



POLY COATED PAPER ALLIANCE

WEBINAR

FEBRUARY 22, 2023

AGENDA

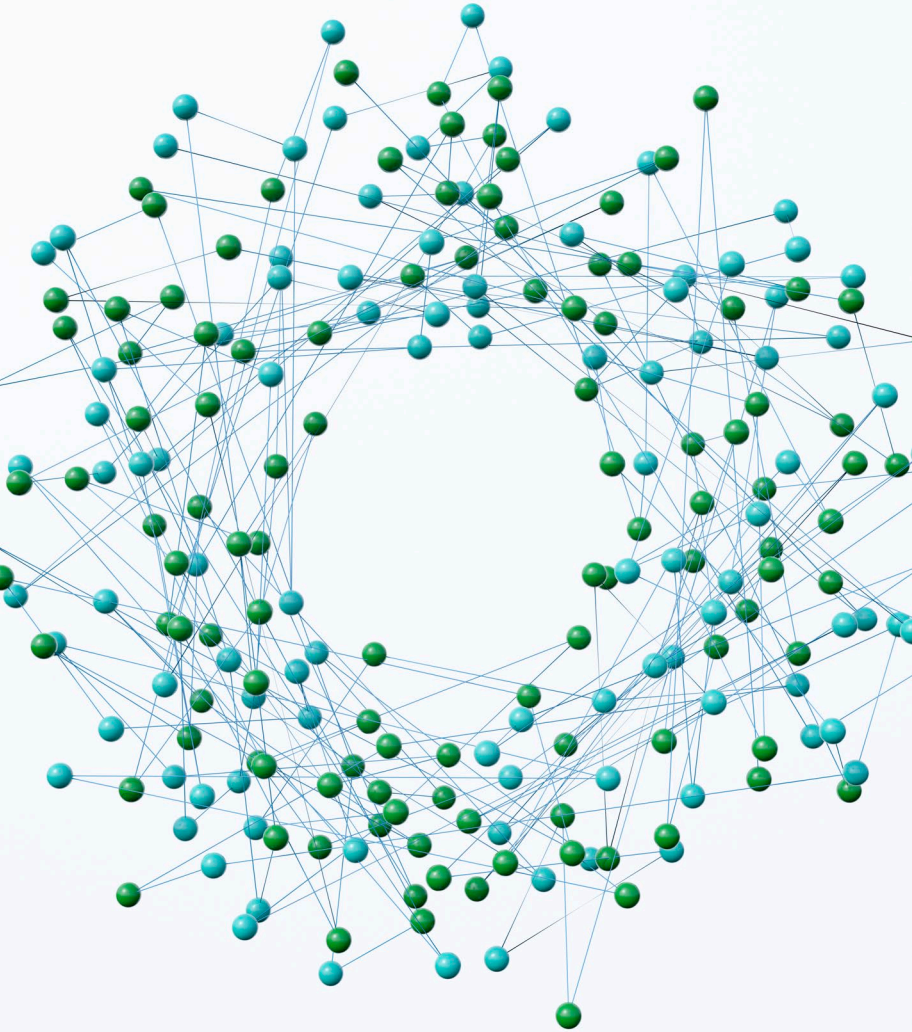
Time	Topic	Presenter
3:00 – 3:05 PM	Welcome & PCPA Overview	Jim Frey, RRS
3:05 – 3:15 PM	How will the PCPA Work?	Teo Medellin, P&G
3:15 – 3:20 PM	Who Should Join?	Shannon Moore, Kellogg's
3:20 – 3:35PM	Workstream Descriptions <ul style="list-style-type: none">• Close Data Gaps• Design Guidance• End Markets• Common Messaging• ISRI & Mill Specs	<ul style="list-style-type: none">• Samantha Kappalman, RRS• Shannon Moore, Kellogg's• Amber Barron, P&G• Jason Pelz, CCNA• Cassandra Snelling, Sonoco• Jim Frey, RRS
3:35 – 3:40 PM	Funding Level Overview	Scott Byrne, Sonoco
3:40 – 3:50 PM	Questions / Comments	Samantha Kappalman, RRS
3:50 – 4:00 PM	RRS Updates & Next Steps	Samantha Kappalman, RRS

PCPA BACKGROUND

JIM FREY, RRS

- Beginning Stages:
 - Initial Interview Outreach – Q1 2022
 - In person convening – Sept 2022
- Pre-Launch Prep:
 - Initial Leadership Committee development
 - Webinar
- Official Launch
 - March 2023

Alliance Goal: Together, the alliance will collaborate toward the end goal of widespread end-market acceptance, universal adoption of design guidelines, upgraded ISRI and Mill specifications, and documented flow and recovery of materials.





PCPA ORGANIZATION

TEO MEDELLIN, P&G

- **Project Organization**
 - 24 Month Collaboration
- **Performance and Accountability**
 - Specific Targeted Outcomes defined for each Key Workstream
- **Work Plan and Tasking**
 - Ongoing Coordinated Action Plan for each Workstream Task Area
- **Leadership and Governance**
 - Committees Created for Each Workstream + Leadership Group
- **Project Budget, Participation Options and Cost**
 - Budgeted at \$500,000 (dependent upon financial support) per year

PCPA TARGET MEMBERS

SHANNON MOORE, KELLOGG'S



OVERVIEW OF WORKSTREAMS

SAMANTHA KAPPALMAN, RRS



Objective #1 - Close Data Gaps



Objective #2 - Universal Design Guide for Poly Coated Paper Packaging



Objective #3 - Expand End Market Acceptance of Poly Coated Paper Packaging



Objective #4 - Create Common Set of Talking Points/Messaging



Objective #5 - Upgrade ISRI Specs (Add Poly Coated Paper Grade, Inclusive 54)

PLANKS

IMPACT

Shannon Moore, Kellogg's

CLOSE DATA GAPS

Document data, confirm gaps and plan to fill gaps

Execute data gap filling plans – bale audits, MRF flow studies, yield assessments

Create “members only” data room and content that is approved for “story telling” use

DOCUMENTED FLOW, ACCESS, RECOVERY

Amber Barron, P&G

DESIGN GUIDANCE

Activate working group and review design guidance

Draft universal design guidance with input from key stakeholders

Review, adoption and dissemination of universal design guidance to brands and key stakeholders

UNIVERSAL ADOPTION OF DESIGN GUIDES

Jason Pelz, CCNA

END MARKETS

End-market/mill inventory/survey

Partner with end-markets on mill testing, yield and pulping performance and acceptance

Partner with end-markets on voluntary mill commitments, supply development and logistics support

WIDESPREAD END MARKET ACCEPTANCE

Cassandra Snelling, Sonoco

COMMON MESSAGING

Key Influencer Profiling

Develop messaging/stories

Deliver core outreach/education messaging, document results and influencer impact

COMMON EDUCATION OUTREACH

Jim Frey, RRS

UPGRADE ISRI & MILL SPECS

Activate work groups on ideal specs in each grade

Build industry support – creating a strong alliance for upgraded specs

Stakeholder engagement and adoption of upgraded ISRI and Mill Specs

POLY GRADES AND INCLUSIVE MIXED PAPER

FUNDING LEVELS

SCOTT BYRNE, SONOCO

Level	Responsibilities	Commitment
Platinum Founder	<ul style="list-style-type: none"> • Position on Leadership Committee • Chair or Co-Chair Working Group Committees; Final Approval of Makeup of Working Groups • Participates in Development of Budget • Participates in Development of Work Plan • Management Review/Approval of Budget and Work Plan • Leadership Roles in Developing and Hosting Quarterly and Annual Meeting • Recognition as Platinum Founder – (tiered logo lockup) • Access to Program Website • Priority in Any Inquiries to the Project Team • Priority in Any Opportunities for Add-on Capital Call Projects (e.g. sponsorship of high-profile project) 	Two-year commitment \$75K per year
Co-Founder	<ul style="list-style-type: none"> • Participation in Working Groups; Development of Work Plans, Outcomes, and Resourcing • Access to Project Specific Information and data on Password-Protected Program Website • Participation in Quarterly and Annual Meetings • Recognition as Co-Founder (tiered logo lockup) • Priority in Any Inquiries to the Project Team • Access to Opportunities for Add-on Capital Call Projects (e.g. sponsorship of high-profile project) 	Two-year commitment \$25K per year
Alliance Member	<ul style="list-style-type: none"> • Can Contribute to Working Groups/Not Official Members • Access to Summary Information on Program Website • Participate in Quarterly and Annual Meetings • Recognition as Alliance Member 	Yearly commitment \$5K per year

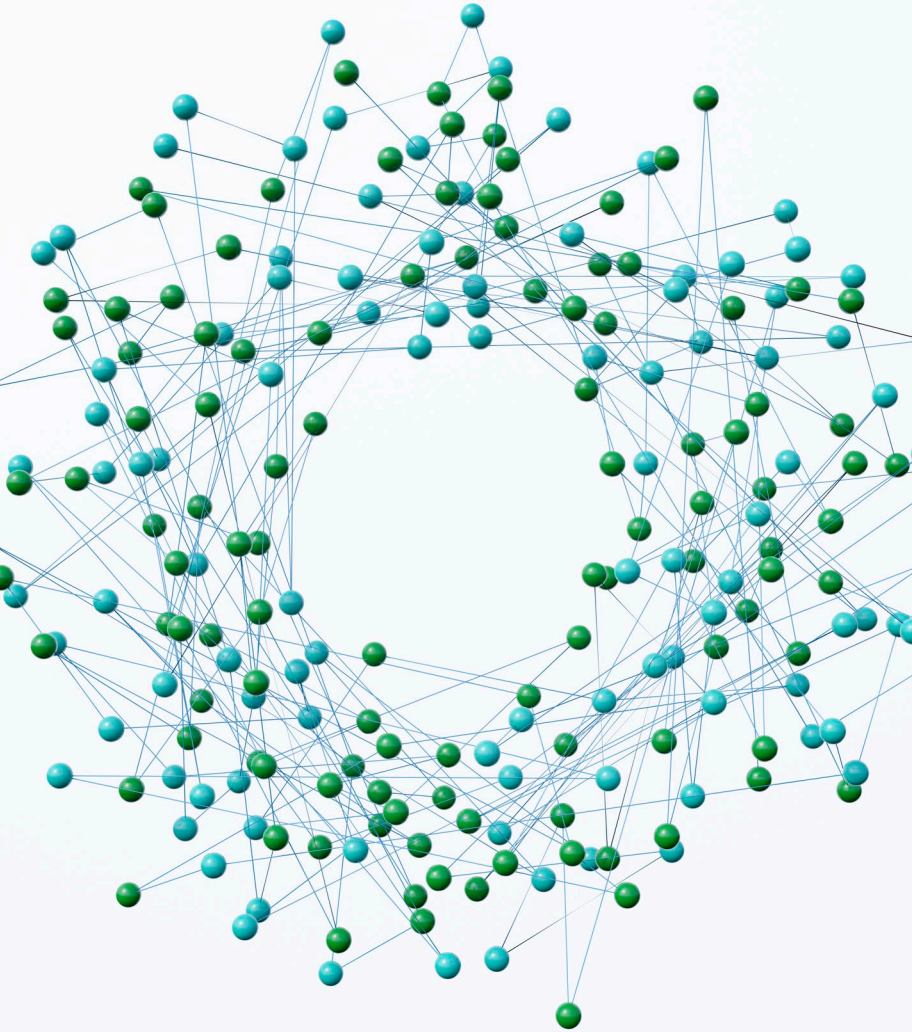
Questions? Comments?



NEXT STEPS FOR THE PCPA

SAMANTHA KAPPALMAN, RRS

- Webinar Follow Up
- Contracts and Invoicing
- March full Alliance kick-off meeting (virtual)
- Individual Workstream committee meetings kick-off



PCPA LEADERSHIP TEAM



- Jason Pelz -
jason.pelz@tetrapak.com



- Amber Barron -
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- Teo Medellin -
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- Shannon Moore -
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- Kyle Graves -
kyle.graves@kellogg.com



- Scott Byrne -
scott.byrne@sonoco.com
- Cassandra Snelling -
cassandra.snelling@sonoco.com



Thank you for your participation!

- *Samantha Kappalman* – skappalman@recycle.com
 - *Senior Consultant – RRS*
- *Jim Frey* - frey@recycle.com
 - *CEO - RRS*
- *Marcus Coleman* - mcoleman@recycle.com
 - *Analyst – RRS*
- *Morgan Johnson* - mjohnson@recycle.com
 - *Analyst – RRS*