

# NINA GOODRICH

Executive Director, GreenBlue &  
Director Sustainable Packaging Coalition

## **Innovation in Engaging Stakeholders in the Forest Products Supply Chain**

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SFI Annual Conference

September 28, 2016



# GreenBlue is a non-profit dedicated to researching and promoting the principles of Sustainable Materials Management





# GreenBlue's Sustainable Packaging Coalition

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- Membership group that brings together hundreds of companies & stakeholders
- Working *together* to broaden the understanding of packaging sustainability and develop meaningful improvements
- Currently over 160 members

Reports



Packaging  
design tools



Educational  
courses



Conferences



Consulting



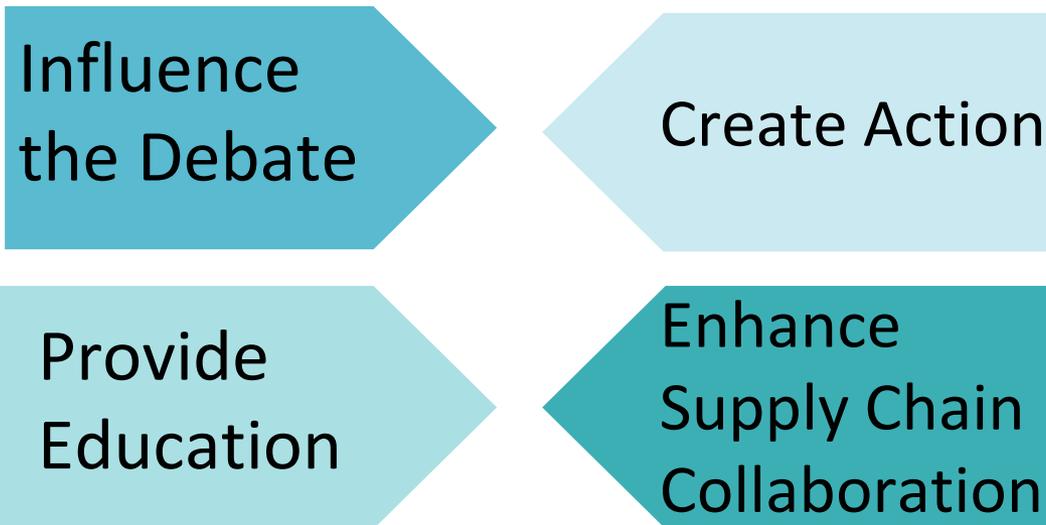
# SPC Events



250 participants from across industry sectors and supply chains  
Tracks: Forest Track, Plastic Track and Composting Track

Announced the landscape model and  
had vigorous debate about how to measure the benefits of recycled  
and virgin paper products

# What is SPC's/GreenBlue's Role?



# Sustainable Packaging 2016

## Key Drivers and Influencers

### Price of Oil

- Economic viability of recycling
- China Green Fence and the oversupply of virgin resin

### Circular Economy

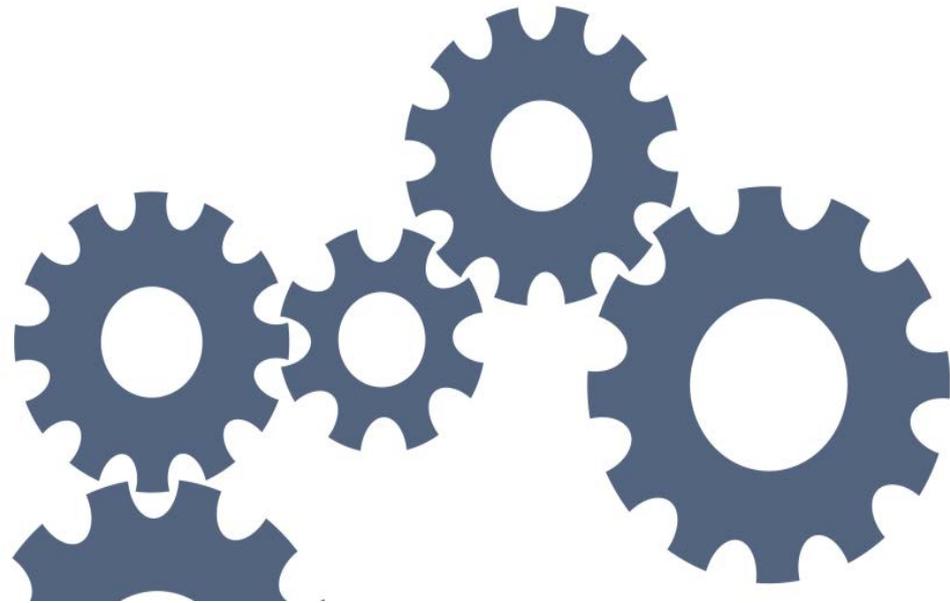
- EU Directives
- The New Plastics Economy Report

### COP21

### Blue Economy

### US EPA Sustainable Materials Management Program Strategic Plan October 2015

- Sustainable packaging
- Food waste reduction goal
- ReFed Report



# Sustainable Materials Management and the Circular Economy

Are they the same thing?  
Why do they matter?

# Recycling Under Fire

## The Reign of Recycling

By JOHN TIERNEY OCT. 3, 2015



Two high profile misguided arguments against recycling

## Recycling Makes Greens Go Gaga, but It's a Real Burden for the Rest of Us

By William F. Shughart II | Posted: Mon. December 28, 2015, 12:19pm PT

Also published in *Newsday* (NY) on Thu. December 17, 2015, *Sacramento Bee* (CA) on Thu. December 17, 2015, *Providence Journal* (RI) on Sat. December 19, 2015, *Pittsburgh Tribune-Review* (PA) on Sat. December 19, 2015, *Duluth News Tribune* (MN) on Sat. December 19, 2015, *Bellingham Herald* (WA) on Thu. December 17, 2015 [Show More »](#)

# How2Recycle

How2Recycle provides companies with a highly effective tool to give consumers the clear, consistent recycling instructions they need



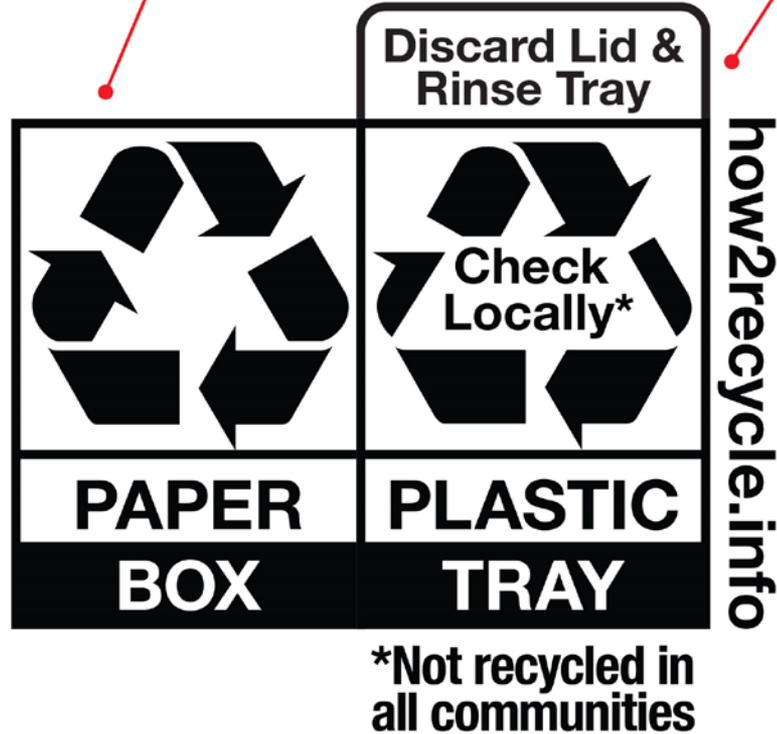
Example for  
Frozen Food Package

**RECYCLABILITY ICON**  
Indicates the recyclability of  
the packaging component

**SPECIAL INSTRUCTIONS**  
Additional information to  
ensure proper recycling

**PACKAGING MATERIAL**  
Identifies the material type  
of packaging component

**PACKAGING COMPONENT**  
The specific part of the package  
referenced by the label



**PROGRAM WEBSITE**  
Provides information on the  
label, local recycling resources,  
and additional recycling tips



# How2Recycle is making a difference

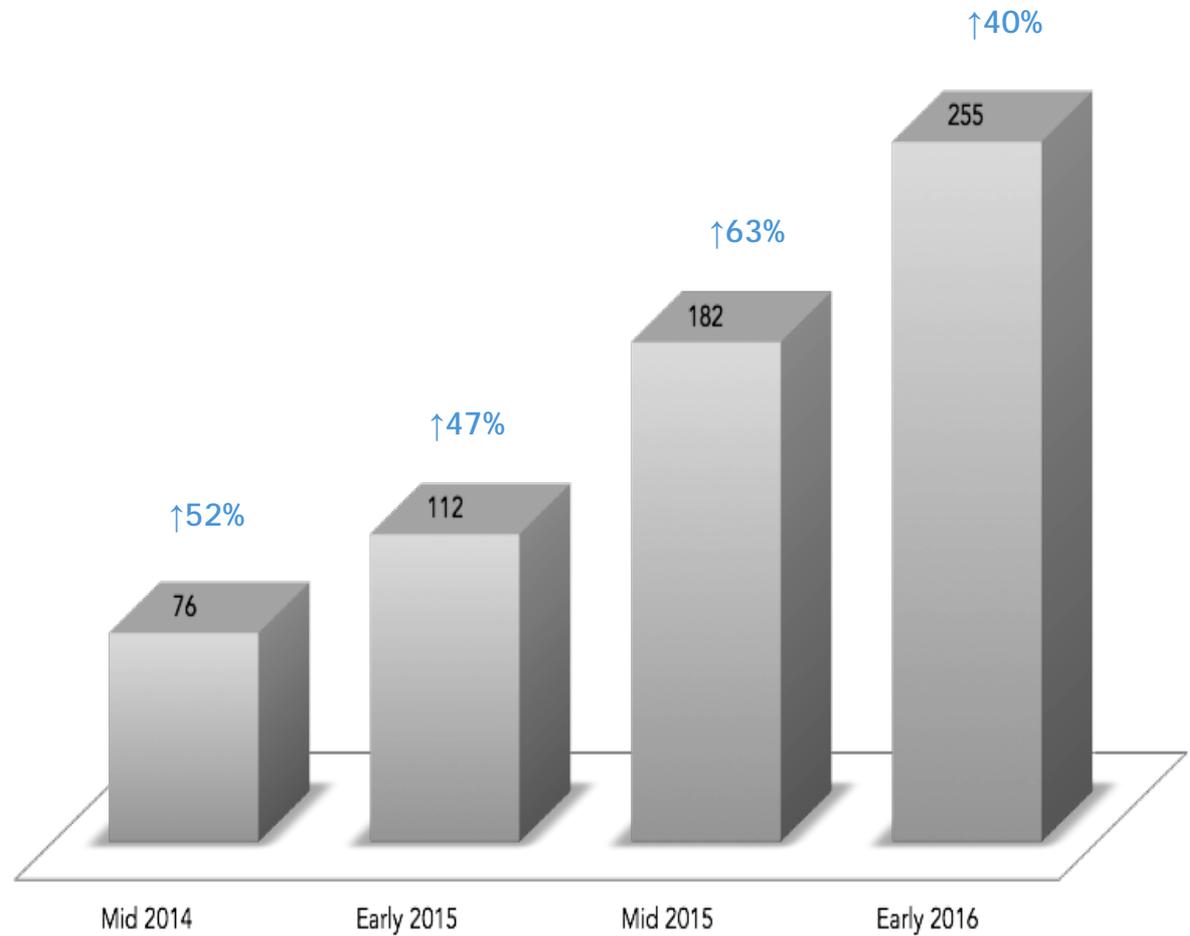


# 83%

Of consumers **learn**  
from How2Recycle



Over time,  
consumers tell us  
that How2Recycle  
has caused them  
to **recycle more,**  
and **recycle more**  
**accurately.**



# 77%

Of consumers **like a company more** for using How2Recycle.



# Why is an on-pack label so important?

# 67%

Of consumers assume packaging is NOT recyclable if they don't see a recycling claim on package.

# 57%

Of consumers look to a product's packaging first for recycling information before looking elsewhere.

*Carton Council, 2016.*



Recyclability  
is about more than  
just **access**.



**Empty &  
Replace Lid**



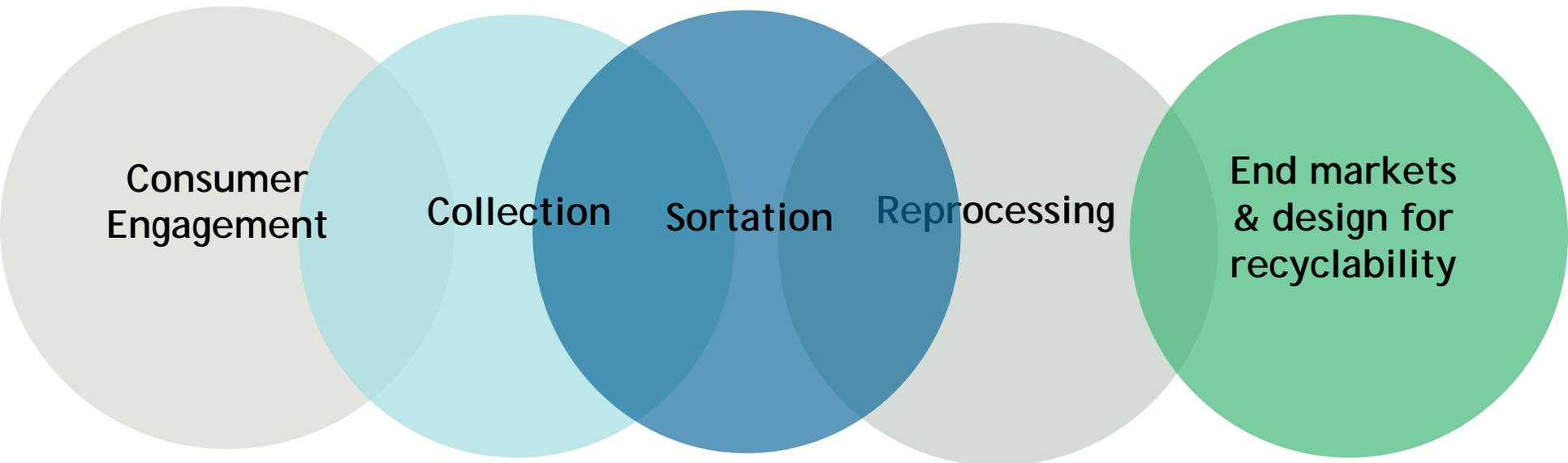
**PLASTIC  
TRAY**

**how2recycle.info**

**\*Not recycled in  
all communities**



# How to turn a *waste stream* into a *supply chain*



# 2016 Centralized Availability of Recycling Study

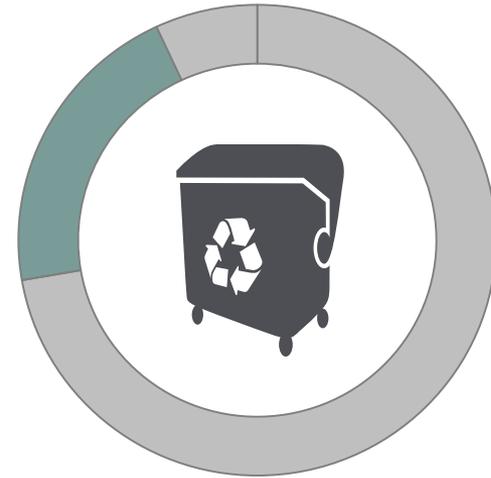


# STUDY FINDINGS:



**CURBSIDE**

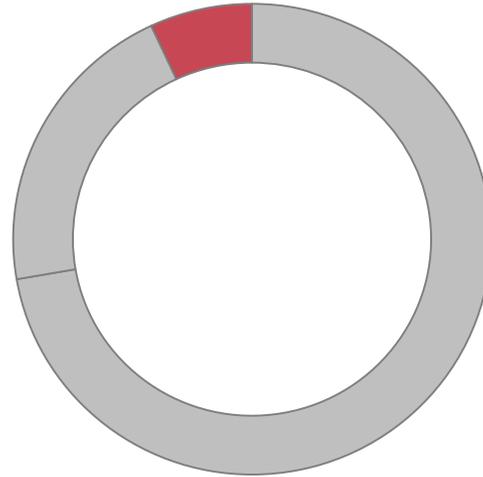
**73%**



**DROPOFF**

**21%**

# STUDY FINDINGS:



**NO PROGRAM  
AVAILABLE**

**7%**

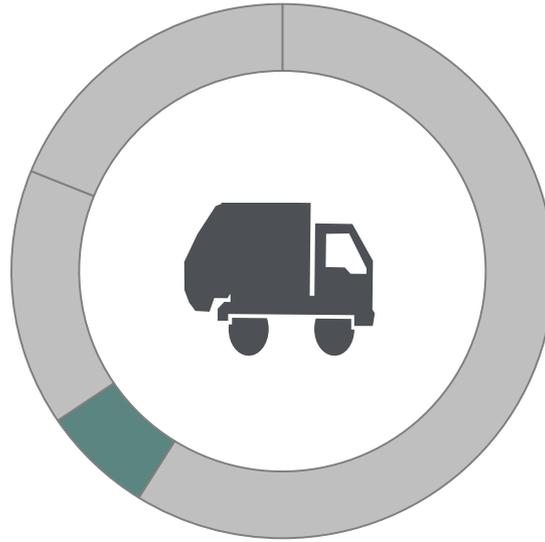
## Automatic/Universal



**53%**

Municipal programs  
Automatic

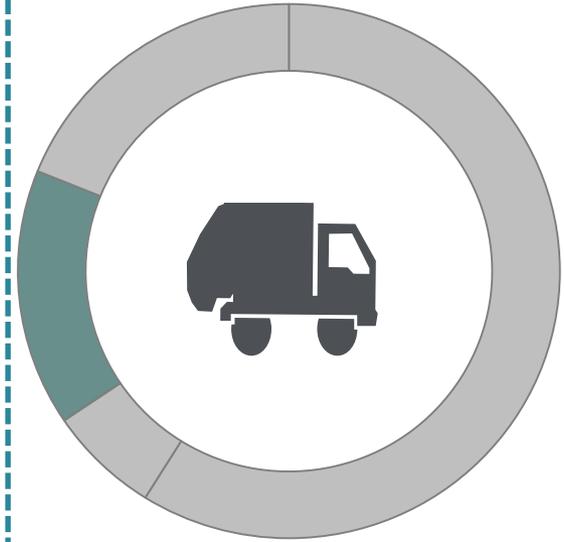
## Opt-in Programs



**6%**

Municipal programs  
Voluntary

## Subscription



**14%**

Private haulers  
Fee-based

Automatic/Universal

Opt-in Programs

Subscription

What percentage of consumers in these programs have a curbside receptacle?

100%

38%

32%

Automatic/Universal

Opt-in Programs

Subscription

What percentage of consumers have a curbside receptacle?

about 60%

## Recycling vs. Waste in Raleigh, North Carolina

Reality is surprising.

Material	Lbs in Waste	Lbs in Rcy	Total Lbs
Mixed Paper	181	53	234
Cardboard (OCC)	39	61	100
Newspaper	35	92	127
PET Bottles	27	18	45
HDPE Bottles	14	11	25
Rigid Plastics	26	1	27
Other Plastic Containers	26	0	26
Glass	45	112	157
Steel	20	36	56
Aluminum	7	5	12
Total	420	389	810

Source: Scott Mouw & Rob Taylor,  
NC Division of Environmental  
Assistance and Customer Service,  
Resource Recycling Conference,  
September 2015.

# Recycling rates vary wildly based on geography

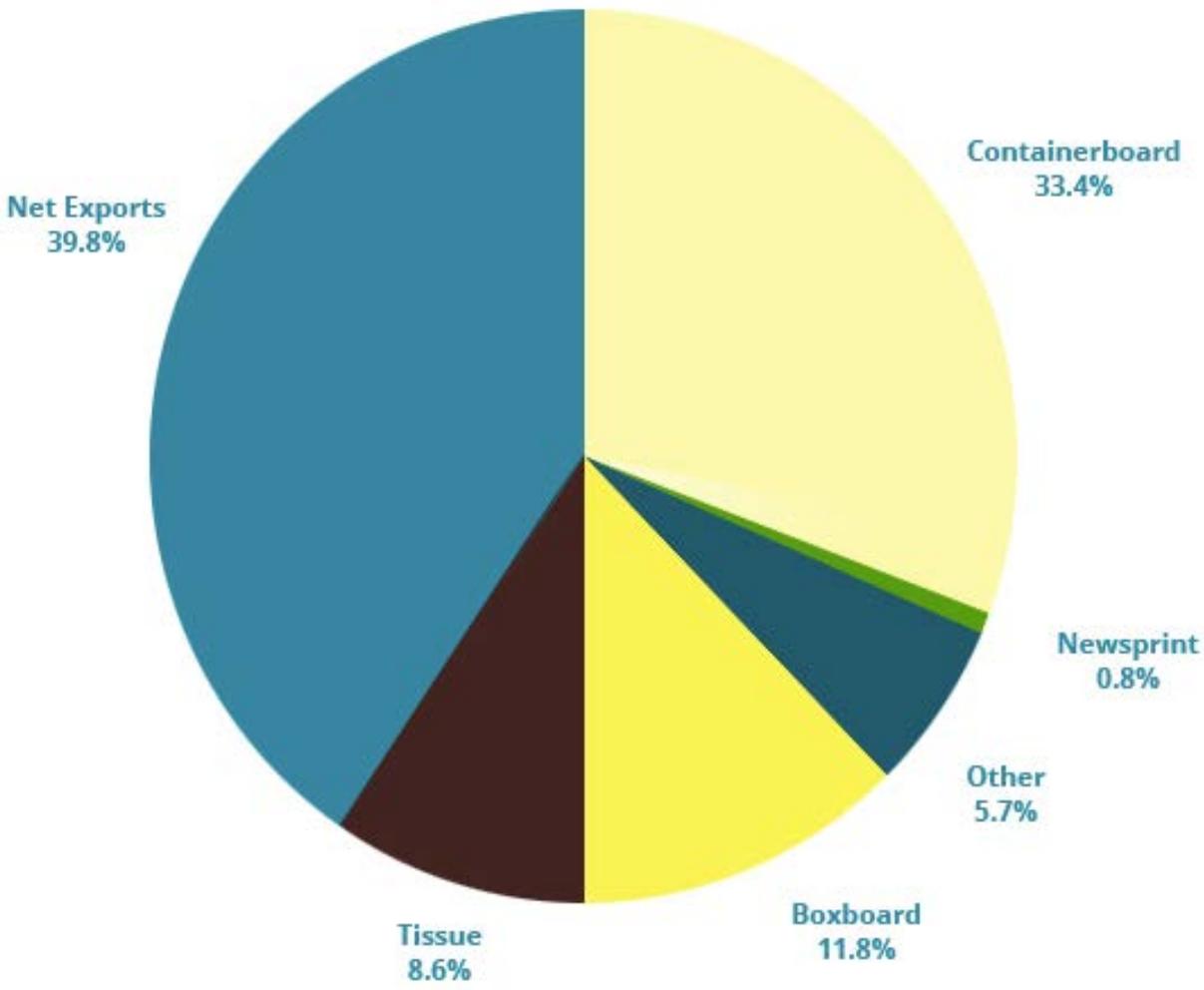
	Recycle	Waste
Cary NC	72%	28%
Raleigh NC	61%	39%
Cincinnati OH	45%	55%



Source: Scott Mouw & Rob Taylor,  
NC Division of Environmental Assistance and Customer Service,  
Resource Recycling Conference, September 2015.



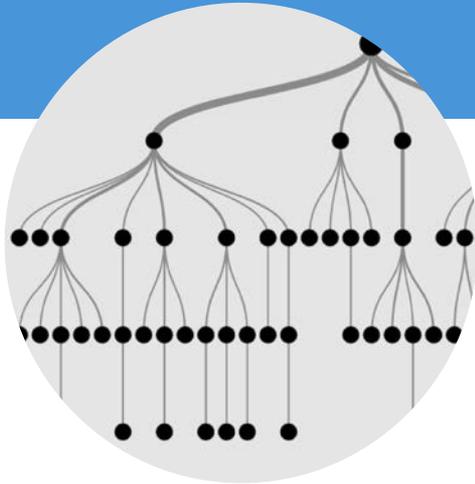
# Recovered Fiber – 100% Recycled Paperboard



# Curbside Recycling - Impurities



# Future goals for How2Recycle



Develop the most  
precise & balanced  
recyclability  
assessment protocol  
in the packaging  
industry



Drive design for  
recyclability



Create a supply  
chain for  
manufacturing to  
support circular  
economy

# Announced 9.21.16 at SPC Advance



## ASTRX

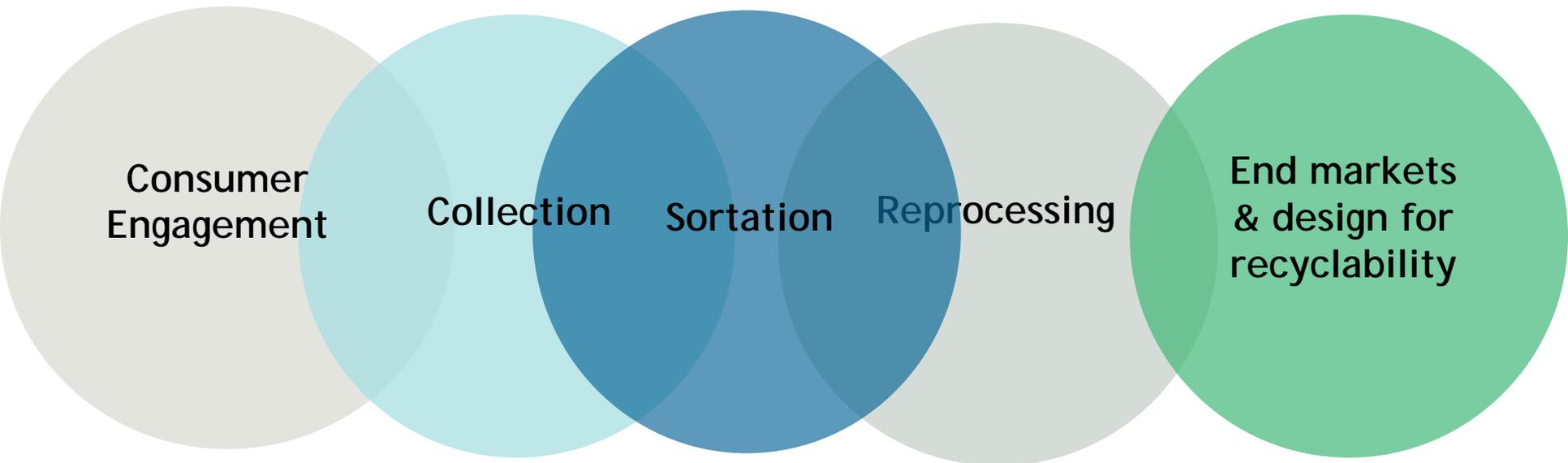
APPLYING SYSTEMS THINKING TO RECYCLING

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A COLLABORATION OF THE RECYCLING PARTNERSHIP AND  
THE SUSTAINABLE PACKAGING COALITION



# How to turn a *waste stream* into a *supply chain*





**FOREST PRODUCTS**  
WORKING GROUP

[Initiatives](#)

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[Membership](#)

# Promoting Healthy Forests

The FPWG brings together leading companies to share knowledge and develop innovative solutions that support thriving forests and a sustainable forest products industry

# Key Trends and Drivers

Circular economy

Relationship between virgin and recycled content: “Best use” / “Fit for Use”

Visibility into supply chains

Cold Chain Packaging

Deforestation

Biomass demand

**Demand for more certified fiber**

Continuing debate about certification systems



**Why aren't more U.S. forests certified?**

**Why aren't more U.S. family woodland owners certified?**

***How do we get more certified forest products into the marketplace?***



# GreenBlue's Value Innovation Process

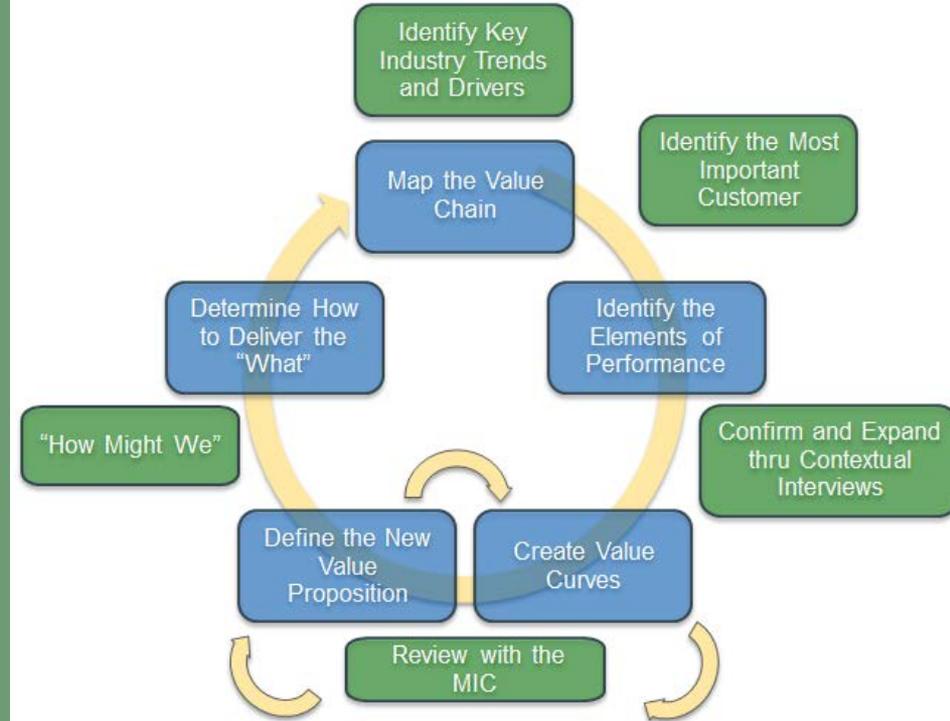
Building on a series of discussions

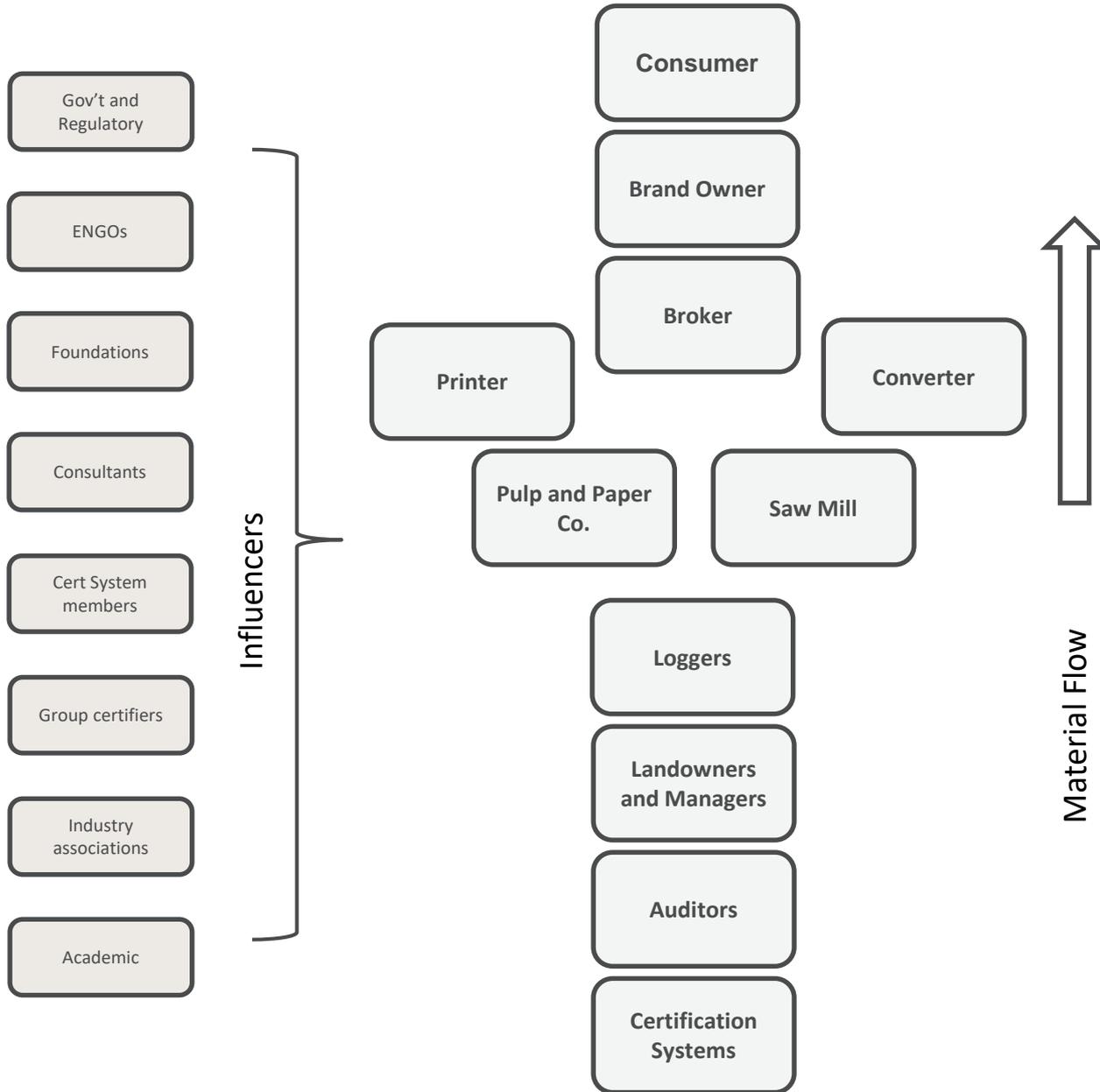
Not "fixing" the certification

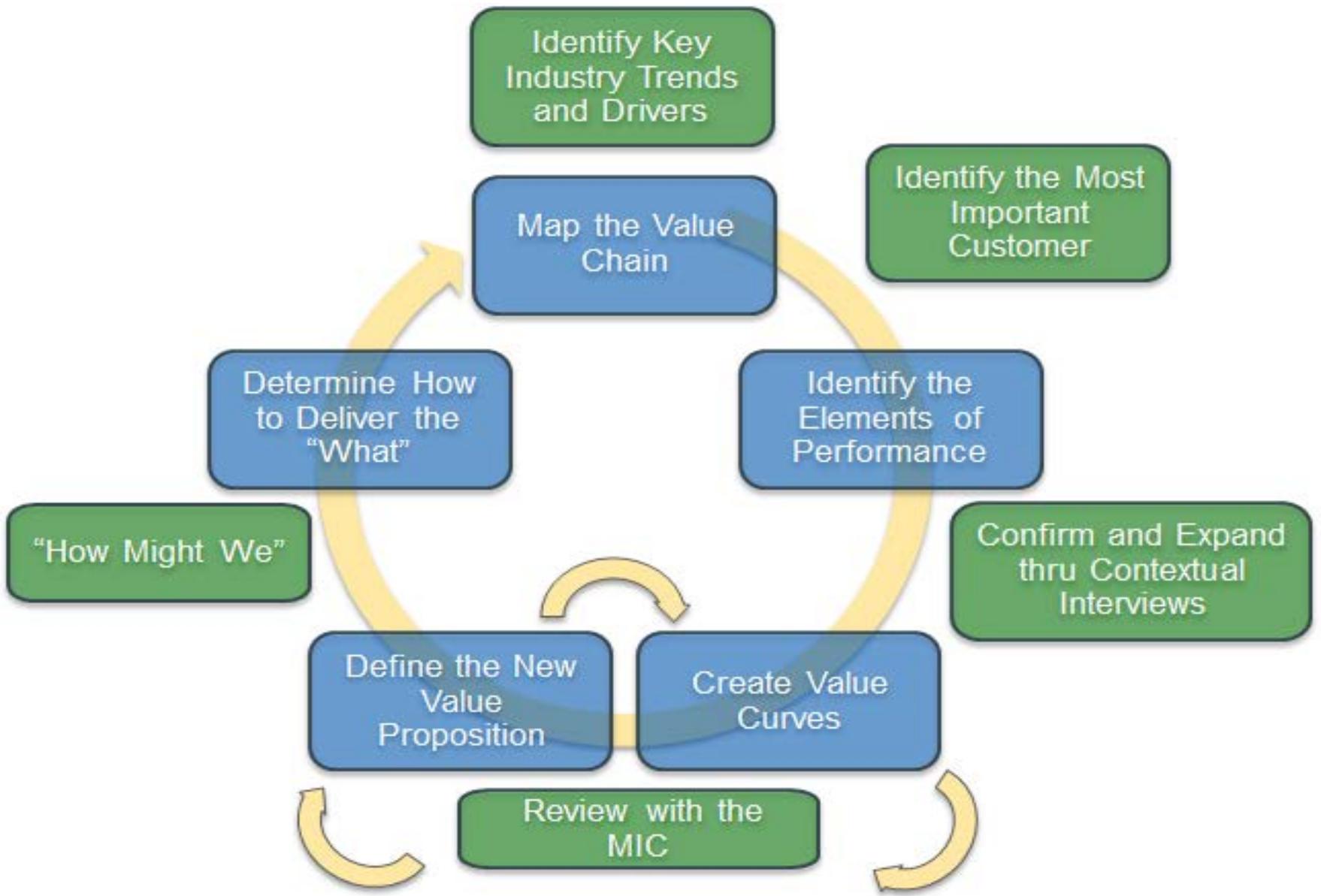
Identifying value for each link in supply chain

Key links: family landowners and brand owners

Three events: Charlotte, Atlanta and Chattanooga









**WOODLAND OWNER AND BRAND OWNER**  
 OPENING A DIALOGUE ABOUT SUSTAINABLE FORESTRY

MARCH 1-2, 2016    CHATTANOOGA, TENNESSEE



**FOREST PRODUCTS  
 WORKING GROUP**

# Thank you

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