

## **SPC PROJECT PROCESS OVERVIEW**

The SPC provides value to its members and promotes innovation and education within the packaging community at large through projects that create information or other resources.

### **I. Types of Projects**

Projects are divided into two categories:

#### **A. SPC Formal Project**

An SPC formal project results in a deliverable and requires significant GreenBlue staff time and SPC financial support.

#### **B. SPC R&D Project**

SPC R&D projects require limited GreenBlue staff time and SPC financial support and may or may not result in a deliverable. SPC R&D projects may be undertaken for the purpose of developing a formal project proposal

SPC R&D projects that are proposed by GreenBlue staff may be undertaken without following the SPC project proposal process if the SPC director approves them. All SPC R&D projects that are proposed by SPC members and all SPC Formal Projects must follow the SPC project proposal process before they are approved and undertaken.

### **II. The SPC Project Proposal Process**

To gain approval, SPC R&D Projects proposed by members and all SPC Formal Projects must go through the following process:

- A. The basic project idea is generated by either an SPC member or GreenBlue staff.
- B. A description of the proposed project is developed by the SPC member and/or GreenBlue staff.
- C. SPC members are presented with the proposed project description and member support is assessed.
- D. GreenBlue staff completes the SPC project proposal form.
- E. The SPC Executive Committee reviews the project proposal form along with the assessment of member support and provides guidance to GreenBlue, who approves or declines the proposed project.

#### **A. Generation of Initial Project Idea**

SPC members or GreenBlue staff can raise ideas for either SPC Formal Projects or SPC R&D Projects at any time. SPC members may submit new project ideas to any GreenBlue staff via phone or email. Additionally, the “SPC Business Meeting” portion of SPC Fall Meetings and the “SPC Members-Only Lunch” portion of SPC Spring Meetings provide forums for new project ideas to be introduced and discussed.

## **B. Description of Proposed Project**

Once a project idea has been generated, GreenBlue staff and/or the SPC member(s) who generated the project idea must write a short description of the project. The description should be about one paragraph in length and include a basic overview of the issue addressed by the proposed project and the desired outcomes of the project. The description does not need to include a proposed timeline or budget and does not need to identify the GreenBlue staff member(s) who will lead the project. The description should specify whether the proposed project is envisioned as a SPC Formal Project or a SPC R&D Project.

## **C. Measurement of SPC Member Support**

The description of the project will be disseminated to SPC members at the “SPC Business Meeting” portion of an SPC Fall Meeting, the “SPC Members-Only Lunch” portion of an SPC Spring Meetings, and/or through electronic communication. All SPC members have the opportunity to review the description of the proposed project and express their level of support for the proposed project by answering the following yes/no questions:

1. Do you think this project aligns with the SPC’s mission?
2. Would this project benefit you or your company?
3. Will this project or activity help build the SPC’s credibility, capacity, expertise, or contribute generally to the needs of members or the industry?
4. Are you in support of this project or activity?

## **D. Completion of the SPC Project Proposal Form**

If a significant level of SPC member support is expressed, then GreenBlue staff will complete the SPC Project Proposal Form (see Appendix A). If an SPC member generated the proposed project idea, then he or she may be engaged to assist in completing portions of the SPC Project Proposal Form. The SPC Project Proposal Form includes a suggested timeline, budget, and deliverable, and identifies the GreenBlue staff member who will lead the project. The relevance of the proposed project to the SPC’s mission, the intended benefits of the proposed project to SPC members, and the intended method of conducting the project must be fully articulated in the SPC Project Proposal Form. If organizations outside of the SPC will be asked to engage in the proposed project, then their intended role in the project must be clearly articulated.

## **E. Review and Decision from the SPC Executive Committee**

Approval to proceed with proposed projects will be determined by GreenBlue with guidance from the SPC Executive Committee. The Executive Committee will review the completed SPC Project Proposal Form, the measured SPC member support, and recommendations from the SPC director and evaluate the proposed project against the following criteria:

1. Relevance to the SPC’s mission
2. Benefit to the SPC’s members
3. Level of interest within the SPC membership
4. Availability of GreenBlue staff and resources

Upon evaluation the SPC Executive Committee will vote to either approve or decline the proposed project. If a proposed project is declined, then the originator of the project idea has the opportunity to discuss the reasons for declination and may choose to refine their original project idea and resubmit a new project idea. If a proposed project is approved, then a member of the

SPC Executive Committee will be designated to act as a representative for the project until its completion, and the budget, timeline, and project lead will be approved.

### III. SPC Project Proposal Process Diagram

SPC member(s) or GreenBlue staff generates a project idea



A short description of the proposed project is written



SPC members review the description and express their level of support



SPC Project Proposal Form is completed



SPC Executive Committee reviews the Project Proposal Form, expressed level of member support, and recommendations from the SPC director



The proposed project is approved or declined by GreenBlue with guidance from the SPC Executive Committee

## Appendix A: SPC Project Proposal Form

1. Proposed Project Title:

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2. Write a brief description of the project including its relevance to the mission of the SPC.

3. What type of project are you proposing? Please see SPC Project Process document for explanations.

SPC Formal Project       SPC R&D Project (80 hours max of project management)

4. Will this project result in broad benefit for the Coalition or a smaller constituent of the group?

Broad Benefit       Constituent based e.g., \_\_\_\_\_

Please describe the benefit of this project to the coalition and identify which members will be most interested (e.g., plastics users, converters, recyclers).

**5.** What deliverable(s) will this project result in (e.g., education or training for members or others, creation of an information resource, research report, development of a database or tool)?

**6.** What type of project process would you recommend for this project? (e.g., literature review, research, project working group discussions, other)

**7.** Do you anticipate engaging a working group of SPC members for this project? If yes, please describe the type of SPC members who will be engaged and the intended goals of the working group.

**8.** Will any individuals from outside the SPC be involved in this project? If yes, please identify the individuals and describe their intended role(s) in the project.

**9.** Please estimate the hours required for the project.

**10.** Please provide a suggested timeline for the project, listing major tasks and milestones.

**11.** Please indicate if this project will need any ongoing project management or financial support after its completion. If so, please describe the support needed.

**12.** What resources do you anticipate needing besides GreenBlue staff time? (e.g. conference line, contractor support, web development, etc).

**13.** Please estimate the total budget required for this project. Attach a more detailed breakdown of the budget estimate if necessary.

**14.** Please recommend a GreenBlue staff member to lead this project.

Name of individual completing this form: \_\_\_\_\_ Date: \_\_\_\_\_

## **Appendix B: SPC Vision and Mission**

### **Vision**

The SPC vision is articulated in the Definition of Sustainable Packaging:

Sustainable Packaging:

- Is beneficial, safe and healthy for individuals and communities throughout its life cycle;
- Meets market criteria for both performance and cost;
- Is sourced, manufactured, transported, and recycled using renewable energy;
- Optimizes the use of renewable or recycled source materials;
- Is manufactured using clean production technologies and best practices;
- Is made from materials healthy throughout the life cycle;
- Is physically designed to optimize materials and energy;
- Is effectively recovered and utilized in biological and/or industrial closed-loop cycles.

### **Mission**

Apply life cycle thinking to make packaging more sustainable.