



Hi there,

Last week Halo writer Jacob May [spoke with Julia Attwood](#) of Bloomberg NEF, another industry catalyst presenting at the Sustainability in Packaging conference next month. As lead analyst at Bloomberg NEF, her job is to turn mountains of data into in-depth analysis and clear insights that companies rely on to act more sustainably.

- Kevin

Kevin Leland
CEO / Founder, [Halo](#)

Industry Catalysts



Julia Attwood
Bloomberg NEF

Full-Circle: Analyzing the Circular Economy and Sustainable Packaging

Julia Attwood made the shift from materials engineer to BNEF because she wanted to "get out of the lab and see how things were done in the real world." She joins us to talk about where marketing can impede sustainability, what her "top tips" are for companies looking to hit packaging sustainability goals and how companies like Häagen-Dazs are adopting circular models. [Read the full story](#).

Scientist Spotlight



Keith Vorst, PhD
Iowa State University

Biobased foams for thermal insulation

Dr. Keith Vorst is rethinking food packaging by developing biobased foams for thermal insulation and reevaluating methods of post-consumer polyolefin recycling. In addition to his work on sustainable materials and food safety, he also works to eliminate waste by realizing a more circular economy. [Learn more](#)

Post an RFP in less than an hour and start receiving proposals from scientists like Dr. Vorst. [Watch video demo](#)

The screenshot shows the Halo platform homepage. At the top, there's a navigation bar with 'HALO' on the left and links for 'RFPs', 'Proposals', 'Reviewers', and 'Inbox'. On the far right, there's a user icon with 'IS' and a dropdown arrow. Below the navigation, a main heading says 'Welcome to Halo!'. A subtext below it reads: 'Halo makes it easy to post RFPs, manage proposals, and build a network of researchers. Explore how other sponsors are using Halo in the [marketplace](#).'. There are three main callout boxes: 'Find Solutions' (Create an RFP that gets results using our simple 3-step form, with a 'Post an RFP' button), 'Build A Network' (Add your company's interests and what makes you a partner of choice, with a 'Edit Company Profile' button), and 'Collaborate' (Invite colleagues to help write RFPs and review proposals, with a 'Invite Team Members' button). The background of the page has a light blue gradient.

[Watch Video Demo](#)

What We're Reading

[BASF says it is embracing the circular economy. Should we be skeptical?](#)

[New packaging for Henkel toilet cleaners](#)

[7 ways the circular economy will grow in 2021](#)

[How L'Oréal is Accelerating Its Sustainable Mission](#)

Customer Stories

PepsiCo: [Sustainable, moisture-resistant packaging](#)

Baxter: [Turning tap water into dialysis solution](#)

Bayer Crop Science: [Helping farmers protect crops](#)

Events in Packaging

GreenBiz 21

February 9-11 - GreenBiz - [Register](#)

UnPacked21

February 23-24 - Pet Sustainability Coalition (PSC) - [Register](#)

2021 Food, Packaging & Sustainability Summit

February 24-26 - Sonoco FRESH - [Register](#)

Mono-PE Flexible Packaging: Protecting Consumer Products While Supporting a Circular Economy

March 3 - Xtalks - [Register](#)

Sustainability in Packaging US 2021

March 9-12 - Sustainability in Packaging US - [Register](#)

Future Food-Tech Summit

March 11-12 - Future Food-Tech - [Register](#)

Halo is an online platform that connects you directly with a global network of scientists and startups to address your most critical R&D challenges

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