

# What Is Sustainable Packaging?

In 2005, the SPC completed version 1.0 of the Definition of Sustainable Packaging. This definition represents an important first step in articulating a common understanding of the term "sustainable packaging." It provides a common vision and a framework for understanding activities directed toward improving packaging, and continues to inform the future vision of the coalition and its individual member-companies. This definition has been widely adopted throughout the packaging industry.

## Sustainable Packaging, Defined:

- 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;
- 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;
- Is physically designed to optimize materials and energy;
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles.

Packaging Dynamics and BagcraftPapercon are members of the Sustainable Packaging Coalition



## Flexible Paper Packaging Life Cycle

