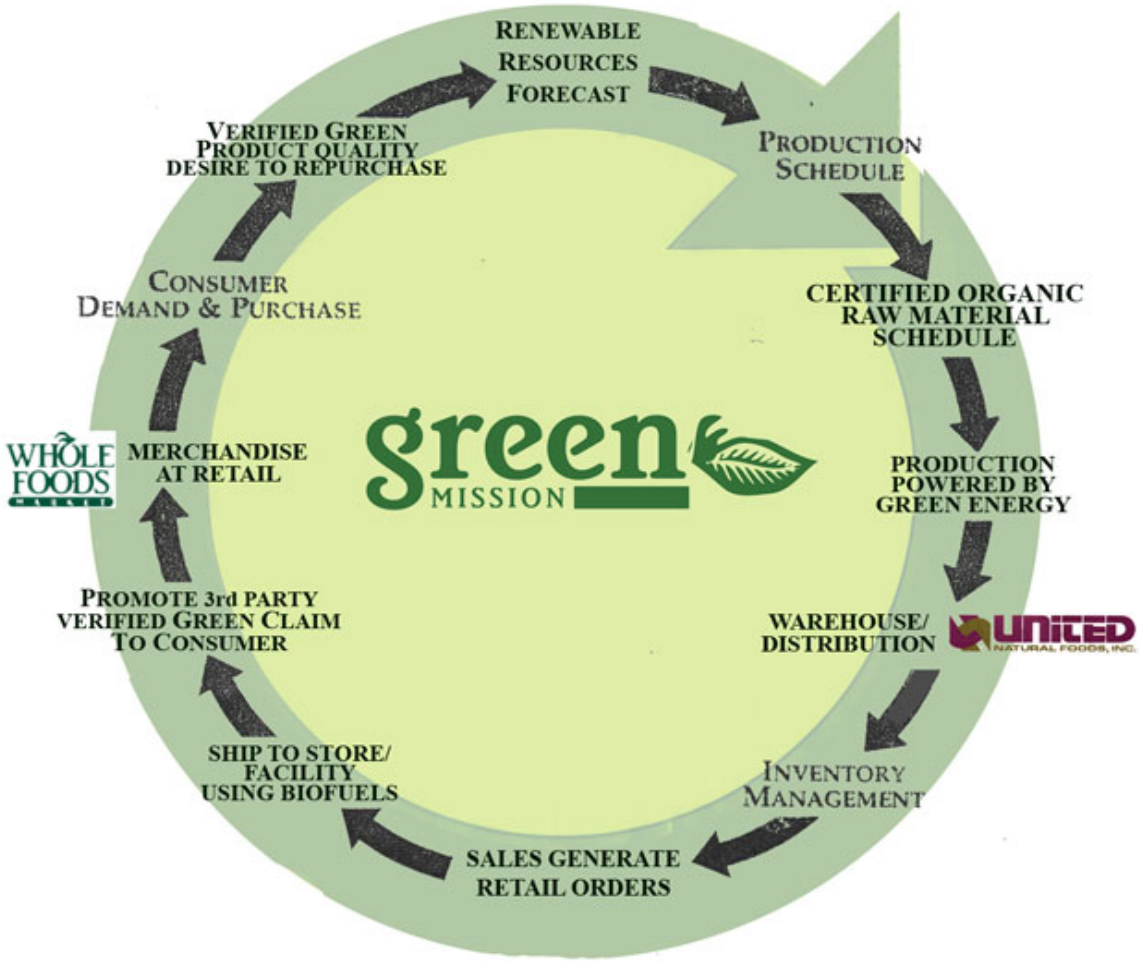
Tom Wright
Sustainable Bizness Practices

925-376-0327

Responsible Packaging Forum
www.sustainablebizness.com

Green Supply Chain Example



Whole Foods Market
Whole Body Packaging
Guidelines and Details

Organic Food Industry Packaging Guidelines and Details

responsible-packaging.org

green MISSION

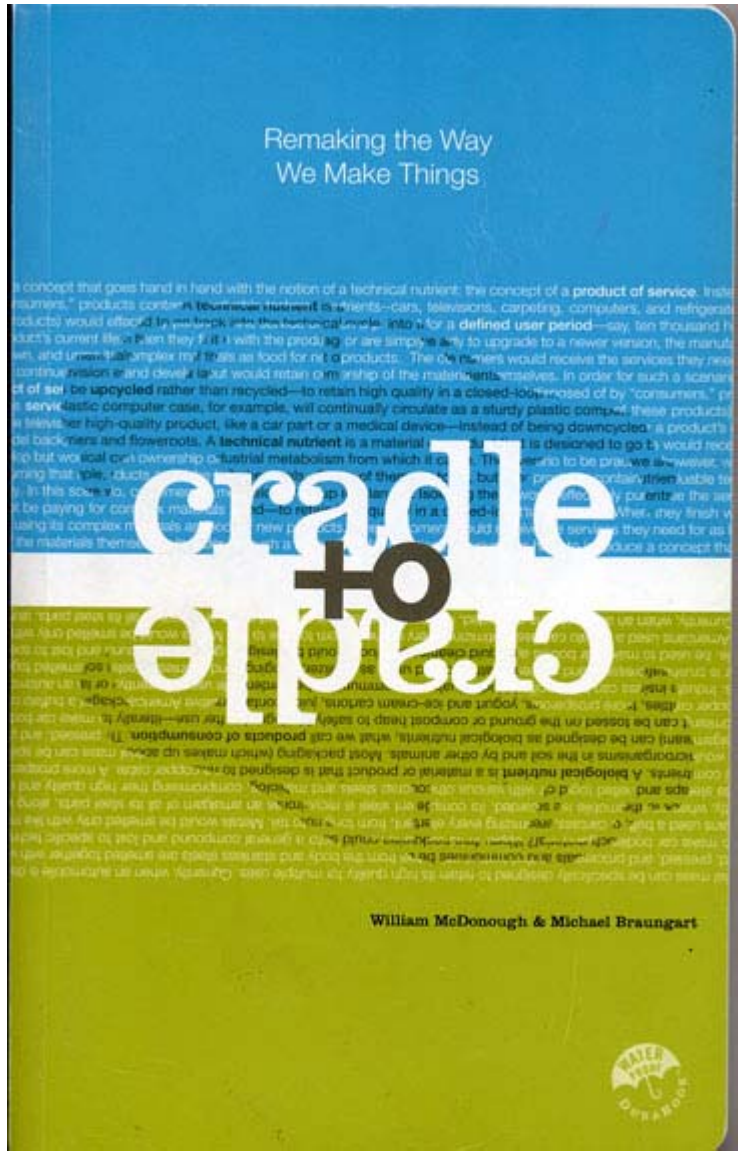
Responsible Packaging Guidelines' Three Legs (responsible-packaging.org)

There are three legs to the dialogue concerning Packaging Standards:

1. **Transparency** of content and process in determining these standards, and which materials and inputs are preferred.

2. **Extended Producer Responsibility** (EPR) -- a strategy designed to promote the integration of environmental costs associated with products throughout their life cycles into the market price of the products

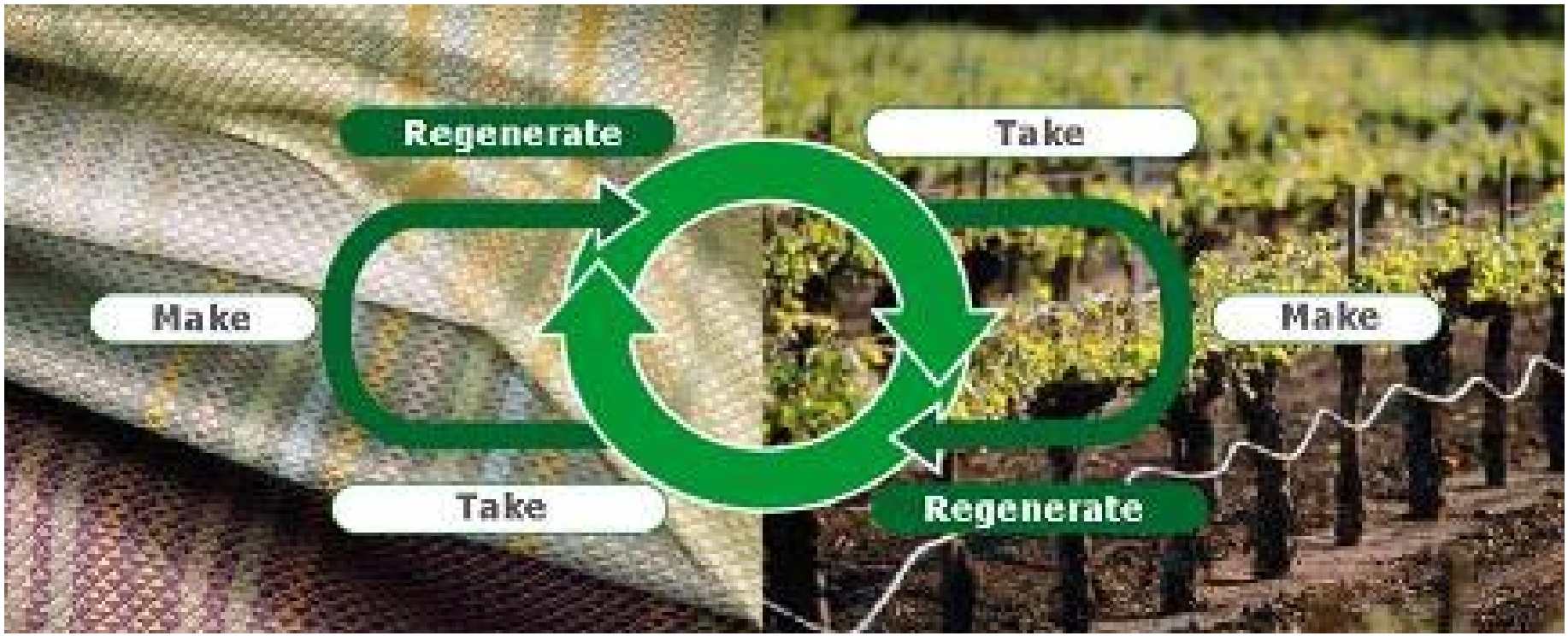
3. **Ecological Principles** drive the definition of "what is". e.g. either recyclable as a **technical nutrient,** or compostable as a **biological nutrient.**


Remaking the Way
We Make Things
cradle
to
cradle
William McDonough & Michael Braungart

Bill McDonough

- “There are two fundamental frameworks for metabolism: biological and technical nutrients. So we ask a company, ‘Are your materials safe and healthy for human and ecological systems? Do you have reverse logistics – do we know where this stuff comes from, where it goes, and how to get it back and it onto closed, zero-waste cycles?’ ”

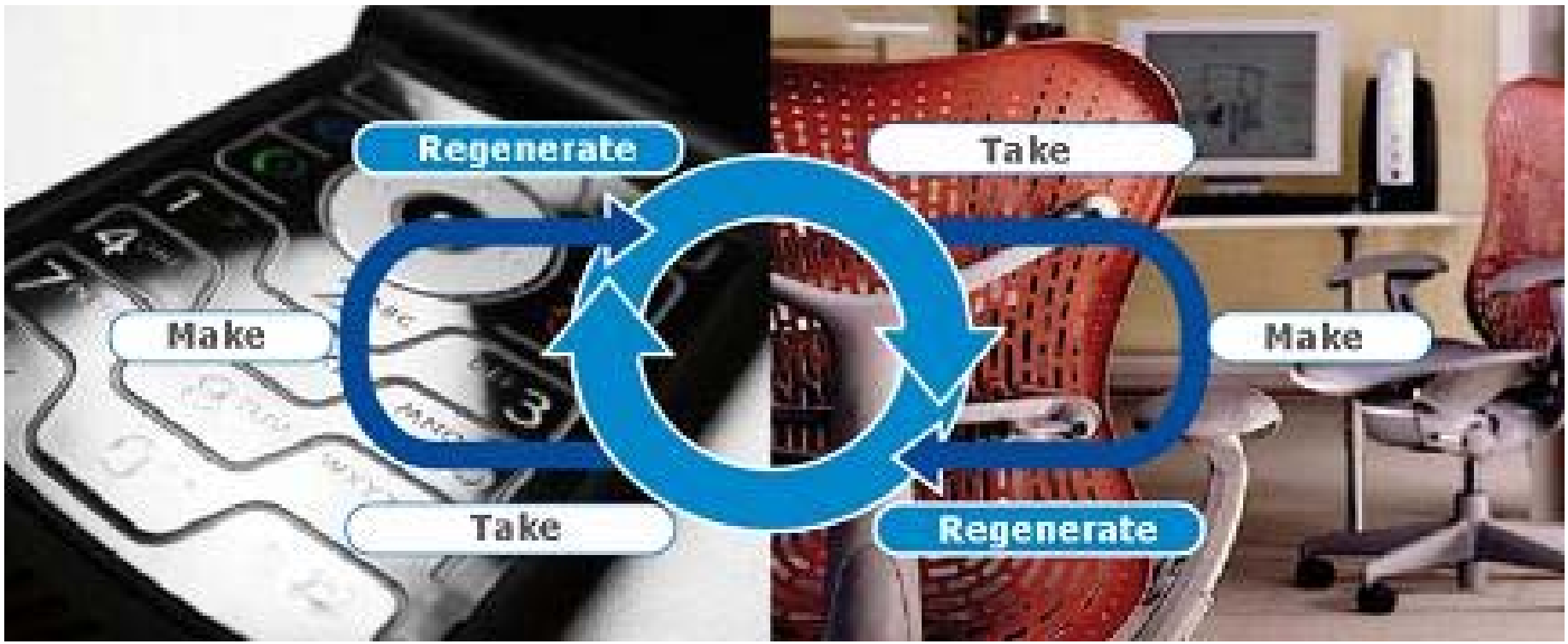
Biological Nutrients
e.g. compostable materials



Cradle to Cradle, William McDonough and Michael Braungart

Technical Nutrients

For example, glass and plastics and metals

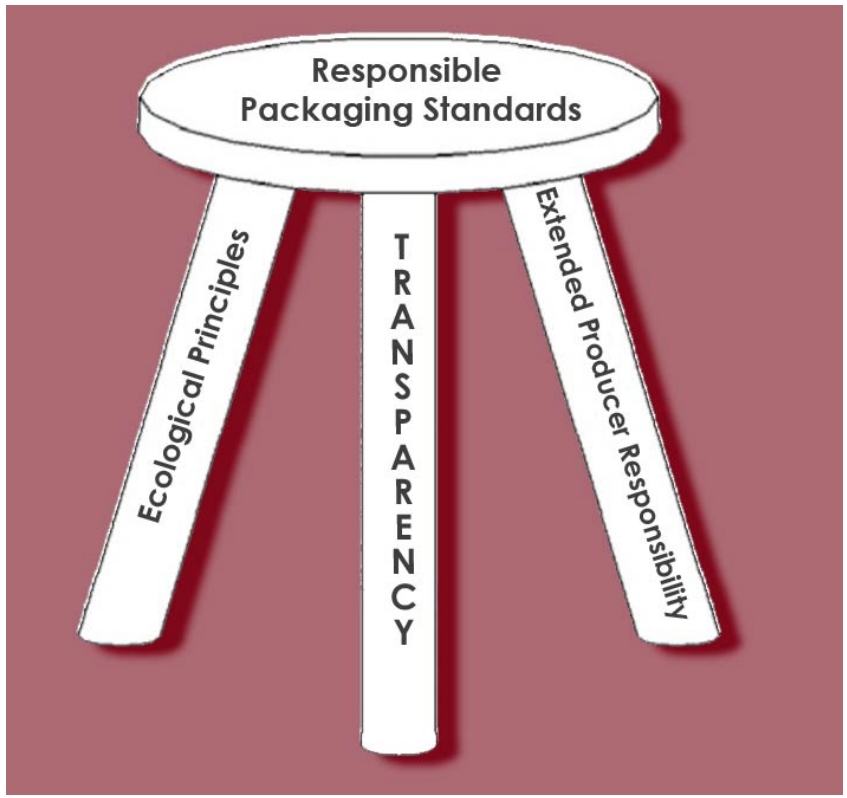


Cradle to Cradle, William McDonough and Michael Braungart

Extended Producer Responsibility

(EPR) is the extension of the responsibility of producers for the environmental impacts of their products and packaging to the entire product life cycle -- and especially for their take-back, recycling, and disposal. EPR is based on the 'polluter pays' principle.

Responsible Packaging Standards' Three Legs



Transparency: Sharing Details of Our Progress

- Many companies today are making green claims. Among these are companies that are "greenwashing“: making claims about their environmental record that aren’t supported by their actions. In this type of environment, it is increasingly important to be open and honest about our progress toward sustainability.

The **precautionary principle**

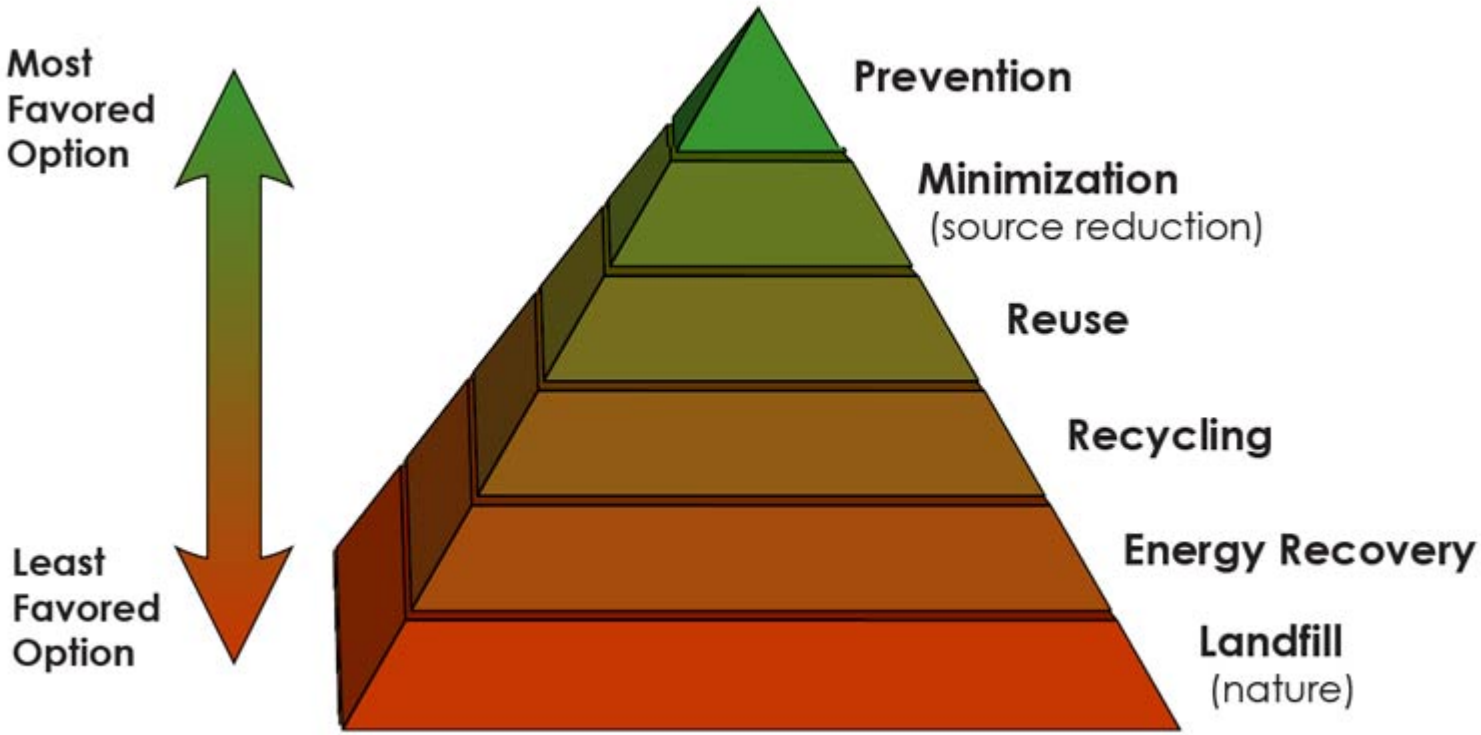
- states that if the potential consequences of an action are severe or irreversible, in the absence of full scientific certainty the burden of proof falls on those who would advocate taking the action.

Sustainability:
2 simple rules to follow

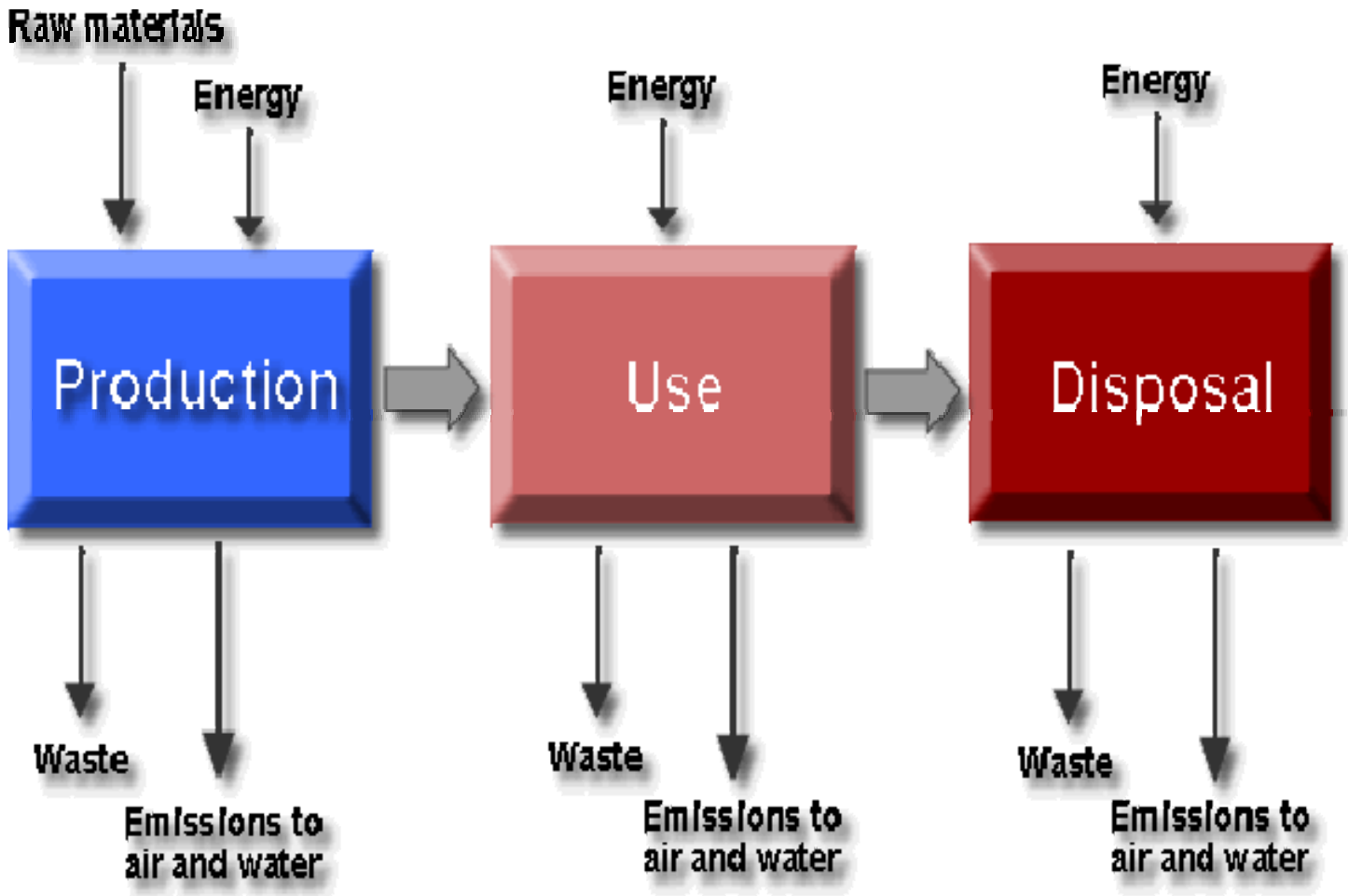
- Live off of current solar income

- The cyclic principle: waste = food for something else; there is no bioaccumulation of persistent human-made molecules

Waste Hierarchy Protocol



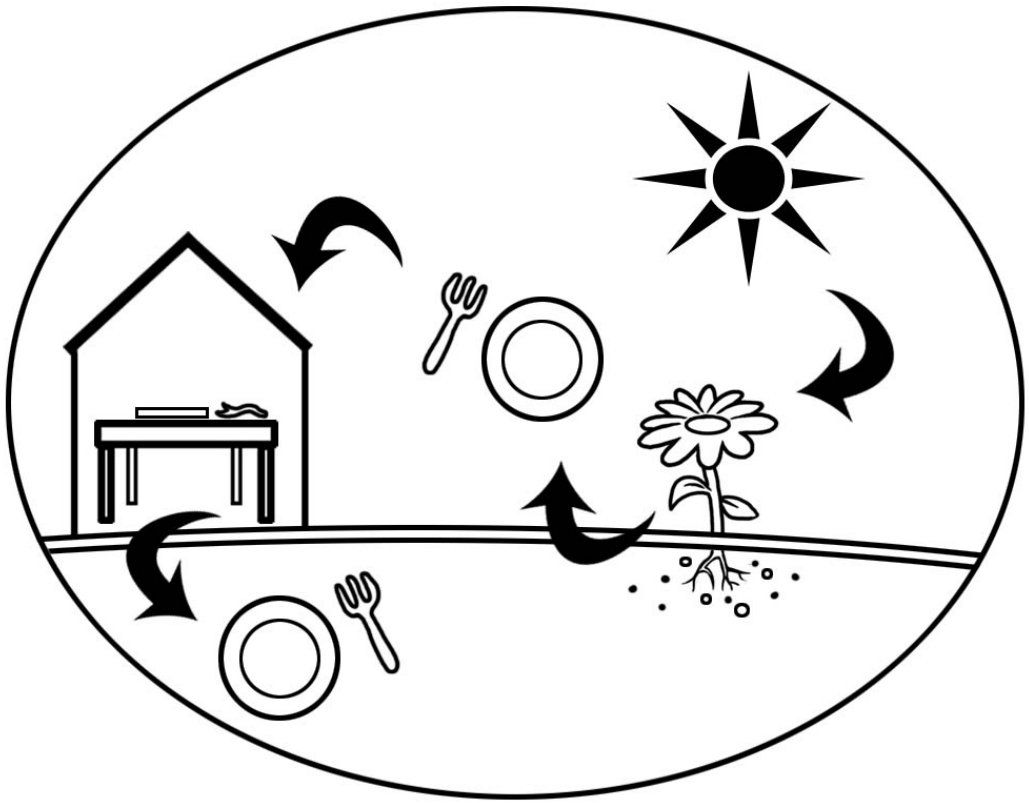
Take – Make – Waste
(linear throughput, reductionistic)



Waste Hierarchy Protocol

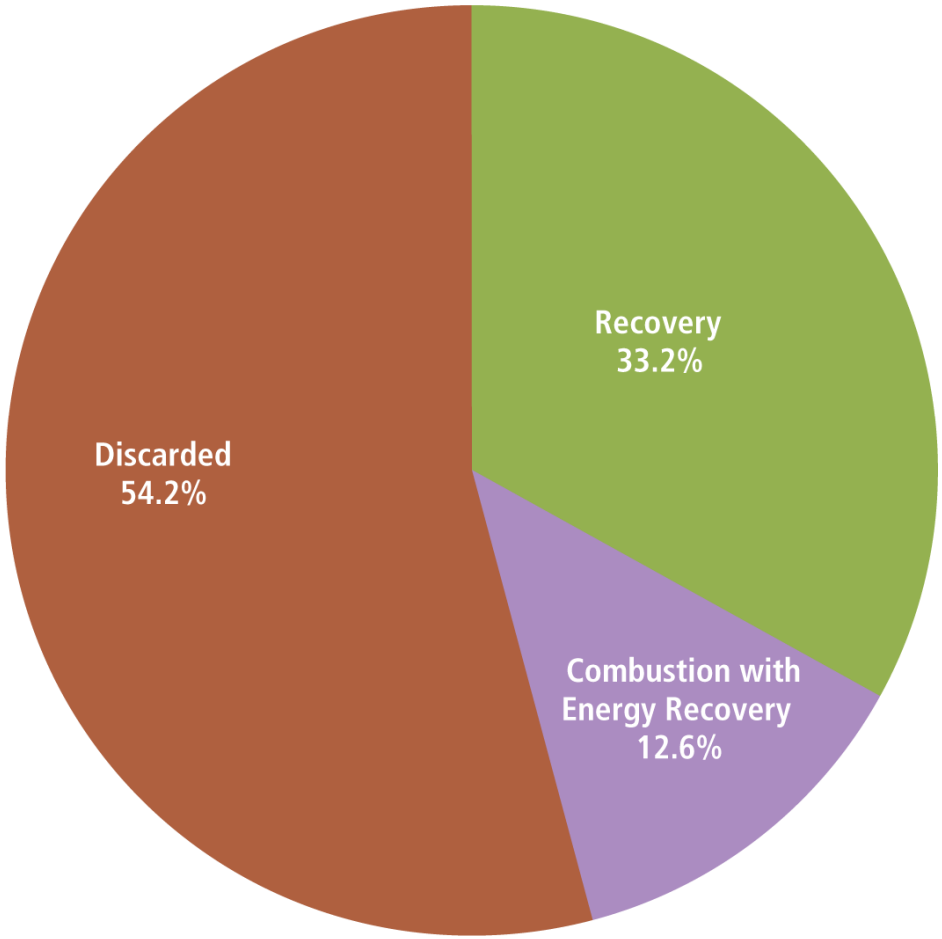
“Zero Waste” from packaging is the goal.

In nature there is no waste, what appears as ‘waste’ is actually ‘food’ for another organism.



Solid Waste Management

Figure 4. Management of MSW in the United States, 2008



Recycling and Composting as minimum goals.

An aim of these packaging guidelines is to make landfilling, disposal into nature (whether by accident or not), and incineration, obsolete, by placing recycling and/or composting as the minimum goals.

Packaging Claims Standard : FTC Guidelines are the Baseline Minimum

The FTC seeks to prevent false or misleading marketing claims, including environmental or "green claims." The FTC's Environmental Marketing Guides, also called the "Green Guides," apply to all forms of marketing for products and services: advertisements, labels, package inserts, promotional materials, words, symbols, logos, product brand names and marketing on the Internet or via email.

These web pages are designed to help consumers and businesses understand the FTC's Environmental Marketing Guides, and learn about other environmental and energy areas of concern to the FTC:

FTC Green Guides Review
http://www.ftc.gov/bcp/edu/microsites/energy/about_guides.shtml

Packaging Claims Standard : FTC Guidelines are the Baseline Minimum

How can one be sure that stated environmental claims are actually true?

Manufacturers have been known to make misleading, trivial, irrelevant and false statements on packaging. Statements like "biodegradable" or "contains recycled content" or "earth friendly" can be so vague as to have no practical meaning.

The more specific a claim, the easier it is verify.

Non-authentic (vague), or non-third-party-verified, claims are to be avoided. This is true whether the claims are on the package, or used in marketing collateral, or advertising.

"Less bad" packaging claims are likely to be under greater consumer scrutiny .

Actual chapter title in Cradle to Cradle
is “Less Bad is not Good.”

60% bar for any recovery, next-life, claim:

With the claim of "recyclable" or "compostable":

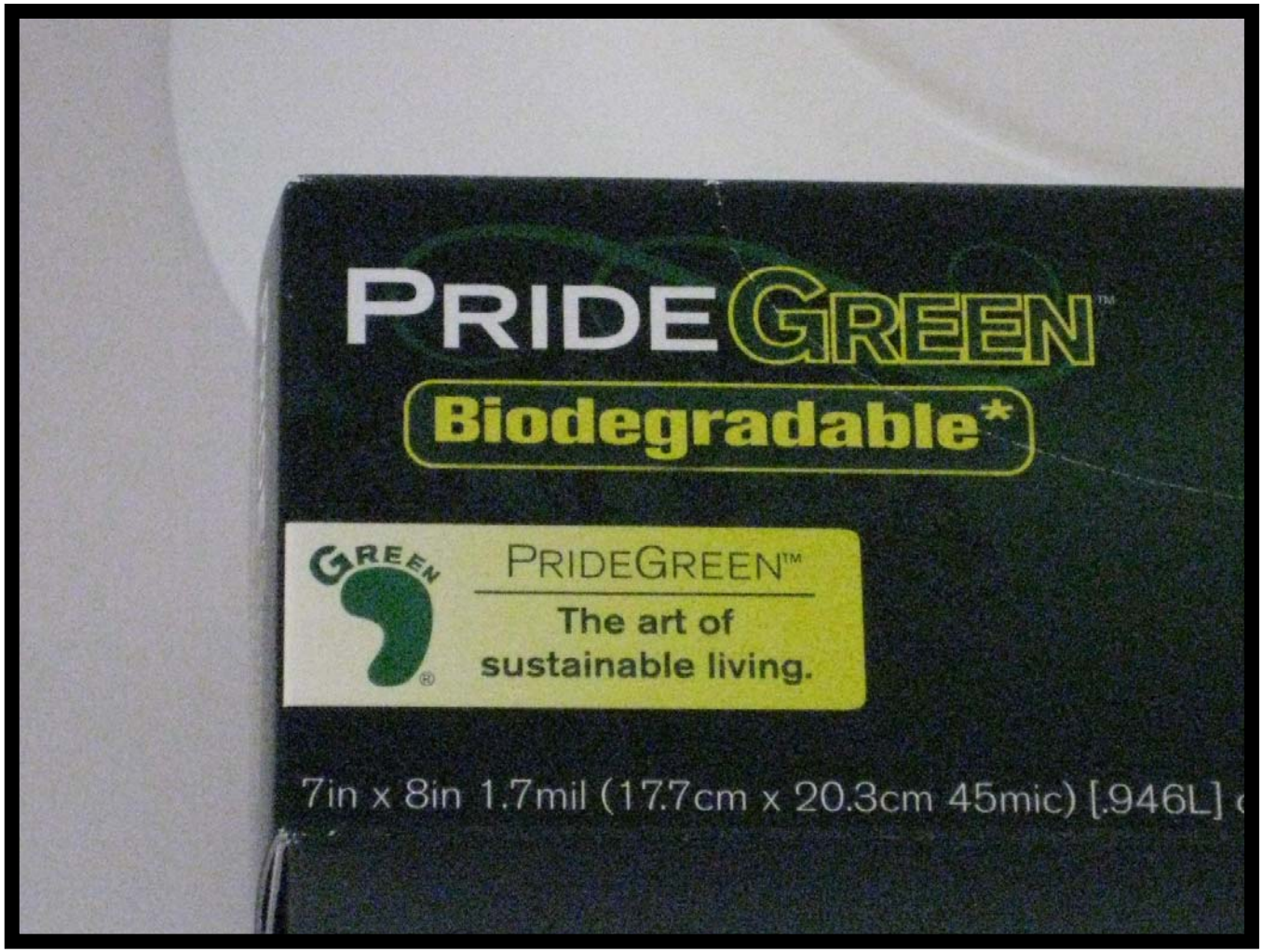
> Is this true 60% of time the consumer has to "recycle" or "compost" that package?
>
> Do they have reasonable (easy) access to a system of recovery and reprocess for that claim to be actualized?

Claims of "recyclable" and/or "compostable" should be true, at minimum, 60% of time to be claimed, starting (Set Date).

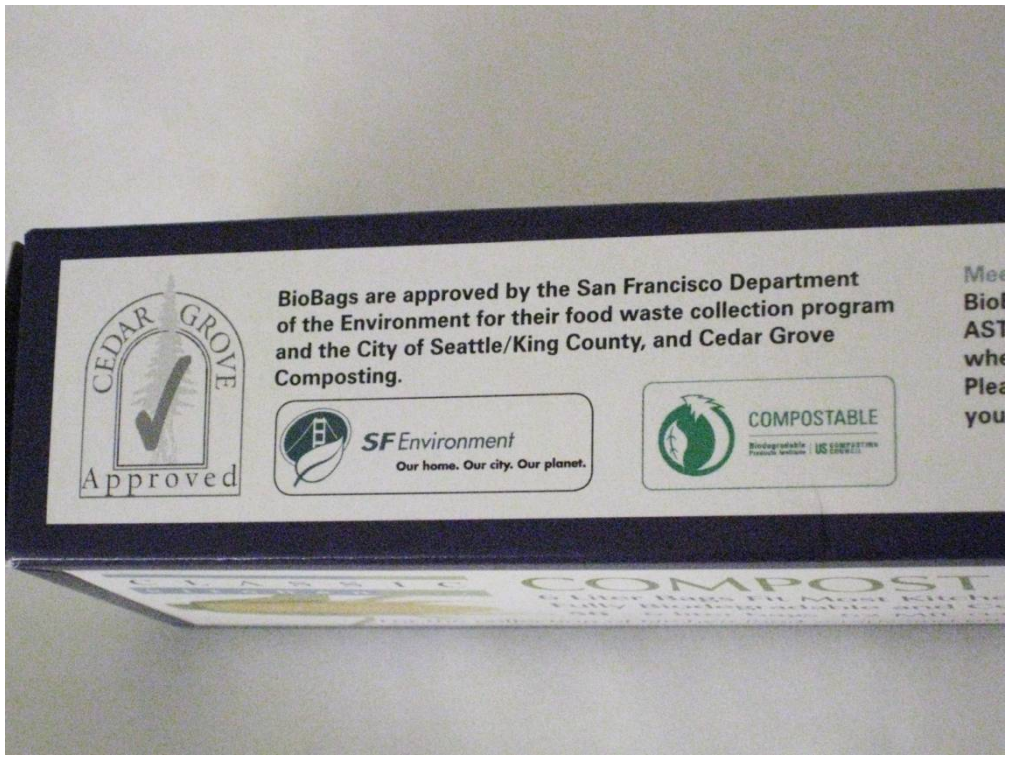
FTC Green Guides

- **Green is Good; Greenwashing is Bad. Get to know the FTC Green Guides**
- **<u>Compostable</u>. A compostable product must break down into usable compost in a safe and timely manner (*i.e.*, about the same time as the materials with which it is composted). If compositing is limited to municipal composting facilities, or if municipal composting is not available to a substantial majority (60%) of communities where the product is sold, that must be disclosed.**

Biodegradable ?



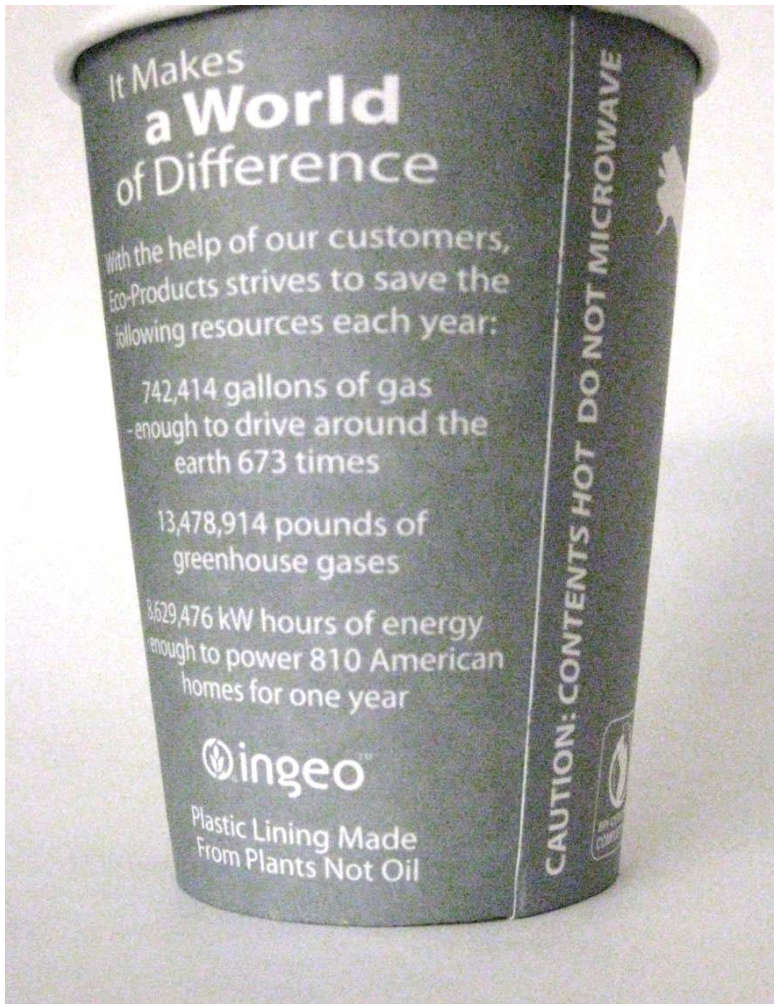
Who’s the certifier? (Why not everyone?)



This is the “Beyond Organic” positioning.

Recyclers dislike PLA bottles because they contaminate PET stream. . .
in that sense it is not recyclable.

Plastics made from GMO plants; Plastics made from food.



Paper plus a polymer coating: is this certified compostable?

Is this OMRI listed?

All content in Pure products must come from an FSC certified forest. No recycled or non-FSC fiber of any kind.

Non-wood fiber (i.e. wheatboard) or non-fiber materials (i.e. steel or glass) don't factor into a product's FSC status.

All the system is concerned

with is wood and wood fiber.

This label is relatively straight forward. An FSC Recycled product means that a minimum of 85% of the wood fiber content is from post-consumer sources, with a maximum of 15% coming from post-industrial sources.

Many products that claim 'recycled' content don't differentiate post-consumer content from post-industrial.

Improved recycling of post-consumer fiber helps take pressure off of natural forests and keep good product out of landfills.

Mixed source products are a blend of FSC Pure, Recycled and/or Controlled fiber. Controlled fiber refers to any wood fiber in an FSC product that isn't from an FSC forest or recycled. All Controlled sources are screened to ensure they aren't contributing to any of the five most destructive practices in forestry

::>

- Illegal logging
- Natural forest conversion to other land uses
- The liquidation of high conservation value forests
- Civil rights violations
- Genetic modification of forest species (traditional breeding

being fine, of course)

We all have the choice.

Small group break out questions

- What Green Claims should the FTC looked into the most?
- Which green claims deserve the most scutinity?

Small group break out questions

- What green attribute or claim, that you want to use, needs clearer (better) vetting?
- What good thing do you want to do?
- How would you back it up?