Shaping the business of sustainability

September 17, 2013  |  SFI

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Shaping the **business** of sustainability

GreenBlue is a nonprofit that provides the science and resources to make business more sustainable.
Shaping the business of sustainability

We believe industry is the key to transformative change

The right people armed with the right information can change an industry
HOW
Shaping the business of sustainability

IDEAS
Cultivating Stewardship

ACTIONS
Mobilizing Industry

PRODUCTS
Tools for Transparency

GREENBLUE
Brings together leading companies that rely on paper, wood, and other forest products to share their knowledge and use their collective efforts to develop innovative solutions to support thriving forests and a thriving forest products industry.
Forest Products Working Group

The FPWG works in conjunction with GreenBlue’s Sustainable Packaging Coalition to:

- Promote education and networking through meetings and outreach
- Encourage communication and collaboration
- Perform research to better inform our members, meetings and projects
- Develop tools and resources that advance our mission

Cultivating Stewardship  Mobilizing Industry  Tools for Transparency
Shared challenge: Communicating sustainability

“...companies do not share a common definition or language for discussing sustainability—some define it very narrowly, some more broadly, others lack any corporate definition.”

MIT Sloan Management Review: Survey results of 1,500 corporate executives and managers
SPC Definition of Sustainable Packaging (2006)

- Is beneficial, safe & healthy for individuals and communities throughout its life cycle;
- Meets market criteria for both performance and cost;
- Is sourced, manufactured, transported, and recycled using renewable energy;
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles;
- Is physically designed to optimize materials and energy;
- Optimizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy in all probable end of life scenarios.
Guidelines for Sustainable Paper Products

- Design for the life cycle
- Source responsibly
- Ensure material health
- Optimize renewable energy
- Embrace transparency
- Use clean production technologies and best practices
- Effectively recover and utilize
- Create social and economic value

http://www.greenblue.org/activities/forest-products/
Questions to consider when designing for the life cycle:

- Is there coordination throughout the entire supply chain?

- Is there transparent communication with vendors, buyers, suppliers, etc.?

- Has a life cycle assessment been performed for this product?

- Does the final product inhibit responsible sourcing, manufacturing, use, or end of life in any way?
Questions to consider for using clean production technologies and best practices:

- Have life cycle assessments been conducted?
- What is the level of monitoring for emissions (air, water, soil)?
- How is wastewater management handled?
- Is it made in compliance with all applicable water and air quality regulations and laws?
Questions to consider for responsible sourcing:

- What is the percentage of pre-consumer and post-consumer content?
- Has virgin fiber been certified by a credible third-party system?
- Does the product follow a Chain-of-Custody protocol?
- Has the product been evaluated for originating from high conservation value forests?
- Is recovered fiber being optimally used to balance performance, cost, and impacts?
Project: Value of Forest Certification

Value Proposition
As leaders across the pulp and paper supply chain, the FPWG can credibly develop and deliver resources with the goal of increasing responsible forest management:
1. Communicating the value of forest certification for achieving sustainability goals;
2. Outlining the economic realities, challenges, and opportunities in current certification systems; and,
3. Sharing findings, recommending business models, best practices, and pilot project(s) to increase certified forest area.
4. Understanding the role of responsible forest management.
Voices at the Table: Research and Interviews

- Forest and CoC Auditors
- Certification Bodies
- NGO’s
- Academics
- Land Managers
- Land Owners
- FPWG Members
- Brand Owners
- Brokers
- Printers
- Group Certification Organizations
Research and Interviews

Divergent Listening Interviews – Uncovering unmet needs and challenges
Convergent Shaping Interviews - Validating
Convergent Defining Interviews – Defining the “What”

“How Might We” comes after the “What”

Sample of contextual interview questions:
1. What is the job forest certification is “hired” to do?
2. Who is the primary customer of forest certification?
3. What are the most critical issues in the next 3-5 years?
4. Is certified fiber available for your organization? In demand?
5. What will increase adoption/use of certified fiber?
Interview results (divergent listening)

Challenges cited (all certification standards):
• Competing agendas across stakeholders / influencers
• Need improved cooperation among stakeholders
• Lack of global standard seems unfair and/or harmful
• Lack of general understanding of certification benefits
• Differences in perceived and actual value along supply chain
• Drivers of adoption are not well understood or misaligned
• Highly politicized environment can be counter-productive
• Assurance and risk in N.A. versus globally should be considered
• Costs and time commitment
• Differences of opinion on supply and demand of certified fiber
• More data available (transparency)
Drivers of forest certification

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Next steps

- Follow-up research and confirming interviews
- Mapping the value chain and creating value curves on the key elements of performance
- Recommendations on “how might we”
- Developing the platform for communicating findings and recommendations
Sustainability + Innovation

Creating optimized packaging systems that contribute positively to our wellbeing with less impacts

Contributing to Our Wellbeing
Adding value, personalizing products, enhancing shelf life, protecting brands, providing unique and engaging consumer experiences.

Reducing Impacts
Minimizing resource depletion and pollution, avoiding waste, protecting the health of people and communities.

Using Life Cycle Thinking
Because the stakeholders affected by packaging are everywhere, not just somewhere.

A whole systems approach evaluates all aspects of a product and packaging system, from end to end, to ensure the design improvements addressed the phase of the system that causes environmental harm or harm to human health.

www.sustainablepackdesign.com

Recycling labels that make sense.
What does How2Recycle Say?

- **Widely Recycled**
  At least 60% of the U.S. population has access to recycling this package type at curbside or drop-off locations.

- **Limited Recycling**
  Between 20 – 60% percent of the U.S. population has access to recycling this package type at curbside or drop-off locations.

- **Not Yet Recycled**
  Less than 20% of the U.S. population has access to recycling this package type at curbside or drop-off locations OR
  This material is a known contaminant to recycling systems.

How2Recycle
How2Recycle Label Design

- **The Recyclability Icon**: Indicates the recyclability of the packaging component.
- **Special Instructions**: Specific directions for the consumer to ensure successful recycling.
- **Example for Frozen Food Package**
- **Packaging Material**: Identifies the material type of the packaging component.
- **Packaging Component**: The specific part of the package referenced by the label.
- **Rinse Before Recycling**: Special instructions for part of the packaging.
- **Program Website**: Provides resources and information on the label, local recyclability and proper recycling.
- **how2recycle.info**: Website for more information.
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