



**SUSTAINABLE PACKAGING**  
COALITION®

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**Food & Beverage Packaging Value Chain Meeting**  
**December 11, 2014**

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**Sustainable Packaging Coalition**

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



# What the Sustainable Packaging Coalition Does

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



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# SPC's Foodservice Packaging Industry Leadership Committee

## *Design Guide*

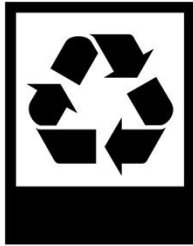
### *Focus: Connect Design with Recovery*

- Web-based
- Include Current State and Future State
- Links to ongoing work
- Audience is focused on designers but with broad appeal to operators; purchasers; converters
- Collaboration with FPI
- Potential partnership with APR for plastics
- Workshop at SUSTPACK 2015



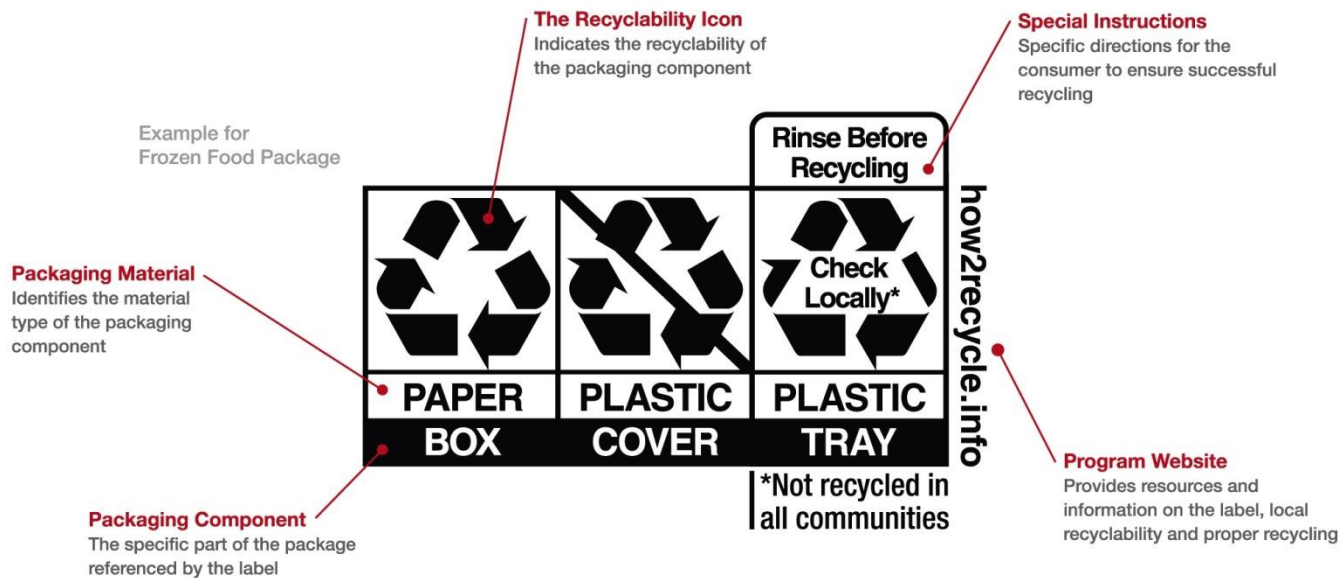
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# How2Recycle

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



# Example Uses



# How2Recycle in Foodservice

“McDonald’s is committed to reducing waste. Labeling our packaging with SPC’s How2Recycle label provides an opportunity to extend the behind-the-counter recycling efforts at the restaurant by helping consumers to determine how to recycle some McDonald’s packaging at home.”

- Susan Forsell, VP, Sustainability for McDonald’s USA



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# Composting Label in H2R

- Will be used for:
  - Packages that are recyclable and compostable
  - Packages with both recyclable and compostable components
- Collaborating with BPI
- Consumer testing plan RFP to be released
- Will include FTC consultation
- Presentation in January at the US Composting Council Conference



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# Scaling up Composting in the Charlotte, NC Area



# Outcome 1: Improved Waste Diversion and Infrastructure

- Route optimization
- Participant recruiting, education and training
- Collection and processing



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# Outcome 2: Food and Packaging Waste Characterization

- Analysis of the feedstock for percent (by weight) of food, packaging, and contaminants
- Evaluate training effectiveness
- Provide a baseline by which future organics management work can be assessed



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# Outcome 3: Lessons Learned and Transferability Report

- Metrics reporting
- Demonstrate the feasibility of scaling up further
- Stimulate much broader and more extensive organics and packaging composting programs nationwide



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# Recruitment

- Looking for a diversity of participants
  - Restaurants
  - Institutions
  - Schools
- **FUNDING** for set-up, first month fees, system set-up, training, ongoing consultation and troubleshooting if necessary



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# Ongoing Work

- Recently received EPA grant extension
- Current Participants:
  - CPCC (Community College)
  - Carolina Place
  - Ikea
  - YMCA
- *charlottecompost.org*
- Site visit in February



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# Lessons Learned

- It's a process!
- A new way of thinking
- Spending time myth-busting about odor, pests, lack of space
- Economics
- Packaging is a second step
- Show the outcome/benefit of creating soil
- Peer consulting (and peer pressure)
- If Metro school can do it, anybody can!



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# Access to Recycling Data

**The SPC is leading an industry-wide group to develop a common methodology for measuring access**

**Foodservice: Parse out “coated paper”; inquire about exceptions to plastics (like lids & straws)**

## **Previously Done Access to Recycling Studies**

- American Forest & Paper Association  
(R.W. Beck/SAIC—12/10)
- American Beverage Association  
(R.W. Beck/SAIC—2009)
- American Chemistry Council (rigid and film plastics)  
(Moore Recycling - 4/11; 4/12; update <sup>2/12\</sup>)



**How2Recycle**



# Thank you!

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