

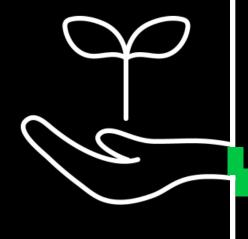


ANDREW HURLEY, PHD

PROFESSOR | FOUNDER | CONSULTANT

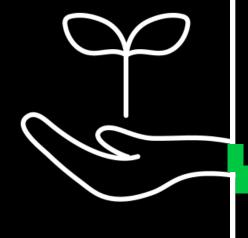


What is your sustainability goal?



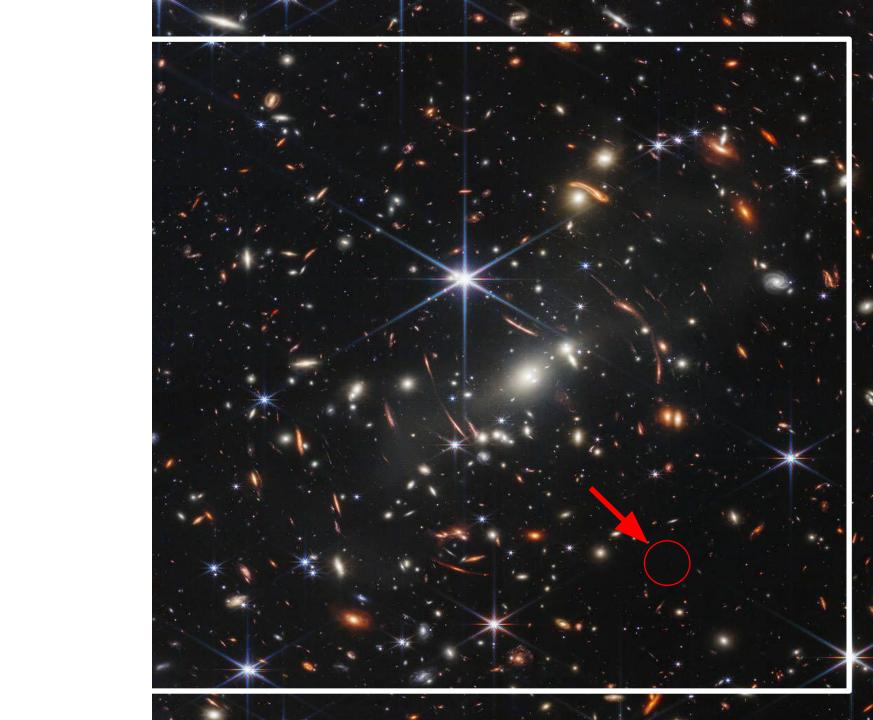


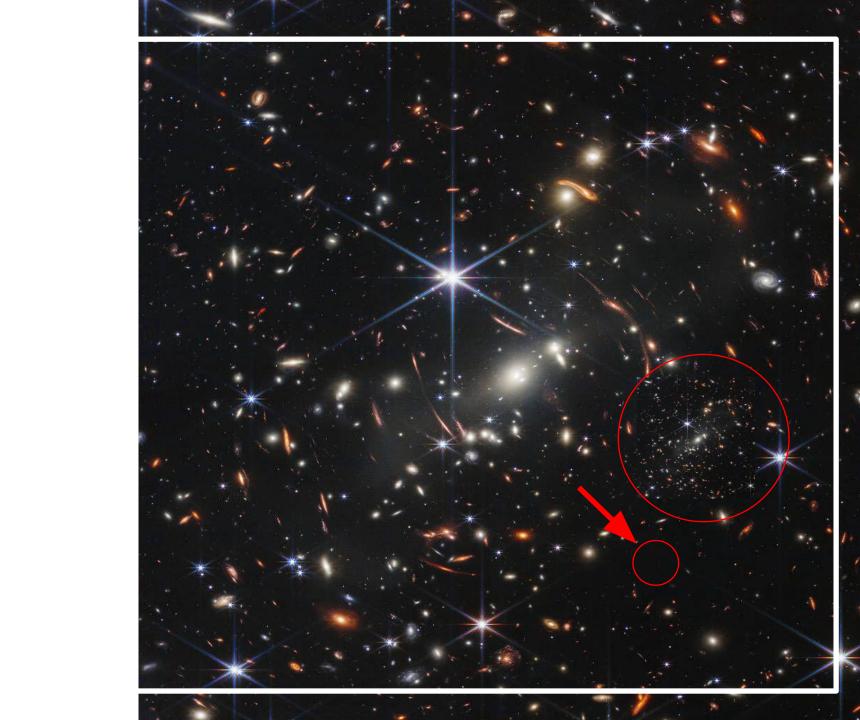
How do you measure your goal?













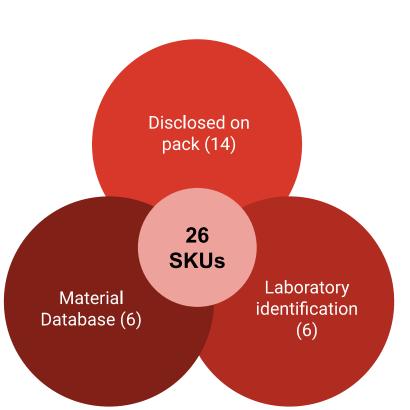
3.00000001 DATA

Table 4. LCA data for each of the 26 packages and their components across 8 different environmental impact metrics. Definitions of the environmental impact factors can be found in Appendix F.

Package a	Fossil Fuel Use b	GHG Emissions	Water Use d	Freshwater Eutrophication e	Mineral Resource Use f	Human Impact ^g	GHG Emissions (with Carbon Uptake) ^h	Freshwater Ecotoxicity ⁱ (CTUe)
C1	3.76 × 10 ⁻²	3.2 × 10 ⁻³	1.55	3.17 × 10 ⁻⁶	2.54 × 10 ⁻⁵	2.52 × 10 ⁻⁹	2.4 × 10 ⁻³	4.14 × 10 ⁻²
C3	4.82×10^{-2}	2.3 × 10 ⁻³	1.03	1.91 × 10 ⁻⁶	2.22 × 10 ⁻⁵	1.4 × 10 ⁻⁹	2.2×10^{-3}	5.24 × 10 ⁻²
D1	6.868 × 10 ⁻¹	5.22 × 10 ⁻²	10.97	3.01 × 10 ⁻⁵	1.2 × 10 ^{−3}	5.34 × 10 ⁻⁸	5.02 × 10 ⁻²	5.302 × 10 ⁻¹
D2	4.014×10^{-1}	2.09 × 10 ⁻²	11.42	2.33 × 10 ⁻⁵	2.33 × 10 ⁻⁴	1.4 × 10 ⁻⁸	2.06×10^{-2}	3.849×10^{-1}
D3	1.946 × 10 ⁻¹	1.03 × 10 ⁻²	6.01	1.23 × 10 ^{−5}	1.12 × 10 ⁻⁴	7.13 × 10 ⁻⁹	1.01 × 10 ⁻²	1.906×10^{-1}
D4	3.55 × 10 ⁻²	1.7 × 10 ^{−3}	6.94 × 10 ⁻¹	1.49 × 10 ⁻⁶	1.61 × 10 ⁻⁵	9.83 × 10 ⁻¹⁰	1.6 × 10 ⁻³	3.7 × 10 ⁻²
K1	6.451 × 10 ⁻¹	2.99 × 10 ⁻²	14.93	2.94 × 10 ⁻⁵	2.62 × 10 ⁻⁴	1.9 × 10 ⁻⁸	2.92×10^{-2}	6.772 × 10 ⁻¹
K2	1.45	7.65 × 10 ⁻²	26.37	7.89 × 10 ⁻⁵	8.61 × 10 ⁻⁴	5.44 × 10 ⁻⁸	7.62×10^{-2}	1.51
L1	2.31	1.251 × 10 ⁻¹	42.43	1.23 × 10 ⁻⁴	1.5 × 10 ^{−3}	8.61 × 10 ⁻⁸	1.241 × 10 ⁻¹	2.37
L3	1.5610 × 10 ⁻¹	6.7 × 10 ⁻³	2.69	4.7 × 10 ^{−6}	5.44 × 10 ^{−5}	3.58 × 10 ⁻⁹	6.7×10^{-3}	1.716 × 10 ⁻¹
L4	1.061 × 10 ⁻¹	4.6 × 10 ⁻³	1.83	3.2 × 10 ^{−6}	3.68 × 10 ^{−5}	2.43 × 10 ⁻⁹	4.6×10^{-3}	1.167 × 10 ⁻¹
L5	8.5 × 10 ⁻³	1.0 × 10 ^{−3}	5.831 × 10 ^{−1}	5.51 × 10 ⁻⁷	1.3 × 10 ^{−4}	8.34 × 10 ⁻¹⁰	8.45 × 10 ⁻⁴	3.1 × 10 ⁻²
L6	1.6	8.21 × 10 ⁻²	30.95	8.29 × 10 ⁻⁵	9.0 × 10 ⁻⁴	5.42 × 10 ⁻⁸	8.19×10^{-2}	1.69
L7	2.752 × 10 ⁻¹	1.27 × 10 ⁻²	6.27	1.28 × 10 ⁻⁵	1.13 × 10 ^{−4}	8.19 × 10 ⁻⁹	1.24 × 10 ⁻²	2.812×10^{-1}
P2	3.69×10^{-2}	1.8 × 10 ⁻³	1.05	1.64 × 10 ⁻⁶	1.4 × 10 ⁻⁵	1.04 × 10 ⁻⁹	1.7×10^{-3}	4.17×10^{-2}
P3	4.01 × 10 ⁻²	2.4 × 10 ^{−3}	9.526 × 10 ^{−1}	1.570 × 10 ^{−6}	1.23 × 10 ⁻⁵	1.29 × 10 ⁻⁹	2.3 × 10 ⁻³	3.66 × 10 ⁻²
P4	5.81 × 10 ⁻²	2.9 × 10 ⁻³	1.05	2.78 × 10 ⁻⁶	3.19 × 10 ⁻⁵	1.86 × 10 ⁻⁹	2.9 × 10 ⁻³	6.03 × 10 ⁻²



Measurements



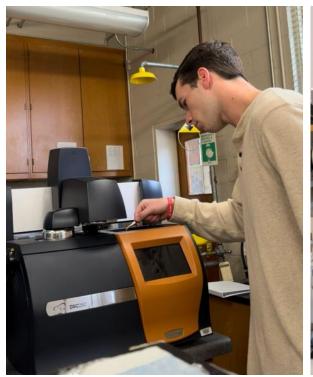




Figure 1: DSC

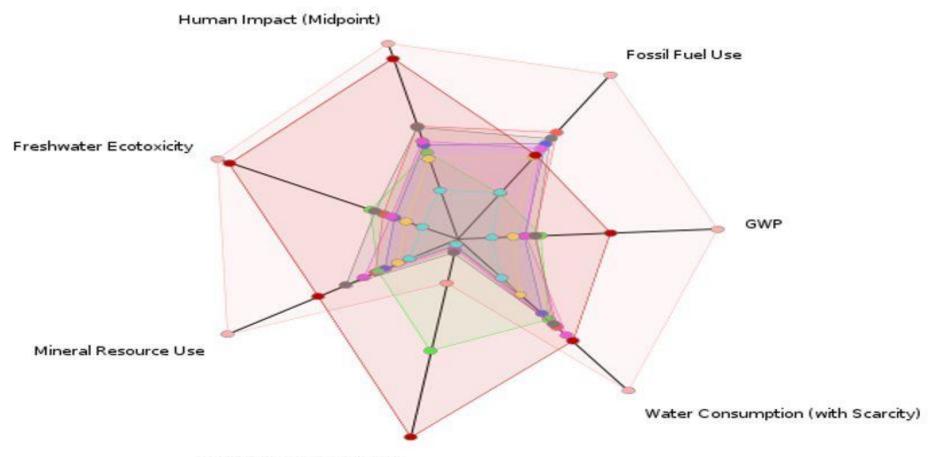
Figure 2: Compound Microscope

National

Survey

Figure 3: FTIR

Current State of Comparative Analysis



Freshwater Eutrophication

A.
compostable
plastic
wrapper



c. store drop-off recyclable plastic wrapper D.
non-recyclable
plastic
wrapper









Given compostable and store drop-off recyclable wrappers have a larger impact...

compostable plastic wrapper

B. compostable paper and aluminum coated film wrapper

store drop-off recyclable plastic wrapper

D. non-recyclable plastic wrapper





2.5 times more

carbon dioxide





carbon dioxide

lowest carbon dioxide emissions

7.8 times more carbon dioxide emissions

2.2 times more



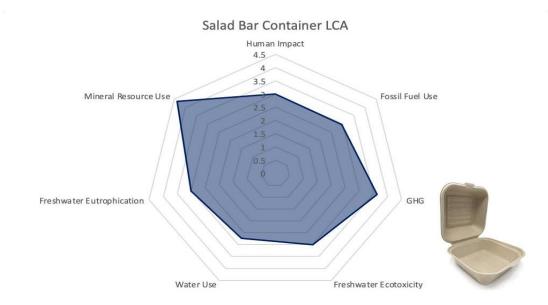
Whole Vegetables/Ingredients LCA Human Impact 3 2.9 2.8 Mineral Resource Use 2.7 2.6 2.5 2.4 2.3 2.2 Freshwater Eutrophication GHG

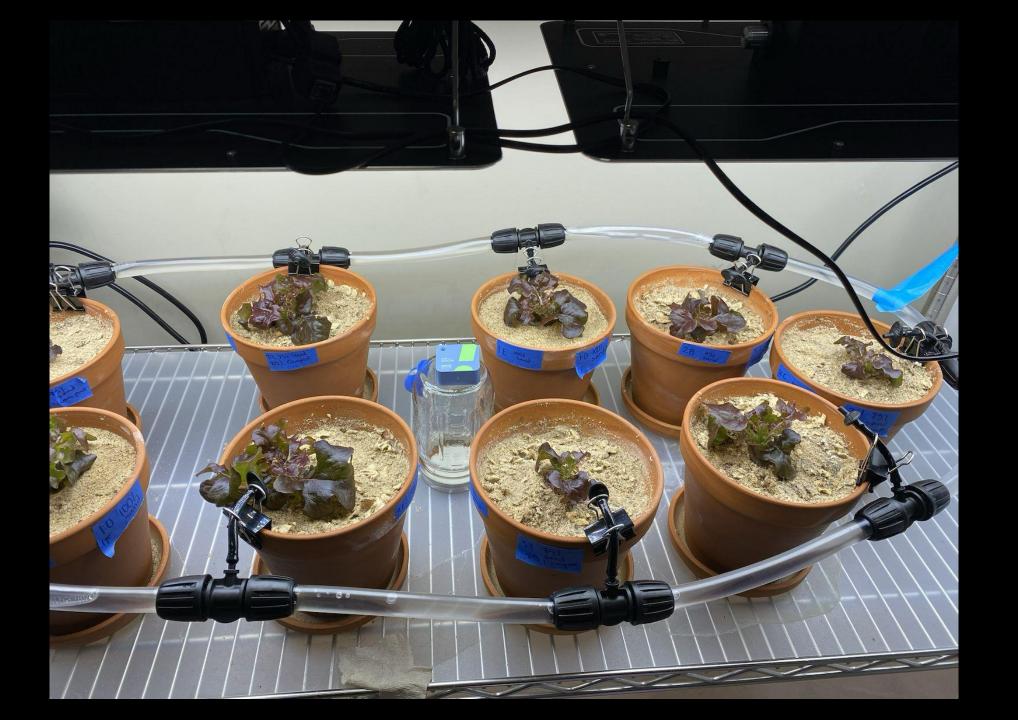
Freshwater Ecotoxicity

Water Use

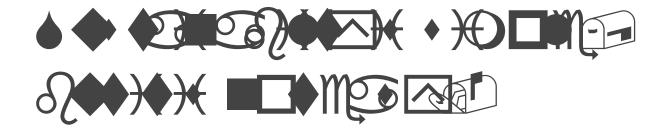








ACHIEVABLE?







MADE ENTIRELY FROM PAPER. Bag made from 80 percent post-consumer content. 100 percent recyclable and reusable.

THE MADE ENTIRELY FROM PAPER. Bag made from 80 percent post-consumer content too percent recyclable and reusable.

ACHIEVABLE?

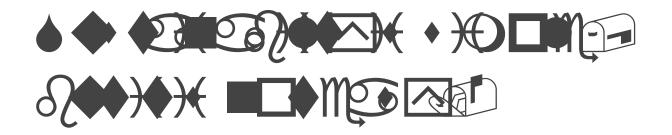








ACHIEVABLE?





IN THE NEWS

■ News Live Latest Videos Weather Traffic Access Carolina As Seen On Lottery

Q

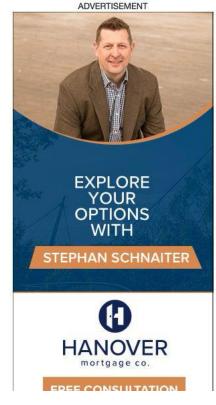
What kinds of packaging can be recycled and how to cut back on waste

Published: Aug. 10, 2023 at 11:44 AM EDT

0 M Y 0 M



Dr. Andrew Hurley from Clemson's Packaging Science program says some disposable packaging that appears recyclable actually isn't! Plus, he shares ways his department works to develop packaging that's less harmful to the environment.





Sensible Sustainability Audit





2lb 5.5oz
Curbside recyclable
corrugated fiberboard

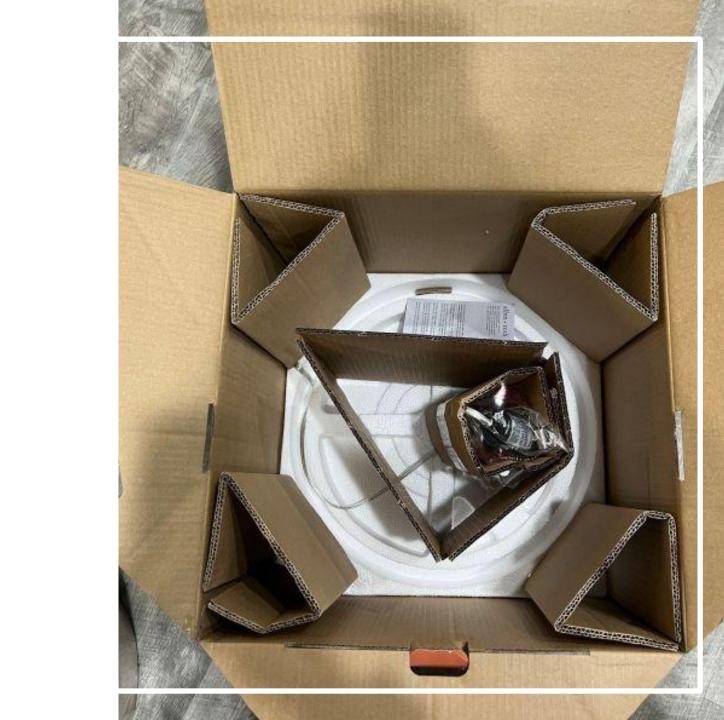
B 0.6oz
Non-recyclable (shade)
Unlabeled poly film

c Store Drop-off (parts)
PE (LD) film

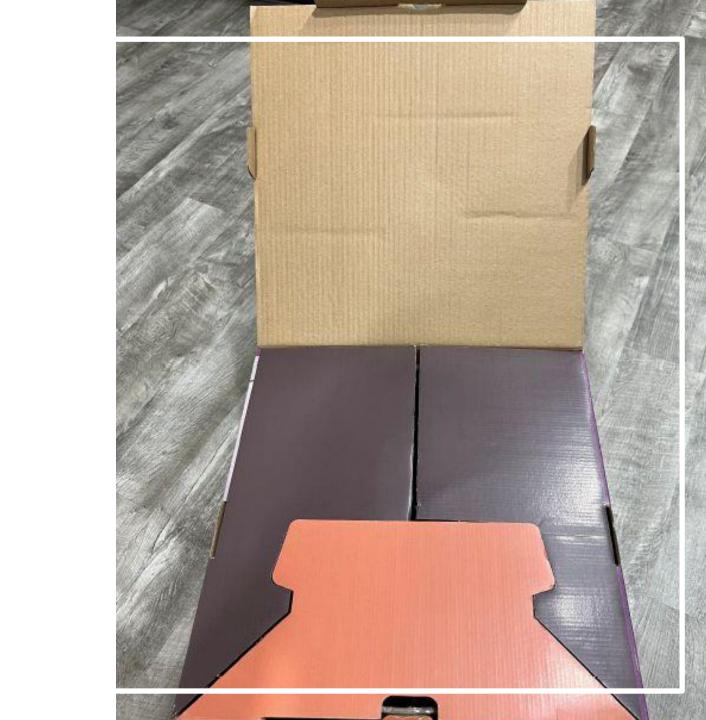
D One Desiccant drying packet

B Non-recyclable Polystyrene (EPS)









SOPPORTUNITIES





CHARTS & DATA

The environmental cost of ecommerce deliveries

Mark Brohan, Matt Love May 23, 2023







LET'S GET TO WORK















SUSTAINABLE INNOVATION WORKSHEET







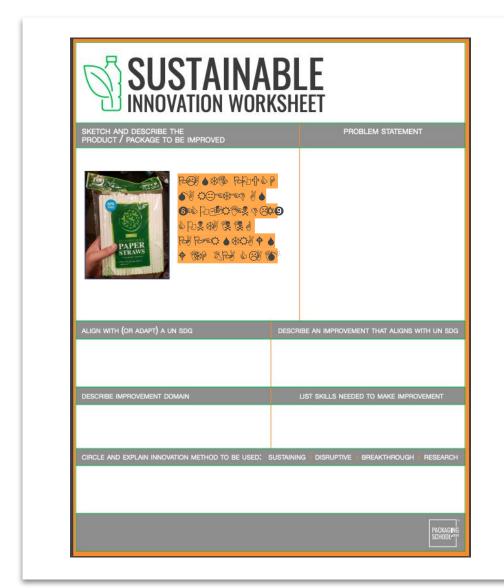
GET TO KNOW YOUR PRODUCT

THIS IS YOUR CLIENT





SKETCH / DESCRIBE









PROBLEM STATEMENT







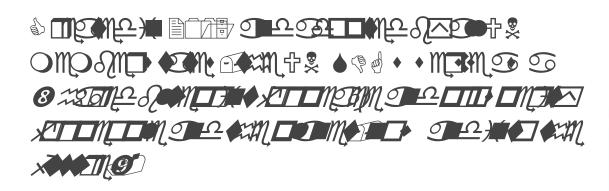


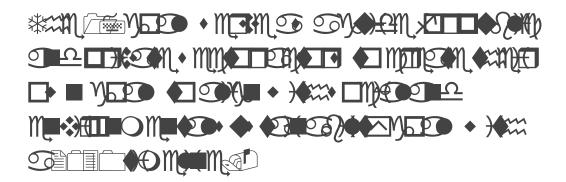


SUSTAINABLE DEVELOPMENT GENERALS

UN SDG Goal Setting







Think of ways in which packaging innovations can help an organization align with one, or numerous, SDGs.

SUSTAINABLE GALS DEVELOPMENT GALS







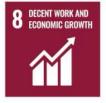








13 CLIMATE ACTION



14 LIFE BELOW WATER





























UN SDG ALIGNMENT











UN SDG IMPROVEMENT



















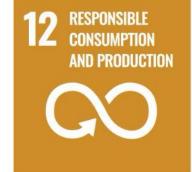






















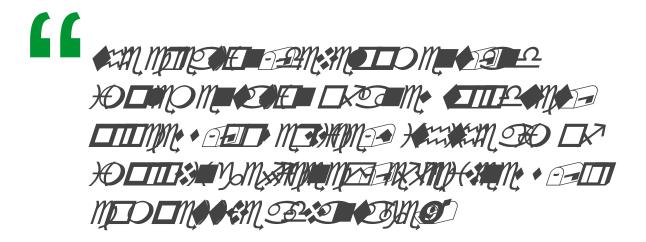








Four Types of Packaging Innovation







BREAKTHROUGH PACKAGE DESIGN

OPEN INNOVATION
DESIGN COMPETITIONS
SKUNKWORKS

NEW MARKET CREATION

BASIC PACKAGING RESEARCH

INTERNAL RESEARCH
ACADEMIC PARTNERSHIPS
REFERRED JOURNALS & CONFERENCES

DIRECTIONS & OPPORTUNITIES

TITIONS DESIGN THINKING

DESIGN THINKING
ACQUISITIONS

MAINTAIN MARKET POSITION

SUSTAINABLE PACKAGE INNOVATION

ROADMAPPING (CONTINUOUS IMPROVEMENT)

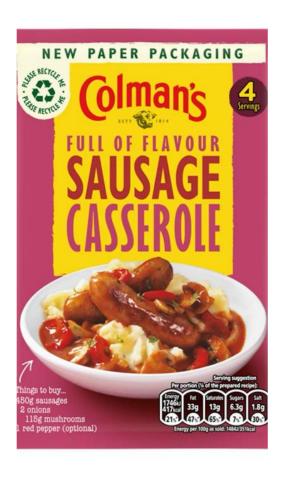
DISRUPTIVE PACKAGE DESIGN

20% (15%) RULE
INNOVATION / EXPERIENCE CENTER
LEAN LAUNCHPAD

INCREMENTAL GROWTH

UNCLEAR DOMAIN





SUSTAINABLE PACKAGE INNOVATION

ROADMAPPING (CONTINUOUS IMPROVEMENT)
DESIGN THINKING
ACQUISITIONS

MAINTAIN MARKET POSITION

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BREAKTHROUGH PACKAGE DESIGN

OPEN INNOVATION
DESIGN COMPETITIONS
SKUNKWORKS

NEW MARKET CREATION



UNCLEAR DOMAIN





DISRUPTIVE PACKAGE DESIGN

20% (15%) RULE INNOVATION / EXPERIENCE CENTER LEAN LAUNCHPAD

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DIRECTIONS & OPPORTUNITIES





UNCLEAR DOMAIN





IMPROVEMENT DOMAIN









METHOD OF INNOVATION



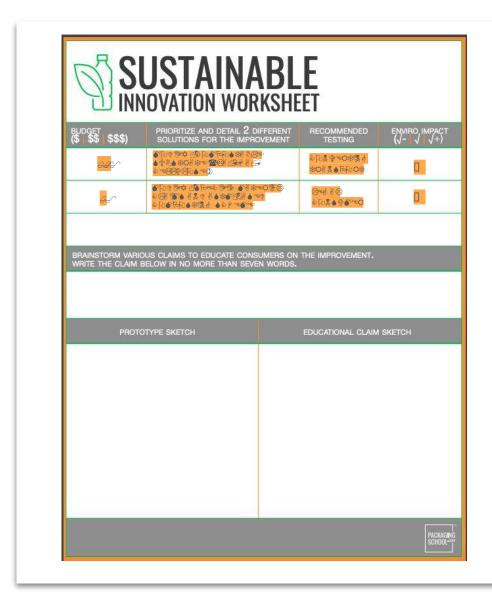








TACTICAL APPROACH













GREENWASHING











EU Taxonomy for Sustainable Activities













Generating Claims and the FTC Green Guides





GENERATING PACKAGING CLAIMS RESPONSIBLY









THE FTC GREEN GUIDES—UNITED STATES

PART	7 260- GUIDE	S FOR THE USE OF ENVIRONMENTAL MARKETING CLAIMS	
Sec.	260.1	Purpose, Scope, and Structure of the Guides.	
	260.2	Interpretation and Substantiation of Environmental Marketing Claims.	
	260.3	General Principles.	
	260.4	General Environmental Benefit Claims.	
	260.5	Carbon Offsets.	7114
	260.6	Certifications and Seals of Approval.	Щ
	260.7	Compostable Claims.	
	260.8	Degradable Claims.	
	260.9	Free-Of Claims.	
	260.10	Non-Toxic Claims.	
	260.11	Ozone-Safe and Ozone-Friendly Claims.	4
	260.12	Recyclable Claims.	-
	260.13	Recycled Content Claims.	
	260.14	Refillable Claims.	

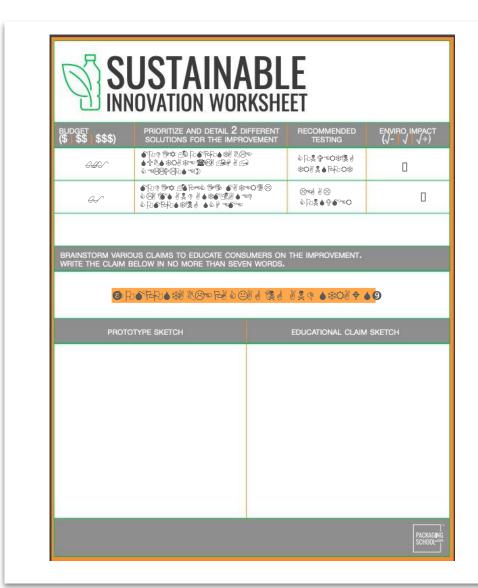
Renewable Energy Claims.

260.15





CLAIMS







SKETCH









EDUCATIONAL CLAIM SKETCH





Sources: 30, 31, 32, 33





10,000 Virgin PET Bottles

CO₂e for 1 bottle (using calculator)

- PET = 1.5 CO₂e / kg
- Order = 15,000 CO₂e / kg







Project - "Pachama Borneo Peatlands"

- \$14.14 / metric ton of CO₂e
 (1 metric ton = 1000 kg)
 - = \$0.01414 / kg
 - = \$212.10 / 10,000 bottle
 - = \$0.02121 / bottle







SUSTAINABLE CERTIFICATE OF SUSTAINABLE PACKAGING PACKAGING

















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