



# SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

VOLUME 5, NUMBER 1: February 2009

## SPC Updates

We wanted to take a moment to thank everyone for your support in 2008, especially those of you who have renewed your membership for 2009. We all are facing a very difficult situation given the current economic decline, so we recognize the significance of your continued commitment to the SPC. We want all of our members to know that our primary goal for 2009 is strengthening the value that we provide to you so that we can continue to change this industry and world together. We recently met with the SPC executive committee to discuss additional member services and new projects that will be especially helpful to our members this year, and we look forward to report on these plans in the coming months.

### Register for SPC Spring Meeting 2009

The agenda has been posted and registration is now open for the SPC Spring Meeting, which will be held March 23-25 at the Fairmont Hotel in Chicago. [Meeting Details and Registration](#).

The meeting will include sessions on: policy strategies and technology solutions used to improve the recovery of packaging; the latest on proposed carbon legislation and greenhouse gas protocols that will effect packaging and products; effective end-of-life consumer communication for packaging including a concept of a consumer label for which the SPC will be soliciting retailer feedback; examples of improved inks and coatings for packaging; getting to the bottom of the environmental benefits of biopolymers; and the importance of risk assessment in identifying chemical risks in packaging.

Space is limited so sign up early. Thanks to our meeting hosts for their generous support: Ball Corporation, CardPak, Inc., Kraft, ITW, McDonald's Corporation, MWV,

### Welcome New Members

---

[McNairn Packaging Inc](#)

[Packaging Dynamics](#)

[Rochester Institute of  
Technology](#)

### SPC Events

---

[Essentials of Sustainable  
Packaging](#)

April 28-29, 2009  
Philadelphia, PA

June 9-10, 2009  
Chicago, IL

November 17-18, 2009  
Denver, CO

[SPC Spring Meeting](#)  
March 23-25, 2009  
Chicago, IL

SPC Fall Members-Only Meeting  
September 21-22, 2009  
Atlanta, GA

### Sustainability Resources

---

Send tools or resources you would like to share to:  
[spcinfo@greenblue.org](mailto:spcinfo@greenblue.org).

Nike and Solo Cup Company. Host spots are still available; contact [Dianne Martin](#) if interested.

## Save the Date: SPC Fall Members-Only Meeting

Please hold the dates of September 21-22 for the SPC Fall Members-Only Meeting in Atlanta, GA to be held at the Omni CNN Center. The meeting will be focused on new project development and working sessions. The SPC's Fall Meeting will be co-located with the Sustainable Packaging Forum for the fourth consecutive year. Registration will be open in April.

## Sustainable Packaging Metrics

The SP Performance Indicators and Metrics Project final review committee completed its work last week. Project Manager, Katherine O'Dea, will incorporate the committee's recommendations for a members-only beta release at the Spring Meeting. This beta version will include a comprehensive set of metrics defined as core or supplementary that are grouped into modules that align with the SPC Definition criteria. It will also include detailed user guidelines. This beta version will be tested for a 3-6 month period following its release.

## COMPASS

COMPASS is in the final phase of development and testing and will be released at the Spring Meeting in Chicago with a training workshop on March 23rd. The pricing structure for COMPASS has been set at \$500 annually for SPC members and \$750 for non-SPC members. Each license will allow access to U.S. and European datasets for five discrete users. Efforts to compile and expand both the U.S. and European datasets are continuing. We will be updating the U.S. datasets periodically as new data becomes available. We will announce additional information about license sales prior to the SPC meeting.

## Essentials of Sustainable Packaging

The highly successful Essentials of Sustainable Packaging course is now available for on-site, organization-specific sessions. Please contact [Anne Bedarf](#) or visit our [website](#) for more information.

## SPC Labeling Project

The SPC labeling team has reviewed several labeling schemes used to communicate appropriate packaging disposition to consumers, including the recently launched WRAP label. Inconsistencies in collection at the municipal level pose a significant challenge to the adoption of a universally applicable label. A lack of information about

### Eco Print Survey Conducted for Monadnock Papers

A link to a survey of packaging designers done by Monadnock on sustainable print and packaging.

### Packaging Sustainability: Tools, Systems and Strategies for Innovative Package Design

Written by practitioners from the wide variety of fields that make up the packaging industry.

### Sustainable Consumption Facts and Trends

A report from the World Business Council for Sustainable Development focused on recent developments and trends in global consumption patterns.

Sustainable Packaging Coalition  
GreenBlue  
600 E. Water St., Suite C  
Charlottesville, VA 22902  
434/817-1424x309  
[Email](#)

what materials and formats are collected at curbside and what percentage of U.S. households has access to this curbside collection is a barrier to FTC compliant recyclability claims. In lieu of a better system, what is the most effective label that can be developed? With this in mind, the explicit goal of the project has been to develop a label concept that could be applied to all packaging regardless of type and that it would clearly and consistently communicate recycling instruction to consumers. It is hoped that a more consistent label would raise consumer awareness and contribute to the development of improved recovery infrastructure. After reviewing and critiquing several label concepts over the past nine months, the project will be presenting its research, recommendations, and concept label at the Spring Meeting. Please contact [Anne Bedarf](#) if you have any questions about project.

## SPC In The News

### **Finding Efficiencies in Shipping**

*Beverage Media Article by Garrett Peck (January 1, 2009)*

Fuel prices are directly impacting the nation's shippers and they are passing those costs along to businesses and consumers. It has the potential to eat your business from the inside out. [Read More](#)

### **Trying Times May Test Sustainability Efforts**

*Packaging Digest Column by Anne Johnson (January 1, 2009)* Since we are experiencing the worst global economic crisis since the Great Depression, it's no stretch to think that 2009 will be defined by rapid changes both in our economic systems and in our policies. [Read More](#)

## News of Interest

### **Entry Deadline for DuPont Awards Fast Approaching**

DuPont Packaging has announced that the deadline for entries in the 21st DuPont Awards for Packaging Innovation is Feb. 13, 2009. DuPont Award Winners are then featured in the SPC Design Library. Entry forms are available on-line at [packaging.dupont.com](http://packaging.dupont.com).

## **Economic Crisis Hits City Recycling**

*Christian Science Monitor (January 14, 2009)*

Since October, the global market for scrap paper and scrap metals has fallen faster than any time in recent history.

[Read More](#)

## **New Breakthroughs in Flexible-Packaging Recycling**

*Packaging Digest (January 15, 2009)*

As the second-largest packaging segment in the U.S., flexible packaging and its disposal are an important part of any discussion about eco-friendly packaging. [Read More](#)

## **Economic Slowdown Continues to Drive Recycling Industry Down**

*Environmental Leader (January 15, 2009)*

When consumer purchases slowed down, manufacturers in China also needed less of America's recyclables, especially paper for packaging goods. [Read More](#)

## **New Standards for Food Sector Sustainability in the UK**

*Food Production Daily (January 21, 2009)*

The standards will map out the skills and knowledge staff at all levels throughout the food and drink supply chain in areas such as energy efficiency, waste reduction/elimination and corporate social responsibility to the community. [Read More](#)

## **How Green is My Orange?**

*New York Times (January 21, 2009)*

How much does your morning glass of orange juice contribute to global warming? PepsiCo, which owns the Tropicana brand, decided to try to answer that question.

[Read More](#)

## **Green Light Specials, Now at Wal-Mart**

*New York Times (January 24, 2009)*

Under H. Lee Scott, Jr., who is retiring this month at the age of 59, the company that democratized consumption in the United States has begun to democratize environmental sustainability. [Read More](#)

[Back to top](#)

[The Sustainable Packaging Coalition](#) is a project of [GreenBlue](#), a nonprofit institute that works with the private sector to enable the positive redesign of industrial systems. [Click to Unsubscribe.](#)