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The paper bottle is no longer a pipe dream but still years away from mass production. So what's keeping paper from replacing plastic in bottles? We spoke to experts – Reid Lifset of the [Yale School of the Environment](#), Adam Gendell from [GreenBlue Org](#) and Dr. Sandeep Kulkarni of [KoolEarth Solutions, Inc.](#) – to find out. [#sustainability](#) [#packaging](#)

<https://hubs.li/HODZXXs0>




Paper vs. Plastic: Battle of the Bottles - Translation | Halo Blog
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From satellites to cereal boxes, Jay Gouliard's innovation career covers considerable ground. Ahead of his appearance at the Future Food-Tech Conference in March, we caught up with the VP of Global Packaging at [Mondelēz International](#) to discuss why innovating toward a more sustainable future is one of his toughest, most exciting challenges to date. [#InnovationCatalyst](#) <https://hubs.li/H0H9STT0>

Innovation Catalyst



Sustainability and Innovation at Mondelēz
Jay Gouliard, Vice President of Global Packaging

future food-tech
conference March 11-12, 2021 **HALO**


Parallel Processes: Sustainability and Packaging Innovation At Mondelēz - Translation | Halo Blog
halo.science · 7 min read

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Julia Attwood made the shift from materials engineer to [BloombergNEF](#) because she wanted to "get out of the lab and see how things were done in the real world."

She joined 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 interview below [#IndustryCatalyst](#) <https://hubs.li/H0GxI760>

Industry Catalysts




The Circular Economy and Sustainable Packaging
Julia Attwood, Advanced Materials Lead Analyst, BloombergNEF

SUSTAINABILITY IN PACKAGING US **HALO**


Full Circle: Analyzing the Circular Economy and Sustainable Packaging - Translation | Halo Blog
halo.science · 10 min read

Twitter Copy


 **HALO** @HALOdotscience · Feb 15


With experts recommending better filters in masks, Dr. Gloria Oporto Velásquez of @wvudavis has a renewable, antimicrobial solution. She is developing mask filters that kill or slow bacteria made of polylactic acid, cellulose and copper hubs.la/H0Gxp-n0 #ScientistSpotlight

Scientist Spotlight




Gloria Oporto-Velásquez
West Virginia University




 **HALO** @HALOdotscience · Feb 17

Thermal insulation keeps perishables fresh in transit, but common plastic foams don't score well on sustainability. Dr. Keith Vorst of @IowaStateU is developing a bio-based alternative. hubs.la/H0GN4Tm0 #ScientistSpotlight

Scientist Spotlight



Keith Vorst, PhD
Iowa State University



 **HALO** @HALOdotscience · Feb 25

Few have the range to design missiles for F-15s and reimagine the Cheerios box. Jay Gouliard has done all that and more, but he says sustainability agendas are his most complex project to date. We spoke with Jay ahead of @foodtechinvest #InnovationCatalyst hubs.la/H0H9Cng0

Innovation Catalyst



Sustainability and Innovation at Mondelēz
Jay Gouliard, Vice President of Global Packaging



Email Copy

1. Automated email Actions

Template: [Channel Partners - Packaging - Blog Promo - Paper vs. Plastic](#) Template owner: Jacob May

Subject: Article on Paper vs. Plastic for Your Members

Hi [Contact: First name](#)

I am a writer at **Halo**, an online platform that connects scientists directly with companies for research collaborations. We published an article on [Paper vs. Plastic: Battle of the Bottles](#) that I thought may be of interest to your members. We interviewed leading packaging experts on how paper bottles stacks up to plastic on measures of sustainability, recyclability and cost.

Would you be able to share this article with your members in a newsletter or on social media? I am happy to schedule a time to chat if you'd like to learn a bit more about Halo and our recent work in sustainable packaging.

Regards,
[Sender: First Name](#)

Subject: Bayer Awardees Social Media Campaign

Dear [Contact: First name](#)

We got your contact info from your faculty member X, who was selected to receive funding for their research from Bayer through their [Grants4Ag program](#). Halo is working with Bayer to officially announce the winners in a global press release and through profiles of each winner on our blog. The profiles consist of an introduction written by us followed by a Q&A written by the awardees themselves ([see an example here](#)). A copy of the Bayer press release is attached below.

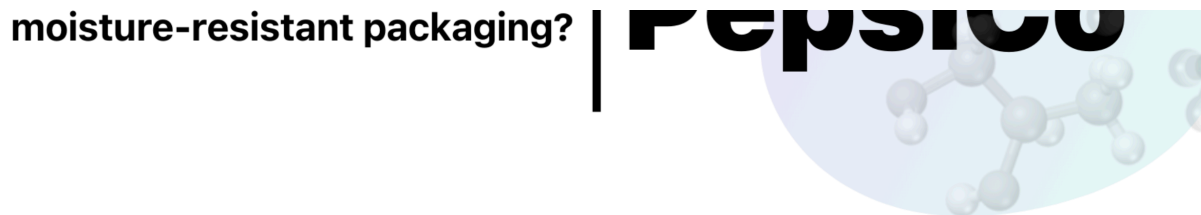
We've also attached some social share images of X for use on Twitter and LinkedIn. Our suggested copy for the posts are as follows:

- Twitter- XXX
- LinkedIn- XXX

Could you post these or something similar to your institution's social channels sometime in the upcoming days/weeks? Your researcher's proposal was one of just 24 selected out of 600+ applications from around the world, so this is a great opportunity to give them some well-deserved publicity. If you have any questions, please let me know.

[Sender: First Name](#)

Landing Page Copy



[The Challenge](#)

Creating moisture barriers for bio-based films

[PepsiCo](#) is one of the world's leading food and beverage companies and invests more than \$700M in R&D annually. To achieve its goal of 100% RCB (recyclable, compostable or biodegradable) compliance by 2025, PepsiCo actively seeks new technologies and materials to replace plastics in its packaging.

One sustainable alternative for flexible packaging (e.g. potato chip bags) are bio-based films, but they are less effective at protecting product from moisture and corrosion. [Sameer Talsania, PhD](#), Senior Manager of External Innovation, and [Sri Narayan-Sarathy, PhD](#), Senior Principal Scientist, were in search of materials or coatings that could layer on top of bio-based films to prevent moisture and contaminants from seeping through, but without sacrificing biodegradability.

Scientist Spotlight

In our weekly newsletters, we feature top scientists from our network and highlight their research. Check out their Halo profiles below and subscribe to our newsletters for exclusive interviews, RFP opportunities, upcoming events and more.

[Scientist Newsletters >>](#)

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Week of February 22, 2021



Intro Copy for Q&A Interview (Headline is also my copy)

Full Circle: Analyzing the Circular Economy and Sustainable Packaging



By [Jacob May](#) in [Industry Catalyst](#) © February 9, 2021

Julia Attwood spent many of her days as a materials engineering grinding away in labs and researching polymer composites. But she wanted a change, one that allowed her to continue doing the technical research she enjoyed while making a more defined impact on decarbonization and sustainability. She joined [BloombergNEF](#) as an analyst five years ago and now heads the advanced materials team. We spoke about key factors for evaluating packaging sustainability, how companies benefit from circular models, her "top tips" for hitting sustainability benchmarks and more.