



Wal Mart Sustainability Initiative

Lee Scott, CEO of Wal-Mart, "Anything not absolutely essential to the product is waste." If nothing else, sustainability is about the elimination of waste. Wal-Mart's goal is to reduce packaging by 5 percent by 2013.

Wal-Mart's packaging scorecard is a measurement tool that allows suppliers to evaluate themselves relative to other suppliers, based on specific metrics. The metrics in the scorecard evolved from a list of favorable attributes announced in 2007 known as the "7 R's of Packaging": Remove, Reduce, Reuse, Recycle, Renew, Revenue, Read.

Through months of consultations, the Packaging Sustainable Value Network, a group of 200 leaders in the global packaging industry, including suppliers, experts, and internal and external stakeholders outlined the following metrics for the packaging scorecard:

- 15% will be based on GHG / CO2 per ton of Production
- 15% will be based on Material Value
- 15% will be based on Product / Package Ratio
- 15% will be based on Cube Utilization
- 10% will be based on Transportation
- 10% will be based on Recycled Content
- 10% will be based on Recovery Value
- 5% will be based on Renewable Energy
- 5% will be based on Innovation

Our goal as a supplier continues to be optimizing the amount of product that can ship while minimizing the packaging and displays. We can provide assistance to our customers in selecting the optimal packaging through use of ECRM's Packaging Modeling System. This software system allows us to enter multiple proposed designs and determine how different packaging and materials could help reduce environmental impact and improve your scores in Wal-Mart's Sustainable Packaging Scorecard.

To learn more about Wal-Mart's initiatives visit www.walmartfacts.com. Training on the scorecard and the package modeling software developed by Efficient Consumer Response Marketing can be found through the following link: www.sustainability-education.com.