

Goals for SMM Dialog

- **What are SMM and Life Cycle Assessments?**
- **Connecting Recyclers+ with Designers**
- **SMM Leader – New Belgium Brewery**
- **NRC's SMM Strategy**
- **Discussion**
 - **How SMM can help Recyclers+**
 - **How Recyclers+ can help SMM**
 - **How NRC can assist (SMM tools & resources)**