**Project Objective:** Design a sustainable packaging program for EMC, a manufacturer of IT storage hardware

**Sustainable Packaging at EMC**
Understanding progress to date in the broader context of EMC

**Industry Best Practices**
- **Dell** aims to use sustainable content, reduce packaging cube size, and enable curbside recycling
- **Wal-Mart** has developed a sustainable packaging scorecard to assess packaging of its suppliers
- **UPS** focuses on material content, product to package ratio, damage prevention, and transportation
- **Sustainable Packaging Coalition** has developed a comprehensive definition of sustainable packaging
- **Global Packaging Project** is an effort to standardize indicator and metrics for sustainable packaging

**Packaging Lifecycle**
- **Sourcing** includes raw material extraction and using recycled content as a feedstock
- **Manufacture** includes the manufacture of the material and converting that material into a package
- **Distribution** includes warehousing and transportation
- **Use** includes use of the package for its intended purpose (and reuse)
- **End of Life** includes all of the fates a package could have after its use

**S-Lab Project Analysis**
- **Synthesize Data**
- **Identify Gaps**
- **Articulate Program Objectives**
- **Select Metrics**
- **Outline Implementation**

**Packaging Program Objective**

**Recommendations**
- Support Product Positioning
- Enable Cost Savings
- Align with Corporate Sustainability Priorities

**Recommended KPIs**
- **Material Content**
  - Recycled Content
  - Recyclable Content
  - Renewable Content
- **Design and Performance**
  - Weight
  - Production Waste
  - Reuseable
  - Cube Efficiency
  - Reusability
- **Use**
  - Reuse Rate
  - Total Packaging Used
- **Overall**
  - Lifecycle Global Warming Potential

**Execution Plan**
1. Clarify accountability and obtain resources
2. Enable data collection
3. Calculate baseline
4. Set concrete long-term targets for each metric
5. Establish process to prioritize efforts
6. Implement!