



## A NONPROFIT INSTITUTE WORKING FOR THE POSITIVE REDESIGN OF INDUSTRIAL SYSTEMS

GreenBlue® stimulates the creative redesign of industry by focusing the expertise of professional communities to create solutions, resources, and opportunities for implementing sustainability.

### GREENBLUE SUPPORTS A POSITIVE VISION FOR THE FUTURE OF THE PLANET

We see exciting opportunities for industrial systems to be redesigned to align economic, social, and environmental benefits. We envision a world where industry contributes to the conservation and growth of ecosystems and enhances human health. Where businesses and the natural world thrive together. GreenBlue connects this positive vision for sustainability with real opportunities for immediate implementation.

### GREENBLUE USES DESIGN AS A LEVERAGE POINT FOR EFFECTIVE ACTION

GreenBlue is staffed by scientists, engineers, and design professionals who ask: *How can we design, prototype, and realize better products and systems?* GreenBlue asks this question in specific contexts to reveal practical design and business opportunities.

### GREENBLUE WORKS DIRECTLY WITH THE PRIVATE SECTOR TO CREATE MORE SUSTAINABLE INDUSTRIAL SYSTEMS

GreenBlue provides decision-makers with pragmatic information about how to improve industrial systems. We engage industry in activities that are broad in scope (e.g., sector wide, life-cycle-based, and supply-chain inclusive) with the potential to result in positive systemic impacts.



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## GREENBLUE ACHIEVES SUCCESS THROUGH PROJECTS & PARTNERSHIPS

GreenBlue is recognized for its ability to convene stakeholders in key industry sectors, establish ambitious objectives, and develop practical design tools and resources. Current projects include:

### SUSTAINABLE PACKAGING COALITION<sup>SM</sup>

An industry working group that collaborates to transform packaging into a system that encourages an economically prosperous and sustainable flow of materials, creating lasting value for present and future generations. The SPC develops tools and resources to help industry realize its sustainable packaging objectives. Completed projects include the development of a Definition of Sustainable Packaging, Design Guidelines for Sustainable Packaging, Environmental Technical Briefs, and the COMPASS<sup>SM</sup> (Comparative Packaging Assessment) software.

[www.sustainablepackaging.org](http://www.sustainablepackaging.org)

### CLEANGREDIENTS<sup>®</sup>

An online database of cleaning product ingredient chemicals that are safer and healthier than those typically used today. As companies recognize that they can formulate safer cleaning products through the innovative application of green chemistry, they increasingly seek reliable technical information on the material health of chemicals used in their products. CleanGredients aims to provide this information for all classes of chemicals in cleaning products. This approach is replicable in other industry sectors, including textiles, cosmetics, and the inks, coatings and adhesives used in packaging. [www.cleangredients.org](http://www.cleangredients.org)

### GREEN2GREEN<sup>SM</sup>

A free, online resource for green building professionals seeking technical information and practical advice about green building products. Green2Green allows users to compare building products side-by-side, using a variety of environmental and technical criteria, and to locate products by source and dealer location, and includes advice from experts in order to share best practices and support the growing green building industry. [www.green2green.org](http://www.green2green.org)