

Sustainable Packaging Coalition Releases Metrics to Help Companies Track Sustainability Progress

***Sustainable Packaging Indicators and Metrics Framework* Intended to Standardize Packaging Measurement**

CHARLOTTESVILLE, VA, December 7, 2009 – After nearly two years of extensive research and stakeholder engagement, the Sustainable Packaging Coalition (SPC) has publicly released its *Sustainable Packaging Indicators and Metrics Framework* Version 1.0, designed to help companies measure progress toward the SPC Definition of Sustainable Packaging.

The *Metrics Framework* provides a wide-ranging palette of indicators and metrics that are organized into eight categories related to material use, energy use, water use, material health, clean production and transport, cost and performance, community impact and worker impact. Each *Framework* module explains why the measurements are relevant to sustainability efforts, defines each indicator as it relates to packaging, specifies the metric to be used and provides recommendations for what to measure and what not to measure.

The rigorous technical document, based on international standards and protocols, was jointly developed by a group of stakeholders representing leadership companies throughout the packaging supply chain. A primary reason the SPC undertook the *Framework* project was to respond to marketplace concerns about the proliferation of individual company sustainable packaging metrics and scorecards.

“Without consistent guidance, sustainability criteria vary significantly from one company to the next,” said GreenBlue Senior Fellow Katherine O’Dea, chief author of the framework. “This lack of coordination has made the data collection process time consuming and costly for suppliers, as well as making it difficult for companies to consistently benchmark their performance over time. Our hope is the *Metrics Framework* will standardize how the industry measures its progress toward making packaging more sustainable.”

Selected metrics from the *Metrics Framework* are also serving as the baseline for the Global Packaging Project, an initiative of the Consumer Goods Forum, that seeks to standardize packaging sustainability measurement by developing a globally recognized set of indicators and metrics with common data request and collection protocols. Pilot testing of the GPP metrics is expected to begin in the first half of 2010. The SPC will follow the pilot testing process and incorporate feedback into a Version 2.0 of the *Metrics Framework* so that any indicator and metrics common to both resources will be compatible and consistent in terms of language, data request and collection guidelines and referenced measurement standards and protocols.

Download

[*Sustainable Packaging Indicators and Metrics Framework*](#)

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

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