An online design tool to help improve the environmental performance of packaging and create a better experience for consumers.

**WHAT ARE THE BENEFITS?**

**WHAT DOES IT MEASURE?**

**WHAT'S IN A SCORE?**

**DID YOU KNOW?**

**PACKAGING ENDS UP IN A LANDFILL**
One-third of waste generated in the U.S. comes from packaging.

**CONSUMERS WANT SUSTAINABLE PACKAGING**
Consumers expect Disney to limit the amount of packaging and to use recyclable materials.

**YOU CAN HELP MAKE PACKAGING MORE EFFICIENT**
Less packaging means lower costs, reduced regulatory fees and more retail space for Disney products.

**HOW DOES IT WORK?**

1. **ENTER DATA**
Enter specs around product information, packaging dimensions and material information

2. **ANSWER QUESTIONS**
Answer design for environment (DfE) questions

3. **GET SCORE**
Examine detailed score

**WHAT'S IN A SCORE?**

Packages are assigned a numerical score between 0-100 relative to similar product types. Scores can be improved in various ways by applying SPI Design Principles.

**BELOW NORM:** Does not incorporate SPI Design Principles

**INDUSTRY NORM:** Uses some SPI Design Principles

**ABOVE NORM:** Uses multiple SPI Design Principles

**WHAT DOES IT MEASURE?**

The tool considers several indicators to determine the environmental impacts across the entire lifecycle of a package.

**CARBON FOOTPRINT**
The package’s contribution to climate change

**MATERIALS HEALTH**
The package’s impact on human health and the environment

**DESIGN & EFFICIENCY**
- Design for Environment (DfE) elements
- Cube utilization
- Product-to-Package Ratio
- Certified and recycled content

**WASTE TO LANDFILL**
How recyclable the packaging materials are

**WHAT ARE THE BENEFITS?**

**COMPARE**
The environmental impacts of different designs to guide decision making

**UNDERSTAND**
How each packaging component affects your score

**ACCESS**
Dynamic design guidance to improve your score

**ANONYMOUSLY BENCHMARK**
Performance against industry peers

**ROLL OUT:** The SPI Tool is currently optimized for toys and will expand to other categories

**BE PART OF THE NEXT EVOLUTION IN PACKAGING SOLUTIONS**

**CONTACT DCPI.CITIZENSHIP@DISNEY.COM TO LEARN MORE!**