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

- forests: raw material extraction
- manufacturing: the manufacture of the material
- package converting: converting that material into a package
- package use: use of the package for its intended purpose
- recovery: portion that is reprocessed back into packaging or into other beneficial uses
- end of life: the terminus of a product’s useful life and thus the beginning point for its reuse, recycling, or permanent disposal