

GREENBLUE®

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**



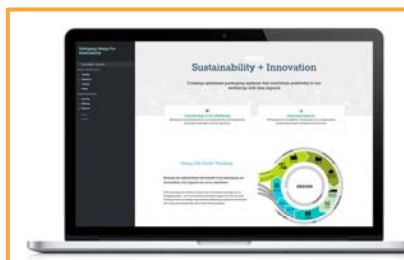
Environmental Technical Briefs of
**COMMON PACKAGING
MATERIALS**

GUIDELINES FOR
SUSTAINABLE
PAPER PRODUCTS

VERSION 1.0

definition of:
sustainable packaging
sustainable paper

end-of-life research



sustainable design guide

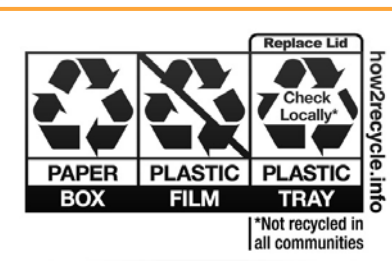
COMPASS



design evaluation

THE ESSENTIALS OF
**sustainable
packaging**

supply chain education



guidance for recycling

Forest Products Working Group



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**



Forest Products Working Group



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;



Is physically designed to optimize materials and energy;



Meets market criteria for both performance and cost;



Optimizes the use of renewable or recycled source materials;



Is sourced, manufactured, transported, and recycled using renewable energy;



Is manufactured using clean production technologies and best practices;



Is effectively recovered and utilized in biological and/or industrial closed loop cycles;

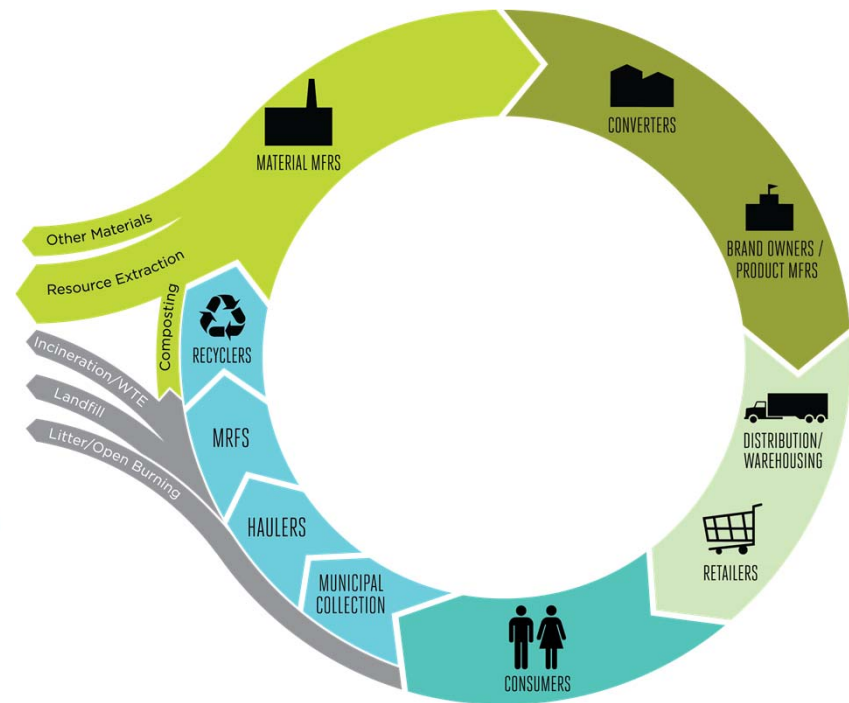


Is made from materials healthy in all probable end of life scenarios.

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



Forest Products Working Group



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?
-



Forest Products Working Group



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?
-



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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?
-



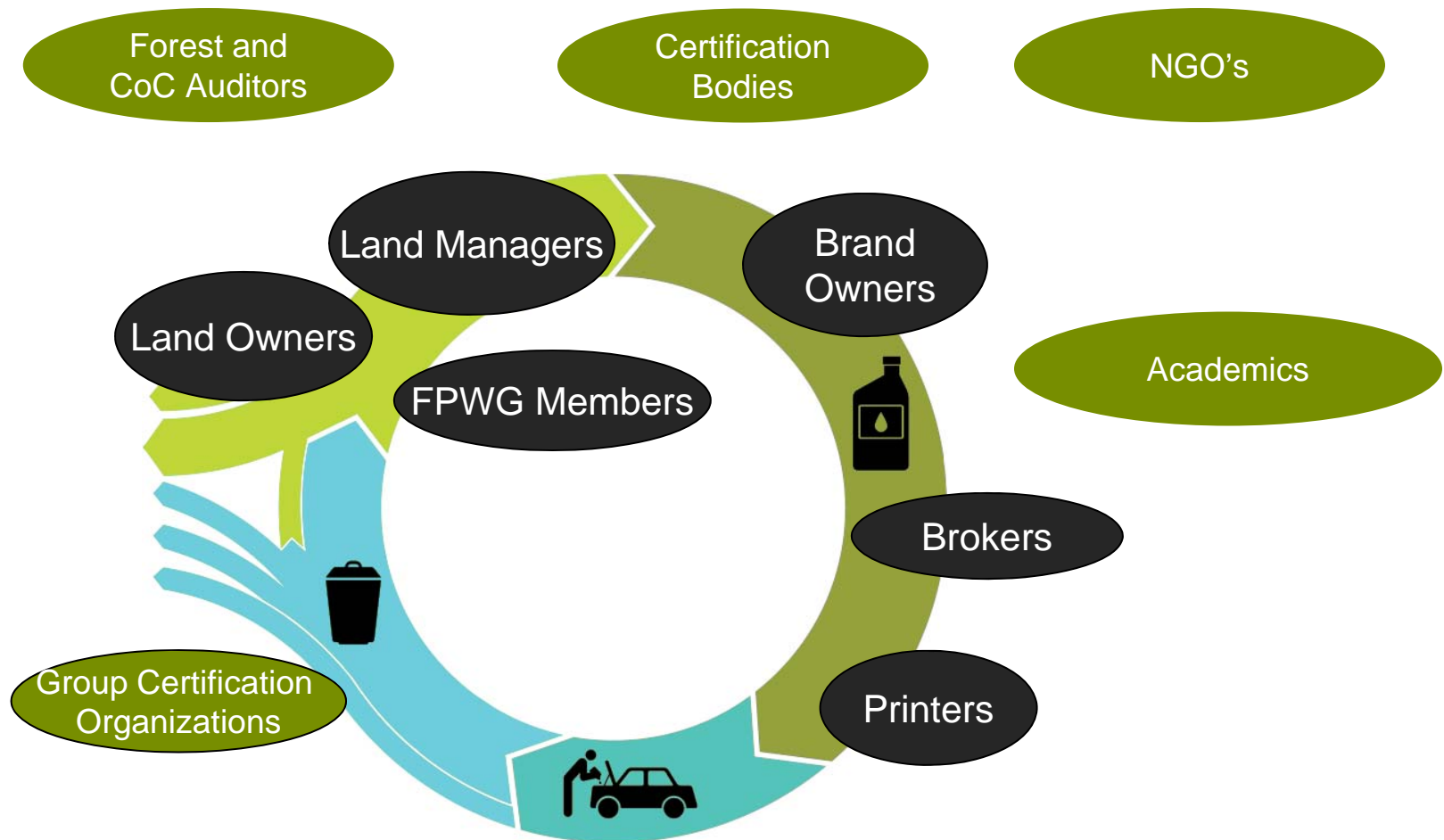
Project: Value of Forest Certification

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





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)

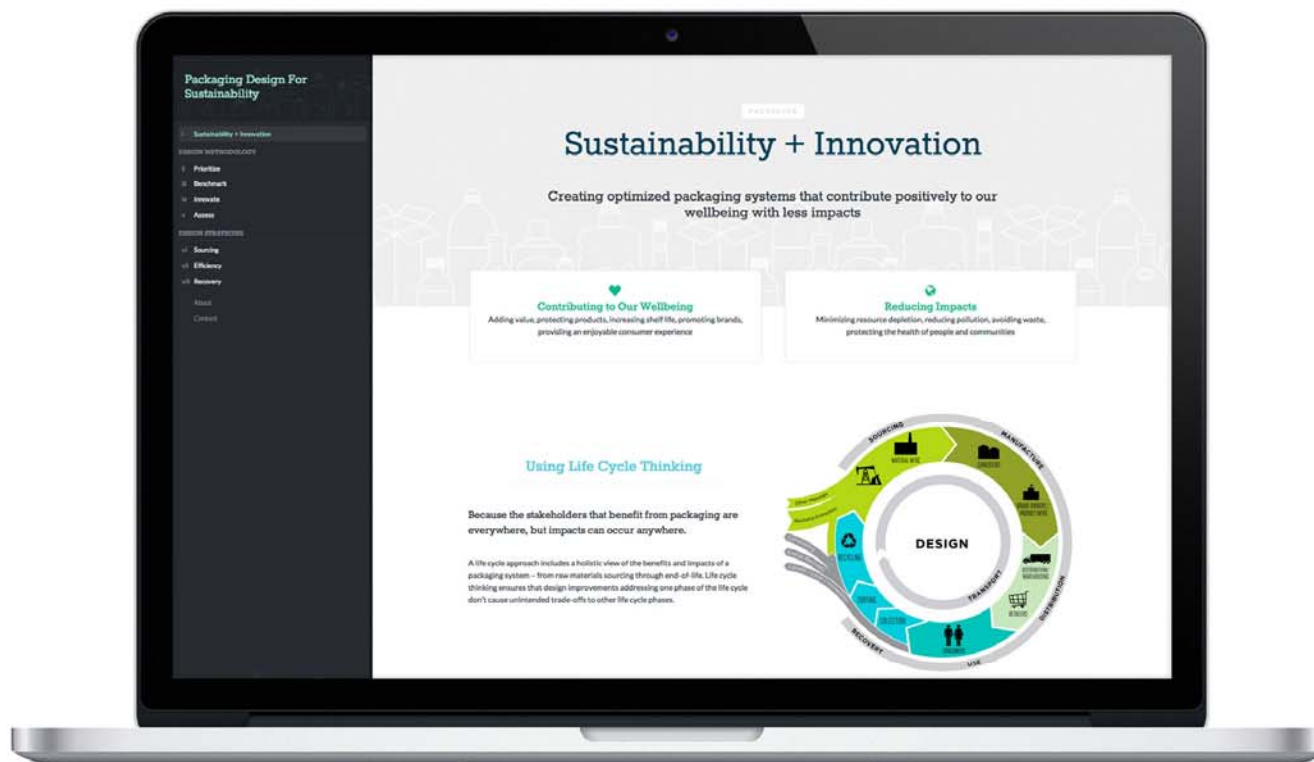
Drivers of forest certification



	<i>Regulation</i>	<i>Reputation</i>	<i>Economic</i>
Forest owner			
Logger			
Pulp & Paper Co.			
Converter			
Printer			
Broker			
Brand owner			

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



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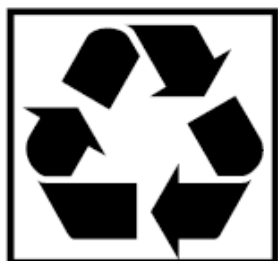
How2Recycle

Clear. Consistent. Concise.
Recycling labels that make sense.





What does How2Recycle Say?



Widely Recycled

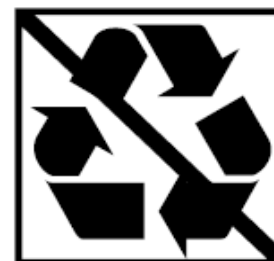
At least 60% of the U.S. population has access to recycling this package type at curbside or drop-off locations.



***Not recycled in all communities**

Limited Recycling

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



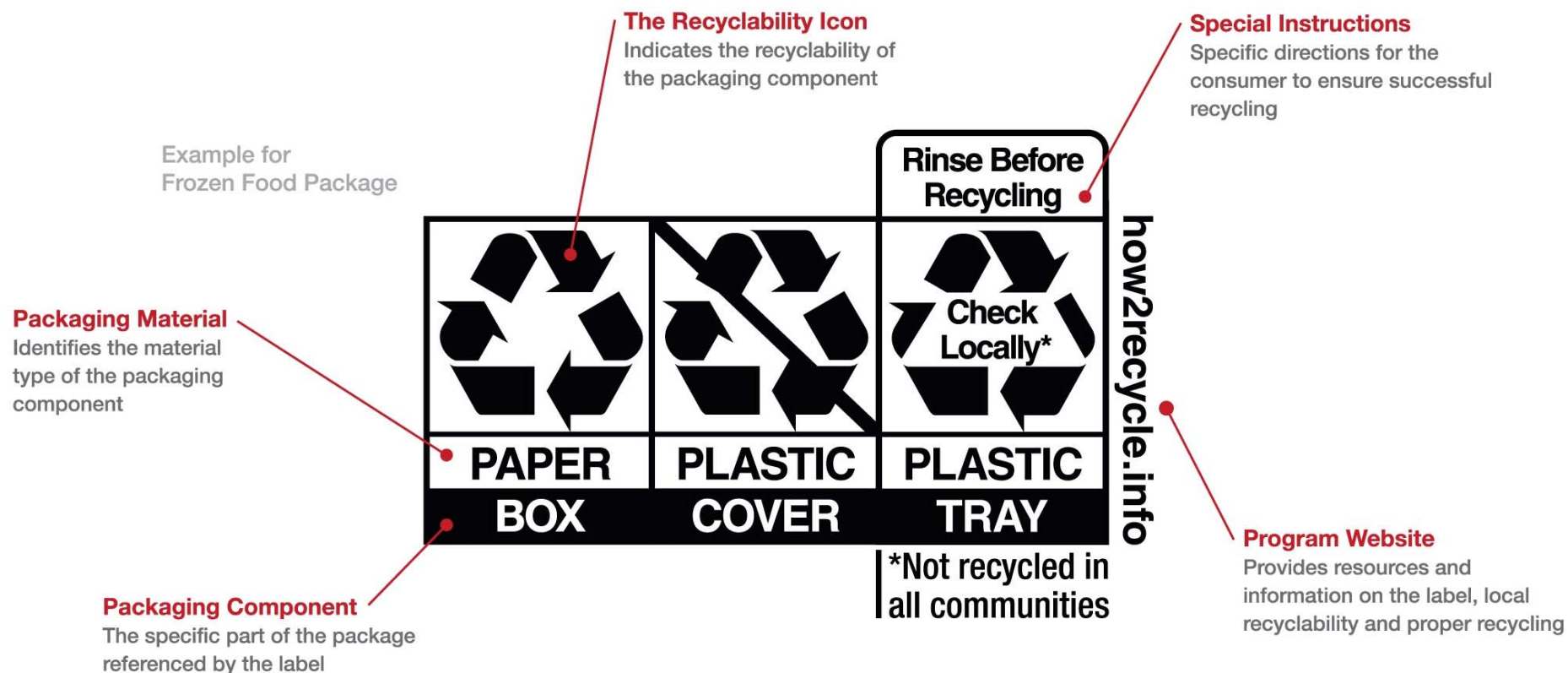
Not Yet Recycled

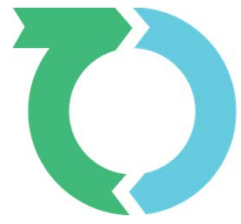
Less than 20% of the U.S. population has access to recycling this package type at curbside or drop-off locations OR

This material is a known contaminant to recycling systems.



How2Recycle Label Design





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