



SPC ADVANCE

The Member Event

Closing Remarks

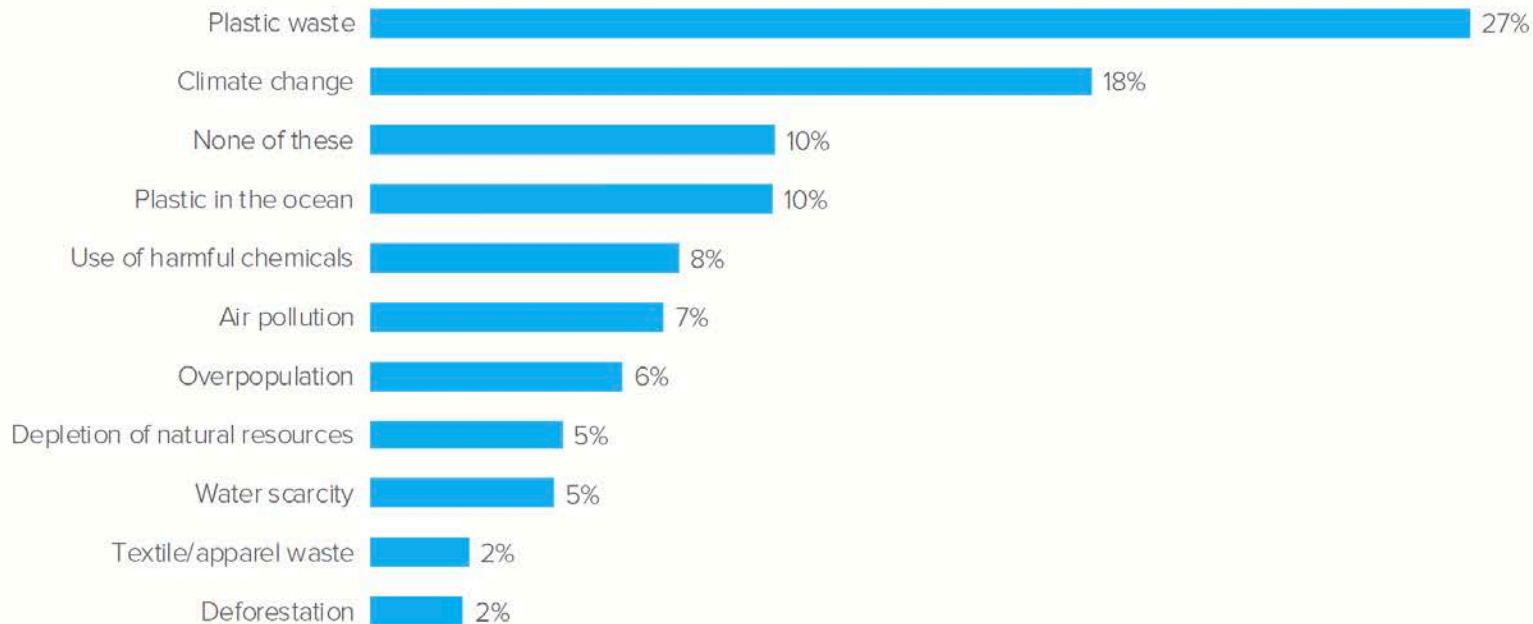
Nina Goodrich

GreenBlue Executive Director,
Sustainable Packaging Coalition Executive Director

We all have heard a great deal

And when asked which environmental issues they're hearing about the most – from news, social media, family and friends – plastics in the ocean is now on par with climate change.

Plastic waste is the issue Americans feel they can impact the most



Q3 - Of those same "big issues" that could influence the future of our planet, which one do you feel you can personally impact the most?

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n=1,013

Gain a sustainable advantage.

Are we missing
the point?



Are we missing
the point?



Climate Change

Ecocide: Ray Anderson said in 1999: “theft of our children’s future will someday be a crime”



The Intercept
**NATASHA
_LENNARD**



**Ecocide Should Be Recognized
As a Crime Against Humanity,
But We Can't Wait for The
Hague to Judge**

Natasha Lennard
September 24, 2019,
3:00 a.m.

26

ENVIRONMENT

Climate Liability Lawsuits Could Help With Costs Of Adapting To A Hotter Earth

September 23, 2019 · 4:13 PM ET

Heard on [All Things Considered](#)



REBECCA HERSHER



Cities, states and federal governments are suing oil companies, alleging they're financially responsible for damaging effects of climate change. It could help with costs of adapting to a hotter Earth.

Ecocide

Shouldn't we be **collaborating**
to solve the problem
not pointing fingers and wasting time?

Is our lens too narrow?



Let's Refocus

- Circularity is an ecosystem
- Building blocks (technical nutrients)
- Thinking beyond packaging

Thank you!



THANKS TO OUR SPONSORS:

UPMRAFLATAC



American Forest Foundation



Upcoming Events :

engage

A Sustainable Packaging Coalition Salon

23 - 24, October | LONDON

engage

A Sustainable Packaging Coalition Salon

JUNE 17- 18, 2020

MONTRÉAL



SPC IMPACT 2020

Austin, Texas | March 31 - April 2

SPC ADVANCE

Atlanta | Sept 29 - Oct 1