



**SUSTAINABLE PACKAGING
COALITION** SM

THE SUSTAINABLE PACKAGING COALITIONSM (SPC) IS AN INDUSTRY WORKING GROUP DEDICATED TO A MORE ROBUST ENVIRONMENTAL VISION FOR PACKAGING

Through informed design practice, supply chain collaboration, education, and innovation, the Coalition strives to transform packaging into a system that encourages an economically prosperous and sustainable flow of materials, creating lasting value for present and future generations.

MEMBERSHIP

The SPC includes members from across the packaging supply chain, including a number of Global 500 companies. The Coalition is largely supported by membership dues, which are progressive and based on annual revenue; a portion of dues is tax deductible.

OUR APPROACH

The SPC works to develop educational, resources and tools. Results-oriented projects are the heart of the Coalition and provide an opportunity for SPC members to collaboratively share best practices. Members contribute individual technical expertise to help create shared, publicly available resources that enhance the global sustainability of packaging.

WHAT IS SUSTAINABLE PACKAGING?

In 2005, the SPC completed version 1.0 of the Definition of Sustainable Packaging. This definition provides a common vision and a framework for understanding activities directed toward improving packaging systems and continues to inform the future vision of the Coalition and its individual member-companies.

SUSTAINABLE PACKAGING...

- . Is beneficial, safe & healthy for individuals and communities throughout its life cycle
- . Meets market criteria for performance and cost
- . Is sourced, manufactured, transported, and recycled using renewable energy
- . Maximizes the use of renewable or recycled source materials
- . Is manufactured using clean production technologies and best practices
- . Is made from materials healthy in all probable end of life scenarios
- . Is physically designed to optimize materials and energy
- . Is effectively recovered and utilized in biological and/or industrial closed loop cycles.

The full text of the definition is available on the SPC website and includes a framework for specific actions for each aspect of the definition.



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PROJECTS

COMPASSSM—COMPARATIVE PACKAGING ASSESSMENT

The SPC has developed an online software tool for packaging designers and engineers to compare the environmental impacts of their individual package designs. COMPASS generates comparative profiles of packaging design options, based on metrics inspired by the Definition of Sustainable Packaging. Metrics include fossil fuel consumption, water consumption, greenhouse gas emissions, and human and aquatic toxicity.

SUSTAINABLE PERFORMANCE INDICATORS AND METRICS

The SPC has launched a project to develop guidelines for measuring the sustainability of packaging systems at a company or supply chain level. The guidelines will comprise a core set of performance indicators and metrics to help members of a packaging supply chain track and gauge their performance toward the vision of sustainability as set forth in the Definition of Sustainable Packaging.

DESIGN GUIDELINES FOR SUSTAINABLE PACKAGING

This comprehensive design resource was written for packaging designers and developers. It expands on the traditional design objectives of cost, performance, and appearance to include considerations such as responsible sourcing, resource optimization, material health, and resource recovery. The Guidelines are available in online and print versions.

ENVIRONMENTAL TECHNICAL BRIEFS

The SPC has written a series of briefs on the major classes of packaging materials. Each brief summarizes general information on the environmental and human impacts related to the production, use, and end of life of a common base packaging material. Materials profiled include glass, aluminum, steel, PET, PP, HDPE and LDPE, PS, PLA, PVC, paperboard, corrugated, and molded pulp.

EDUCATION

THE ESSENTIALS OF SUSTAINABLE PACKAGING

The SPC has developed a one and a half day course on the fundamentals of sustainable packaging. The curriculum serves as an introduction to the information developed within the SPC since its founding in 2004, including themes such as general sustainability knowledge, life-cycle thinking, information on materials, and case studies of design innovation.

PACKAGING DESIGN LIBRARY

Building on the expertise of its members, the SPC is creating an online Packaging Design Library to showcase packaging innovation and solutions that implement sustainability. The Library will be an educational resource for packaging designers, manufacturers, engineers, and students, and will feature winners from packaging award programs.

SPC MEETINGS

The SPC holds two meetings per year: one members-only meeting in the fall and one open meeting in the spring. Meetings provide education on current sustainability issues, networking with other packaging professionals, and an opportunity to advance project work.

a project of **GreenBlue** 

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The SPC is a project of GreenBlue®, a nonprofit institute that works with the private sector to enable the positive redesign of industrial systems.