



**North  
American  
Packaging  
Association**

## Sustainability Glossary of Terms

As part of NAPA's plan to educate and provide resources to the members regarding Sustainability following is a list of terms that you will hear frequently as it relates to Sustainability in Packaging and Manufacturing.

**7R's of Packaging:** The metrics in the scorecard evolved from a list of favorable attributes announced in 2007 and known as the "7 R's" of packaging. Wal-Mart and SAM'S CLUB buyers created a list of specific packaging issues, and then walked through the fair with suppliers to meet the experts who can help with those issues. To help Wal-Mart achieve its sustainability goals, suppliers are asked to consider the seven "Rs" when it comes to their packaging:

**Remove Packaging:** Eliminate unnecessary packaging, extra boxes or layers

**Reduce Packaging:** "Right-Size" packages and optimize material strength.

**Reuse Packaging:** Pallets (use of CHEP, IFCO, etc.) and reusable plastic containers (RPC)

**Renewable Packaging:** Use materials made of renewable resources; select biodegradable or compostable materials

**Recyclable Packaging:** Use materials made of highest recycled content without compromising quality

**Revenue:** Achieve all above principles at cost parity or cost savings

**Read:** Get educated on sustainability and how we can all support it

**Carbon Footprint:** A carbon footprint is a "measure of the impact human activities have on the environment in terms of the amount of green house gases produced, measured in units of carbon dioxide"

**Carbon Credit:** Carbon credits are a key component of national and international trading schemes. They provide a way to reduce greenhouse effect emissions on an industrial scale by capping total annual emissions and letting the market assign a monetary value to any shortfall through trading. Credits can be exchanged between businesses or bought and sold in international markets at the prevailing market price.

**Carbon Credit Exchange:** The Kyoto protocol has sanctioned carbon offsets as a way for government and private companies to earn carbon credits that can be traded on a marketplace. Organizations that have difficulties in meeting their emissions quota are able to offset their obligation by buying credits. Credits can be used to finance carbon reduction schemes between trading partners around the world



**CMUM:** consumer-meaningful unit of measure, e.g. "X loads per container" when referring to laundry detergent

**Cradle-to-grave:** Cradle-to-grave is the LCA of the materials used in making a product, from the extraction of materials and energy to the return of the materials to earth when the product is finally discarded. For example, trees produce paper, which is recycled into low-energy production cellulose (fiberised paper) insulation, then used as an energy-saving device in the ceiling of a home for 40 years, saving 2,000 times the fossil-fuel energy used in its production. All inputs and outputs are considered for all the phases of the life cycle.

**Cradle-to-gate:** Cradle-to-gate is the LCA of the efficiency of a product or service until it is produced or delivered. It shows the environmental performance as it is. It often is used for environmental product declarations (EPD).

**Cradle-to-Cradle:** Cradle-to-cradle is a way of thinking about life cycles. If the grave of one cycle can be the cradle of its own or another, the life cycles are called "cradle-to-cradle".

**CPGs:** Consumer Product Goods companies like Procter and Gamble, Colgate, etc.

**GHG:** Green House Gas

**GOs:** Government organizations, e.g., EPA

**LCA:** Life Cycle Analysis

**LCI:** Life Cycle Inventory

**MarketGate:** Packaging MarketGate which is resource developed to support CPG suppliers in their search for raw material suppliers, packaging converters, co packers, trade associations and other service providers that are able to help them meet their sustainability goals.

**Packaging Modeling:** As a second tier vendor, you do not have direct access to the Wal-Mart Scorecard. ECRM, who collaborated with Wal-Mart to develop the Wal-Mart Sustainable Packaging Scorecard, also developed Package Modeling as both an educational and sales and innovation tool for manufacturers that provide packaging to retail vendors. Modeling allows the user to create packages using the identical scorecard system to determine a package score or to run comparisons against existing packaging.

**SVN:** Sustainable Value Network

**UV:** Ultraviolet (pertaining to curing of printing inks)

**VOC:** Volatile Organic Compound



**Wal-Mart Packaging Scorecard:** Wal-Mart's packaging scorecard is a measurement tool that allows suppliers to evaluate themselves/their products based upon specific metrics.

**Scorecard Metrics;** The scorecard metrics were developed by a group of 200 leaders in the global packaging industry, including suppliers, experts and internal and external stakeholders (including GO's, NGO's, Academia, Suppliers, and etc) and the metrics for the packaging scorecard are:

- 15% based on GHG / CO<sub>2</sub> per ton of Production
- 15% based on Health / Safety
- 15% based upon Package to Product Ratio
- 15% based on cube utilization
- 10% based on transportation / avg distance
- 10% based on recycled content
- 10% based on recovery value
- 5% based on renewable energy
- 5% based on innovation

**Organizations:**

**ASTM** - American Society for Testing Materials

**EPA** - Environmental Protection Agency

**ISO:** International Standards Organization

**FSC** - Forest Stewardship Council

**NGOs** - non government organizations (Environmental Defense, Sustainable Packaging Coalition, etc.)

**Certifications:**

**REC:** Renewable Energy Certificate

**Government Initiatives:**

**SFI:** Sustainable Forestry Initiative RCRA: (rick-ra) Resource Conservation and Recovery Act