

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



DESIGN WITH THE ENVIRONMENT IN MIND

The environmental impacts of a package are best addressed during the design phase. By making informed decisions on the materials used and how a package gets recycled, negative impacts can be minimized and positive benefits can be maximized. The package can be cost effective, protect the product, look great on shelf, delight the consumer and have fewer environmental impacts.

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?



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.



WHAT DOES IT MEASURE?

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

- CARBON FOOTPRINT** (Icon: footprint) The package's contribution to climate change
- DESIGN & EFFICIENCY** (Icon: document)
 - Design for Environment (DfE) elements
 - Cube utilization
 - Product-to-Package Ratio
 - Certified and recycled content
- MATERIALS HEALTH** (Icon: plus sign) The package's impact on human health and the environment
- WASTE TO LANDFILL** (Icon: trash can) How recyclable the packaging materials are

WHAT ARE THE BENEFITS?

- COMPARE** (Icon: scales) the environmental impacts of different designs to guide decision making
- UNDERSTAND** (Icon: lightbulb) how each packaging component affects your score
- ACCESS** (Icon: arrow) dynamic design guidance to improve your score
- ANONYMOUSLY BENCHMARK** (Icon: magnifying glass) 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!

