



# SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

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## SPC Updates

### Indicators and Metrics for Measuring Progress Toward Sustainable Packaging

On April 23, the SPC released to members only Version 1.0 of the Sustainable Packaging Indicators and Metrics Framework (SP Metrics Framework). Katherine O'Dea, GreenBlue Senior Fellow and Framework Project Manager, led an Open Forum call to discuss the development process and provide a brief overview of the Framework contents, including use guidelines and the actual set of packaging indicators and metrics. More than 120 members participated in the call and we are considering repeating the presentation later in the summer due to the high interest.

### SPC Participation in the Global CEO Forum Packaging Initiative

SPC staff, Anne Johnson and Katherine O'Dea, have also been participating in the Global CEO Forum's Global Packaging Initiative, a platform for knowledge exchange managed by the four leading food and consumer goods trade associations – CIES and AIM in Europe and FMI and GMA in the U.S. The goal of the initiative is to develop global definitions and principles for metrics on packaging and sustainability for the purpose of minimizing the risk of supply chain disruptions resulting from insufficient coordination of sustainability actions by different stakeholders in different regions of the world. The SPC presented the SP Metrics Framework to the Global Packaging Initiative Steering Committee and various working committees, which was well received and much discussion focused on the possibility of integrating the SP Metrics Framework into the work of the initiative. In the meantime, the SPC Metrics project members will begin efforts to address issues that were identified relative to the "social metrics" included in the Worker Impact module of the Framework. An updated module will be released to SPC members in late summer.

### Welcome New Member

[General Mills](#)

### SPC Events

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

#### [Essentials of Sustainable Packaging](#)

October 20 - 21, 2009  
Toronto, ON

November 17 - 18, 2009  
Denver, CO

### Events of Interest

#### [2009 Global Forum - Business as an Agent of World Benefit](#)

June 2 - 5, 2009  
Cleveland, OH

"GreenBlue: Metrics as a Framework for Innovation"  
Session featuring GreenBlue President & CEO Jason Pearson and SPC Members Joe Keller of Procter & Gamble and Jennifer McCracken of HAVI Global Solutions

#### [Sustainable Brands '09](#)

May 31 - June 4, 2009  
Monterey, CA

"Leveraging Sustainable Packaging in a Growing Recession"  
Session featuring GreenBlue's Erin Malec, Tony Kingsbury of the Haas Center for Responsible Business, Brad Rodgers of Frito-

## Fall Meeting

Save the Date: September 21 - 22

The SPC Fall Members-Only meeting will be held in Atlanta, GA at the Omni CNN Center. Registration will open later this month. We are working with the SPC Executive Committee to develop a slightly different format for our members-only meeting, one that will focus on strategic discussions about the future direction of the Coalition. We hope as many members as possible will be there to weigh in on opportunities for strengthening the work and impact of the SPC. We will have more details in the coming month.

## COMPASS

Since its launch, over thirty companies have subscribed to COMPASS, with large brand owners representing a significant majority of the subscribers. We are performing a data scrub for the current set of LCIA results, and once completed, the U.S. and European data tables will be available to licensed users of COMPASS under the Resources tab. Licensed COMPASS users may utilize these LCIA results for non-competing internal decision making tools. Also, under the Resources tab you will find a one-sheet for COMPASS functionality to help orient new users. Entities interested in collecting LCI data can find the templates and guidance document for gathering facility level and industry average data for materials. We are also in the process of determining new additions to COMPASS moving forward in 2009.

## Environmental Technical Briefs

We are nearing the end of the review process for the remaining technical briefs. This second set of technical briefs will include corrugated and boxboard, molded pulp, container glass, steel and aluminum. This set is scheduled to be released during summer, and will be available for download on the members section of the SPC website, as well as available for purchase to non-members.

## Essentials of Sustainable Packaging

The next planned courses are October 20 - 21 in Toronto and November 17 - 18 in Denver. The course is also available for on-site, organization-specific sessions. Please contact [Anne Bedarf](#) or visit our [website](#) for more information.

## SPC in the News

### How to spur innovation in recycling

*Packaging Digest (May 15, 2009)*

Diverting materials from landfills toward recycling presents a chicken-and-egg dilemma. Who moves first to shift the economic inertia of a taxpayer-subsidized landfill system to a market-based recycling system?

## News of Interest

[21st DuPont Awards for Packaging Innovation Winners Announced](#)

May 28, 2009

[Sustainable Packaging To Grab 32% Of Market By 2014](#)

*Environmental Leader*, May 19, 2009

[Coca-Cola Introduces Plant-Based Plastic Bottle](#)

*BevNet.com*, May 18, 2009

[Wal-Mart Joins GreenerPackage.com in New Product Database](#)

*Packworld.com*, May 6, 2009

[Study finds food-wrapper chemicals in blood](#)

*Charleston Gazette*, April 30, 2009

[ANSI Workshop Addresses Standards for Sustainable Products](#)

*ANSI News*, April 28, 2009

## Resources

[EPA Retail Industry Portal](#)

In collaboration with the Retail Industry Leaders Association, the EPA has launched a web portal for retailers that offers information and resources about environmental compliance, pollution prevention and other green issues specific to the industry, including packaging.

[NAPCOR's Position on Biodegradables](#)

The National Association for PET Container Resources calls for restraint in the use of degradable additives in PET packaging.

[Read More](#)

## **Starbucks' Cup Summit: Does the Cost of Recycling Runneth Over?**

*GreenBiz.com (May 15, 2009)*

Senior Project Manager, Martha Stevenson, represented GreenBlue at the Starbucks Cup Summit this month. GreenBlue Board Chairman Scott Seydel, who was also in attendance, provides a summary of the event. [Read More](#)

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[Back to top](#)

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