

Bite-Size Biomimicry Webinars: Packaging Innovation

SUMMER 2021

The Bite-Size Biomimicry Webinar series is an open-source resource to educate and inspire ideas for future packaging design. Each webinar in the six-part series has a theme relevant to a current sustainable packaging challenge. Hosted by experts in biomimicry and packaging innovation, the goal is to promote interdisciplinary collaboration across the consumer packaged-goods industry. Sample topics include:



Nature's Packaging Recipes	What are Nature's go-to materials and tried-and-true recipes? How does she keep things fresh under all kinds of conditions? How does Nature make things biodegrade at the perfect time?
Sealing & Resealing	What are Nature's strategies for sealing and resealing? What are some examples of Nature's packaging that are resealable?
Storage & Transportation	Why does Nature's packaging withstand extreme weather conditions? How does Nature's packaging maintain structural integrity during transport?
Branding & Communication	How do Nature's flora and fauna attract attention and signal important information?
Moisture Management	What are some of Nature's surprising and elegant strategies that help plants, insects and animals thrive under different moisture conditions?
Sourcing Materials & Chemistry	What are the qualities of Nature's packaging that make it life friendly and non-toxic to ecosystems?

Professional Development Benefits

- Build biomimicry skills: Design for Nature with Nature
- Learn about Nature-inspired design thinking
- Apply Nature's strategies to a problem in your industry
- Bring your skills and talents to team work and dream work
- Reconnect with Nature and understand her secrets
- Use Nature's strategies to create better performance of compostable materials

Sponsor Benefits

- Establish your brand as a thought leader, with visibility across several media channels
- Inspire innovation for future packaging solutions
- Align your brand with solving the plastic packaging problem
- Map future trends of sustainable packaging
- Foster interdisciplinary ways of problem-solving
- Build your team's capacity for Nature-inspired design
- Promote your solutions. Attract new business. Discover synchronicities.

Webinar Sponsorship Opportunities

As a sponsor, your company will co-host this webinar series alongside RCD Packaging Innovation and NatuR&D. Promoted through several channel partners, these webinars will be offered to anyone interested in sustainable packaging innovation.

Interested In becoming a sponsor?

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