



# SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

VOLUME 5, NUMBER 7, August 2009

## SPC Updates

### SPC Fall Members-Only Meeting: Reserve Your Hotel Room by September 3

The SPC Fall Members-Only Meeting 2009 is just over a month away! The meeting will be held September 21-22 at the [Omni Hotel at 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. The deadline for securing your hotel room is September 3, so please register for the meeting and reserve your hotel room today. A special thanks to our hosts: The Coca-Cola Company, host of our opening reception on the evening of September 21, and meeting hosts DaniMer, Printpack Inc., RockTenn, SKC inc., and Unisource.

[Register for the SPC Fall Meeting](#)

### Register for the Sustainable Packaging Forum

The SPC Fall Members-Only Meeting will once again be co-located with the Sustainable Packaging Forum, held September 22-24 at the Omni Hotel at CNN Center. The SPF is the only event to earn the endorsement of the SPC, and SPC members receive special discounted rates for registration. We hope all of our meeting attendees will join both events. Please note that you must register separately for each event.

[Sustainable Packaging Forum Registration](#)

### Executive Committee Election Update

Thank you to all SPC members that nominated candidates for the upcoming Executive Committee elections. We will introduce the candidates for the three open Executive Committee positions at the Fall Meeting in Atlanta. Immediately following the meeting, we will

### Welcome New Members

[Clear Lam Packaging, Inc.](#)  
[Pratt Industries](#)  
[Treofan Americas](#)

### SPC Events

[Open Forum Call: Algae as a Bio-Fuel Stock](#)  
with Jeff Wooster, Dow Chemical Company  
August 20, 2009  
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

[Open Forum Call: Food Packaging, Health and BPA](#)  
with Dr. Jane Muncke, Emhart Glass SA  
October 22, 2009  
11:00 am – 12:00 pm EDT

[Essentials of Sustainable Packaging](#)  
November 17 – 18, 2009  
Denver, CO

### Events of Interest

[Sustainable Packaging Forum](#)  
co-located with the SPC Fall Members-Only Meeting

have members vote online for their three choices. Each member company is entitled to one vote.

September 22 – 24, 2009  
Atlanta, GA

## COMPASS Updates

Industry adoption of COMPASS is steadily increasing, as SPC member companies and non-member companies have purchased licenses and are using COMPASS to guide package development. Member packaging schools Michigan State University and the Rochester Institute of Technology have signed on and have committed to using the software in their courses. On the development front, final preparations are being made to release the data sets and software modifications by the end of August. In addition, we are exploring opportunities to develop a data set for Canada, although we do not yet have a final release data for that work since it is in the early stages. [Visit the COMPASS Website](#)

## ESP Courses Return This Fall

The Essentials of Sustainable Packaging (ESP) two-day course will return with classes this Fall in Toronto, ON (October 20 – 21) and Denver, CO (November 17 – 18). The course has been held in locations across North America since 2008 and has over 250 alumni from leading companies, government agencies, nonprofit organizations and educational institutions. In addition, we do offer the ESP course for individual companies through the Leadership Summary Sessions. [More Information on the Essentials of Sustainable Packaging](#)

## Sustainable Packaging Metrics

The Sustainable Packaging Metrics Review Committee is reconvening for a few meetings this summer to revise the Worker Impact Module of the [SP Metrics Framework](#). Participation in the CEO Forum's Global Packaging Project identified an opportunity to better align our packaging specific "social" metrics with internationally recognized social performance standards and the ongoing work of the Global Social Compliance Programme (GSCP). There will be an update on the metrics work and the Global Packaging Project at the Members-Only Meeting in Atlanta. [Read More about the GSCP](#)

## SPC and GreenBlue in the News

### The Real Opportunity in Radical Transparency

[GreenBiz.com](#) – July 31, 2009  
The debate about radical transparency has focused primarily on one question: Can business-to-consumer (B2C) transparency influence consumers' behavior? At my organization, GreenBlue, we are interested in a different question: Can business-to-business transparency influence companies' behavior? GreenBlue is a strong advocate for business-to-business information transparency as a framework for sustainability. [Read More](#)

## News of Interest

[Compostable Products Go Mainstream](#)  
[BioCycle](#) – July 2009

[At Wal-Mart, Labeling to Reflect Green Intent](#)  
[New York Times](#) – July 15, 2009

[Food Industry Continues Move to Sustainable Packaging](#)  
[Environmental Leader](#) – July 21, 2009

[Study Finds Retailers Embracing Green Practices](#)  
[GreenerPackage.com](#) – July 22, 2009

[European Bioplastics Distances Itself from the "Oxo-biodegradable" Industry](#)  
[Press Release](#) – July 22, 2009

[The Renaissance of Lifecycle Thinking](#)  
[GreenBiz.com](#) – August 10, 2009

[Inside Walmart's Sustainability Consortium](#)  
[GreenBiz.com](#) – August 17, 2009

[FDA to Reconsider BPA's Use in Food Packaging](#)  
[Milwaukee-Wisconsin Journal Sentinel](#) – August 17, 2009

## Resources

[Assessment of Heavy Metals in Packaging: 2009 Update](#)  
This report documents the continued investigation by the Toxics in Packaging Clearinghouse of heavy metals in packaging. TPCH screened packages to detect trends in compliance with state toxics in packaging laws, and to notify brand owners of potentially non-compliant packages.

[Life Cycle Assessment: Where is It on Your Sustainability Agenda?](#)  
This Deloitte whitepaper is the first in a series that will explore the business implications of

## Global CEO Forum Gives Birth to the Global Packaging Project

Packaging Digest Monthly Column by Anne Johnson – August 1, 2009

The Global CEO Forum brings together the CEOs of major consumer packaged goods and retail companies twice a year. Responding to growing concerns about potential inefficiencies arising from insufficient coordination of sustainability actions by various stakeholders and a lack of common or harmonized standards, one of the outcomes of the November 2008 meeting was the formation of the Global Packaging Project.

[Read More](#)

## Into the Wild Blue Yonder

Sustainable Industries – August 7, 2009

The idea of one overarching eco-rating system for every retail product based on a stringent lifecycle analysis might be considered the holy grail of sustainability-focused businesses. Would it still be if such a system were developed by private industry?

[Read More](#)

environmental life cycle assessment, including key market drivers, business challenges and opportunities.

### [Greener Package Database of Sustainable Materials](#)

In September 2009, Greener Package will launch a database of sustainable packaging materials from packaging suppliers. In order to prevent greenwashing, all packaging suppliers who submit data to the database can volunteer to have their sustainability claims reviewed by an authorized third party to assure they are in compliance with the Greener Package Guidelines to Sustainability Claims.

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