Environmental Corner

It’s Time to Get Environmentally Engaged

The IAPD Environmental Committee is taking the 2019 as the Year of Engagement theme seriously and is planning a number of initiatives for you to engage in. Here’s a preview of what’s in the pipeline.

Updated environmental survey
As you’ve seen elsewhere in this issue, IAPD’s government relations efforts are especially important this year because of the new Congress. The new majority in the House of Representatives is going to be much more environmentally aware – and responsive to environmental groups – than we’ve seen in the past two years. It’s entirely likely that plastics will be a target of new, more restrictive legislation. The Environmental Committee is updating the IAPD Environmental Survey to ensure that IAPD members who participate in a fly-in and/or host their Members of Congress at their facilities have the right data to show lawmakers that the performance plastics industry is environmentally responsible. They pay attention to things like recycling data and your sustainability success stories. We need full participation on this survey so we have solid data to present. The survey will be sent to the key contacts at all IAPD member companies. If you receive the survey and are not the correct person to complete it, please forward it to the correct person in your organization.

New Environmental Excellence Awards application
A subgroup of the committee is revising the Environmental Excellence Awards application and plans to launch it in the spring. Start thinking now about all the sustainability programs you have in place and gather the information from your various branches and/or departments. We can’t wait to hear about your environmentally friendly business practices.

Sustainability certificate course under development
The Environmental Committee is teaming up with the Education Committee to create a sustainability certificate course, to be launched later this year. This course will cover recycling and much more. We’re looking forward to honoring those who successfully complete this course. Stay tuned for more information.

Revised GreenScene™ logo
We’re pleased to reveal the exciting, fresh new GreenScene™ logo. It’s designed to look great at any size: scaled down for business cards or larger for use on your website and your collateral. It’s also designed to not compete with your company’s logo. Here’s an insider tip: Companies that fill out the environmental survey and/or apply for the IAPD Environmental Excellence Awards are entitled to use this logo on all their materials. In addition, you can earn points for the IAPD Marketing Excellence Awards just by using the logo. It’s a win-win-win: At no hard cost to you or your company, you can promote your company’s environmentally responsible practices to customers and the rest of the industry, plus accrue points for the award. Why wouldn’t you do it?

Let’s show the world our green
As IAPD President Wayne Gono says about involvement with IAPD, whether you’re taking the first step or the next step, just get engaged. If you have great sustainability programs in place already but you haven’t applied for an award or completed the survey in the past, this year is a great time to start. If you aren’t sure what a sustainability program entails, be sure to take the sustainability certificate course this year so you can get a program in place at your company. We need to show the world that we are a responsible industry, that we operate in an environmentally friendly way and that we are part of the solution, rather than part of the problem. We need to hear from you in order to do that. Please, fill out the survey, apply for the award, take the certificate exam and show your commitment to the environment to your customers, suppliers and other partners by proudly displaying the new GreenScene™ logo on your website, marketing collateral, business cards and other materials. We have to work together to get this message out, and we need your help. Let’s do it!

BONUS RECYCLING TIPS
Make your plastic scrap more valuable by following a few simple tips:
- Make it easy for your recycler; provide as much information as possible and clearly mark the material.
- Segregate material by type, color and property (e.g., flame retardant and non-flame retardant or filled and unfilled).
- Natural materials are usually worth more than colored.
- Remove masking; material with it is less valuable.
- Clean contaminated material or segregate it from clean material; try not to contaminate it in the first place.
- Minimize freight by accumulating larger quantities or deliver, especially if you only have small quantities.
- Coordinate pickups/shipments with partners or customers in your area.