



## Responsible Packaging by Design **GUIDE**

A voluntary process  
standard to advance  
packaging sustainability



# BACKGROUND

The responsible package design process must consider the best use of land, water, air, energy, biodiversity and natural resources, while maintaining the necessary functions for which the package is intended.

There are several organizations that teach package design and discuss the topic from a broad strategic perspective.

Detailed processes are often considered proprietary and not available in the public domain.

ISTA created this document to provide the packaging professional with a detailed approach to package design that will have a direct impact on **reducing product damage and improving the environmental performance** of the packaging throughout the value chain.



# PURPOSE

A procedural guideline for packaging professionals involved with or responsible for developing new and/or improved package designs.

Designing with this procedure will help **minimize environmental impacts** that may arise from the sourcing, manufacture, use, recovery and end of life alternatives for a package.



# ISTA'S RESPONSE

**Responsible Packaging by Design** is a Voluntary Global Process Standard for the design, testing and qualification of responsible packaging

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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.



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

# SCOPE



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

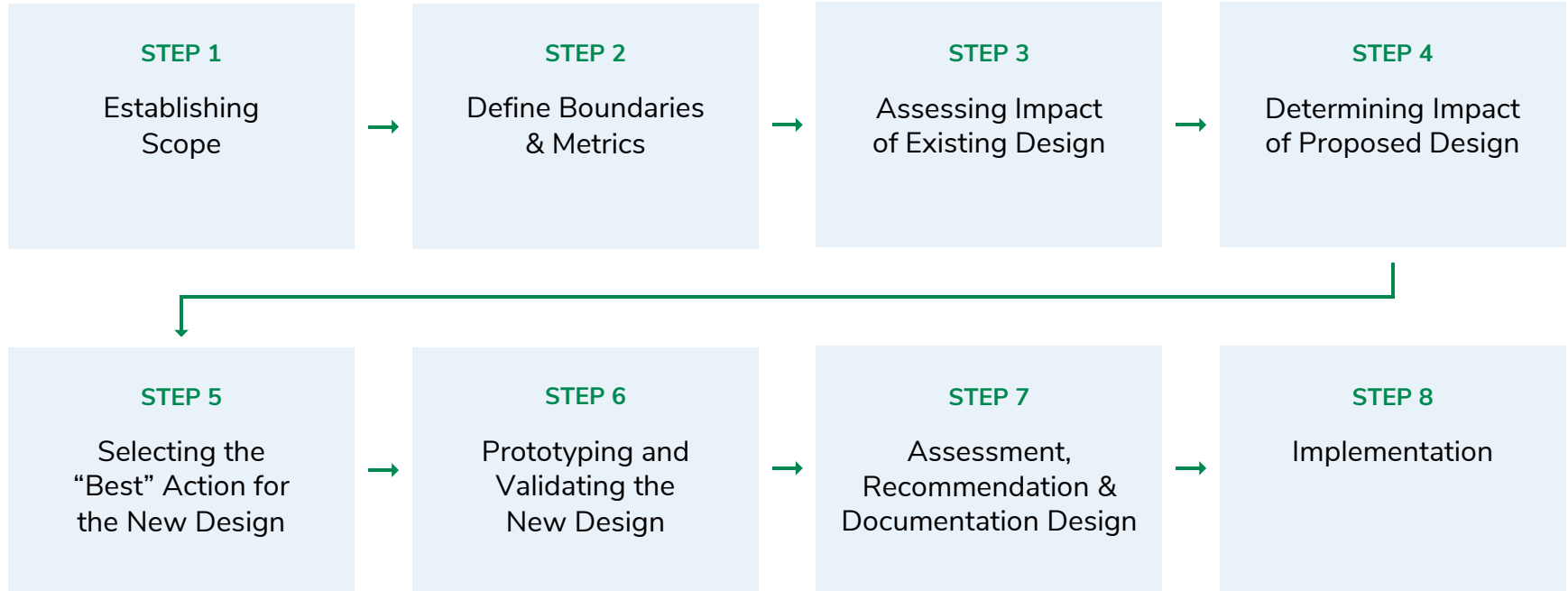


Harmonizes  
packaging requirements



Supports free trade

# PRESCRIBED STEP-BY-STEP APPROACH





## 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

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For more information please contact us at [ista@ista.org](mailto:ista@ista.org)

