Retail & Ecommerce Workstream Meeting

December 14, 2023

Reusable Packaging ASSOCIATION

Antitrust Policy Statement

- Not exclude competitors from membership

- Restrict members from dealing with non-members

- Limit access to information developed by the Association

- Enforce membership rules arbitrarily

- Prohibit discussion on pricing including:

  (a) Current or future prices

  (b) What constitutes a "fair" profit level

  (c) Possible increases or decreases in prices

  (d) Standardization or stabilization of prices

  (e) Pricing procedures

  (f) Cash discounts

  (g) Credit terms

  (h) Control of sales

  (i) Allocation of markets or customers

  (j) Complaints to a competitor that his prices constitute unfair trade practices;

  (k) Refusal to deal with a corporation because of its pricing or distribution practices

  (l) Whether or not the pricing practices of any industry members are unethical or constitute an unfair practice

ANTITRUST COMPLIANCE POLICY STATEMENT FOR MEETINGS OF MEMBERS AND DIRECTORS

Members and Directors of the Reusable Packaging Association ("RPA") will avoid actions and discussions at meetings of the Members and/or at meetings of the Board of Directors that constitute potential violations of the antitrust laws. The following is a list of actions and discussion topics that will be avoided by all Members and Directors:

1. Members and Directors will not exclude competitors from membership in the Association, without substantial lawful justification, and not if there is a business advantage in being a member.

2. Members and Directors will not restrict members from dealing with nonmembers.

3. Members and Directors will not limit access to information developed by the Association, unless such information is firmly grounded upon the need to protect trade secrets.

4. Members and Directors will not enforce membership rules arbitrarily.

5. Members and Directors of RPA will avoid discussion of matters of potential antitrust concern at meetings, including:

   (a) Current or future prices;
   (b) What constitutes a "fair" profit level;
   (c) Possible increases or decreases in prices;
   (d) Standardization or stabilization of prices;
   (e) Pricing procedures;
   (f) Cash discounts;
   (g) Credit terms;
   (h) Control of sales;
   (i) Allocation of markets or customers;
   (j) Complaints to a competitor that his prices constitute unfair trade practices;
   (k) Refusal to deal with a corporation because of its pricing or distribution practices; and
   (l) Whether or not the pricing practices of any industry members are unethical or constitute an unfair trade practice.

Meeting Agenda

I. RPA Updates

    A. PACK EXPO 2024

    B. MS TEAMS: Retail & Ecommerce Channel

    C. RPA Strategic Planning 2024 – 2030

II. Projects Update

    A. Retail Whitepaper; 2023 KPIs

    B. Retail BLOG "How of Reuse" Series

    C. Global Alliance for Sustainable Packaging w/ IFPA

    D. Large Household Appliance Reusable Packaging

III. Industry Trends and Developments

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PACK EXPO 2024 Overview

- **Pack Expo 2024**
  - November 3 – 6, 2024; Chicago, IL
  - RPA = Entire Lakeside Upper Hall Ballroom

- **New RPA-AIM Technology Center**
  - Prominent Pavilion location for 2024
  - <2500 sq. ft. booth space available as of Dec. 11th
  - Retail members encouraged to <u>secure booths</u>

- **Reusable Packaging Learning Center**
  - Continue both member company & industry panel discussions.
  - Apply 2023 learnings to the 2024 sessions.

RPA Collaboration Tool


Microsoft Teams

- **Microsoft Teams**

  - TEAMS calls activated - October 2023

  - TEAMS TWG channel activated - November 2023

  - TEAMS TWG Pilot completed - December 2023

    - Some access issues (1), based on company restrictions for external site access.

- **RPA Working Groups / Workstreams**
  TWG

  - TWG channels activated. Access, View/Edit

  - RPA will invite all TWG members for 2024.

  - RPA populate TWG-related resources for access.
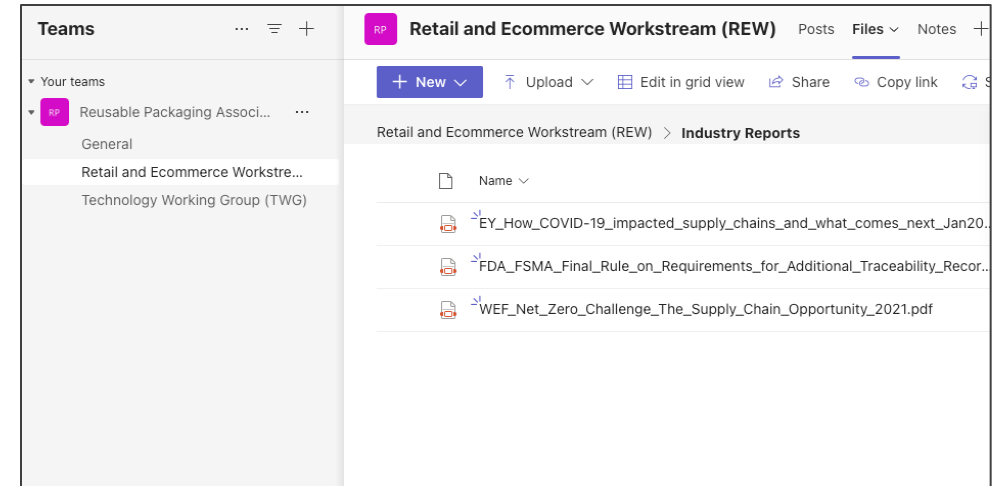
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RPA Mission 2024 - 2030

"Why we exist." What does RPA do every day?

To ~~increase~~ *accelerate* supply chain adoption and optimization of reusable packaging systems through education and advocacy

Summary of Draft 29 November 2023

Strategies 2024 – 2030

How does RPA impact and provide value?

1. **Membership and Member Engagement**: Attract a growing and diversified membership and ==facilitate collaboration in programs to address priority issues impacting industry competitiveness==.

2. **Industry Promotion**: Increase marketplace acceptance and accelerate adoption of reusable packaging solutions by ==providing credible resources and data to business decision and public policy makers==.

3. **Government Affairs**: Advance industry interests through position development and lobbying, advocating for legislation and regulations that incentivize adoption and expansion of reusable packaging systems.

4. **Non-Dues Revenue Growth**: Secure alternative revenue sources to increase the association's financial resources and capabilities and reduce member dues contribution ratio to income, thereby strengthening value for membership.

Summary of Draft 29 November 2023

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Project (2023): Retail Whitepaper

Retail & Ecommerce Whitepaper

- Engagement (2023 YTD metrics)
    - 221 views / 78 unique users
    - > 50 downloads
- Website issues being addressed (underway)

- RPA will continue to promote via LinkedIn
- RPA Retail workstream member promotion.

Retail and the "How" of Reusable Transport Packaging

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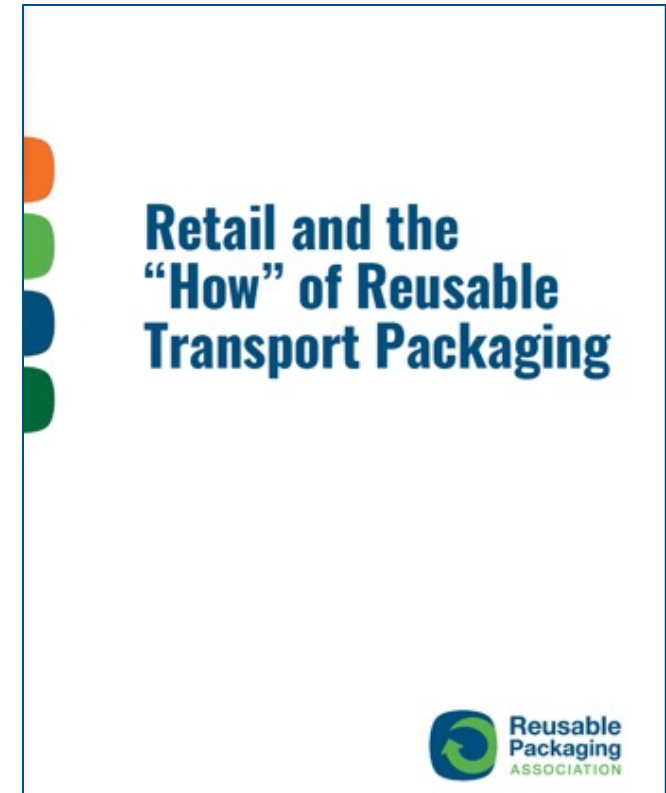
Project (1Q 2024): R&E "HOW" BLOG Series

What makes a good reusable application?

- Development of a BLOG series from the R&E Whitepaper content.

  - **Simple.**   <500 words, simplistic visuals. Includes a simple Case Study.

  - Key Message: Reuse works in Retail & Ecommerce, but more opportunities exist

  - Content / Topics: 1) Supply Chain Characteristics
    2) Product Damage & Loss
    3) Volume of Goods
    4) Solid Waste Reduction
    5) Sustainability Goals & Closing Gaps

  - Call To Action: Link to RPA Marketplace > R&E member companies
    Link to R&E Whitepaper

  - Awareness: SEO keywords, Promote through RPA & R&E members social profiles.

  - Future: (1H 2024)   Industry webinar(s) on Reuse & Retail

- RPA ACTION: Development of content (underway)

Project (1Q 2024): R&E "HOW" BLOG Series

"How of Reuse" Adoption BLOG series – Timeline

"How of Reuse" Retail BLOG series	Owners / Final Editors	Content	Draft Edit	Final Edit	Final
Intro / Footer	RPA (Hoff)	Y	Y	Y	
1. Supply Chain Characteristics	RPA (Hoff)	Y			
2. Product Damage & Loss	RPA (Hoff),	Y			
3. Volume of Goods	RPA (Hoff),	Y			
4. Solid Waste Reduction	RPA (Hoff),	Y			
5. Sustainability Goals & Closing Gaps	RPA (Hoff),	Y			

- Launch target: week of Feb. 12th, bi-weekly release via Social Media. (TWG Starts Jan. 15th)
- Promote via RPA Retail & ECommerce member & companies via Social Media

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Project (2024):
Global Alliance for Sustainable Packaging

RPA Retail Workstream Engagement

- Retail & Ecommerce workstream will be the primary RPA contact with the "Global Alliance for Sustainable Packaging."

- Feedback received last Retail monthly meeting shared with IFPA & Steering Committee.

- This will be a standing topic during the Retail & Ecommerce workstream recurring meetings.

- RPA (Todd) will participate in the Sustainable Packaging steerco. Engage with RPA Retail & Ecommerce members to join Alliance, as required by topic.

INTERNATIONAL
FRESH PRODUCE
ASSOCIATION™

IFPA-Led
Global Alliance for Sustainable
Packaging

Pitch: coalition to include RPA
Retail & Ecommerce Workstream

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Project (2024): Global Alliance for Sustainable Packaging

- **Vision**

  Global packaging regulations are effective against single-packaging waste while maintaining the benefits of food safety and quality.

- **Mission**

  Through a coalition of Associations from around the world, to engage with regulators and governments to ensure that packaging regulations for food to: Engage with regulators and governments, as well as identify and facilitate research to ensure packaging regulations for food achieve environmental sustainability without compromising food safety and product quality.
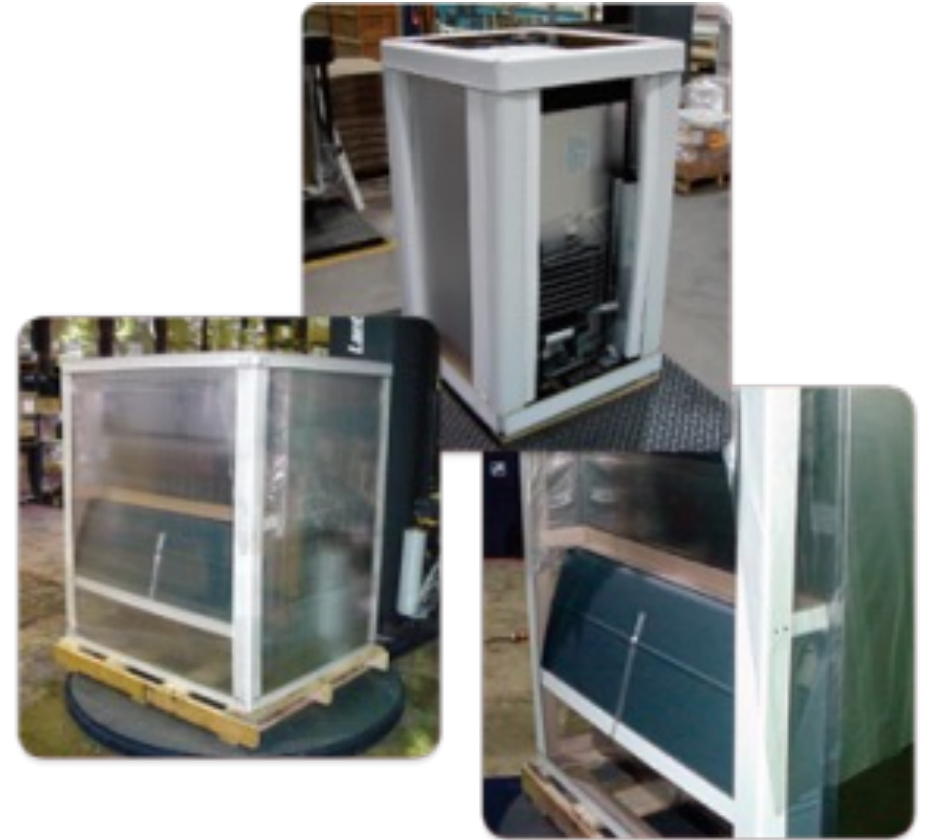
- **Objectives**

  Educate regulators and inform nongovernmental organizations on the role of packaging for food consumption, food safety and product quality.

Project Topic: Large Household Appliance

Large Household Packaging & Reuse

- Whitegoods Mfg. (GE, Whirlpool, Bosch, etc.)

- Retailers (Home Depot, Lowes, etc.)

- EU ENVI targets (50% 2030 / 90% 2040)

Industry Trends

- **Industry Trends / News - All**

  - Other Industry Challenges ?

Additional Topics

- **2024 Calendar Plan**

  - Continue with 2nd Thursday, Monthly

- **Other Pipeline Projects**

  - Using technology-enabled assets to drive sustainability reporting

Project (2024): USDA Foreign Agricultural Services Grant

Overview

- IFPA-UF-RPA Application Filed May 19, 2023

    ❑ Anticipated Funding Selection Date: End of October

    ❑ Anticipated Award Date: TBD, based on Congress Farm Bill Status

    "Positive feedback on grant received from IFPA & USDA."

- Meeting EU Packaging Requirements for a Circular Economy

- Evaluation of Reusable Transport Packaging Performance, Logistics, Costs, and Environmental & Social Impacts.

- Three TBD Key Agricultural Specialty Crops in U.S. Exports