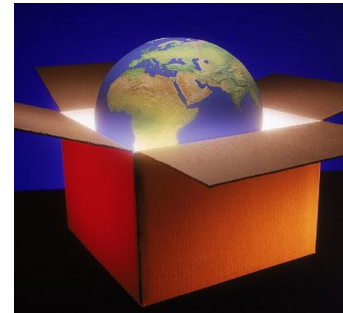


The Global Packaging Project

John Swift
Director Regulatory Affairs
SCA Packaging Europe



John Swift

Director Regulatory Affairs

SCA Packaging Europe

- Working in the corrugated packaging sector since 1987
- Active in the European paper and packaging trade associations
- Currently Chairman of EUROPEN
- Active in national, European and international standards work



The Global Packaging Project

– the Consumer Goods Forum’s Initiative

- What is it?
- What does it mean to producers of corrugated packaging



The Global Packaging Project

What is it?



- Initiated at a meeting of the Global CEO Forum in November 2008 in a session introduced by Sir Terry Leahy, Tesco and Paul Polman, Unilever



- 1st meeting by telephone conference on 2nd February 2009
 - Project organisation under the joint umbrella of AIM, CIES, FMI and GMA and co-chaired by a retailer and a manufacturer representative, with technical support from EUROPEN and SPC



The project sponsor is now:



- The Consumer Goods Forum is an independent global parity-based Consumer Goods network.
- It brings together the CEOs and senior management of around 650 retailers, manufacturers, service providers and other stakeholders across 70 countries.
- The Forum was created in June 2009 by the merger of CIES - The Food Business Forum, the Global Commerce Initiative (GCI) and the Global CEO Forum.



The Global Packaging Project

The Aim of the Project:

To Produce Guidelines on the Role of Packaging in Sustainability
By developing

- **common definitions**, and
- **principles of metrics**

for packaging in the context of sustainable development.

This will improve understanding and communication on the contribution of packaging to sustainable development **in order to minimise the risk of supply chain disruptions** resulting from insufficient coordination of related actions on packaging specification by different stakeholders in different regions of the world.

The organisations involved ...



Retailers



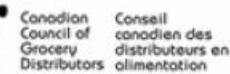
ANNUAL REPORT | FISCAL 2008
PROXY REPORT | FISCAL 2008



Manufacturers



Associations



The European Organisation for Packaging and the Environment



SUSTAINABLE PACKAGING COALITION



Packaging manufacturers



The miracles of science™



Brand-Building Packaging™



Core Input for the Project



Packaging in the Sustainability Agenda:

- *A Guide for Corporate Decision Makers*

Enables packaging supply chain stakeholders to achieve real net environmental gains through a common understanding of sustainability principles for the packaging they produce and/or use in their business.



Core Input for the Project



Sustainable Packaging Indicators and Metrics Framework. Version 1.0 (2009)

Publication of the Sustainable Packaging Indicators and Metrics Framework is the outcome of an 18-month project that the Sustainable Packaging Coalition (SPC) undertook to develop a set of common indicators and metrics to help companies measure progress against the criteria articulated in the SPC Definition of Sustainable Packaging.



ECR Europe/EUROPEN & SPC



The Global Packaging Project

Key Definitions

Finalised May 2009

An 8 page document with 3 main sections:

- 1) What is Sustainability**
- 2) Understanding the Life Cycle**
- 3) Other Related Definitions**

Plus an Annex giving

- The vision of EUROPEN**
- The Sustainable Packaging Coalition Definition**



The Global Packaging Project

Key Definitions

Sustainability (corporate)

Sustainability in the corporate sector encompasses strategies and practices that aim to meet the needs of stakeholders today while seeking to protect, support and enhance the human and natural resources that will be needed in the future.



The Global Packaging Project

A Global Language for Packaging and Sustainability

Issued Summer 2010

Incorporated Definitions and listing 52 metrics divided between environmental and life cycle indicators based on the 1st version of the metrics document (April 2010)



THE GLOBAL PACKAGING PROJECT
PART OF THE CONSUMER GOODS
FORUM SUSTAINABILITY PILLAR



The Global Packaging Project

Current Developments

Global Protocol on Packaging Sustainability 2.0 (Draft)

Issued February 2011

- Guidance and Metrics
- Environmental – Attribute Indicators/Metrics
- Environmental – Life Cycle Indicators/Metrics
- Economic – Indicators/Metrics
- Social – Indicators/Metrics
- Overall Performance Checklist

Note: now branded

The Global Protocol on Packaging Sustainability



The Global Protocol on Packaging Sustainability Indicators /Metrics

Environmental – Attribute Indicators /Metrics

- Packaging Weight and Minimization
- Packaging to Product Weight Ratio
- Material Waste
- Recycled Content
- Renewable Content
- Chain of Custody
- Toxicants Concentration
- Fresh Water Used From Stressed or Scarce Sources
- Packaging Reuse Rate
- Packaging Recovery Rate
- Cube Utilization
- Overall performance checklist
 - Environmental Management System
 - Energy Audits

Total: 11 +2

Environmental – Life Cycle Indicators / Metrics

- Impact Category Indicators
 - ◆ Global Warming Potential (GWP)
 - ◆ Ozone Depletion
 - ◆ Impact on Human Health
 - ◆ Toxicity, cancer
 - ◆ Toxicity, non-cancer
 - ◆ Particulate respiratory effects
 - ◆ Ionizing radiation
 - ◆ Photochemical ozone creation potential (POCP)
 - ◆ Impact on Ecosphere
 - ◆ Acidification Potential
 - ◆ Aquatic Eutrophication
 - ◆ Freshwater ecotoxicity potential
 - ◆ Impact on Resource base
 - ◆ Non-renewable resource depletion
- Inventory Indicators
 - ◆ Cumulative energy demand (CED)
 - ◆ Freshwater consumption
 - ◆ Land use

Total: 17



The Global Protocol on Packaging Sustainability Indicators /Metrics

- Economic – Indicators/Metrics
 - Total Cost of Packaging
 - Packaged Product Wastage
- **Total 2**
- Social – Indicators/Metrics
 - Packaged Product Shelf Life
 - Community Investment
- Social Performance Checklist
 - Child Labor
 - Excessive Working Hours
 - Responsible Workplace Practices
 - Forced or Compulsory Labor
 - Remuneration
 - Freedom of Association and/or Collective Bargaining
 - Occupational Health
 - Discrimination
 - Safety Performance Standards

Total 2+11

**Total Metrics 11+17+2+2
= 32
Checklist 2+11
= 45**



The Global Protocol on Packaging Sustainability – the Consumer Goods Forum’s Initiative

- **What is it?**
- **What does it mean to producers of corrugated packaging?**

**The simple answer is
we don't yet know.**

But ... perhaps we should ask ...



The Global Protocol on Packaging Sustainability

What do we have?

We have for Packaging and Sustainability:

- **Common Definitions**
- **Common Language**
- **Common Methods – based on ISO/CEN**

For response to supply chain questions:

Environmental metrics –

Company Information

LCA metrics – Industry Data



The Global Protocol on Packaging Sustainability

Conclusion

- Our aim in this project has been to ensure an equitable approach to all materials including our own
- Our aim going forward is to ensure that, through the application of the metrics, the virtues of corrugated packaging are understood and promoted





be seen



be moved



be secure

