



SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

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SPC Updates

Register Now: SPC Fall Members-Only Meeting

Registration is now open for the SPC Fall Members-Only Meeting 2009. The meeting will be held on September 21-22 at the **Omni CNN Center** in Atlanta and will focus on SPC projects, providing a showcase for current work and an opportunity for members to help determine project work for 2010. Sessions include areas such as:

- The latest on extended producer responsibility for packaging in the U.S.
- Global Packaging Initiative: Metrics Development
- A proposal for food service packaging and composting

The meeting will provide the opportunity for a strategic direction about future work and goals for the SPC. In addition, The Coca-Cola Company will be hosting an opening reception for the meeting at the World of Coca-Cola on the evening of September 21.

[Agenda Information and Online Registration](#)

Sustainable Packaging Forum

For the fifth consecutive year we are co-locating our Fall Meeting with Packaging Strategies' Sustainable Packaging Forum, the only event officially endorsed by the SPC. SPC member companies receive a special registration discount for the event so we hope as many members as possible can attend both events in Atlanta. You must register separately for the Forum.

[Sustainable Packaging Forum Registration](#)

COMPASS Developments

The latest development for the COMPASS software application is that the free trial has been extended from 24 hours to one week and updated U.S. and European datasets are now in production. In addition, a related concern about the representation of negative values (environmental benefit) in COMPASS was corrected:

SPC Events

Open Forum on July 16 – SPC Labeling for Recovery Project
11:00 am – 12:00 pm EDT

[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

Welcome New Members

[Campbell Soup Company](#)
Horizon Converting

Events of Interest

[FMI Sustainability Summit](#)
featuring SPC pre-meeting Essentials of Sustainable Packaging workshop
August 17-19, 2009
San Francisco, CA

[Sustainable Packaging Forum](#)
co-located with the SPC Fall Members-Only Meeting
September 22-24, 2009
Atlanta, GA

COMPASS now displays the life cycle metrics in slightly different format depending on the calculated outcome for the end-of-life phase. As part of the ongoing data transparency effort at GreenBlue, the updated datasets for Europe and U.S. are posted on the COMPASS website. These data will only be available to licensed users of COMPASS and their use is subject to the license agreement of the software. We are currently exploring putting together a Canadian data set using the same methodology employed to generate the U.S. data set. This summer the SPC will convene two calls in August to discuss next steps for COMPASS and prioritize future development. Interested parties should contact [Minal Mistry](#) to be included in the discussion.

Indicators and Metrics for Measuring Progress Toward Sustainable Packaging

The CEO Forum met in NYC on June 17 to discuss the status of its Global Packaging Initiative, which has the primary purpose to develop a globally recognized set of packaging sustainability metrics. Anne Johnson and Katherine O'Dea have been participating on behalf of the SPC in the project, which was launched in January of this year. As a result of this participation, the Global Packaging Steering Committee proposed that the SPC's *Sustainable Packaging Indicators and Metrics Framework* serve as the baseline for this larger effort, which means that the SPC Definition and Metrics work will inform and influence the globally recognized metrics to emerge from this effort. There will be an update on the CEO Forum and the SPC's specific role moving forward at the SPC Fall Meeting.

Labeling for Recovery Project

The SPC Labeling for Recovery project team finalized its workplan for the remainder of 2009 and its recommendations were accepted by the SPC Executive Committee in June. The next phase of work will be to solicit consumer feedback on the critical requirements for a label design, including clarity around the language and any icons used in a label, and to research appropriate ownership and business models for a label. The Project Team will present these findings and work to date at the Fall Meeting. An Open Forum call this Thursday, July 16 will provide a more detailed update on this project.

Guide to Packaging Material Flow and Terminology

As part of GreenBlue's Closing the Loop Research Project, Martha Stevenson and Liz Shoch are nearing completion of the *Guide to Packaging Material Flow and Terminology*, which they will present at the Fall Meeting. The purpose of the Guide is to standardize terminology across material types in order to provide a common framework for communication along the supply chain. The guide will include a glossary of all major packaging materials with clear definitions from along the supply chain, including industry synonyms and "terms of art" to alleviate as much confusion as possible, and graphic representations of the flow of packaging materials from resource extraction through production, use, collection,

News of Interest

[Sustainability & Cosmetic Packaging: The Inconvenient Truth; An Unconventional Opportunity](#)
Beauty Packaging – May 2009

[UK: Packaging Recyclability Label Launched](#)
EUROPEN Bulletin – May/June 2009

[In with Green Packaging, Out with Convenience, Consumers Say](#)
GreenBiz – June 11, 2009

[Lawmakers: What's Green and What's Greenwash?](#)
GreenBiz – June 12, 2009

[U.S. Green Product Council Debated](#)
Environmental Leader – June 17, 2009

['Green' Claims by Marketers Go Unchecked](#)
USA Today – June 21, 2009

[Reuse of RFID Tags Adds Supply Chain Efficiency](#)
Environmental Leader – July 6, 2009

[Food Packaging Leaks BPA, Phthalates](#)
The Globe and Mail – July 6, 2009

[Sustainable Packaging Gains Traction](#)
Environmental Leader – July 7, 2009

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sorting, and disposal/recovery.

SPC and GreenBlue in the News

Sustainable Packaging: New Strides & Strategies

Beauty Packaging – May 2009

While [the SPC Definition] is an ultimate goal that few companies have yet to achieve, almost any beauty brand and packaging supplier can point to measures they've taken regarding sustainability.

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Global Conference Examines How Business Can Be a Force for Positive Social Value

Cleveland Plain Dealer – June 4, 2009

One panelist, Jason Pearson, president of GreenBlue, a Virginia nonprofit group, said fellow professionals routinely use "the scientific process of prototyping" to test designs before rolling out new solutions. GreenBlue seeks to channel industry toward practical and sustainable solutions to social and environmental problems.

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US Struggling to Contain Packaging Fears

Sustainable Sourcing – June 29, 2009

The Charlottesville-based [Sustainable Packaging Coalition] currently boasts over 200 members, including the likes of McDonalds, Nike and Microsoft. But while mainly US and European-based organisations have signed up to the coalition, the rest of the world appears to be playing catch-up in an area that is fast emerging as one of sustainability's most important battlegrounds.

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It's Not Just About Being 'Green'

Packaging Digest Monthly Column by Katherine O'Dea – July 1, 2009

By focusing the sustainability discourse on environmental impacts, have we forgotten that it's not a single bottom-line paradigm? Sustainability incorporates economic prosperity, social equity and environmental stewardship, yet somewhere along the way, companies have started to talk about sustainability efforts and corporate social responsibility as two distinct efforts.

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Earthbound Farm, Naked Juice to Use 100% Recycled Plastic

USA Today – July 9, 2009

The actions announced Wednesday will signal to the rest of the industry that such environmental packaging is doable in the real world. They also help expand the market for recycled materials; recycling waste is fruitless

without a market for reuse. "These are major consumer brands using recycled content," says Anne Johnson, director of the Sustainable Packaging Coalition, a non-profit that supports sustainability.

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[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](#).