

Partners in Education

The Essentials of Sustainable Packaging course is developed and taught by professionals from the Sustainable Packaging Coalition (SPC), Packaging & Technology Integrated Solutions, LLC (PTIS), Global Sustainability Solutions, Inc. (GSSI), and the Packaging Association of Canada (PAC).

The Sustainable Packaging Coalition (SPC), a project of GreenBlue, is an industry working group dedicated to creating and implementing more sustainable packaging solutions. The SPC is internationally recognized as the definitive resource for credible information about packaging and sustainability. The SPC membership represents companies from across the packaging supply chain, and includes government and educational partners as well.

Relevant SPC projects include the Design Guidelines for Sustainable Packaging, the COMPASS (Comparative Packaging Assessment) online software application, Environmental Technical Briefs, Sustainable Packaging Metrics Project, the End-of-Life Labeling Project, and the online Sustainable Packaging Design Library.

PTIS and GSSI are leading management consulting firms with an innovative approach to packaging with a focus on sustainability. The Principals have extensive experience having worked for Kellogg's, Kimberly-Clark, Kraft, Michigan State University, Sara Lee, Multiform Desiccants, Carton-Craft Corp., Burger King and General Foods. Over the last five years PTIS has helped over 120 Companies achieve better results through strategic organizational work as well as developing new growth and productivity initiatives across packaging.

The Packaging Association of Canada is a not-for profit Canadian corporation established in 1952. PAC membership includes over 450 corporate companies and 1000 associate members from some of the most recognized North American retailers, consumer packaged goods manufacturers, packaging converters, suppliers, packaging machinery and professional service companies.



The **Essentials of Sustainable Packaging**

The only course developed by the Sustainable Packaging Coalition (SPC), *The Essentials of Sustainable Packaging* is structured around the SPC's "Definition of Sustainable Packaging" and provides critical insights, design considerations, and innovative examples from the packaging industry and beyond.

"We cannot solve our problems with the same thinking that we used when we created them."

– Albert Einstein

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The **Essentials of Sustainable Packaging**

THE ESSENTIALS OF SUSTAINABLE PACKAGING course is designed for packaging and corporate professionals seeking a deeper understanding of sustainability and how sustainability criteria can be effectively integrated into the packaging development process to enhance the lives of people, lower environmental impact, and reduce costs.

Course combines interactive lecture and discussion, relevant case studies, and group exercises.



Throughout the value chain, businesses are factoring in environmental and social implications of their decision-making processes through a “triple bottom line” approach focused on people, planet, and profit. Sustainability-focused actions are good business practice offering economic advantages as well as a positive public relations message. The Essentials of Sustainable Packaging course will help you understand and face the challenges to achieving sustainability with your packaging choices and design.

Learning Objectives:

- » Closed Loop Framework for Sustainable Material Flows
- » Understanding the Scope of Sustainable Packaging
- » Collaborative Innovation – Rethinking the Package Development Process
- » Introduction to Life Cycle Thinking and Its Critical Role in Sustainable Packaging Design
- » Environmental Information on Packaging Materials
- » Design for Optimizing Materials and Energy
- » Guidance on Practical “How-To”: Strategies & Tactics
- » Real-life Design and Material Innovations

Sustainable Packaging is:

- » Beneficial, safe and healthy for individuals and communities throughout its life cycle
- » Able to meet market criteria for performance and cost
- » Sourced, manufactured, transported and recycle using renewable energy
- » Able to maximize the use of renewable and recyclable resource materials
- » Manufactured using clean production technologies and best practices
- » Made from materials healthy in all probable end-of-life scenarios
- » Physically designed to optimize materials and energy
- » Effectively recovered and utilized in biological and/or industrial closed loop cycles



—Sustainable Packaging Coalition

Course Topics



The Global Case for Sustainability and Packaging

Gain intelligence on why sustainable considerations are so critical in today’s marketplace:

- » Business Drivers
- » The Triple Bottom Line
- » Why Packaging?



Social Responsibility and Packaging

Be Accountable with Corporate Social Responsibility:

- » The Impacts of Your Business and Packaging on Communities
- » Case Studies of Companies Successfully Embracing Corporate Social Responsibility



An Introduction to Sustainable Packaging Development

Develop or improve your company’s sustainable packaging strategy:

- » Adding New Considerations to Quality and Value
- » Why Design is a Critical Leverage Point
- » Develop Collaborative, Cross-Functional Teams



New Perspective on Performance and Cost

Learn How Packaging Costs Are Shifting to the Entire Supply Chain:

- » Extended & Shared Producer Responsibility
- » The Changing Regulatory Landscape for Packaging
- » Cost Savings Through Sustainability-driven Innovation



Sourcing & Using Materials

Determine the Critical Strategies for Choosing Materials:

- » Why There Is No “Sustainable Material”
- » The Attributes and Challenges of Bio-based Materials
- » Exploring the Paper vs. Plastic Debate: Understanding Tradeoffs



Recovery: A Role for Everybody

Understand Recovery Challenges and Opportunities:

- » Current Status of Recovery Options
- » Understanding Key Terms Such as “Biodegradable”
- » The Importance of Closed Loop Systems



Energy and Packaging

Renewable Energy Opportunities Abound:

- » The Changing Face of Energy Considerations
- » What You Need to Know about Carbon Offsetting



Design for Optimizing Materials & Energy

Why Eco-efficiency is Only Part of the Sustainable Solution:

- » Real-life Packaging Innovations—Bringing It All Together
- » Optimizing for a Product’s Entire Life Cycle
- » Design for Environment Strategies and Examples



Environmental Management and Clean Production

How Clean Production Affects All Businesses:

- » Understanding Unit Processes
- » Pollution Prevention Opportunities



Material Health

Tips for Reducing Material Health Risk:

- » End-of-life Impacts of Packaging Materials
- » Green Chemistry



Metrics and Tools for Sustainable Packaging

The Importance of Measuring Progress:

- » Connecting Goals, Indicators, and Metrics
- » The SPC’s COMPASS Software and Data Considerations
- » How Life Cycle Analysis Works



Communicating Sustainable Packaging

Make the Most of Your Efforts to Become Ecologically and Socially Responsible:

- » Guidance on Making Environmental Claims
- » The Basics on Standards, Certifications, and Eco-Logos