



## **FMI Sustainable Packaging Resources Request for Support and Participation Open to FMI Associate Members**

June 16, 2021

### **Overview & Vision:**

The food industry sits squarely in the middle of sustainability conversations, from production inputs, agriculture, and land use through global and regional supply chains to the physical and digital store, to the consumer's home and beyond.

Pressure and imperatives are coming from all sides to identify and act on more sustainable solutions in our food system. FMI members are part of the equation, the solution, and the conversation.

FMI seeks to engage one exclusive or three shared sponsors to actively participate in a series of sustainability-focused projects. The sponsor(s) would be a partner and active voice in the discussions to craft and implement.

### **Outputs:**

The FMI Sustainability Executive Committee and its Sustainable Packaging Subcommittee have determined there is a clear industry need and broad support for the following resources:

1. Sustainable Packaging Playbook / Guide. - \$20,000
2. Survey / Assessment Resource for Baseline Plastic Footprint (B2B). - \$10,000

Additional offerings will include a broader range of sustainability issues and priorities:

3. FMI Sustainability Discussion Series. - \$10,000
4. Issue Prioritization / Materiality Assessment with FMI Sustainability Executive Committee. - In Kind

## **Sponsor Engagements**

### **FMI Sustainable Packaging Resources**

Except for a few materials, packaging for food, beverage and consumer products is not recovered and recycled at a rate that will continuously provide material for new products. Companies are voluntarily working toward assessing their packaging footprint and need reliable, standardized information to do so. In addition, Industry trading partners need reliable sources of current information about sustainable packaging choices that support internal business operations as well as effective trading partner collaboration.

There will be two resources:

1. Sustainable Packaging Playbook / Guide
2. Survey / Assessment Resource for Baseline Plastic Footprint (B2B)

The vision for this set of complementary guides would be to support efforts toward circularity. There will be a focus on owned brands with the possibility that the resources and content could be applicable more broadly. The resources will be developed so they can be adapted and customized by each company as needed. They will be developed to leverage and complement existing resources for sustainable packaging.

FMI will be utilizing an external consultant, Pure Strategies, in developing the two resources, which will be available at no charge. Sponsors/supporters must be material-agnostic.

Each guide will be an approximate 12-week development process.

#### **Sponsor activations:**

- a. Review / feedback opportunities in-line with member review periods for each resource:
  - i. Sustainable Packaging Guide / Playbook
    1. This guide will include:
      - a. Table of Contents
      - b. Description of circular packaging strategies
      - c. Design for recycling details
      - d. Checklist and recommendation and consideration guide for:
        - i. Efficient materials use
        - ii. Renewable materials

- iii. Recycled content
    - iv. End of product life
    - v. Material health
  - e. Glossary
  - f. Resources for more information
- ii. Survey / Assessment Resource for Baseline Plastic Footprint (B2B)
  - 1. This survey will include:
    - a. Assessment questions for company-level goals, product-level and component level.
    - b. Best practices to baseline for the organization to track progress.
  - b. Recognition and acknowledgment on final deliverable as a Project Sponsor (logo and company name).
  - c. Recognition, acknowledgment and contribution opportunities for any blogs, webinars or events tied to the release.
  - d. Complimentary publications
    - i. FMI will promote the final products for member and non-member to download.
    - ii. The Sponsor(s) is (/are) welcome to utilize their own communication and social channels to promote the final outputs.

**Final outputs:**

- An Industry / FMI Sustainable Packaging Guide or Playbook.
  - These will be customizable so the companies can easily incorporate adapt them into their strategy and planning.
- Survey / Assessment Resource for Baseline Plastic Footprint (B2B).

**3. FMI Sustainability Discussion Series**

FMI will host a series of recorded web-based discussions that will address a variety of important topics and serve as on-demand resources for FMI retail, wholesale, product supplier and associate members.

**Sponsor activations:**

- e. Input on topics and speakers

Initial topics the committee has identified are:

- Water Resilience – Scheduled for June 30, 2021,
  - Regenerative Agriculture / Soil Health
  - Carbon Management / Markets
  - Transportation
  - Buildings / Refrigeration
  - Energy
  - Food Waste
  - Packaging
  - Consumer Engagement
- f. Visibility opportunity

**Final outputs:**

Live and recorded online discussions hosted on fmi.org.

**4. Issue Prioritization / Materiality Assessment with FMI Sustainability Executive Committee**

The Sponsor(s) will assist in conducting an Issue Prioritization / Materiality Assessment with members of the FMI Sustainability Executive Committee, comprising retail, wholesale and product supplier sustainability leads.

This effort will inform and support the committee’s sustainability strategy. There will be 10-12 members of the committee available for brief interviews (~30 minutes) to inform the recommendations. Sponsor(s) is (/are) also invited to field a brief written survey to the full committee and select external stakeholders to inform the effort.

With this effort, FMI would like to make sure that member perspectives and emerging issues are considered in order to develop the committee’s priorities and support the association’s sustainability strategies.

**Sponsor activations:**

- a. In-kind subject expertise; and
- b. Opportunity for access to 10-12 FMI Sustainability Leaders

**Final outputs:**

- Issue Prioritization / Materiality Assessment Presented to the SEC

**Committee members are from the following companies:**

**Retailers/Wholesalers**

- Ahold Delhaize USA
- Albertsons Companies
- ALDI Inc.
- Amazon.com, Inc.
- Daymon
- Giant Eagle, Inc.
- KeHE Distributors
- Kudrinko's Ltd.
- Loblaw Companies Limited
- Meijer, Inc.
- PCC Community Markets
- Publix Super Markets, Inc.
- Retail Business Services, LLC
- Safeway Inc.
- SpartanNash Company
- Sprouts Farmers Market, Inc.
- Target Corporation
- Town & Country Markets, Inc.
- Wakefern Food Corp.
- Wegmans Food Markets, Inc.
- Whole Foods Market, Inc.

**Product Suppliers Companies**

- Campbell Soup Company
- Ferrero NA, Inc.
- The J.M. Smucker Company
- Nestle USA, Inc.
- Unilever

**Promotions and Sponsor recognition:**

Sponsor(s) will be promoted through FMI communication channels, including the blogs on fmi.org, the Friday blog digest (9,000 subscribers), Board of Directors weekly notes email, FMI Member Monday newsletter (4,000 subscribers) and FMI dailyLead (40,000 subscribers).

When working on 350–500-word blogs for fmi.org, we have FMI staff bylines, and we work with the sponsors on incorporating their thought leadership. The blogs then link to resources and webinars. Here is an [example to review](#).

All sustainability outputs will be available for FMI members on fmi.org.

The FMI Sustainability Sponsors will be recognized onsite at the 2022 Midwinter Conference and the outputs promoted on the screen in appropriate sessions.

**Contacts:**

Sponsorship interest will be reviewed on a first-come, first-served basis. Sponsor Contracts will be offered if there is a mutual fit.

**Sponsorship inquiries:**

Peter Collins, Senior Director, Business Development  
[pcollins@fmi.org](mailto:pcollins@fmi.org)  
202-220-0737

**Project and Content questions:**

Marjorie DePuy, Sr. Director, Supply Chain & Sustainability  
[mdepuy@fmi.org](mailto:mdepuy@fmi.org)  
202-220-0656



# Sustainability Partnership Contract

## Sponsorship Opportunities

- YES**, our company agrees to be the exclusive Sustainable Packaging Guide / Playbook Sponsor. 1 Available  
\$20,000
- YES**, our company agrees to be Survey / Assessment resource for Baselining Plastic Footprint (B2B) Sponsor. 1 Available  
\$10,000
- YES**, our company agrees to be the exclusive FMI Sustainability Discussion Series Sponsor. 1 Available  
\$10,000
- YES**, our company agrees to be the Issue Prioritization / Materiality Assessment Sponsor. 1 Available  
In-Kind

## Company Information

COMPANY (As you wish to appear in promotional material)

COMPANY WEBSITE

## Company Contacts

### PRIMARY CONTACT

PHONE

EMAIL

### ALTERNATIVE CONTACT

PHONE

EMAIL

## Sponsor Item Selection

Please indicate which sponsorship(s) you would like to pursue:

	Item:	Qty:	Price:
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

## Terms and Conditions

- FMI membership (retailer/wholesaler, product supplier, or associate) is required to pursue the FMI Sustainability Partnership sponsorship opportunities.
- Costs & Payment, Refund**
- The cost of the individual sponsorship opportunities cannot be shared or split between companies.
- Sponsor agrees to pay full payment of the total sponsorship amount within thirty (30) days of submitting the Sponsorship Contract. Sponsorship benefits go into effect upon receipt of the signed contract and full payment.
- Should a sponsor elect to cancel their confirmed sponsorship, the sponsor is not entitled to a refund of monies paid to FMI.
- FMI will approve all sponsorship recognition including, but not limited to, introductions, presentations, signage, handouts and giveaways.
- FMI reserves the right to modify or cancel, at its discretion, any sponsorship opportunity at any time.
- FMI will retain content ownership, copyright, brand design and it is not a sponsor benefit.
- There will be no competitive company or category lockouts on any event.
- Each sponsor agrees to submit their company logo to FMI at the time of the commitment. Preferred file format is 3" X 3" EPS and high-res JPEG file. Logos can only contain one company name.

## Instructions

**Please email completed contract and payment to:**

**Peter Collins | [pcollins@fmi.org](mailto:pcollins@fmi.org) |**

(p) 202.220.0737 | (f) 202.429.4519

FMI | 2345 Crystal Drive | Suite 800 |  
Arlington, VA 22202

*Signature on form signifies that the company representative is an authorized company representative and has read and agrees to the Terms and Conditions.*

SIGNATURE

DATE