



# seventh generation™

NERC Spring 2017  
Conference

A young child with light hair, wearing a blue and white striped long-sleeved shirt, is holding the hand of an adult whose arm and hand are visible on the right side of the frame. They are standing in a garden with lush green foliage in the background. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The overall mood is peaceful and hopeful.

# we made a promise the moment we named our brand.

It's a promise that every decision, every product will be made with careful consideration of how it affects the well-being of the next seven generations. It's our belief that the best way to live is with our future in mind, to work each day through the eyes of our children. Because our future generations deserve a planet that's at least as livable as the one we have right now.

This is what we've learned in our first generation.





# our mission

to inspire a consumer revolution that nurtures the health of the next seven generations.

From the very beginning, we've pushed to have a real impact on our competitors, suppliers, communities and government. Products may be the vehicle, but far-reaching, genuine change is the mission.







# Our vision

to build the most trusted brand in our industry by redefining leadership through our principles, practices and partnerships.

1990



Set an industry standard around chlorine processing of fibers.

2001



Lobbied for the removal of phosphates from consumer auto dish products.

2002



Set an industry standard to eliminate non-fragrance VOCs in home care products.

2009



Identified 1,4-dioxane as a cross-contaminant in our products and worked to eliminate it.

2010



Voted #1 Green Brand among green consumers by Mintel.

# our promise

## they work

Seventh Generation products offer effective solutions for the air, surfaces, fabrics, pets and people in your home.



## they're mindful

We harness the power of nature to help create products that are more mindful choices for your healthy lifestyle.



## we care

By working to reduce pollution and preserve natural resources, we help make the world a better place for this and the next seven generations.



# Our 2020 Goals

2020 Goal	Metric
Sustainably Sourced	All materials Recycled or Biobased Agricultural materials sustainably grown and harvested
Zero Waste	All products and packaging biodegradable or recyclable
Zero Fossil Carbon	All employee commuting, business travel, facilities energy, manufacturing energy, and product distribution use zero fossil carbon
Healthy Products for Healthy Homes	No chronic toxicants All products not acutely toxic (LD50<5,000 mg/kg)
Radical transparency	All ingredient sources and manufacturing partner locations disclosed; all chemicals of concern above 100 ppm disclosed
Build Communities	All Suppliers improve the quality of their business communities, exceeding social standards for health, safety, environment, and equity (B-QIA performance)

# Package Development Operating Principles



*Create and/or source components that can be recycled or composted*



*Maximize post consumer recycled (PCR) content of all Packaging*



*Where PCR is not available pursue bio based materials*



*“Right Design” distribution packaging*



*Make packaging decisions LCA based*



# Design for Recycling



CHITTENDEN SOLID WASTE DISTRICT  
|(802) 872-8111|[info@cswd.net](mailto:info@cswd.net)  
*Responsible Resource Management for Chittenden County, Vermont*



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE



# Sustainable Packaging Coalition H2R Logo



Frozen Food Package

**The Recyclability Icon**  
Indicates the recyclability of the packaging component

**Special Instructions**  
Specific directions for the consumer to ensure successful recycling

**Packaging Material**  
Identifies the material type of the packaging component

how2recycle.info

**Program Website**  
Provides resources and information on the label, local recyclability and proper recycling

<b>PAPER BOX</b>	<b>PLASTIC COVER</b>	<b>PLASTIC TRAY</b>

**Packaging Component**  
The specific part of the package referenced by the label

\*Not recycled in all communities

# History



2013



2014



2015



2016

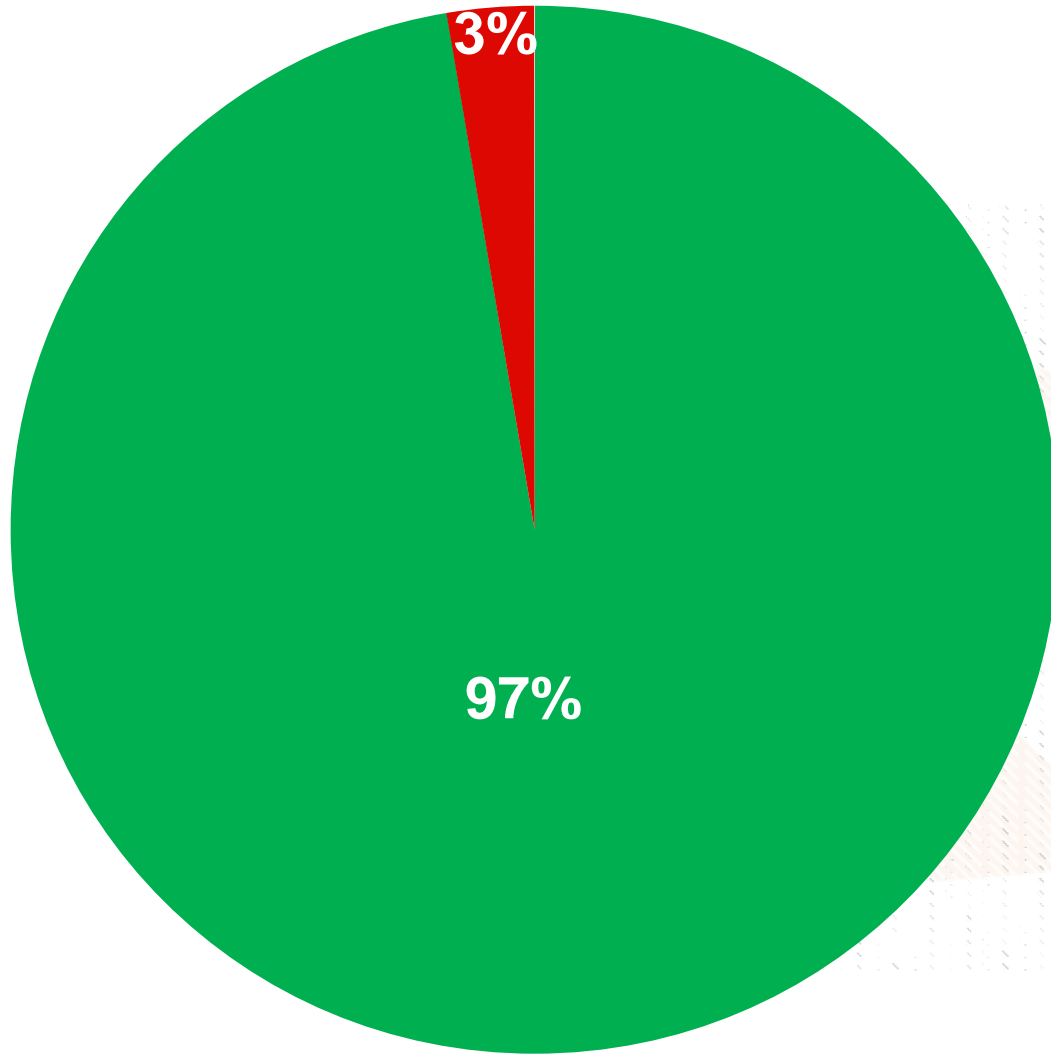






How are we doing?

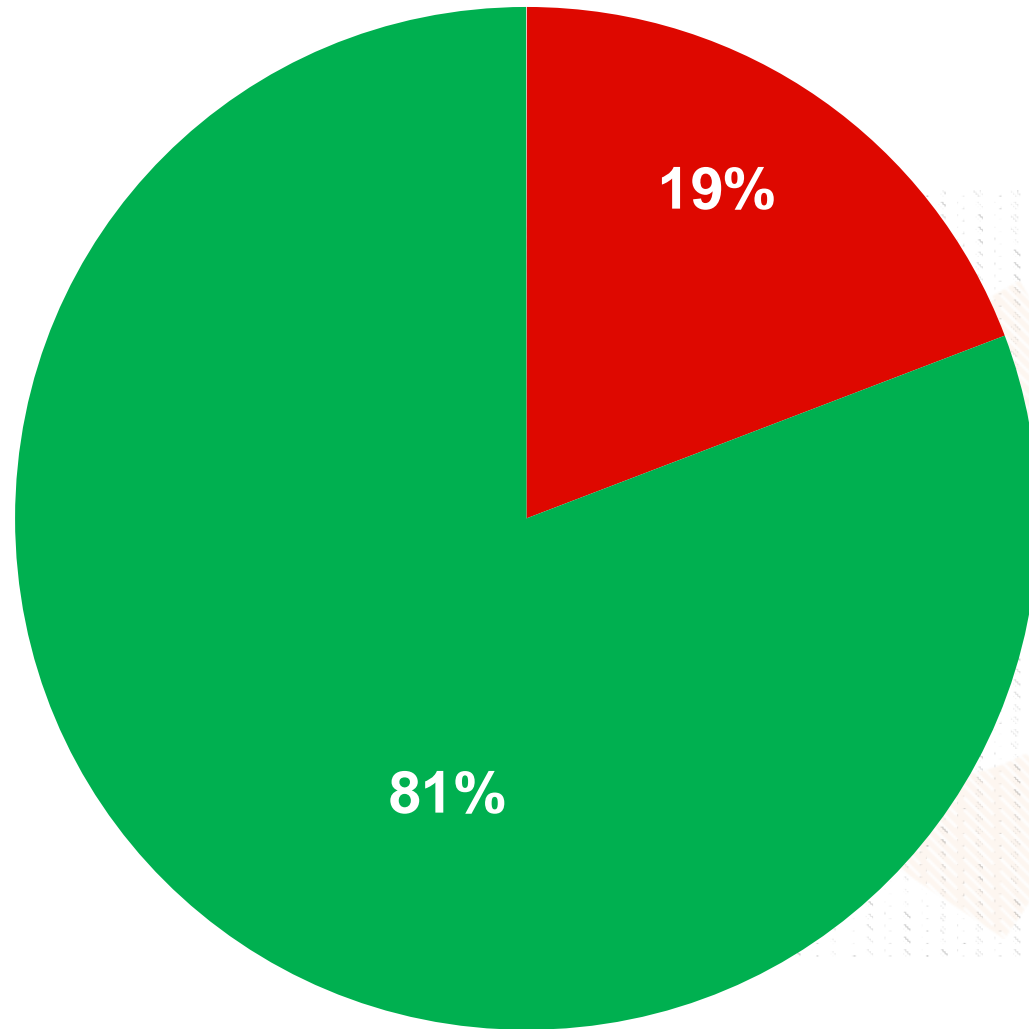
## Goal 2: *Eliminate use of non-recyclable or non-compostable packaging*





# Goal 1: *Eliminate use of virgin petroleum plastic & virgin fiber in packaging components.*

*Resulting in demand of 2,000 metric tons of HDPE and 450 metric tons for PP*





Caring today for seven  
generations of tomorrows.™

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