



PRESS RELEASE

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THINK BEYOND PLASTIC™ ANNOUNCES EXECUTIVE ADVISORS

Business Executives, Investors, State and Local Elected Officials, Distinguished Scientists, and Sustainability Leaders to advise the Sam Farr Innovation Center for the New Plastics Economy

Monterey, CA and Brussels, EU– Think Beyond Plastic™, the global leader in advancing solutions to plastic pollution through innovation and entrepreneurship, announced today that it has formed an Advisory Board to steer the work of the *Sam Farr Innovation Center*, which will accelerate commercialization of research and innovation with focus on plastic pollution.

The Advisory Board is comprised of thought leaders in the circular economy, elected officials dedicated to oceans and natural resources, distinguished scientists with deep understanding of the impact of plastic pollution on the ocean and on human health, executives of consumer and agricultural businesses committed to sustainability, community leaders and representatives of academic institutions.

“The *Sam Farr Innovation Center* for the New Plastics Economy is a bold undertaking,” said Daniella Russo, CEO of Think Beyond Plastic. “Industry advice and guidance is essential in accelerating solutions, and so is the need for global attention to the needs of the innovation ecosystem, including transformative public policies, investment, public-private partnerships and incubating early stage innovation.”

“Plastic pollution is a global issue affecting our oceans and our health. We are excited to bring the focus on solutions to the Monterey Peninsula, at the nexus of marine science, agriculture and innovation,” said Hon. Sam Farr, Congressman (ret.), CA-20.

“Driscoll's has a long-standing commitment to sustainable communities and the environment. We are very excited about the opportunity to explore innovation with a focus on new materials and packaging, together with Think Beyond Plastic,” said Scott Komar, Senior Vice President, Global R&D of Driscoll's.

“It is exciting to see the innovation that Think Beyond Plastics has stimulated to address the critical issue of plastic pollution,” said Nikki Rodoni, CEO of Measure to Improve. “As part of the Executive Advisory Board, I am particularly looking forward to creating much needed alternative solutions to plastics in the agricultural industry.”

About Think Beyond Plastic

Think Beyond Plastic advances commercialization of research and innovation with focus on plastic pollution. Its annual acceleration program provides a bridge to commercialization to innovations with proven commercial potential in bio-benign materials, associated manufacturing, consumer and business products and innovative packaging design. The *Sam Farr Innovation Center* for the New Plastics Economy is a project of Think Beyond Plastic in collaboration with California State University at Monterey Bay. For more information, visit www.thinkbeyondplastic.com

ADVISORY BOARD MEMBERS

Hon. Sam Farr, Congressman (ret.), CA-20

Hon. John Laird, State of California, Secretary for Natural Resources
(* title for identification purposes only)

Charles Baxter, Distinguished Professor, Stanford University (ret.)

Susie Brusa, CEO, Rancho Cielo Youth Campus

James Copeland, Founder, CJ Lake LLC

David Epel, Ph.D., Distinguished Professor, Stanford University (ret.)

Hon. Zach Friend, Supervisor, Santa Cruz (CA) County, District 2

Kent Glenzer, Ph.D., Dean, School of International Policy and Management, Middlebury Institute for International Studies at Monterey

Paul Kephart, CEO, Principal Ecologist and Designer, Rana Creek

Scott Komar, Senior Vice President, Global R&D, Driscoll's

Andrew Morlet, CEO, Ellen MacArthur Foundation

Ramani Narayan, Ph.D., Distinguished Professor, Michigan State University

Gina Nucci, Director of Corporate Marketing, Mann Packing Company

David Rapaport, Vice President, Earth and Community Care, Aveda

Nikki Rodoni, Founder and CEO, Measure to Improve, LLC

Lawrence Samuels, Ph.D., Senior Advisor to the President, California State University at Monterey Bay

Scott Schienvar, Vice President Operations, Americas L'Oréal

Les Strnad, Coastal Zone Management Advisor, California Land Planning

Peter Thurlow, Partner, Polsinelli Law Firm

Nancy Zweng, Managing Director, Golden Seeds, Inc.

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