

AICC Sustainability Forum Corrugated Packaging Alliance Sustainability Update

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Corrugated Packaging Alliance Sustainability Update



Who is CPA?

- Corrugated Packaging Alliance was established in 2002 as a joint venture between AF&PA and FBA
- Initial Focus was on Competing Materials
- Focus broadened to include issues that affect both containerboard and boxes, like RFID and **Sustainability**



What is Sustainability?

- Many definitions of sustainability; e.g. Sustainable Packaging Coalition
- 3 Legs: Environmental, Economic and Social (planet, profit and people)
- One definition used within Wal-Mart:
"having enough for now, while not harming the future."



CPA, FBA and Sustainability

- Wal-Mart contacted FBA to participate in SVN meeting January 2006
- FBA Board established Sustainability Committee – first met September 2006
- Committee included representation of FBA members and AF&PA; CPA funding used for specific projects



What Has Been Done?

The committee identified three primary focus areas:

- Develop technical data / statistics for industry
- Create communication plan, messages and vehicles (industry sustainability story)
- Support and influence Wal-Mart Scorecard initiative



What Has Been Done?

Technical

Researched industry facts regarding sustainability:

- **Environmental:** Recycling, Renewable Energy, Forestry Practices, Efficient Fiber Use (Source Reduction)
- **Social:** Safety, Education, Charity
- **Economic:** Impact, Cost-Effective



What Has Been Done?

Technical

Life Cycle Assessment (LCA)

- Industry Asset / Investment
- Benchmarking Tool / Calculator
- Scope – Trees, Mills, Converting and End-of-Life
- Study Completed Q2 2008



What Has Been Done?

Communication

- Identified need for Sustainability Strategy with supporting Communication Strategy
- Sustainability Brochure / Fact Sheet (2006 / 2008)
- PowerPoint Presentation Template
- Speakers
- Press Releases
- Tradeshow / Postcards





Think about how *corrugated* serves:

Your business.

Our forests.

Your future.

THINK

Trade Shows

“THINK”

Message

- **Sustainable Packaging Forum**
9/25-27, 2007
Pittsburg, PA
- **PackExpo**
10/15-18, 2007
Las Vegas, NV
- **CorrExpo**
10/30-11/1, 2007
Indianapolis, IN



What Has Been Done?

Wal-Mart

- Supported Wal-Mart Scorecard efforts since early 2006
- Joined Packaging SVN Steering Committee as Corrugated industry advocate
- Participate in Fiber-based Packaging Association Group (FBA, AF&PA, PPC, etc...)



What Has Been Done?

Wal-Mart

- Influenced Scorecard
 - Brokered agreement to use industry average recycle content
 - Negotiated expanded Recovery Rate scale
 - Requested recognition of renewable raw material and renewable energy in scorecard
 - Recommended changes to Material Health & Safety Metric
 - Submitting suggested improvements for Virtual Tradeshow
- Submitted Industry LCI data to GreenBlue
- Created Corrugated Material Brief



QUESTIONS?

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