

Cereplast "Make Your Mark"

Bioplastics Symbol Initiative

Nicole's Role

- ▶ As Vice President of Marketing and Communications for international bioplastics manufacturer Cereplast (NASDAQ: CERP), I conceptualized and executed the “Make Your Mark” initiative and introduced a universal symbol to the bioplastics industry
- ▶ I led my internal team, a robust roster of partners, worked with local governments, and collaborated with the overall bioplastics industry on this initiative
- ▶ I oversaw the creation of all promotional materials including video production, worked with a local startup to create the technology to enable the public contest, acquired all of the partners and judges, managed our external PR and IR firms, performed outreach to universities and design schools around the US, organized the event, and was the media spokesperson

Objectives

- ▶ Raise awareness about bioplastics
- ▶ Establish Cereplast as a leader in the space
- ▶ Bring the international bioplastics industry together
- ▶ Create an icon to represent bioplastic materials

The Story

In 1970, a young man by the name of Gary Anderson entered a design contest that represented the beginning of environmental consciousness, what we call the “green movement” today. The contest sought to find a symbol to identify products that were made from recycled materials and/or were recyclable. The competition was also to honor the first “Earth Day” celebration, which took place that same year. Gary won \$2500, and the icon [the recycling symbol] was born.

Today, the recycling symbol is one of the most recognized symbols in the world.

Promo Video:

https://www.youtube.com/watch?v=kxV_y01wflw&feature=youtu.be



The Contest



- ▶ Cereplast took the initiative to create an icon to represent bioplastics
- ▶ Top design schools made the contest a part of their curriculum, including NYU
- ▶ The contest was open to legal residents of the United States. Voting was open to the international public.
- ▶ Generated 2100 design submissions, 5.5MM public votes, 511MM media impressions
- ▶ The public vote determined the top 200 designs. A panel of distinguished judges determined the winning design from the top 200
- ▶ Cereplast awarded \$25,000 to the creator of the symbol on Earth Day Eve 2011

The Judges

 **Herman Miller**


Karim Rashid

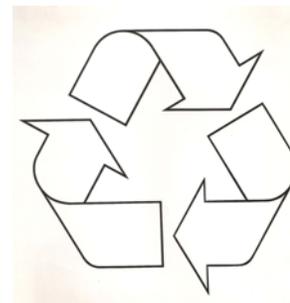
REBECCAMINKOFF

pfeiffer lab
a california design agency.

bioplastics
MAGAZINE . COM


RDI building a better world thru design ROD DYER INTERNATIONAL

Make Your Mark judges include top industrial and graphic designers Karim Rashid, Rod Dyer, John Newland from Herman Miller, and Eric Pfeiffer from Pfeiffer Lab, as well as fashion designer Rebecca Minkoff, editor of bioplastics MAGAZINE Michael Thielen, and Gary Anderson, creator of the recycling symbol.



The Zero-Waste Event

- ▶ 400+ attendees including top 3 finalists, their families, “Make Your Mark” judges, local politicians, influencers from the “green” and bioplastic industries
- ▶ Held at the Herman Miller Showroom, LA’s first LEED Platinum-certified building
- ▶ Guest speakers Zem Joaquin and Dr. Gary Anderson
- ▶ Stephanie Molen, Senior Field Representative for Senator Fran Pavely (creator of the Global Warming Act) presented special certificates on behalf of Senator Pavely to the top 3 finalists for their efforts to help preserve the environment through design.



The Winners



- ▶ Laura Howard, a design student from the University of Louisville in Kentucky, won the \$25,000 grand prize for her design
- ▶ Laura learned about the contest from one of her professors, and was one of the first entrants
- ▶ 1st Runner-Up Silas Pandori, a graphic designer from Ithaca, NY won \$5000
- ▶ 2nd Runner-Up Ryan Ford, Creative Director of DeviantArt.com, won \$2500

The Bioplastics Icon



- ▶ A symbol to identify products made from bioplastics
- ▶ A licensing program to promote the use of bioplastics
- ▶ Donated the symbol to the industry and identified a 3rd party organization to license the symbol and work with the industry for its implementation
- ▶ Created a public forum for the industry to collaborate on the use of the symbol, which was led by Michael Thielen of Bioplastics Magazine

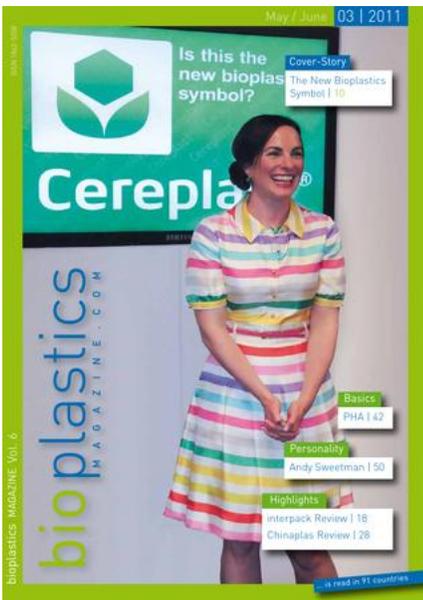
Cereplast Bioplastics Day

The city of El Segundo named April 21, 2011 “Cereplast Bioplastics Day.”



Cereplast Contest in the News

510,695,693 Total Media Impressions



Los Angeles Times ENVIRONMENT

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL
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Greenspace

ENVIRONMENTAL NEWS FROM CALIFORNIA AND BEYOND

Biodegradable plastics: Plant symbol chosen as icon

April 21, 2011 | 9:31 pm
The bioplastics industry may have a new symbol to slap on its products and packaging — an abstract plant to denote plastics made without petroleum.

More than 1,500 designers submitted entries into a contest seeking an icon to represent plastics created using potatoes, corn, wheat, tapioca, sugar, algae and other natural materials.

The competition, backed by El Segundo bioplastics maker Cereplast Inc., was inspired by the 1970 contest that produced the image of three green arrows now ubiquitously as the emblem of recycling.

Cereplast's founder and chief executive Frederic Scheer also founded the Biodegradable Products Institute and is chairman of the Bioplastics Council of the Society of the Plastics Industry.



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Cereplast Launches New Symbol to Represent Bioplastics

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Win \$25,000! (No, really!)

Thursday January 20, 2011
It isn't often that you can win big cash doing something good for the Earth. This, ladies and gentlemen, is the exception.

Cereplast, a manufacturer of bioplastics -- recyclable plastics made from plant material -- has announced a competition to design a recycling symbol for bioplastics.

"Cereplast's competition represents our commitment to educating and helping consumers make smarter purchasing decisions that help preserve and protect our environment," said Frederic Scheer, Chairman and CEO of Cereplast. The contest will be judged by



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Bioplastics Symbol Offers New Way To Identify Eco-Friendly Packaging

The Huffington Post | Joanna Zeeman |
Posted: 04/20/11 05:08 PM ET

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inhabitat

ARCHITECTURE INTERIORS PRODUCTS TECHNOLOGY ENVIRONMENT

Design a Symbol for Bioplastics in Cereplast's "Make Your Mark" Contest!
by Kestrel Jenkins, 01/20/11
Filed under: Contests, Green Materials



Biorefining MAGAZINE

'Make Your Mark' competition is in full swing

By Bryan Sims | February 10, 2011

Forty-one years ago, Gary Anderson created the iconic recycling symbol that can be seen at most recycling locations and on recyclable products today. El Segundo, Calif.-based bioresin manufacturer Cereplast Inc. is accepting design submissions to find the next bioplastic symbol that, when stamped on a product, will clearly serve as an indication that the product is made from bio-based materials.

According to Nicole Cardi, vice president of marketing and communications at Cereplast, the company has received more than 150 submissions since the contest launched on Jan. 3, and the contest more before the contest ends March 4.

