

Announcing the New GreenScene™

by IAPD Environmental Committee

As many of you know, the IAPD Environmental Committee launched the GreenScene™ program three years ago. The purpose of the program is to have a year-round way to celebrate and honor IAPD member companies that are conducting business in an environmentally responsible, sustainable manner. Highlighting “green” best practices is vital to the performance plastics industry, given the bad rap the plastics industry as a whole gets in the media, coupled with the equally distressing fact that the general public doesn’t differentiate performance plastics from single-use plastics.

When the committee first launched the program, the criteria was simple: either apply for the IAPD Environmental Excellence Award and/or fill out the Environmental Survey. This course of action was chosen because the committee wanted to introduce the program to IAPD members and encourage participation.

Fast forward a few years and it is time to adjust the criteria. In previous years, it was only possible to apply for the GreenScene™ designation during certain times of the year (when the award applications were being accepted and the survey was live). It is also time to promote the “greenness” of IAPD members to a broader audience. In order to do that, the program must have market value outside of IAPD. It has to be an achievement that others will recognize.

Therefore, the Environmental Committee is pleased to announce the all-new GreenScene™ program. IAPD members interested in this designation are invited to download the GreenScene™ application from the Environmental page of the IAPD website (<http://tiny.cc/IAPDgreen>). Complete this application and return to the IAPD Environmental Committee staff liaison (Liz Novak at lnovak@iapd.org). Companies that earn at least 100 points based on this application will qualify for the GreenScene™ designation.

Even better, all the applications received will be considered for the annual IAPD Environmental Excellence Awards. IAPD member companies are welcome to apply now – and year-round – for the award. All applications received by July 31, 2016 will be evaluated by the committee for the 2016 IAPD Environmental Excellence Awards.

If you are your company’s key contact for IAPD (that is, you are the voting member for your company), you will receive a hard copy of the application in the mail in April, in time for Earth Day.

The IAPD Environmental Committee encourages you to fill out the application and see how you do. Past applicants have noted that it is an excellent gap analysis tool. Even if you don’t feel that your company is “green enough,” it could give you some concrete ideas for small changes you can make at your business to be a better steward of the environment. We invite you to be an example of how IAPD’s members are leading the charge with the message that performance plastics can be the right answer for environmentally conscious consumers.

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TIPS FOR AN ENVIRONMENTALLY FRIENDLY BUSINESS

The IAPD Environmental Committee has developed this list of tips to help you adopt environmentally friendly practices in your business. You may have already implemented many of these ideas, but this list may inspire you to adopt some new sustainability practices. We also encourage you to apply for the next available IAPD Environmental Excellence Award, to show your commitment to being an environmentally responsible company in the performance plastics industry.

- Adopt a formal plastics recycling program.
- Adopt a formal recycling program that addresses items other than plastic.
- Measure the progress of your recycling program year-over-year. Set aggressive goals for your recycling and celebrate milestone achievements.
- Have executive-level support of your recycling program.
- Ensure company-wide adoption of/participation in your recycling program.
- Track the percentage of plastic scrap that you prevent from going into your local landfill (lbs generated/lbs recycled):
 ___None ___<25% ___26-50% ___51-90% ___more than 90%
- Identify what your recyclers do with your scrap and learn where the majority of your scrap goes:
 ___Reprocess into another product ___waste to energy ___sends scrap offshore ___landfill/don't know
- Assess all your landfilled waste.
- Measure/track your volume/frequency of landfilled waste.
- Include efforts in your program to reduce in-process waste throughout the supply chain.
- Accept scrap from your customers: ___material you sold to them ___any material that fits into your recycling program
- Offer green alternative products or solutions, such as products containing some recycled content and/or bioplastics, low VOC alternatives for adhesives, etc.
- Limit or do not offer products because of environmental concerns.
- Identify the materials you provide in your product offerings as recyclable or made from recycled materials.
- Purchase recycled/environmentally friendly products for internal use.
- Partner with suppliers on waste reduction efforts.
- Recycle the following:
 ___paper ___ink/toner cartridge ___batteries/light bulbs ___soda cans ___plastic/glass bottles/food packaging ___electronics
 ___steel/other metals ___oil/coolant ___cardboard ___shrinkwrap/banding ___pallets ___other (please list here: _____)
- Purchase the following: ___recycled office/paper products ___environmentally friendly cleaning products/soaps ___other (please list here: _____)
- Implement programs that conserve:
 - Water, such as landscaping using native plants that use the right amount of available water for your location, water with gray water, etc.
 - Energy, such as adopting solar or wind power, motion-sensitive lighting, energy efficient heating and cooling systems, etc.
 - Other
- Ensure air quality of any emissions at your company's facility(ies).
- Have a social impact, such as engaging in community involvement activities promoting sustainability.
- Encourage/reward employees who carpool or bike to work.
- Encourage employees to purchase energy efficient/hybrid vehicles.
- Provide telecommuting as an option for those employees who don't need to be on the job site.
- Consider purchasing hybrid company vehicles.

