

# *Understanding & Executing Sustainability Initiatives & Sustainable Packaging Programs*

Use this study's Net Result Conclusions and more than 50 newly-developed Action Item Checklists, Figures, and Tables to guide your decision-making process when exploring, developing, executing supply-chain-focused business sustainability initiatives and sustainable packaging technology projects and supply chain programs.

*The “where-to-start” and “how-to-execute” resource that will make progress toward the next level of sustainability initiatives through the packaging supply chain*

- Analysis of how triple-bottom-line thinking creates a base for progress toward more sustainable packaging and associated ROI benefits
- Information that creates actionable platforms for integrating sustainability and sustainable packaging into the entire supply chain system
- Explanations that distill the complex tasks of introducing sustainability and sustainable packaging into your operation and that of your vendors and customers
- Checklists that guide and measure your progress toward sustainability goals in the quest to make progress toward achieving more sustainable packaging
- Forecasts and Net Conclusions for the future of business sustainability and sustainable packaging through 2017

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# Understanding & Executing Sustainability Initiatives & Sustainable Packaging Programs

*The global packaging supply chain understands the positive bottom line impact of sustainability. What is less clear is how to begin the process of creating more sustainable packaging technologies and processes that generate and maintain those triple bottom line benefits.*

*This study, the 2nd in the groundbreaking Sustainability & Sustainable Packaging Series from PTIS and Packaging Strategies, brings clarity to companies throughout the global packaging supply chain who are committed to sustainability but who are struggling to find a point of beginning.*

## Understanding & Executing Sustainability Initiatives & Sustainable Packaging Programs

includes actionable information; explanations, resources, checklists, best practice case examples, and even checklists to help guide you through the maze of complexities currently blocking your path toward more sustainable packaging and the associated triple bottom line benefits.

## Scope of this Study

This study examines all aspects of sustainable business practices, including:

- How to use research to work toward sustainability
- Supply chain planning and logistics that reduce carbon footprint
- Package design for the environment that anticipates and supports brand-owner and retailer sustainability goals
- Current, emerging, and future “sustainable-oriented” packaging materials
- Responsible sourcing practices
- Sustainable production methods and renewable energy options
- Necessary certifications and how to attain them
- Marketing of sustainable attributes

*And much more...including:*

*Forecasts and Net Conclusions for The Future for Business Sustainability & Sustainable Packaging through 2017*

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## Who Will Benefit From This Report:

This uniquely positioned and presented body of competitive research, interpretation, and actionable instruction delivers a combination of strategic-level intelligence and tactical initiatives guidance for...

**Retailers** who are driving the implementation of corporate social responsibility and sustainability programs; who want to embrace sustainability as a corporate culture; who want to offer consumers a choice of socially responsible packaging options.

**Consumer & Industrial Product Brand-owners** who bear the responsibility for sourcing, specifying, and manufacturing branded products delivered in more socially responsible/environmentally friendly package structures, and who desire to offer consumers an alternative, socially empowering choice of package options.

**Traditional Package Material Suppliers & Converters** – glass, metal, plastics, and paperboard – who must learn how to produce, market, and deliver converted packaging by focusing on the positive attributes within the context of the definitions of sustainability and sustainable packaging.

**Renewable-resource-based Material Suppliers & Converters** – raw material suppliers and converters of the continuously emerging genre of bio-based materials who must compete against the entrenched infrastructures and economics of traditional, non-renewable-based materials, structures, and processes.

**Structural & Graphic Package Designers** who are tasked with making critical package material selection choices based on LCA/I metrics.

**Marketing professionals** who are desperate to learn how to accurately define, certify, and promote consumer products and packaging structures, materials, components, processes, machinery, and services within the context of sustainability.

**EHS/Product Stewardship/Sustainability professionals** tasked with establishing and executing corporate sustainability programs and who are responsible for educating their company on regulatory, legal, and other challenges associated with sustainability and sustainable packaging.

## FORWARD/INTRODUCTION

## SECTION 1. EXECUTIVE SUMMARY

## SECTION 2. SUSTAINABILITY & THE TRIPLE BOTTOM LINE ACROSS THE VALUE CHAIN

## SECTION 3. USING RESEARCH TO WORK TOWARD SUSTAINABLE PACKAGING

Research in Sustainable Packaging  
Life Cycle Analysis  
Life Cycle Inventory  
Life Cycle Impact Assessment  
Cradle-to-cradle and Total Package Lifecycles  
Research That Focuses On Measurable ROI  
Representative & Transparent LCAs  
Selection of Materials & Package Design Options  
ROI Impact  
Impact of REACH  
Retail Ethics  
Production & Conversion Efficiency Models  
Emissions Reduction  
Sorting Technologies  
Biodegradability Assessments  
Best Practices of Using Sustainable Packaging Research

## SECTION 4. DESIGNING PACKAGING FOR SUSTAINABILITY

Primary, Secondary, & Tertiary Packaging Systems  
Research & Planning  
Assessing Product to Package Ratios  
Adding Reusability to Redesign  
Optimizing Concepts With Simulations  
Best Practices in Sustainable Design

## SECTION 5. SELECTING MATERIALS WITH SUSTAINABLE PACKAGING IN MIND

Design of Source-reduced, Reusable, & Recyclable Packaging  
Direct Replacement With Alternative Materials  
Traditional Material Sustainability Assessment  
Using Polymers to Achieve More Sustainable Packaging  
Polymer Source Reduction and Sustainability  
Achieving Source Reduction with Lightweighting  
Achieving Source Reduction with Redesign  
Polymers Reuse and Sustainability  
Polymer Recycling & Sustainability  
Collection & Sorting Innovations  
Recycling Technology  
Recycling Legislation  
Polymer Thermal Degradation & Sustainability  
Using Metals to Achieve More Sustainable Packaging  
Using Glass to Achieve More Sustainable Packaging  
Using Paper/board to Achieve More Sustainable Packaging  
Using Inks & Adhesives to Achieve More Sustainable Packaging  
Using Alternative Materials to Achieve More Sustainable Packaging  
Non-Petroleum Derived Polymers & Degradable, Compostable, & Biodegradable Polymers  
Environmental Claims for Polymer Alternatives  
Discussion of Barrier Alternatives  
Biopolymer Properties  
Biopolymer Cost  
Profiles of Biomaterials  
Wood Fiber Alternatives  
Material Selection & Development Best Practices

## SECTION 6. SUSTAINABLE PRODUCTION

Energy Use & Sustainability  
Emissions & Sustainability  
Polymer Production & Sustainability  
Optimizing Energy Usage in Polymer, Glass, Metal, Paper/board Manufacturing  
Reducing Emissions from Package Manufacturing  
Optimizing Energy Usage in Package Manufacturing  
Best Practices Sustainable Production  
Reducing Water Usage & Solid Waste Emissions  
Sustainable Production in BRIC & Developing Countries  
Using Chain of Custody to Track BRIC Natural Resources

## SECTION 7. SUPPLY CHAIN & LOGISTICS PLANNING THAT FACILITATE MORE SUSTAINABLE PACKAGING

Regional Sourcing vs. Global Sourcing  
Supply Chain Logistics & Distribution

## SECTION 8. CERTIFICATIONS

Importance of ISO Classifications for Claims  
How to Obtain Certification  
How to Leverage Certifications  
Forest Certification Schemes  
Best Practices in Leveraging Certifications

## SECTION 9. MARKETING OF SUSTAINABILITY

Marketing Sustainable Packaging from Raw Material Suppliers to Converters  
Marketing Sustainable Packaging from Converters to Brand-owners  
Marketing Sustainable Packaging to Retailers  
Marketing Sustainable Packaging to Consumers

## SECTION 10. BEST PRACTICES IN SUSTAINABLE PACKAGING

Nestle  
General Mills  
Starbucks Coffee Company  
Green Mountain Coffee Roasters  
McDonalds  
Johnson & Johnson  
Hewlett Packard  
GE  
Apple  
Ford Motor Company  
Aveda  
Estée Lauder  
SC Johnson  
IKEA  
Herman Miller

## SECTION 11. KEY STEPS IN MOVING TOWARD SUSTAINABLE PACKAGING

How to Identify & Access Information on Sustainable Packaging  
Industry Consortiums & Consultants  
How to Get Involved with Decisionmakers  
Sustainable Packaging Metrics

## APPENDICES

A: Common Terms & Definitions  
B: SPC Design Guidelines for Sustainable Packaging  
C: Global 100 Most Sustainable Companies  
D: LCA Case studies  
E: Initiatives & Regulations



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## About the Author



Dr. Claire Koelsch Sand's 21 years in packaging with U.S. consumer package goods and market research companies, retail category management, university packaging programs, and international research institutes has led to multifaceted insights on packaging. Sand is currently a Packaging & Technology Integrated Solutions (PTIS) Associate and Adjunct faculty at Michigan State University's School of Packaging.

PTIS is regarded as the packaging industry's premier tactical assessment and strategic problem-solving organization. Its principals, Dr. Michael Richmond and Brian Wagner, bring a half-century of experience to bear in helping top-tier consumer packaged goods companies achieve desired results through strategic organization, new growth, and productivity initiatives.

## Other studies published under the PTIS/PS research partnership include:

- **Package Innovation:**  
Collaborative Best Practices & Opportunities For Brand-owners, Retailers, & Package Suppliers
- **Retail-Driven Packaging Decisions:**  
Packaging As A Profit Driver & Brand Enabler At Point of Sale
- **Contract Packaging:**  
Strategic Opportunities & Profit Potential
- **Sustainability & Sustainable Packaging:**  
The Business Case for Corporate, Social, & Environmental Strategies Driving Sustainability Initiatives & Sustainable Packaging Innovations

\*A comprehensive Table of Contents is available online at [www.packstrat.com](http://www.packstrat.com)



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