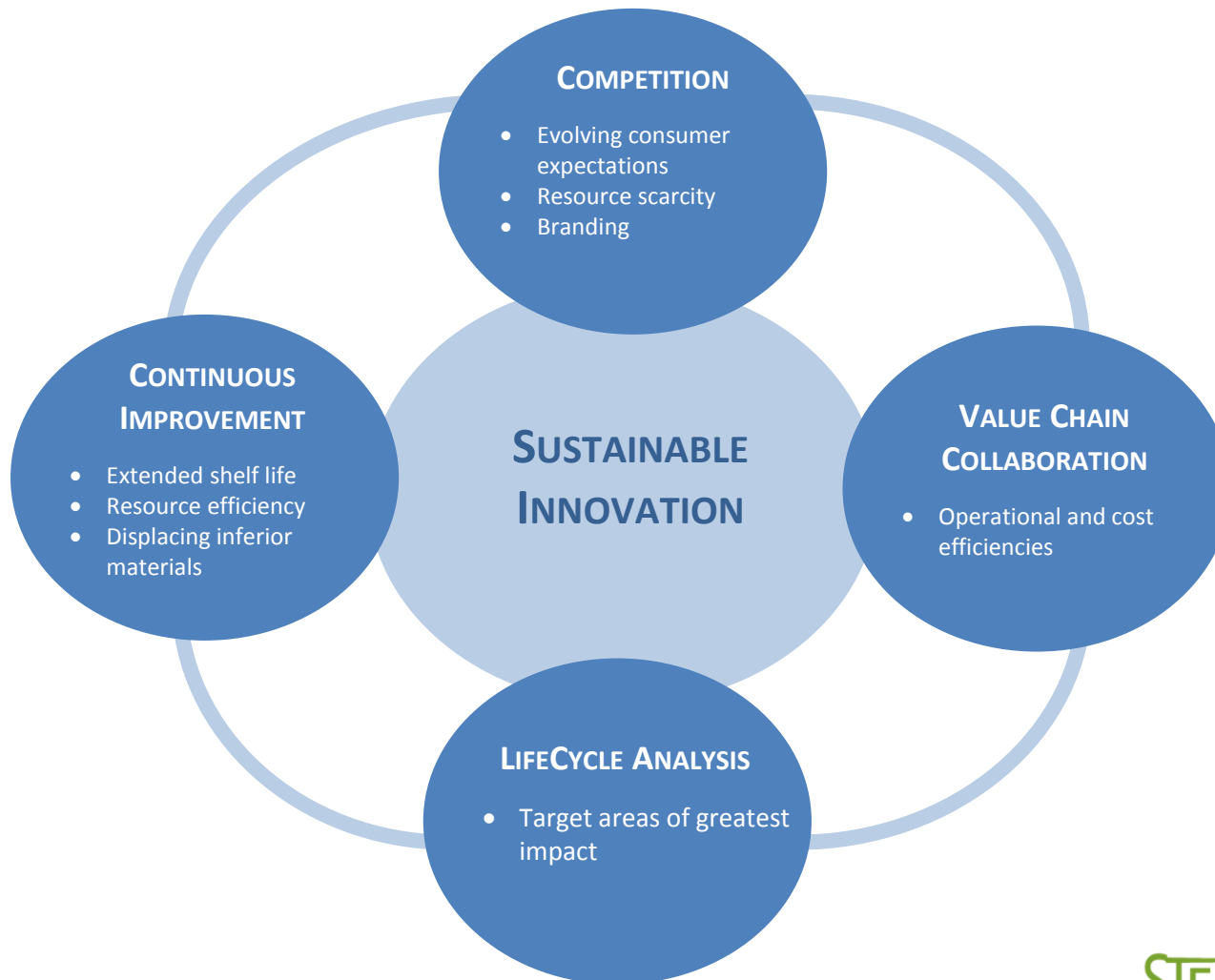


# The Business of Sustainability

October 16, 2012



# Sustainability in Today's Economy



# Voluntary Producer Responsibility+

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In the absence of legislative mandates, companies form sustainability strategies to:

## Respond

- Consumer Demand
  - ▣ Recycling Access
  - ▣ “Green” Products
- Global corporate recycling & sustainability goals
- FTC Green Guides
- Opportunity to capture secondary material supply

## Preempt/Prevent

- Legislation
- Inconsistent legislation
- Brand risk
  - ▣ Litter
  - ▣ Marine Debris
  - ▣ Carbon Footprint
  - ▣ Etc.

# Actualizing Sustainability

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A range of strategies are in play...

## ■ Design

- Use of sustainably-sourced feedstocks, recycled content and new sources of fiber supply
- Design for resource efficiency (product design and product transport)
  - e.g. lightweighting
- Design for disassembly and recyclability at end-of-life
  - Account for value of recycled commodities to ensure demand
  - Ensure compatibility with other materials in the recycling stream

## ■ Use

- Educate consumers on how to minimize environmental impact during use phase

## ■ End-of-Life

- Create take-back and recycling opportunities for customers and consumers