailed design brief, requiring them to design a packaging solution that aligns with Walmart Canada's initiative to reduce consumer reliance on single-use bags. The goal was to eliminate the need to 'bag' mid- to large-sized items, and to design a 'carrying' solution into the product's packaging or in-store applications for handling and transportation convenience to the home. Submissions from industry innovators were also welcome. Judges from Walmart Canada (student competition sponsor), Sobeys, Home Depot, Costco and Canadian Tire provided insightful feedback to assist the audience with their voting decision.



### Sustainable Packaging Playbook

PAC also worked with Walmart Canada to develop a Canadian edition of their Sustainable Packaging Playbook. This playbook serves as a guide to help educate their suppliers on how to improve packaging sustainability and reduce cost of goods.



### Leadership Awards - Sustainable Packaging & Food Waste Categories

PAC supports packaging innovation in the sustainability packaging and food waste reduction categories to award organizations that are driving solutions to reduce waste. Award winners are selected by a panel of packaging industry experts and showcased at the PackEx trade show in Toronto.



Gold Winner: PURPOD100™  
Solange Ackrill, Club Coffee

INNOVATE and celebrate your packaging success

## THE JOURNEY AHEAD

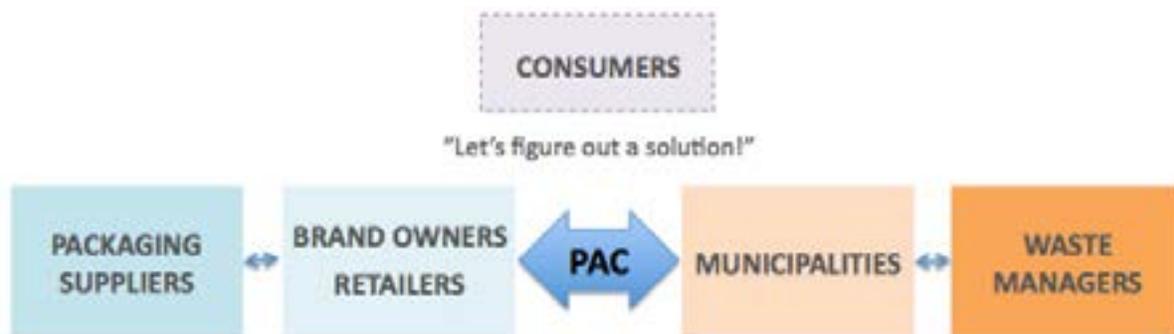
---

### We Understand the Changing Policy Landscape

Incorporating the circular economy dialogue into packaging policy and extended producer responsibility is an emerging area where its impacts to stakeholders along the value chain has yet to be fully determined. At PAC, we remain fully engaged with governmental affairs so that we can inform our membership of developing policy frameworks and maintain a proactive role in communicating potential implications to the packaging industry.

### We Create Meaningful Relationships

Bridging the communication gap between stakeholders that work in either the design, capture or recovery of packaging or food is what PAC is all about. Collaboration is simple in concept but can be challenging to execute within one's own company. Being part of an industry initiative provides numerous opportunities to build a powerful network of connections.



### We Help Find Solutions

PAC takes pride in taking the time to understand our members and their individual needs so that we help them reach their sustainability goals. Our member-led projects are focused on scaling up solutions that benefit the packaging industry as a whole.

### We Deliver Unsurpassed Value

Our members enjoy timely, valuable information and the ability to engage through PAC's selection of various educational and event offerings. With direction from PAC's Leadership Council to serve the best interests of our members, PAC believes in speed, action, and results to deliver on priority areas into 2018.

**THANK YOU** to our members  
for your ongoing support!

# Join us today!

[www.pac.ca](http://www.pac.ca)

