



# SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

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## SPC Updates

### Thank You for Attending the SPC Fall Members-Only Meeting

Thank you to everyone who joined us in Atlanta for the SPC Fall Members-Only Meeting 2009. We appreciate you braving the weather and travel delays to be part of the meeting and we hope you found it valuable. A special thanks again to our hosts: The Coca-Cola Company, DaniMer, Printpack Inc., RockTenn, SKC inc. and Unisource. Presentations from the meeting are available to SPC member companies on our members-only website and notes will be posted shortly.

[Meeting Presentations \(Accessible for Members Only\)](#)

### Welcome to Our New Executive Committee Members

Thank you to all primary contacts that voted in our 2009 Executive Committee election and to all of the committed and impressive candidates. After a very close election, we are pleased to welcome the following three new members to the SPC Executive Committee: Alan Blake of Procter & Gamble, Karen Proctor of the Rochester Institute of Technology, and Gerald Rebitzer of Alcan Packaging.

### Version 2.0: Definition of Sustainable Packaging

As announced at the Fall Meeting, we have made some changes to the SPC Definition of Sustainable Packaging, including moving away from the term cradle to cradle to the broader term, "closed loop cycles." The one-page Version 2.0 of the Definition can be accessed online.

The full nine-page Version 2.0 will be released by the end of the year.

[Version 2.0 of Definition of Sustainable Packaging](#)

### Welcome New Members

[Ecovative](#)  
[OEC Graphics](#)  
[Robbie Fantastic Flexibles](#)

### SPC Events

[Essentials of Sustainable Packaging](#)

October 20 – 21, 2009  
Toronto, ON

[Open Forum Call: Human and Environmental Health Issues of Food Packaging](#)

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

### News of Interest

[Greener Package Announces 2009 Award Winners](#)  
[GreenerPackage.com](#)

[NY Starbucks stores launch cup-recycling program](#)

[GreenerPackage.com](#) –  
September 10, 2009

[Who's Walking the Sustainability Walk](#)

[New York Times](#) → September 17, 2009

## **A Guide to Packaging Material Flows and Terminology Available Now**

GreenBlue's Closing the Loop research project, funded through grants awarded by the California Department of Conservation and GreenBlue through the SPC, is intended to guide the development of more effective material recovery systems by connecting packaging designers with available recovery options. Through this research, GreenBlue has released *A Guide to Packaging Material Flows and Terminology*, which provides a common framework for communication along the supply chain, including a glossary of all major packaging materials and graphic representations of the flow of packaging materials through production, use, collection, sorting and disposal/recovery. An associated publication, *Design for Recovery Guidelines for Paper Packaging*, will be released in the coming months.

[Download A Guide to Packaging Material Flows and Terminology](#)

## **COMPASS Releases Canadian Data Set**

In September, the SPC released the Canadian data set for the COMPASS software application. GreenBlue worked with Sobey's, a Canadian retailer, to commission StewardEdge to assemble representative data for recovery and disposal of the primary packaging materials listed in COMPASS. This work resulted in the first comprehensive end-of-life profile for Canada, which will be made publically available by StewardEdge. GreenBlue incorporated this information in the new Canadian data set for COMPASS, which is based on the current U.S. data set. Updated documentation is available to licensed users from the COMPASS website.

[Visit the COMPASS Website](#)

## **COMPASS Training Scheduled: Friday, October 23**

For those who have recently purchased licenses to the COMPASS software or are interested in learning more about the tool, there will be a one-hour online training on Friday Oct. 23 at 10:00 – 11:00 am. Please [contact Minal Mistry](#) if you are interested in attending.

## **ESP Courses in October and November**

The Essentials of Sustainable Packaging (ESP) two-day course has two upcoming courses 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, an increasing number of companies are arranging for private courses through the Leadership Summary Sessions.

[Register for the Essentials of Sustainable Packaging](#)

## **SPC and GreenBlue in the News**

[Trash Trackers: The Secret Life of Garbage](#)  
New Scientist – September 18, 2009

[E.P.A. Report Suggests Waste Reduction and Recycling Reduces CO2 Emissions](#)  
New York Times – September 21, 2009

[Walmart Sustainability Index Means Big Business](#)  
GreenBiz.com – September 24, 2009

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## A More Effective Approach to Measuring Greenhouse Gas Emissions

Packaging Digest Column by Martha Stevenson– October 1, 2009

If, as a society, we are to address global climate change by managing global greenhouse gas (GHG) emissions, we need an effective way to measure these emissions. There are two approaches for measuring country-wide emissions: Production-based measurement (emissions produced within a country); and consumption-based measurement (emissions produced to manufacture and deliver the products and services a country demands or consumes). Much of the focus of international policy agreements has been on production-based measurement, but consumption-based measurement may be a more powerful and effective approach. [Read More](#)

## Buried Under the Layers

The Star (Malaysia) – October 6, 2009

Malaysians are still enamoured with pretty presentations – and that spells trouble for the environment. The Sustainable Packaging Coalition, meanwhile, has released a software program called Comparative Packaging Assessment (or Compass) that helps designers and companies weigh the environmental impact of their packaging. [Read More](#)

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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](#).