

# GreenBlue's Sustainable Packaging Coalition and Foodservice Packaging

Anne Bedarf

December 12, 2013



GreenBlue<sup>®</sup> is a nonprofit that equips business with the science and resources to make products more sustainable.



# The Sustainable Packaging Coalition

- An industry working group of approx. 200 from across the packaging supply chain
- Inspired by a vision of more sustainable material flows for all packaging through better packaging and system design
- Increasing understanding of sustainability issues related to packaging through education
- Develops tools and resources to facilitate more sustainable packaging solutions and systems



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE



optimize  
resources



responsible  
sourcing



material  
health



resource  
recovery

# 2013 Accomplishments

- How2Recycle Label up to 21 participants
- Two sessions of “Essentials of Sustainable Packaging”
- Completed N. American Design Guide
- Kicked off “Scaling up Composting in the Charlotte Region”
- Formed Foodservice Packaging Industry Leadership Committee (ILC) focusing on recovery



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

# Why Charlotte?

- Established composting infrastructure at Earth Farms
- EPA Region IV and State support
- Mecklenburg County support
- Infrastructure, Design, Environment and Sustainability Center (IDEAS) at UNCC
- Elemental Impact and FPI work



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

# Charlotte Outcomes

- 1: Increased Waste Diversion
- 2: Food and Packaging Waste Characterization
- 3: Lessons Learned and Transferability Report



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

# 2014 Goals

- How2Recycle expansion to include Compostability
- Complete Charlotte Composting project and replicate (Charlottesville?)
- Design Guide for Foodservice Packaging
- Access to Recycling Data Project – specific info on foodservice packaging needed



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

# Current BPI Label



**BPI** ®

---

**COMPOSTABLE**  
IN INDUSTRIAL FACILITIES

---

Check locally, as these do not exist in many communities. **Not suitable for backyard composting.** CERT # *S-A-M-P-L-E*



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE



# DRAFT How2Recycle Version



\*Not all communities have composting programs



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE

# Thank you!

Anne Bedarf

GreenBlue's Sustainable Packaging  
Coalition

[Anne.Bedarf@greenblue.org](mailto:Anne.Bedarf@greenblue.org)

434-817-1424, ext. 314



**SUSTAINABLE PACKAGING  
COALITION®**

A PROJECT OF  GREENBLUE