



Sustainablewine

Sustainable Wine Packaging Workshop: How to lower your footprint and engage your customers

A practical and interactive workshop on how to make packaging (more) sustainable

All workshop sessions will take place on this [Zoom Link](#)

**June 1, 2021: 1 pm - 4 pm Pacific Standard Time
Free on Zoom**

In partnership with



What is this workshop for?

This workshop is to discuss what constitutes (more) sustainable packaging today

What will be the format?

Presentations and discussions and Q&A with the speakers and participants

Who will attend?

Wine industry executives, packaging and winery managers

Why show up?

Learn about the drivers, examples, processes, outcomes of sustainable packaging

What are the intended outcomes?

Attendees will know how to better adapt to the demands for better packaging outcomes

How do I sign up?

Sign up for the [Future of Wine Americas conference](#) on June 2-3 and you'll be automatically enrolled.

Alternatively email tom@sustainablewine.co.uk

Numbers are limited, please contact tom@sustainablewine.co.uk to secure your place.

Zoom Link for workshop: <https://us02web.zoom.us/j/2466856708>

June 1: 1 pm - 4 pm Pacific Standard Time

1.00 - 1.50pm PT	<p>Session one: What do we mean by sustainable packaging in wine? What is the business case?</p> <p>It is clear that the packaging of wine has a serious environmental footprint. Some studies show glass and associated packaging issues can mean 30% or so, of a bottle of wine's GHG footprint can be found in the bottle.</p> <p>But other formats are also imperfect and have impacts. Although these can often be much lower, consumer acceptance and desire/demand from producers can be a challenge.</p> <p>In this opening session we will discuss what "sustainable" should and does mean today in wine packaging, and which format works best, depending on circumstance.</p> <p>We will analyse the different GHG footprints of differing formats, and discuss both how expectations are evolving, but also how the wine sector can respond to them.</p> <p>Speakers:</p> <ul style="list-style-type: none">- Joanna Griffiths, Global Food Community Director, BSI- Melissa Saunders MW, CEO, Communal Brands <p>Zoom Link: https://us02web.zoom.us/j/2466856708</p>
2.00 - 2.10pm PT	Mini Break
2.10 - 3.00 pm PT	<p>Session two: How do you make the case for investment, and take the first steps?</p> <p>Now we've discussed the business case FOR sustainable packaging, how do you make it happen for your business. In this second, practical session we will look at the following:</p> <ul style="list-style-type: none">- Taking the first steps, how to begin the journey: Assess where you are today in both packaging and footprint- Create opportunity: How to look at where the cost savings are, and drive change <p>Speakers:</p> <ul style="list-style-type: none">- Zach Lawless, Co-Founder / CEO, The Good Goods- Joanna Griffiths, Global Food Community Director, BSI <p>With contributions from other speakers and attendees</p> <p>Zoom Link: https://us02web.zoom.us/j/2466856708</p>
3.00 - 3.10pm PT	Mini break
3.10 - 4.00pm PT	<p>Session three: The tools to help you get there, and what the future of sustainable wine packaging looks like</p> <p>In this final session we will consider how you:</p> <ul style="list-style-type: none">- Make innovation happen. Here we will look at HOW you can move beyond initial approaches, partner and collaborate to create innovative solutions- Focus on scale. How can multiple wine players look to collaborate and drive scale, but keep their identity, please the customer, and lower their impact

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| | <ul style="list-style-type: none">- Assess the future: Where is all this leading, and what changes may you see in sustainable wine packaging by 2025 and beyond? |
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Speakers:

- Bruce Schneider, Co-Founder & Managing Partner, Gotham Project
 - Joanna Griffiths, Global Food Community Director, BSI
- With contributions from other speakers and attendees

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