

## CALL FOR CANDIDATES

### Climate-Smart Packaging Optimization

Trayak is offering an opportunity for Climate Collaborative *packaging-committed* companies to engage in two packaging climate optimization studies. Each study will focus on working directly with one company to optimize an identified packaging type to reduce climate-related impacts; these two projects include:

- A short packaging optimization engagement to be completed by October 2018.
- A longer packaging optimization engagement to be completed by summer of 2019

Both engagements will incorporate screening lifecycle assessments (LCAs) of the company's current packaging system to establish a baseline, and the new and/or improved packaging system. The companies involved will provide the BOMs of the package (material, mass of material, package type, PCR content, etc.); modeling and analysis will be completed by Trayak, in consultation with the participating company.

Following each engagement, a case study will be produced to showcase real-world examples of climate-smart packaging improvements and quantify subsequent environmental benefits. They will highlight the process, strategies, techniques, and tools/software solutions used to identify and manage packaging improvements and document the associated environmental benefits.

#### Benefits for Selected Candidates

The two Climate Collaborative packaging-committed companies selected will receive:

- Highly discounted access to sustainable package expertise and consulting from Trayak.
- Opportunity to execute on a sustainable packaging initiative with documented results and verified data/methods.
- Visibility among Climate Collaborative committed companies.
- A case study produced in consultation with Trayak; can be used for promotion.

#### Deliverables

The subject company will receive a comparison report detailing the environmental impacts of the baseline packaging system and the improved/alternative packaging system, illuminating environmental hotspots of the packaging and providing insight into where efforts should be focused to maximize emissions reductions.

#### Cost

The cost will be determined based on the scope of the project, but the subject company *will* receive a deep discount to Trayak's LCA and consultation services because of the partnership between Trayak and the Climate Collaborative.

#### How to Participate

1. Write [info@climatecollaborative.com](mailto:info@climatecollaborative.com) with "Trayak Optimization Candidate Application" in the subject line. Indicate the project type you would like to participate in, and describe how you meet the candidate & project profile (Appendix 1).
2. The Climate Collaborative and Trayak will respond by July 31<sup>st</sup> with next steps.

## APPENDIX 1: PROJECT & CANDIDATE PROFILES

### Project 1: Short duration: Turnkey Off-the-Shelf packaging

- Timeline July - October 2018
- Participant Company and Trayak would work together to implement smaller packaging strategies such as light-weighting, material change, or increasing PCR Content. Preferably the new design is off the shelf and can be quickly adopted.
- Requested Participant Company/Project Profile:
  - Should be working toward or recently implemented one of the smaller strategies listed above.
  - Ideally has a dedicated sustainability professional or packaging professional who would lead the project in the selected company.
  - Has relatively straightforward information gathering protocols for packaging systems. Required packaging info can hopefully be found in the Package specifications.

### Project 2: Longer Project: Re-Design or Change of Format of Package

- Timeline: October 2018 – Summer 2019
- Requested Participant Company Profile:
  - Hoping to make a large packaging system change (format change, redesign of package, etc.)
  - Ideally has a dedicated sustainability professional and a packaging engineer to work through the feasibility of the alternatives.
- Project profile:
  - Involve cross-functional sectors of company
  - Implement redesign of packaging
  - Might involve a specific packaging supplier or proprietary process and a customized approach to modeling the packaging system
  - This engagement would go through all the steps of implementing a new package as well as analyzing the new package and communicating result

This project is a collaboration between Trayak and the Climate Collaborative.

