

THE ESSENTIALS OF

# sustainable packaging

*The Sustainable Packaging Coalition* presents a professional training program introducing the key concepts of sustainability and what it means for packaging.



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF GREENBLUE™

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**The Essentials of Sustainable Packaging** offers a comprehensive introduction to sustainability considerations that apply to the entire packaging life cycle: material sourcing, packaging design, manufacturing, transport, and final disposal.

Through this one-day seminar, packaging professionals and corporate sustainability decision-makers will learn about the essential sustainability considerations for packaging and the strategies needed to create packaging that is beneficial for people and the planet. Using real world examples and interactive discussions, attendees will learn how a holistic view of sustainability applies to each facet of their operations.

*"I really enjoyed The Essentials of Sustainable Packaging course! The course was fascinating, educational, professional and energizing. The attendees were wonderful (great team work)."*

Cindy Graney, Director Global Package Development, Clinique Laboratories LLC , New York, NY

*"The Essentials of Sustainable Packaging course was terrific. It provided me with a clear insight on where our greatest opportunities for continued improvement lie, and gave us the vital information on what to be cognizant of moving forward. Invaluable!"*

Jeffrey Fitzpatrick-Stilwell, Environmental Affairs & Government Relations Advisor, McDonald's Restaurants

# The Essentials of Sustainable Packaging

## Participants will learn about:



### Sustainability and Balancing Tradeoffs

- An overview of the Triple Bottom Line
- Impacts associated with packaging
- Packaging as an enabler of product sustainability
- How sustainability applies to packaging



### Sourcing and Recovering Materials

- Exploring the global case for sustainable materials management
- Responsible sourcing of materials
- Understanding material flows in industrial systems
- Analyzing recovery strategies



### Understanding Environmental and Human Health Impacts

- An overview of Cleaner Production and material health
- Systems approach to go beyond compliance
- The role of the Precautionary Principle
- Examples of unintended consequences
- Implications of legislation



### Tools for Measuring and Reporting Sustainability

- Drivers for measuring and reporting environmental performance
- Overview of Life Cycle Assessment
- Design as a leverage point for optimization



### Communicating Sustainability Initiatives

- Strategies for making meaningful claims
- Proper use of certifications, logos and labels
- Compliance aspects of sustainability communications
- Communicating corporate-level sustainability

*Visit*

*[www.sustainablepackaging.org](http://www.sustainablepackaging.org)  
for upcoming dates and  
registration information.*

## Seminars

The Essentials of Sustainable Packaging seminars have been attended by hundreds of professionals in the U.S. and Canada since 2008. Beginning in 2011, it will be offered in Latin America and Asia with updated global and local perspectives on sustainability in packaging.

The seminar combines interactive lecture and discussion, relevant case studies, and group exercises. The class size is limited to offer the opportunity for attendees from diverse organizations to investigate the relationship between sustainability and packaging in a collaborative setting.

## Customized Sessions

The Essentials of Sustainable Packaging is also offered as a private course for English, Spanish, and Chinese-speaking audiences. These sessions are tailored to the specific needs and objectives of your organization. This can include facilitation of goal-setting, metrics evaluation, and specific packaging analysis.

*We have developed customized sessions for Alcoa Rigid Packaging, Merck, Northwest Product Stewardship Council, and Wakefern Food Corp. as well as sessions for retail-focused audiences at events held by the Food Marketing Institute and the Retail Packaging Association.*

# Contact

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The Essentials of Sustainable Packaging was developed by the Sustainable Packaging Coalition, an industry working group that is recognized as the leading international voice on packaging sustainability.

The Sustainable Packaging Coalition® is a project of GreenBlue®, a nonprofit that equips business with the science and the resources to make products more sustainable.

# For More Information

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

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