

# Reinventing the Food & Beverage Industry

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## Sustainability- *The Lifecycle Strategy for Companies*

**Nina Goodrich**

Sustainable Packaging Coalition, USA

Sustainability and innovation are linked as future drivers of our economy. In this talk Nina Goodrich will explore the role that business can play in sustainability. She will talk about the opportunity side of sustainability and the strategic advantages enjoyed by companies who embed sustainability into their strategy.

Earth's population growth and increased consumption has accelerated the depletion of natural resources, the loss of ecosystem services, and created world water and energy shortages. There is pressure on global food supplies and increasing health challenges.

How can we change the story of economic growth and environmental decay?

This talk will outline how food and beverage companies can step up and address these important issues.

## Biography

Nina Goodrich is Director of the Sustainable Packaging Coalition and Executive Director of GreenBlue. GreenBlue is dedicated to researching and promoting the principles of sustainable materials management that seek to help industry: use materials wisely, promote material health and recover more. She believes in the power of the circular economy to provide growth without waste.

She came to GreenBlue with an industry and consultancy background in R&D management, innovation and sustainability strategy. Nina believes that innovation and sustainability are linked as key drivers for our future. Nina has held leadership positions in R&D with Alcan Packaging, Amcor, The Guelph Food Technology Center and Magic Pantry Foods. While in industry, as a lifetime student of the innovation process, she worked to develop a value innovation process for re-invention. This process has provided a key framework to link innovation and sustainability. At Alcan Packaging she held the position of Director, Sustainnovation in their Growth and Innovation Organization. It was in this role that she came to understand the opportunity side of sustainability and the role it can play in re-inventing competitive corporate strategy. She has worked to develop a value proposition for sustainability and to share it with all who will listen.

She has done graduate work in technology management and holds a BA in Molecular Biology from Wellesley College in Massachusetts. Regarded as a thought leader in the field, she speaks and writes frequently on the convergence of sustainability, innovation, and technology.

[nina.goodrich@greenblue.org](mailto:nina.goodrich@greenblue.org)

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