

RPbD

Responsible Packaging by Design

A voluntary process standard to advance packaging sustainability



Background

- ▶ Designing, building and maintaining packaged-product systems ...
 - **is one of the greatest challenges facing product producers and packaging suppliers**
- ▶ Challenge is understanding how to develop responsible packaging (addressing sustainability)
- ▶ Companies are left to determine what constitutes a ‘Responsible Package’ ...
 - **leading to the use of different processes and differing proofs of performance**



ISTA's Response

- ▶ **Responsible Packaging By Design a Voluntary Global Process Standard for the design, testing and qualification of responsible packaging**
- ▶ **Written by**
 - Joan Pierce, AMERIPEN Jane Bickerstaffe, INCPEN
 - Karen Proctor, RIT Larry Dull, Pkg Knowledge Grp
 - Ed Church, ista
- ▶ **Vetted by industry, NGO's and governmental experts**
- ▶ **Voluntary standard but prescriptive**



Objectives of RPbD

- ▶ **Provide guidance and framework**
- ▶ **Evaluates two or more different package designs**
 - same application
 - functional performance
 - environmental performance
- ▶ **Considers the best use of land, water, air, energy, biodiversity and natural resources**
- ▶ **Supports reducing product damage and improving environmental performance**
- ▶ **Packages which meet industry, consumer and regulatory expectations.**



Objectives of RPbD

- ▶ Provide the packaging professional with a detailed approach to package design that will support reducing product damage and improving environmental performance
- ▶ Developing packages which meet industry, consumer and regulatory expectations.
- ▶ Because Responsible Packaging systems just don't happen! You can't order them up from one vendor!

 **They have to be engineered**

- ▶ **Procedures for analyzing packaging systems from an environmental and performance perspective**
- ▶ **Guide for assessing actual or intended changes to packaging designs**
- ▶ **Proposes actions and assessment protocols for measuring environmental related improvements**
- ▶ **The procedure does not cover specific material selection or approval methods**



What does RPbD embrace?

- ▶ **Functional requirements**
- ▶ **Environmental performance**
- ▶ **Financial performance**
- ▶ **Lifecycle thinking, lifecycle analysis (LCA) and LCA 'lite'**
- ▶ **Sourcing, production, distribution, use and recovery of materials**
- ▶ **Sourcing of energy and water used in manufacture**
- ▶ **The role of packaging in preventing damage or spoilage of product**
- ▶ **After use 'value'**



Responsibilities

- ▶ **Successful application requires access to information from cross-functional operations within and outside the organization**
 - Marketing, Supply chain, R&D, Regulatory Affairs, Manufacturing
 - Materials and packaging vendors
 - Waste Management vendors



Benefits of RPbD

- ▶ **Aligns with existing process standards**
- ▶ **Common reference for all stakeholders**
- ▶ **Platform for communications with regulatory authorities**
- ▶ **Global approach**
- ▶ **Harmonizes packaging requirements**
- ▶ **Supports free trade**



Prescribed Step-By-Step Approach

Step 1.

Establishing
Project Scope

Step 2.

Define
Boundaries
& Metrics

Step 3.

Assessing
Impact of
Existing Design

Step 4.

Determining
Impact of
Proposed
Design

Step 5.

Selecting the
“Best” Action for
the New Design

Step 6.

Prototyping and
Validating the
New Design

Step 7.

Assessment,
Recommendation
& Documentation
Design

Step 8.

Implementation



Current Status of RPbD

- ▶ **Published**
- ▶ **Available to ISTA members as a membership benefit**
- ▶ **ISTA is offering training in the implementation of the RPbD process**



Questions

For more information please contact us at
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