

## **SPC Spring Meeting to Focus on Packaging Challenges in Global Markets, End-of-Life Options and Metrics**

***Sustainable Packaging Coalition's Annual Open Meeting To Be Held April 19-21 at the Boston Marriott Long Wharf in Boston, MA***

CHARLOTTESVILLE, VA, March 5, 2010 – The Sustainable Packaging Coalition has announced the agenda for its annual Spring Meeting, which will feature leading packaging and sustainability speakers. The conference, open to members and non-members, is recognized as the leading educational forum on the implementation of sustainable packaging solutions.

The newly announced agenda features Jason Clay, Senior Vice President of WWF, presenting on “Sustainability Challenges and the Global Landscape.” Alan Blake, Associate Director of Global Packaging Design Sustainability, Procter & Gamble, will join The Coca-Cola Company’s Director of Sustainable Packaging Scott Vitters to discuss the sustainable packaging challenges for global brands that operate in countries where socio-demographics, economic conditions and basic infrastructure vary significantly.

Mark Barthel, Director of Waste Minimization at WRAP, will present with Helene Roberts, Head of Packaging for Marks and Spencer, on the U.K.’s Courtauld Commitment, a voluntary agreement between WRAP and major grocery retailers and brand owners which is leading to new solutions and technologies to reduce packaging waste. And Dietmar Offenhuber will present on the MIT SENSEable City Laboratory’s Trash Track project.

Other topics include packaging sustainability metrics, innovations in waste-to-energy, materials procurement policies and practices, challenges in foodservice packaging, biodegradables, and composting approaches. Pre-meeting workshops will be offered on “Using the SPC’s Metrics Framework,” “An Introduction to Life Cycle Assessment,” and “Paper Procurement with EPAT.”

The full agenda is available [online](#).

The SPC Spring Meeting 2010 is generously hosted by Altria Group, Inc., Avery Dennison, Bemis Company, Caraustar Industries, CHEP Equipment Pooling Systems, The Estée Lauder Companies, Kraft Foods Global, Inc., Mirel Bioplastics by Telles / Metabolix, PKG Industries, and Union Street Brand Packaging.

### **About the SPC Spring Meeting 2010**

This will be the sixth annual SPC Spring Meeting, which brings together over 350 individuals to collaborate on making packaging systems that encourage economic prosperity and a sustainable flow of materials. Registration is now open: <http://www.sustainablepackaging.org/events/details.aspx?eventid=10002>

### **About the Sustainable Packaging Coalition and GreenBlue**

The Sustainable Packaging Coalition, a project of the nonprofit sustainability institute GreenBlue, is an industry working group of nearly 200 companies from across the packaging supply chain. [www.sustainablepackaging.org](http://www.sustainablepackaging.org)

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