



SUSTAINABLE PACKAGING COALITION®

CURRENT NEWS FROM THE SUSTAINABLE PACKAGING COALITION

a project of **GreenBlue** 

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SPC Updates

GreenBlue Update: Announcing the Acquisition of Metafore

In an exciting development at GreenBlue, last week we announced the acquisition of **Metafore**, a nonprofit organization that specializes in working with businesses to promote environmentally preferable wood and paper products. Both GreenBlue and Metafore have built strong reputations as organizations that bring scientific rigor to work closely with the private sector on sustainability issues, and we believe Metafore's expertise in wood and paper products is a strong complement to GreenBlue's work in green chemistry, sustainable packaging, material science and supply chain coordination.

Metafore's projects include:

EPAT (Environmental Paper Assessment Tool): A software application to support environmental paper specification and procurement.

Paper Working Group: A group of leadership companies dedicated to sustainable forestry practices.

Paper Life Cycle: An online resource that details the life cycle of paper and wood fiber products.

Corporate Forum on Paper and the Environment: A partnership with the Forest Products Association of Canada (FPAC).

[Read the press release for more information about the acquisition.](#)

Third Annual Sustainability in Packaging Survey Results

For the third year, SPC and *Packaging Digest* have partnered on a Sustainability in Packaging survey of SPC member companies and the broader packaging industry. The industry-wide results show that companies continue to increase efforts in sustainable packaging: [results summary](#). On November 19, *Packaging Digest* Editorial Director John Kalkowski will present the findings of this survey to SPC members on our November Open Forum

SPC Events

[Open Forum Call: Third Annual Survey on Sustainability in Packaging](#)

with John Kalkowski, Packaging Digest

November 19, 2009

11:00 am – 12:00 pm EDT

[Essentials of Sustainable Packaging](#)

December 17 – 18, 2009
Denver, CO

News of Interest

[Green Seal's New Business Certification Aims to Catalyze the Green Marketplace](#)

GreenBiz.com – November 16, 2009

[Future Bright for Sustainable Packaging](#)

dBusinessNews – November 13, 2009

[Big Corporations Pool Their Green Innovations](#)

New York Times – October 31, 2009

[U.S. Government Plans Major Study of the Safety of BPA](#)

USA Today – October 28, 2009

[Nudging Recycling From Less Waste to None](#)

New York Times – October 19, 2009

call. The presentation will offer an overview of how SPC member companies' awareness and efforts toward sustainability measure against the broader industry, and specific feedback on SPC tools and resources. [Open Forum information for members.](#)

Public Release of Sustainable Packaging Metrics Framework

The Sustainable Packaging Coalition will release the *Sustainable Indicators and Metrics Framework Version 1.0 (Metrics Framework)* to the public in early December. The SPC undertook development of the *Metrics Framework* to provide a set of common indicators and metrics that could facilitate consistency in the requesting, collecting, normalizing and aggregating of packaging sustainability measurement data and help companies measure progress toward the vision delineated in the SPC Definition of Sustainable Packaging.

The Framework was released to SPC members in April of this year. However, public release of was delayed while the SPC participated in the Consumer Forum Goods' Global Packaging Project (GPP). GPP project participants have agreed that the SPC's *Metrics Framework* could provide a set of indicators and metrics for the GPP to pilot test and refine for inclusion in its final deliverable, which is expected to be released at the end of Q2 2010. The SPC will continue to collaborate with the GPP through the pilot testing and validation phases in 2010 and will incorporate learnings from that process into a Version 2.0 of the *Metrics Framework* sometime next year. For more information about the Metrics Framework, including support in tailoring its use for your companies needs, contact [Katherine O'Dea](#).

Increasing PCR in High-Volume Plastic Packaging

Earlier this year, the SPC launched a project to develop practical guidance on the use of post consumer recycled material (PCR) in packaging used for high volume product category applications such as beverages, health and beauty aids and household cleaners. While general guidance is available to help packaging engineers and designers optimize the use of recycled content in plastic packaging, the opportunities for and challenges of using post consumer recycled content in specific applications or categories of packaging is not well understood by retail buyers.

Working Group participants from more than 30 SPC member companies have focused on 24 specific packaging applications across six product categories: they characterized the opportunity to use post consumer recycled content as low, medium or high; identified constraints in the use of PCR content due to performance and technical specifications and/or regulatory requirements; and identified other potential limiting factors. The Working Group will reconvene to address some of the barriers, identify specific examples of average and above average PCR use, and expand the process to include packaging applications for electronics and toys. Upon completion of the second phase of work, SPC staff will compile the data into a reference guide to be released this spring. For more information or to

Resources

EDF's Green Fleets Toolbox

EDF's online tools for implement green fleet practices include a handbook for fleet managers outlining everything from tips on driving best practices to concrete ways to incentivize changes in driving behavior; template materials for communicating with fleet drivers; an online driver-training module, complete with a users guide; and a five-step framework for developing a green fleet.

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participate in phase II of the project, contact [Katherine O'Dea](#).

COMPASS Update

The first anniversary of the release of COMPASS is fast approaching in March of 2010. Companies that wish to renew their COMPASS license along with their SPC membership should [contact us](#) immediately so that the invoices are adjusted accordingly. Next year's development priorities have been identified and we will begin work on modeling transport phase in COMPASS during the first quarter of 2010. Individuals interested in participating in the development of the transport module should contact [Minal Mistry](#). We will set up a formal work plan and timeline in the coming months and communicate to interested parties.

Upcoming ISO Packaging and Environmental Technical Committee Meeting in Stockholm SWEDEN: December 10-11, 2009

ISO/TC 122/SC 4 "Packaging and Environment" will strive to develop ISO-standards to harmonize environmental aspects on packaging that:

- Reduce the environmental impact of packaging.
- Minimize the risk of technical barriers to trade.
- Do not conflict with existing standards.

A sub-committee has been formed under the leadership of the Swedish Standards Institute and will have its first meeting in Stockholm this December. The starting point for this work is going to be the existing EN-standards, commonly known as the CEN standards. ISO-standards will be developed by consensus among all members of ISO/TC 122. Special efforts are being made to enlist experts from outside Asia and Europe to make sure that the standards developed gives a true global perspective.

SPC and GreenBlue in the News

Sustainability Agencies Join Forces

Beauty Packaging – November 13, 2009
Metafore projects will continue to operate after the acquisition and will complement existing GreenBlue projects such as the Sustainable Packaging Coalition, an industry working group of nearly 200 companies from across the packaging supply chain, and CleanGredients, which promotes green chemistry in the cleaning products industry. Several leading companies have been working with both organizations on sustainability initiatives and this acquisition will add expertise and effectiveness to these efforts. [Read More](#)

Language across the Supply/Recovery Chain

Packaging Digest column by Anne Johnson – November 1, 2009
As the Sustainable Packaging Coalition has worked with our member companies and other stakeholders, we have

continually heard the feedback that communication needs to improve throughout the packaging supply chain if we are truly to develop more sustainable packaging systems. GreenBlue recently took on this issue by developing A Guide to Packaging Material Flows and Terminology, which provides a common framework for communication along the supply chain, including a glossary of major packaging materials. [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](#).