



sustainable
packaging alliance

Sustainable Packaging Alliance

SPA Flash

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News and Current Activities

International Packaging News

The EU Commission recently reported on the Packaging and Packaging Waste Directive and its impact on the EU internal market. The report states that the Directive has met most of its targets but “*packaging prevention targets would not work and could be counter productive. Policy should focus on sustainable production and consumption rather than packaging prevention per sé.*” In addition, the EU Parliament has voted (13th Feb. 2007) in favour of implementing a hierarchical system that will require industry to undertake impact studies justifying their use of certain types of packaging. In view of this, European (European Organization for Packaging and Environment) claims that companies could end up spending €100,000 on each brand to justify environmental benefits.

The US based Sustainable Packaging Coalition is planning an ‘Open Meeting’ in Brussels (20 – 23 March, 2007) to discuss the perspectives on the EU and US experiences with sustainable packaging. The main theme is to discuss the differences and similarities between EU and US. Packaging use prevention and natural resources conservation as well as retail and supply chain metrics and life cycle assessment topics will be discussed.

PIQET Update

Packaging Impact Quick Evaluation Tool (PIQET[®]), developed by SPA, is an independent strategic life cycle assessment (LCA) based tool developed to assist companies improve packaging sustainability. A prototype established the methodology to convert complex environmental, packaging waste management and recycling data into a packaging design decision making tool. The prototype is currently being converted into a web-based software tool which will be available by mid 2007. The tool enables scenarios of packaging design to be assessed in terms of a range of environmental indicators including generation of greenhouse gases, energy use, water use, landfill and litter and the (Australian) National Packaging Covenant (NPC) Key Performance Indicators (KPIs). PIQET is designed to dovetail with the Environmental Code of Practice for Packaging (ECoPP), a key component and requirement of the NPC, by providing the quantitative data required by signatories to effectively apply ECoPP.

For further information or to arrange a briefing and demonstration of PIQET contact: Robert Jordan, (03) 9681 8199, e-mail: robert@sustainablepack.org

5th Australian Life Cycle Assessment Conference (ALCAS), November, 2006

The 2006 ALCAS conference was the largest yet. The majority of delegates were from industry seeking to demonstrate environmental performance using life cycle approaches. Ralph Horne presented the paper 'PIQET' - A packaging decision support tool', co-authored by his SPA colleagues. The paper was well received, with questions and support for the tool ranging from technical aspects to commercial applications.

*The proceedings can be ordered via the ALCAS web site <http://lca-conf.alcas.asn.au/>
For further information contact: Ralph Horne, (03) 9925 3485*

Sustainable packaging research update

SPA PhD researcher Areli Avendano is currently conducting interviews with industry experts from the packaging supply chain. Areli is aiming to identify barriers and tradeoffs to more sustainable decision-making processes in the development of packaging systems. The primary focus of the study is the potential for design to effectively integrate all three levels of sustainability: economic, social and environment in the packaging development process. The anticipated outcome is the refinement of a framework for those in the product-packaging development process to use as an integral tool in the development of sustainable packaging systems.

For further information contact: Areli Avendano, e-mail: S3122855@student.rmit.edu.au

Round Table 11 - The Challenges of Retailing: Implications for Sustainable Packaging

Our 11th Round Table held on 19th October 2006 provided participants with insights into the complex and vast retail network in Australia and the challenges for sustainable packaging. The Round Table discussed the issue of trying to simultaneously meet the needs of retailers and produce sustainable packaging. It was suggested that the best solution is to adopt a collaborative approach across the chain to provide the best possible solution for all. We also learnt that Shelf Ready Packaging, a hot topic in the packaging industry, may not necessarily lead to reduced packaging usage.

A full report of the Round Table including copies of the presentations, key points from the round table discussions can be purchased for \$125 + GST. [Purchase on-line](#)

A free summary report can be available from the SPA website. [Download summary report](#)

For further information contact: Robert Jordan, (03) 9681 8199, e-mail: robert@sustainablepack.org

Baby Boy for SPA Researcher

Congratulations! SPA researcher Karli Verghese gave birth to her first baby on November 7th - Joshua Matthew Verghese. Mum, Dad and son are all doing well and we wish them all the best.

SPA tools

Packaging Material Selector

SPA's Packaging Material Selector provides easy reference information on commonly used packaging materials, such as raw materials, greenhouse gases generated during material production and national recycling rates. [Download an order form](#)



Packaging and Product Stewardship: International Regulations and Policies

SPA has developed the first version of its quick reference document outlining packaging regulations and policies. Thirty-five global jurisdictions are covered with policies classified according to the degree of regulation (i.e., voluntary, co-regulatory and fully regulated) and also the type of policy measure (e.g., extended producer responsibility, targets, eco-design requirements, codes of practice, taxes and charges and labelling requirements).



[Purchase on-line or download an order form](#)

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Forthcoming SPA events

SPA Roundtables

Dates for forthcoming roundtables and topics are presented below - remember to mark them in your diary!!

Friday 15 th June 2007	Design for Recycling
Friday 19 th October 2007	Packaging Environmental Indicators (tbc)

SPA is supported by:

