

OSC² Hosts:

Redefining Flexible Films

An RCD Innovation Workshop



A COLLABORATIVE INNOVATION EXPERIENCE

OSC2 and RCD have teamed up to facilitate an industry-wide innovation workshop focused on developing new zero-waste solutions for flexible film packaging. **We cordially invite you to join us.**

Right now, the packaging industry is optimized for petroleum plastics with little progress towards sustainable solutions. There are several unseen industry dynamics stifling innovation such as wide-spread mis-information, siloed operations, and business-as-usual risk mitigation. To move through these blocks we are bringing together brilliant minds to drive innovation in the right direction.

We are inviting thought-leaders from across the packaging value chain (brands, distributors, retailers, NGOs, material managers, consumers) to share unique perspectives and generate new ideas through this interactive design-thinking workshop series. **This is an invite-only opportunity to work side-by-side with industry experts, and shape the future of packaging on our planet.**



WHAT WE'LL DO

Together, we will focus our efforts around this question:

How can we deliver food products to consumers in a way that generates zero waste and still allows brands to differentiate themselves in the market?

This is solvable. The answer lies in both material technology and infrastructure innovation. If we can send someone to the moon, we can certainly make zero-waste packaging a reality.

With your help we will move our industry closer to our zero-waste future.



THE MISSION AT HAND

OUR BIG WHY

We are coming together to: break through barriers to innovation, become a catalyst for change and make sustainable packaging the norm by 2030.

WE ARE THE CHANGE AGENTS

Within our industry we have many creative minds with the innovative intelligence to make exponential change in the next 5 years.

Each of us is a change agent. We are each responsible for the future of this planet. In this unprecedented collaborative event, we have the opportunity to be a seed crystal of change for the rest of our industry, and of the world.



CONFERENCE DETAILS

WHAT: An industry-wide innovation workshop series focused on addressing our industry's packaging pollution problem.

HOW: Facilitated in a design-thinking format, this workshop series consists of 3 interactive webinars leading up to a 2-day in-person innovation workshop. Throughout the workshop series, participants will collaborate on a web-based interactive innovation platform.

WHO: Industry leaders from across the value chain including NGOs, customers, brands, material suppliers, manufacturers, distributors, retailers, and more.

This is an invite-only event, with limited spots available.

To get more info and to sign up email info@rcdpackaging.com



AN UNPRECEDENTED OPPORTUNITY

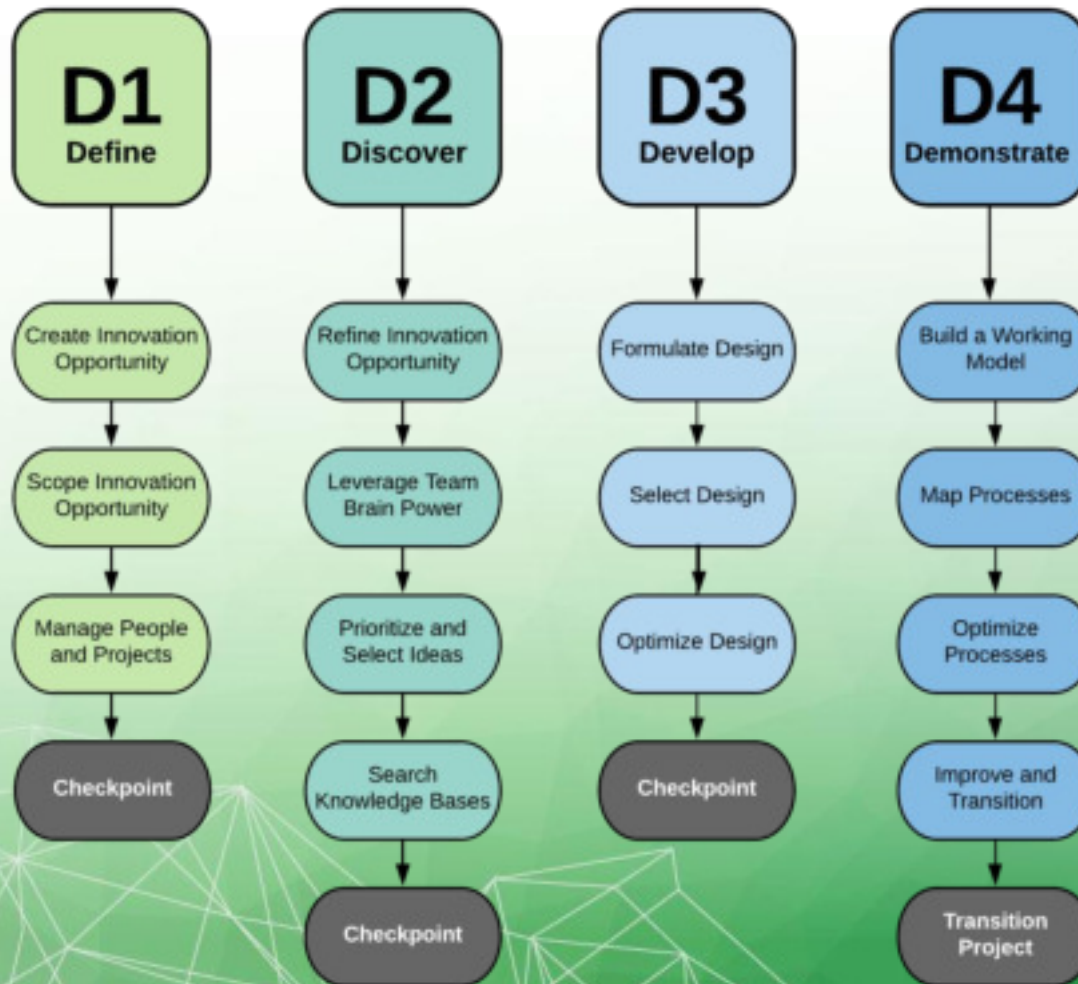
ENGAGE WITH TOP TALENT: Engage with industry experts across the value chain, and gain new perspectives from other parts of the system.

BREAK DOWN SILOS: Establish a foundation of knowledge, and get everyone across the value-chain on the same page

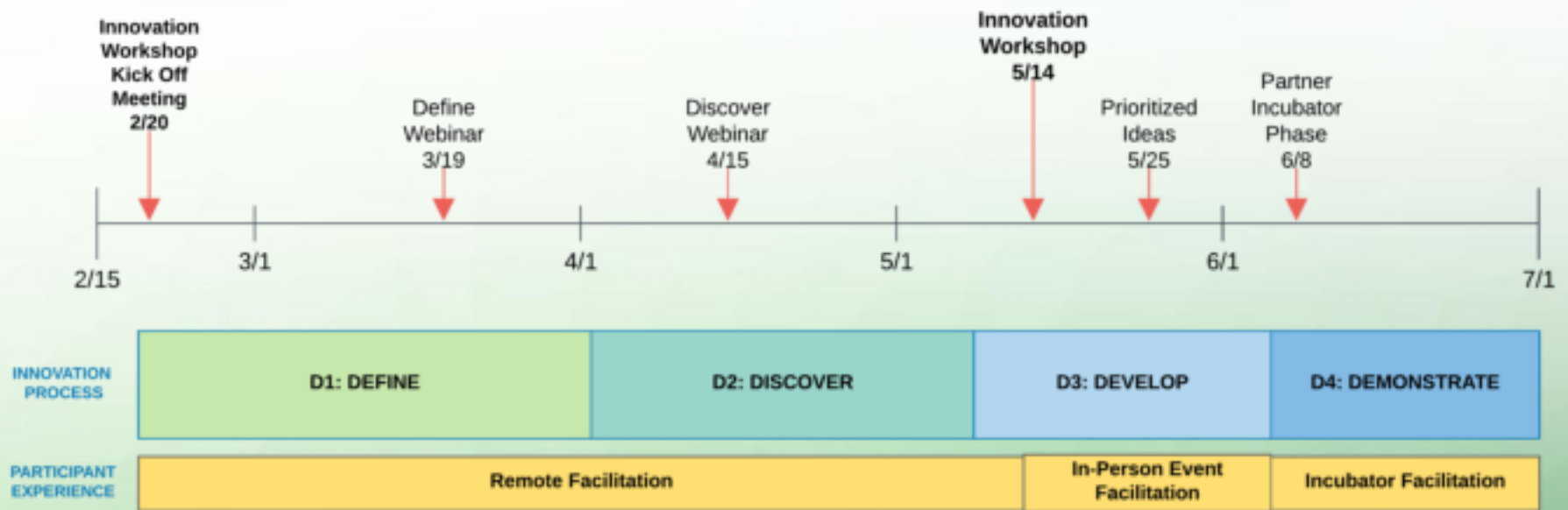
GENERATE ACTIONABLE IDEAS: As a group, we hope to come up with at least two actionable technology concepts around films, and at least one actionable idea that is system based, gain inspiration from market trends, technology trends and biomimicry

INCUBATE IDEAS: Work with industry partners to develop our ideas and make them real!

THE DESIGN THINKING PROCESS



THE TIMELINE – SPRING 2020



HOW TO PARTICIPATE

JOIN AS AN INDIVIDUAL OR BRAND:

- Cost: \$2000/Participant*
*12 Discount Seats Available for OSC2 Members

SPONSORSHIP OPPORTUNITIES:

- Sponsorship Opportunities ranging from \$10K to \$50K

	Gold \$50,000	Silver \$20,000	Bronze \$10,000
Sponsor Page on Event Website	x	x	x
Company logo on every marketing eblast	x	x	x
Acknowledgement from podium	x	x	x
Signage at Innovation Event	x	x	x
Company Logo on Webinar Slides	x	x	x
Signage at Reception	x	x	
Bring Partner to the Table (based on approval)	x	x	
Promoted as Thought Leader in Industry Publications	x	x	
Promoted as Thought Leader on Social Media	x	x	
Position on Leadership Team for Event	x		
Personal Interview/Branded Media Content	x		

To get more info and to sign up, email
info@rcdpackaging.com



JOIN THE COMMUNITY

The party is just getting started. Here are a few brands that are already on-board.
We'd love to have you in the mix.



PEPSICO



GreenSeed
contract packaging™

alter
eco



WORKSHOP FACILITATION & LEADERSHIP TEAM

WORKSHOP EXPERIENCE DESIGN:

This workshop is the brainchild of Reyna Bryan, the President of RCD Packaging. She is working along side CPG industry leaders and experts in design thinking to curate this collaborative innovation experience and to help the industry evolve.

BOARD OF ADVISORS:

Brad Rodgers – Director of Advanced Research at PepsiCo

Tom Chi – Futurist, Technologist (previous Director at GoogleX)

Chris Mitchell – VP of Futamura

Rhodes Jepsen – Executive Director of BPI

Dr. Phil Samuel – Director of Innovation at Lean Methods Group



ABOUT US



RCD

RCD Packaging is a packaging innovation and supply company that helps CPG brands transition for conventional to sustainable packaging solutions. We specialize in compostable and bio-based packaging materials and technologies.

www.rcdpackaging.com

OSC²

OSC² is an industry group representing several brands in the natural food industry that are on a mission to remove petroleum based plastic from landfills, oceans and the planet by securing compostable and renewable flexible film structure for food products.

www.osc2.org