



# SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

VOLUME 5, NUMBER 3: April 2009

## SPC Updates

### Metrics Report Released to SPC Members on April 23

This Thursday, April 23, the SPC will release version 1.0 of the *Indicators and Metrics for Measuring Progress Toward Sustainable Packaging* report to SPC members during an 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. SPC Members should have received the call-in information for the Open Forum, so please contact [Erin Malec](#) if you did not and are interested in joining. The metrics report will be posted on the [SPC Members-only website](#) on April 23 and released publicly in the coming weeks.

### Essentials of Sustainable Packaging: April 28-29 in Philadelphia

The first session of the 2-day ESP course this year will take place in Philadelphia on April 28 and 29—a few spots are still available! The 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. [Register today!](#)

On Friday, April 24th, the SPC will conduct a ½-day Leadership Summary for Utah Paperbox (UPB) in Salt Lake City. Anne Bedarf and Phil McKiernan of PTIS are the co-trainers, and the session will be held in the UPB building that incorporates many energy-efficiency features. Previous Leadership Summaries include a full day version for the Food and Consumer Products of Canada (FCPC) held in December, and a one-day event co-located with Packaging Strategies' Sustainable Design Workshop in January. [More information](#) on the ESP Leadership Summary Sessions.

### Welcome New Members

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[CHEP Equipment Pooling Systems](#)

[UPS](#)

[U.S. Department of Commerce International Trade Administration](#)

### SPC Events

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#### Open Forum Call: Metrics Report

April 23, 2009  
11:00 a.m. – 12:00 p.m. 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

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Send tools or resources you

## SPC Spring Meeting Recap

Thanks to all of you who attended the SPC Spring Meeting 2009 in Chicago last month. We were delighted to have over 225 attendees contribute to a lively and productive discussion, which included sessions on policy strategies and technology solutions for the recover of packaging, and pre-meeting workshop trainings on COMPASS and the Essentials of Sustainable Packaging Course tailored for retailers and buyers. All meeting attendees should have received the website link to access the meeting presentations; please contact [Erin Malec](#) if you did not receive this. Thank you again to our meeting hosts, speakers and to all who attended.

## COMPASS Licenses Now Available

One of the most talked about issues at the SPC Spring Meeting was the release of the SPC's COMPASS software application. COMPASS (Comparative Packaging Assessment) allows packaging professionals to compare the environmental impacts of package designs using a life cycle approach. After over three years of development, COMPASS was released the first day of the Spring meeting and licenses are now available. Thank you to those companies that have purchased licenses and are already using the software. [More information.](#)

## Retailer Initiative

The retailer-focused seminar on the Essentials of Sustainable Packaging, held as a pre-conference workshop on March 23rd, was a success. The SPC Project Team did a remarkable job of contributing content, providing recommendations, and reviewing material for the course. The next step is to co-locate this seminar with relevant conferences that includes retailers and buyers. We have been in discussion with the Food Marketing Institute about co-locating this session with their Sustainability Summit to be held in August in San Francisco, as well as the Fresh Summit (put on by the Produce Marketing Association) in September. Please contact [Anne Bedarf](#) if you have a suggestion on bringing this course to a conference or to your location.

## ETBs Polymers Brief Available to SPC Members

The SPC has been developing the *Environmental Technical Briefs of Common Packaging Materials*, which summarize the environmental, human health and other relevant issues associated with the production, use and end-of-life of common packaging materials. The Polymers brief is now available free-of-charge to SPC members, and the entire series will be available publicly this summer.

[Download](#)

## Labeling Project

The session at the SPC Spring Meeting saw tremendous interest in the End-of-Life Labeling Project, now renamed "Labeling for Recovery."

The Project Team met recently and revised the Project

would like to share to:  
[spcinfo@greenblue.org](mailto:spcinfo@greenblue.org).

### **Environmental Technical Briefs: Polymers**

*Environmental Technical Briefs of Common Packaging Materials* summarize the environmental, human health and other relevant issues associated with the production, use and end-of-life of common packaging materials. The Polymers brief is available free-of-charge to SPC members.

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

Packaging Sustainability: Tools, Systems, and Strategies for Innovative Package Design is a comprehensive guide to thinking outside the box to create practical, cost-effective, and eco-responsible packaging.

### **ACC Blog Summit Launches Conversation on Recycling**

The American Chemistry Council launched its second blog summit "Too Valuable To Waste" on April 21. The blog will highlight the importance of recycling and education surrounding reducing and reusing in today's world with contributions from Anne Johnson and SPC member Jeff Wooster.

### **Packaging Digest: Sustainability in Packaging Webcast**

Presenting results from the latest research on sustainability, this Webcast reveals how packagers and consumers are responding to sustainability issues.

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Goals to:

- Increase consumer participation in the current recovery system through better communication
- Help build publicly available "access to recovery" database
- Incentivize recycling infrastructure

Currently we are working on:

- Documenting project history and rationale for the current direction
- Continuing to explore partnerships and business model for data collection and upkeep
- Refinement of the Label
- Development of the Consumer Testing Plan

Please contact [Anne Bedarf](#) if you are interested in joining the Project Team or have questions on this project.

## Design Guidelines for Paper Packaging

The SPC is working together with GreenBlue's Closing the Loop Project to connect paper packaging designers with the current end-of-life options for their packages. The Design Guidelines for Paper Packaging document is intended to inform packaging designers about the impacts (if any) of their choices for inks, adhesives, coatings and other treatments on end-of-life recycling or composting systems. Research is currently underway in the form of three different e-surveys aimed at 1) packaging designers, 2) paper manufacturers/converters, and 3) paper recyclers. If you have already completed the survey, thank you! If you would like to fill out any of the three surveys, please contact [Liz Shoch](#) to receive a link.

## Save the Date: Fall Members-Only Meeting

Please mark September 21-22 on your calendars for the SPC Fall Members-Only meeting in Atlanta, GA, at the Omni CNN Center. We will announce the meeting agenda and open registration in June.

## SPC In The News

### Podcast with Anne Bedarf of Sustainable Packaging Coalition

*Natural Foods Merchandiser (April 9, 2009)*

Tiffany Plate discusses sustainability in the personal care industry with Anne Bedarf, project manager for the Sustainable Packaging Coalition. [Listen](#)

### COMPASS software steers choices for packaging design

*Packaging Digest (April 1, 2009)*

Traditionally, a packaging designer considered cost, technical performance, appearance and regulatory compliance when designing a new package. The demand for more sustainable packaging has introduced new considerations and opportunities for improvement and differentiation. [Read More](#)

## **SPC's COMPASS comparative design tool launches**

*Packaging Digest (April 1, 2009)*

Traditionally, a packaging designer considered cost, technical performance, appearance and regulatory compliance when designing a new package. The demand for more sustainable packaging has introduced new considerations and opportunities for improvement and differentiation. [Read More](#)

## **Online Calculator Analyzes Cost Savings**

*Fast Company (March 20, 2009)*

Companies interested in evaluating the benefits of switching from one type of packaging to another should check out the Sustainable Packaging Coalition's COMPASS. [Read More](#)

## **New Software Compare Impacts of Packaging Designs**

*GreenBiz.com (March 19, 2009)*

A new tool developed by the Sustainable Packaging Coalition (SPC) allows packaging makers to see the life cycle impacts of their design choices and guide them to better decisions. [Read More](#)

# News of Interest

## **Compostable SunChips bags part of green packaging trend**

*USA TODAY (April 20, 2009)* [Read](#)

## **Super-size packaging a legacy society finds tough to shrink**

*Toronto Star (April 20, 2009)* [Read](#)

## **Walmart aspires to be jolly green giant**

*London Times (April 19, 2009)* [Read](#)

## **Record recycling rates for business**

*Daily Telegraph (April 9, 2009)* [Read](#)

## **Sustainable Food Packaging Grows Despite Economy**

*Environmental News Leader (April 8, 2009)* [Read](#)

## **WM, Tropicana Products launch carton recycling initiative**

*Waste & Recycling News (April 3, 2009)* [Read](#)

## **Tesco Runs In-Store Market Research To Cut Packaging**

*Environmental News Leader (April 2, 2009)* [Read](#)

## **A Trashed Economy Foretold**

*Washington Post (March 14, 2009)* [Read](#)

## **Shoppers: Green packaging is a purchase tiebreaker**

*Packworld.com (March 12, 2009)* [Read](#)

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