



SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

VOLUME 5, NUMBER 2: March 2009

SPC Updates

SPC Spring Meeting 2009: March 23-25

The SPC Spring Meeting is just two weeks away. If you have not already registered or made your room reservation at the Fairmont Hotel Chicago, [register now](#). The meeting will include sessions on policy strategies and technology solutions for the recovery of packaging; the latest on proposed carbon legislation and greenhouse gas protocols; examples of improved inks and coatings for packaging; and pre-meeting workshop trainings on COMPASS, and an Essentials of Sustainable Packaging course specifically for retailers and buyers. Thanks to our meeting hosts for their generous support: Ball Corporation, CardPak, Inc., Kraft, ITW, McDonald's Corporation, MWV, Nike, PepsiCo and Solo Cup Company. [Meeting Details](#)

COMPASS Release: March 23

The SPC will release the COMPASS software application on March 23, the first day of our Spring Meeting. COMPASS (Comparative Packaging Assessment) allows packaging professionals to compare the environmental impacts of package designs using a life cycle approach. Licenses for COMPASS are \$500 annually for SPC members and \$750 for non-members. Each license allows access for five users. [Learn More](#)

Essentials of Sustainable Packaging: April 28-29 in Philadelphia

The SPC's highly successful Essentials of Sustainable Packaging course will be held April 28-29 in Philadelphia and spots are still available. [Register Now](#). In addition, the course is now available for onsite sessions tailored for your organization. [Contact Anne Bedarf](#) for

a project of **GreenBlue** 

Welcome New Member

[Litco International, Inc.](#)

SPC Events

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

Open Forum Call: Metrics Report
April 23, 2009
11:00 am - 12:30 pm EDT

[Essentials of Sustainable
Packaging](#)
April 28-29, 2009
Philadelphia, PA

June 9-10, 2009
Chicago, IL
November 17-18, 2009
Denver, CO

[SPC Fall Members-Only Meeting](#)
September 21-22, 2009
Atlanta, GA

Resources

[Packaging Sustainability](#)
*Packaging Sustainability: Tools,
Systems, and Strategies for*

details.

Release of Metrics Report

The SPC will release version 1.0 of the *Indicators and Metrics for Measuring Progress Toward Sustainable Packaging* report to SPC members during an April 23 Open Forum call. This will introduce interested parties to the thinking that went into the selection of the metrics, key points from the user guidelines and discussion of the eight stand-alone modules. Look for details in April to join us on the Open Forum call for the first look at this report.

Labeling Project Update

The SPC Labeling Project has been working to develop a label concept that could be applied to all packaging, regardless of type, that clearly and consistently communicates recycling instructions to consumers. After reviewing and critiquing several label concepts over the past nine months, the project will be presenting its research, recommendations and label concepts at the SPC Spring Meeting.

SPC In The News

Legislation in Packaging: A Push for Extended Producer Responsibility

Packaging Digest Column by Liz Shoch (February 1, 2009)

While much attention is paid to technological innovations and consumer shifts, legislative policy is a driver with tremendous implications for the future of packaging. Laws and regulations focused on packaging design are most familiar, such as recycled-content requirements and the elimination of heavy metals, but new policy trends address packaging at its end-of-life, through climate-change legislation or extended producer responsibility schemes.

[Read More](#)

Sustainable Packaging Initiatives Are a Viable Cost-Reduction Solution in a Downward Economy

Industry Week (February 17, 2009)

In the world of sustainable packaging, there is no more respected expert than the Sustainable Packaging Coalition

Innovative Package Design is a comprehensive guide to thinking outside the box to create practical, cost-effective, and eco-responsible packaging.

[GreenerPackage.com](#)

A new website by Summit Publishing, publishers of *Packaging World*, provides news items, discussions, a database on a wide range of packaging materials and an awards program.

[Field Guide to Sustainable Packaging](#)

Third Edition – new and updated for 2009! This acclaimed resource explores the origins and definition of sustainability and offers actionable strategies, success stories and essential resources for advancing your company's sustainable packaging initiatives.

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(SPC). In a 2007 survey by the SPC and Packaging Digest magazine, 73% of 1,255 respondents who are involved in packaging reported that their companies had increased the emphasis on sustainable packaging. [Read More](#)

Compostable vs. Biodegradable vs. Recyclable

QSR Magazine (March 1, 2009)

Unlike compostable products, there are no industry standards for what is and isn't considered biodegradable. "Biodegradable has really turned more into a marketing term," says Anne Bedarf, a project manager with the Sustainable Packaging Coalition (SPC). [Read More](#)

News of Interest

U.S. Department of Commerce Hosts Climate and Sustainability Meeting

A one-day seminar presenting climate data, services, and programs available from the U.S. Department of Commerce (DOC) for U.S. companies coming to terms with climate variability. The agenda will feature strategies for sustainability, competitiveness, and networking for the business community. [Email for more information.](#)

New CA Bill Aims to Boost Incentives for Responsible Packaging

Packaging Digest (March 2, 2009)

The California Product Stewardship Act, AB 283, would incentivize producers to design products and packaging that are less toxic, more durable, reusable, recyclable and/or biodegradable. [Read More](#)

The Truth about Recycling

The Guardian UK (February 26, 2009)

Hovering over this are longer-term questions about the direction our waste management strategy is headed, with an increasing push towards incineration as landfill is slowly squeezed out of the equation by ever-tightening environmental directives, regulations and taxes. [Read More](#)

Talking Rubbish: A Special Report on Waste

The Economist (February 26, 2009)

This special report will argue that, by and large, waste is being better managed than it was. But progress is slow because the politicians who are trying to influence what we discard and what we keep often make a mess of it. [Read More](#)

Recyclable Packaging Ranks Highest With Consumers

Brand Week (February 24, 2009)

Here's the tricky thing about sustainable packaging: While it's not a primary purchase motivator for most people, a blatant disregard for it may turn off consumers, who have increasing expectations for brands to incorporate green business practices. [Read More](#)

National Plan Proposes to Make Companies Pay for Recycling, Improve Packaging

Canadian Press (February 21, 2009)

A national strategy being proposed by Canada's environment ministers could spell the death of those oversized, impossible-to-open plastic packages that ubiquitously line store shelves - or at least force the corporate world to pay for the recovery of the non-biodegradable packaging and somehow reuse it. [Read More](#)

U.K. Councils, Supermarkets at Odds Over Packaging Review

GreenBiz.com (February 20, 2009)

Along with releasing the results of its third analysis at the weight and recyclability of supermarket packaging, the U.K.'s Local Government Association (LGA) is calling for retailers to help fund recycling efforts to reduce the financial burden of recycling and waste disposal from local governments. [Read More](#)

[Back to top](#)

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