

The Sustainable Packaging Coalition

Addressing the Needs of the Packaging Community

CalRecycle Packaging Workshop
Danielle Peacock, Project Manager
December 12th, 2013



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COALITION®**

A PROJECT OF  GREENBLUE™

GreenBlue[®] is a nonprofit that equips business with the science and resources to make products more sustainable.



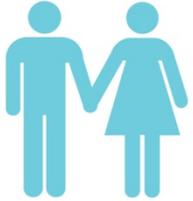


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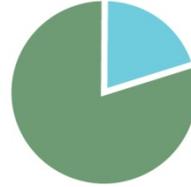
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Definition of Sustainable Packaging

Together, these criteria characterize our vision of sustainable packaging. No ranking is implied in the order of definition criteria.



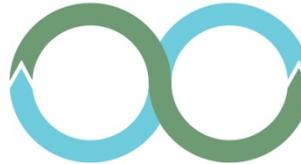
Is beneficial, safe & healthy for individuals and communities throughout its life cycle;



Is physically designed to optimize materials and energy;



Meets market criteria for both performance and cost;



Optimizes the use of renewable or recycled source materials;



Is sourced, manufactured, transported, and recycled using renewable energy;



Is manufactured using clean production technologies and best practices;



Is effectively recovered and utilized in biological and/or industrial closed loop cycles;



Is made from materials healthy in all probable end of life scenarios.



How2Recycle

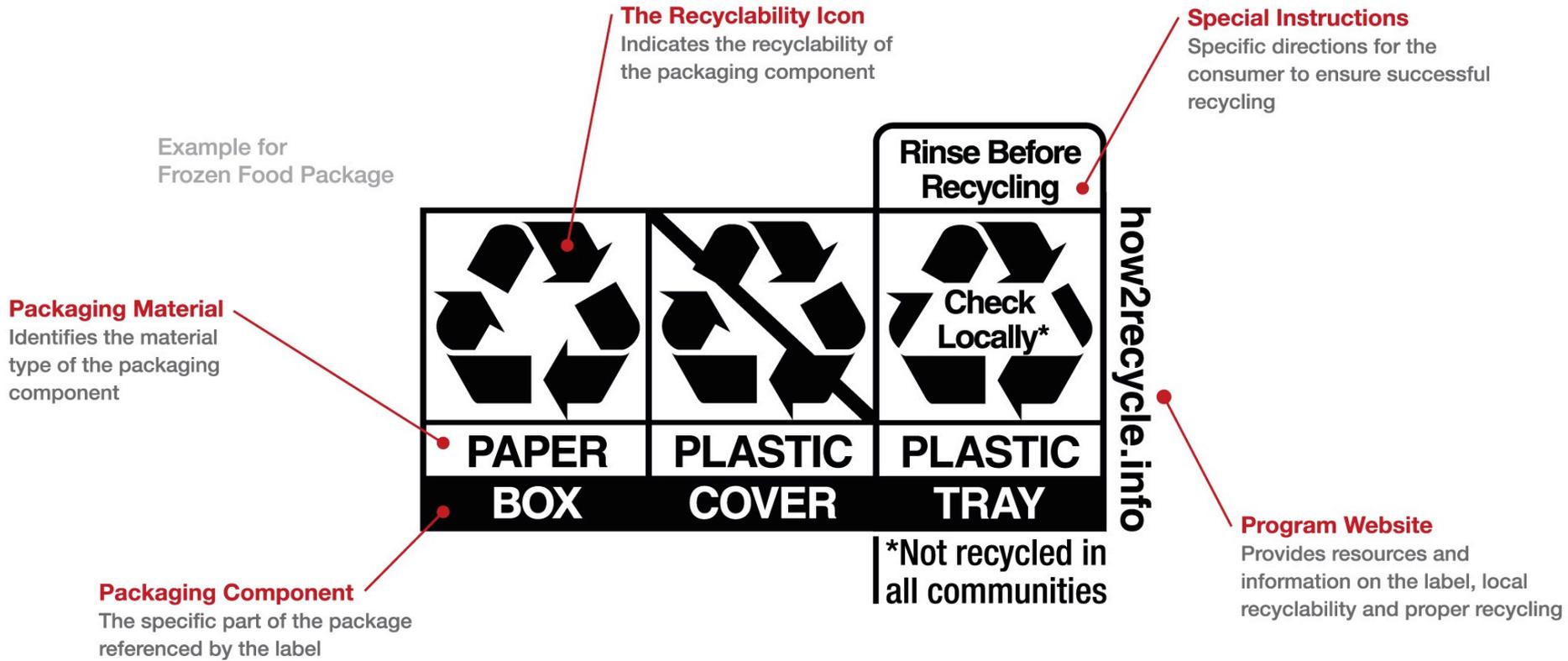
How2Recycle is an on-package recycling label developed by the **Sustainable Packaging Coalition**, a project of the non-profit **GreenBlue**.



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How2Recycle Label Design



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Participants



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Converting Ideas Into Innovation

How Do We Continue Progress?



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Challenges & Opportunities

Reward Leadership

Recognize Progress

Continue Life
Cycle Approach

Set Goals & Benchmarks

Continuous
Improvement



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Our Idea: An SPC “Trust Mark”

Business to Business
Or
Business to Consumer

Acknowledging the Journey
of a Package

A Benchmarking, Target, and
Continuous Improvement Tool

Based on the Definition of
Sustainable Packaging

NOT a Black Box of Criteria



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How Might We?

- Points Based
- Bronze, silver, gold
- Third party validated
- Transparent
- Consider product/package system
- Create benchmarks and progress targets
- Integrate with GPPS, design guidelines



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Thank you!

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GreenBlue

Sustainable Packaging Coalition

How2Recycle's Website

How2Recycle Gallery of Packages

www.greenblue.org

www.sustainablepackaging.org

www.how2recycle.info

www.how2recycle.info/gallery



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