

How Converters Can Reduce Their Scope 3 Emissions



Many converters will need to do even more to account for and manage their carbon emissions. Here are a few tips for your business.

New regulations mean some of the companies and brands you work with will be held to higher standards related to their carbon footprint. This includes reporting and managing their Scope 3 carbon emissions — emissions that originate in the value chains of the products they bring to market.

Scope 3's broad reach means those brands will also expect more from their suppliers, including label and packaging converters. So you may soon have customers requiring not only more sophisticated data regarding your own scope 1, 2, and 3 emissions but data showing the steps you're taking to reduce those emissions.

Develop a Scope 3 strategy

Tracking and managing carbon emissions can seem daunting. This is especially true for Scope 3, which originates outside of your business's direct domain.

Implementing a solid strategy is thus essential for success. This starts with securing leadership buy-in, setting baselines for measurement, and developing a roadmap with clear objectives and actionable steps.

You can also look to suppliers, like Avery Dennison, that offer materials and services designed to help you reduce your carbon emissions.

Source materials with a lower carbon impact

The materials you source from suppliers will have a significant effect on your Scope 3 emissions. Look for those that utilize less raw material, include more recycled content, and enable recycling. The Avery Dennison Sustainable ADvantage portfolio includes a wide variety of products with such credentials.

Featured solutions include:

- Direct thermal linerless labels
- Our Eco Portfolio of thinner label constructions
- Our AD CleanFlake™ technology, enabling rigid plastic recycling
- Hot melt adhesives made with high percentages of renewable content
- 30% PCW rPET liners and paper facestocks

North America

Expand your recycling

How you manage waste can positively affect your Scope 3 emissions. So even if you have a robust recycling program in your facility, explore whether there are other materials you can include.

Avery Dennison's AD Circular program, for example, helps converters and brand owners connect with local recycling partners for liner recycling and matrix waste landfill diversion. Simply fill out the form on our site, and we'll connect you with vetted partners who can help you get started diverting and recycling waste.

Turn requirements into a competitive advantage

Tracking and managing Scope 3 emissions will be a challenge for many businesses. However, the need to practice sustainability will only intensify as regulations and consumer pressure drive even greater transparency around brands' carbon footprint.

The flip side? Businesses that can successfully track and manage their emissions should have a competitive advantage. By embracing ideas such as these, you can position your business for continued success.

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