



Hi there,

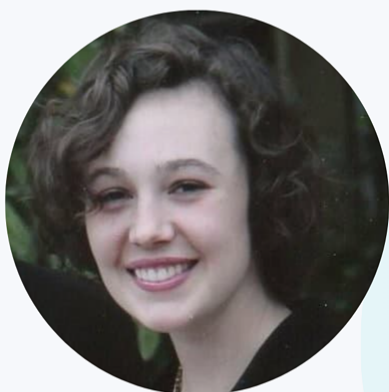
Last week Halo writer Jacob May [spoke with Julia Attwood](#) of Bloomberg NEF, another industry catalyst presenting at the Sustainability in Packaging conference next month. As lead analyst at Bloomberg NEF, her job is to turn mountains of data into in-depth analysis and clear insights that companies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

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## Scientist Spotlight

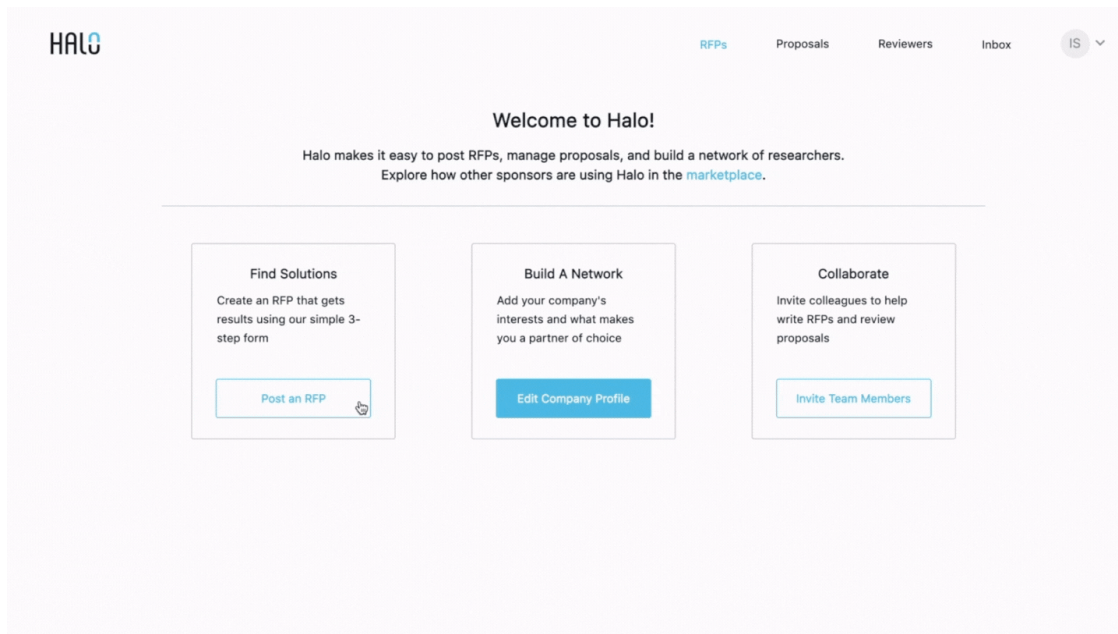


**Keith Vorst, PhD**  
Iowa State University

### **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](#)



[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 Acceleration Its Sustainable Mission](#)

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## Customer Stories

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

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

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

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## 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](#)

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