



# Retail & Ecommerce Workstream Meeting

January 11, 2024

# 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

## II. Project Updates / Topics

- Retail BLOG “How of Reuse”
- Large Household Appliance Reusable Packaging
- Alliance for Sustainable Packaging of Food
- USDA Foreign Agricultural Services Grant

## III. Industry Trends and Developments

- NREL Research Quantifies Losses from Cardboard & Paper Waste (US DOE)
- Re-X Before Recycling Program (US DOE)
- DRAFT Strategy for Reducing Food Loss and Waste and Recycling Organics (EPA,USDA, FDA)

# Project: R&E “How of Reuse” INNER LOOP™

## What makes a good reusable transport packaging application?

Development of educational BLOG content from R&E Whitepaper

- **Simple** <1000 words. Simplistic visual.
- Key Message: Reuse works in Retail & Ecommerce, but MORE opportunities exist
- Content / Topics: 1) What makes a good reusable application?
- Call To Action: Link to R&E Whitepaper / RPA Marketplace
- Awareness: SEO keywords, Social
- Podcast: Reuse on Replay interview  
**ACTION:** Need a R&E volunteer.
- Future: Industry webinar, Other whitepaper topics

### What Makes an Excellent Reuse Application in the Retail & Ecommerce Ecosystem?

As a retailer or ecommerce company considers implementing reusable assets across their supply chain and transportation and logistics network ecosystem, companies must consider the financial and sustainability impact on both their business and partners.

As discussed in detail in the "[Retail and the "How" of Reusable Transport Packaging](#)" whitepaper, the retail industry needs to not only carefully consider the initial costs of building their reuse system supply chain or partnering with 3rd party reuse system pooling companies but also understand the impact on reaching the retailer's Scope 3-level sustainability goals.

Based upon learnings from RPA retail and ecommerce workstream member companies, the following five areas are the most common factors to consider when asking, what makes an excellent reuse application?

1. Supply Chain Characteristics
2. Product Damage / Product Loss
3. Volume of Goods
4. Solid Waste Reduction / Cost Savings
5. Sustainability Goals and Closing Gaps

Below is a more detailed discussion of these areas and factors a retailer should consider.

#### 1. Supply Chain Characteristics

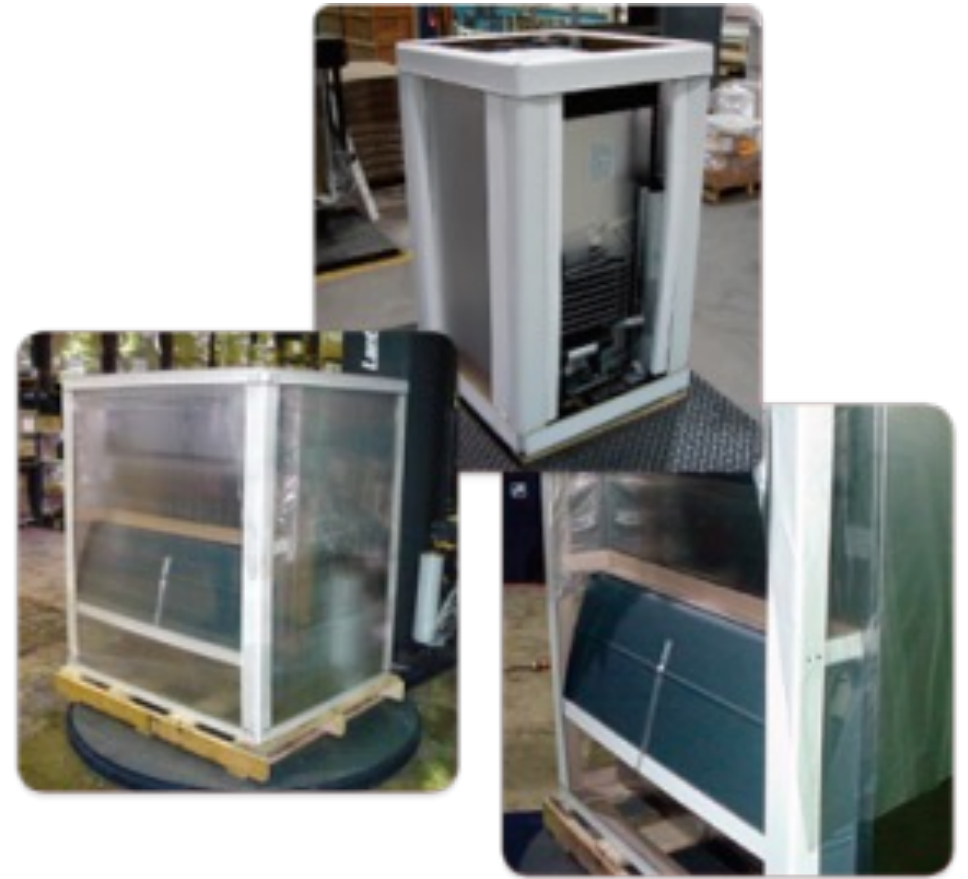
Retailers should carefully consider their supply chain network characteristics when implementing reusable transport assets across their ecosystem. These characteristics



# Topic: Large Household Appliance & Reuse

## Large Household Appliance (LHA) Packaging & Reuse

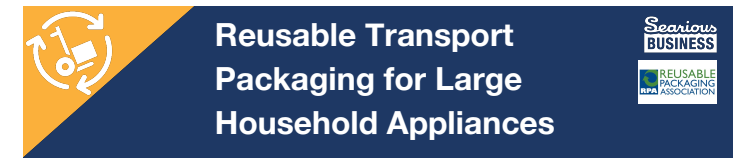
- EU PPWR legislation targets:
  - 50% of transport reuse packaging by 2030
  - 90% of transport reuse packaging by 2040
- Typical product damage rates of 5-8%
- Relatively small number of LHA manufacturers, majority are global
- Relatively std. appliance sizes within geography
- Similar & existing retailer reuse networks








# Topic: Large Household Appliance & Reuse

## Large Household Appliance (LHA) Packaging & Reuse


- Share Searious Business LHA Consortium proposal



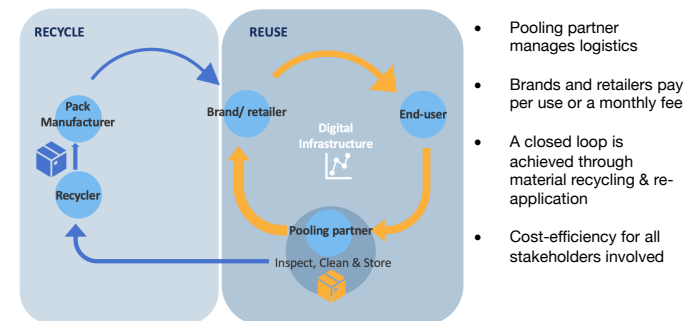
### Relevance to your company

-  **Comply** with European legislation (PPWR) targets: 50% of transport packaging for Large Household Appliances in reuse systems by 2030, 90% by 2040.
-  **Reduce** product damage significantly (compared to current 5-8%). Achieve **cost savings** and customer satisfaction.
-  **Avoid** single-use packaging waste & reduce up to 77% of CO2 emissions.
-  **Increase** warehouse efficiency.
-  **Capitalize** innovative business models.

### Our offered solution

-  We provide the setting-up and coordination of a **pooling system** for reusable transport packaging for LHA. We will enable reuse through:
  - shared investment in standardized packaging and reverse logistics
  - value-chain alignment and stakeholder collaboration
  - joint tracking & monitoring system to coordinate
  - communication and continuous growth of consortium

### Set-up

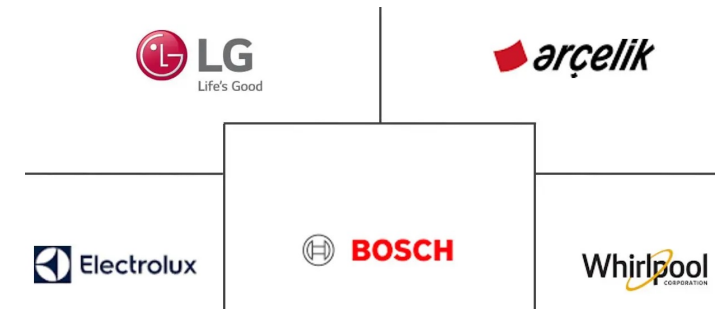


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# Topic: Large Household Appliance & Reuse

## Large Household Appliance (LHA) Packaging & Reuse

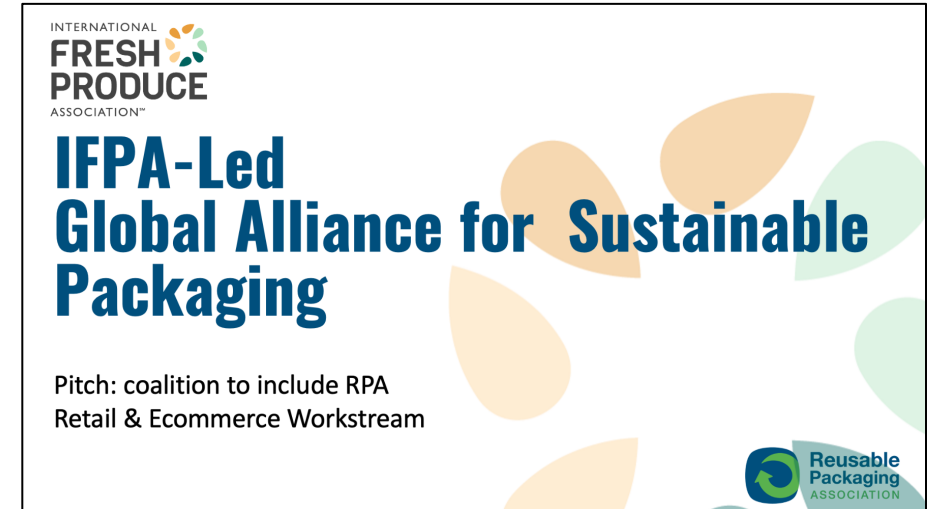
- Discussion topics (not all exclusive)
  - RPA member interest ?
  - Association vs. individual approaches ?
  - LHA mfg. strategies / associations (AHAM, AMDEA)
  - Geographic focus ?
  - Supply chain challenges #B2B2C
  - Deliverables ?
  - Project funding strategy?



# Project: Alliance for Sustainable Food Packaging

## RPA Retail Workstream Engagement

- Retail & Ecommerce workstream will be primary RPA contact with the “Alliance for Sustainable Food Packaging.” Standing R&E monthly topic.
- RPA (Todd) is vice-chair, representing the RPA.
- Topics underway (January 2024)
  - Principles of Engagement defined
  - Working Groups being defined & developed
    - Government Relations
    - Communications
    - Technical





# Project: USDA Foreign Agricultural Services Grant



## Overview

- IFPA-UF-RPA Application Filed May 19, 2023
  - ❑ Anticipated Funding Selection Date: TBD
  - ❑ Anticipated Award Date: TBD, based on the 2024 US 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

# Industry Trends & Developments

- **Industry Trends / News**

- NREL Research Quantifies Losses from Cardboard & Paper Waste (US DOE)
- Re-X Before Recycling Prize (US DOE)
- DRAFT Strategy for Reducing Food Loss and Waste and Recycling Organics (EPA, USDA, FDA)

# Industry Trends & Developments



## NREL Research Quantifies Losses from Cardboard & Paper Waste (US DOE)

- “Of the est. 110 million metric tons of paper and cardboard waste tossed out across the US in 2019, approximately **56% was landfilled, 38% was recycled. The rest was burned.**”
- “... **market value of landfilled waste**, the researchers put the figure at **\$4 billion**, almost the same amount communities spent to landfill paper and cardboard waste. ... the amount of embodied energy—accounting for **all the energy required** to manufacture these landfilled paper and cardboard wastes - **equated to 9% of what the U.S. industrial sector** used during 2019.”

<https://www.nrel.gov/news/press/2023/news-release-nrel-research-quantifies-losses-from-cardboard-paper-waste.html>

# Industry Trends & Developments



## Re-X Before Recycling Prize (US DOE)

- "Seeking innovations to unlock new or expanded supply chains that can reintegrate end-of-use products into the economy via re-use, repair, refurbishment, remanufacturing, and/or repurposing ("Re-X") before recycling."
  - "How to utilize products that are currently in US Waste Streams"
  - "How to utilize products that will be available in future Waste Streams"
- Focused on **specific innovations** by startups or company's new technologies.
- **RPA leadership (Tim) applied to be a judging panel guest.** (Status TBD)
- **ACTION**: RPA Member companies, apply as appropriate.

<https://www.americanmadechallenges.org/challenges/re-x-before-recycling>

# Industry Trends & Developments



## Strategy for Reducing Food Loss/Waste & Recycling Organics (EPA, USDA, FDA)

- “Strategy is to prevent the loss and waste of food and increase recycling of organic materials, reduce greenhouse gas emissions, save households and businesses money, and build cleaner communities.”
  - Objective 1: Prevent the loss of food where possible.
  - Objective 2: Prevent the waste of food where possible.
  - Objective 3: Increase the recycling rate for all organic waste.
  - Objective 4: Support policies that incentivize and encourage food loss and waste prevention.”

# Industry Trends & Developments



## Strategy for Reducing Food Loss/Waste & Recycling Organics (EPA, USDA, FDA)

- Public comment period extended to **February 3, 2024**.
- Seeking input & comments on
  - What actions could help the US meet its goals, not reflected in the draft
  - What type of research should be funded?
  - What actions would result in more equitable outcomes for underserved communities?
- **ACTION:** RPA receive & consolidate your feedback and submit, as appropriate.

<https://www.epa.gov/circulareconomy/draft-national-strategy-reducing-food-loss-and-waste-and-recycling-organics>

# Additional Topics

## Other

- RPA committee company Podcast Interviews. (example below)
  - Your Company?
  - You Reuse Solution?
  - What is the Industry impact – sustainability, etc. ?
  - Why you belong to the RPA & participate in member company committees?
- Using technology-enabled assets to drive sustainability reporting