

Yale University

School of Forestry & Environmental Studies



“Using Product Take-back
to Compete in the World of Consumer Goods”

A Conversation with Eric Hudson, Founder & CEO and John Lively, Director, Environmental & Material Science of Preserve

*Burke Auditorium, 195 Prospect St. New Haven CT
Lecture 4:00-5:30PM, April 8, 2013
Free and Open to the Public, Light Refreshments Provided*

Eric Hudson, Founder & CEO, and John Lively, Director of Environmental and Material Science at Preserve, will speak at the Yale University School of Forestry & Environmental Studies on Monday, April 8th at 4:00PM in the Burke Auditorium, 195 Prospect St. The talk, entitled “Using Product Take-back to Compete in the World of Consumer Goods” is organized by the Industrial Environmental Management (IEM) Program.

In its 22nd year, the IEM Lecture Series brings speakers from companies and organizations to the Yale School of Forestry & Environmental Studies to discuss the relationship between business and the environment. This year the lecture series explores *Industrial Ecology as a Source of Competitive Advantage*. Concepts such as loop-closing, by-product exchange, extended producer responsibility (EPR) and sustainable supply chain management and tools such as life cycle assessment (LCA) and, material flow analysis are characteristic of the field of industrial ecology. The lecture series brings business executives to campus to discuss how their use of these approaches affects their strategy, profitability and their position in the market.

Preserve is a consumer goods company and producer of 100% recycled plastic products. The company collects and processes used polypropylene—#5 plastics—to make personal care, tableware and kitchen products. Based in Waltham, Massachusetts, Preserve has partnered with prominent brands such as Stonyfield Farm, Tom’s of Maine, Brita, Burt’s Bees and Whole Foods to take-back used packaging and convert it into recyclable consumer products.

Eric Hudson founded Preserve in 1996. A native of Massachusetts, he earned a bachelor’s degree in economics and political science from Boston College and earned his MBA, with distinction, from Babson College. He comes from a family rich in entrepreneurship including grandparents who were the founders of Brookstone. He worked in operations management and trading at Fidelity over the course of 6 years. After business school, he established his own consulting firm, Hudson Consulting. John Lively has led Preserve’s efforts in innovative material development and sustainability projects as the Director of Environment and Material Science for over thirteen years.

Ongoing funding for the IEM Lecture Series is provided by the Joel Omura Kurihara Fund. For more information about the lecture series, please see <http://cie.research.yale.edu/events/lecture-series/2012-2013-lecture-series> or contact us at cie@yale.edu, 203-432-6953.