



Proposed 2011 Greener Package Sustainability Awards Overview

Revised March 11, 2011

The Greener Package Awards competition is getting a major overhaul for 2011. Changes include:

1. Measuring environmental impact

We've re-tooled the awards to focus on your packaging initiative's **measurable, positive environmental impact**. We ask for data from several metrics from the Global Packaging Project (<http://globalpackaging.mycgforum.com>). See the entry form for details. This eliminates a lot of potential for excessive subjectivity among judges or potential bias. The good news is, the last few years has seen an increase in the number of environmental software and assessment tools that are now available to help you calculate the actual environmental impact of your packaging. Whether it's the Sustainable Packaging Coalition's Compass tool, Piquet, PackageSmart, private lifecycle assessment studies, or published LCA data on basic materials, the tools and data are there. You can't change what you can't measure, and so sustainability improvements must start with measurements.

2. Third-party review

To guard against greenwashing, this year the judges will be empowered to randomly select submissions—especially from semi-finalists under serious consideration—for a Greener Package third-party document review, at our expense. If your entry is selected for third-party review, you must be willing to provide back-up documentation to the Greener Package third-party auditing firms, EPI and PKG. Unwillingness to provide back-up documentation or failure to pass the document review will disqualify your submission from consideration.

3. Adjusting for company size

Data will be requested per 10,000 packages wherever possible to normalize the data across company size.

4. Separation of innovation from environmental impact

Previously the judges wrestled with balancing innovation with environmental impact, diluting the impact of both. We've decided to reward each separately. Those packages that provide the biggest environmental impact in their class will earn Greener Package Environmental Impact Awards. Those packages that show the most innovation for their category – even if they don't necessarily have the biggest environmental impact – will be rewarded with Innovator of the Year awards.

5. FDA vs. non-FDA regulated categories

Since regulated industries—food, beverage, and pharmaceutical—operate under additional restrictions versus non-regulated industries when it comes to reducing the environmental impact, changing last year’s “Food, beverage and pharmaceutical” category into one called, simply, “FDA-regulated products”. We then introduce “Non-FDA regulated products” which replaces both “Personal care/cosmetics” and “Non-food primary packaging.” Secondary/large-format packaging remains as a distinct category.

6. Packaging machinery

By popular demand, we’ve added a packaging machinery category. Machinery will be judged by the same criteria as packages—environmental impact. Although that impact could result from energy savings, more likely the biggest gains will consist of how the machine enables the use of either less packaging materials, or thinner materials, achieving a source reduction, thus permitting the customer reduction in greenhouse gases, for example. *Note that packaging machinery submissions, like the package-based submissions, must involve an end user application as the basis for the entry.*

2011 Greener Package Award Categories

Category	Environmental impact award	Innovator of the year award
FDA-regulated industries Food, beverage & pharmaceutical.	2 winners	1 winner
Non-FDA-regulated industries All others.	2 winners	1 winner
Transport/large-format packaging For cases, shippers, pails, drums, tertiary, industrial or large-product packaging.	2 winners	1 winner
Packaging machinery For running thinner or less materials or consuming less energy.	2 winners	1 winner
Beyond the Package Award Any packaging initiatives or processes not tied to a specific product or package.	1 winner	

2011 Awards Schedule

March 11 -- Awards open
 May 6 -- Submission deadline
 July 29 -- Winners announced
 August -- Winners published in *Packaging World*

All entrants are encouraged to download and read the Greener Package Guidelines to Sustainability Claims BEFORE submitting their entry: <http://www.greenerpackage.com/guidelines>