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HOW2RECYCLE & THE SUSTAINABLE PACKAGING COALITION

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Our journey today...

Who are we and what do we do?

Why we care about on-packaging recycling claims

Federal guidelines on recycling claims: requirements & nuances

How2Recycle

Call to action

Who are we?



Greenblue is a non-profit dedicated to researching and promoting the principles of *sustainable materials management*

SUSTAINABLE MATERIALS MANAGEMENT



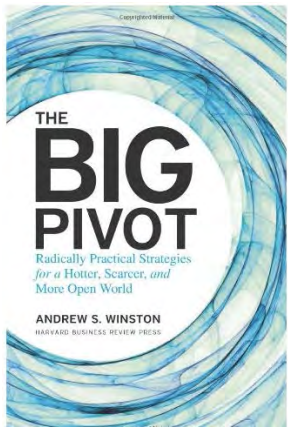
USE WISELY



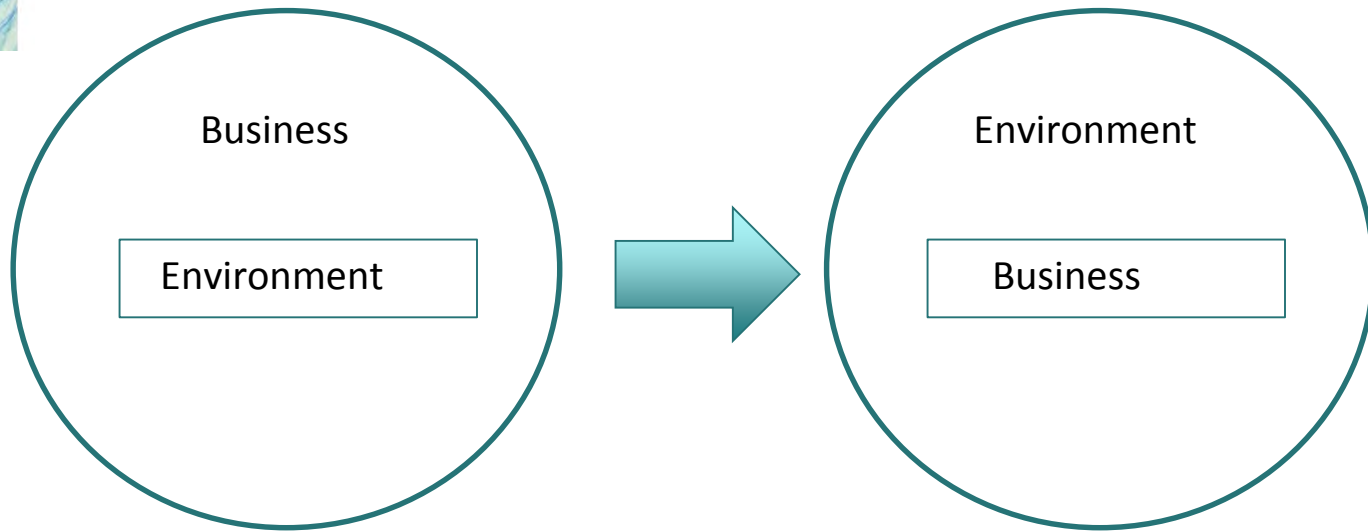
ELIMINATE TOXICITY



RECOVER MORE



The Big Pivot

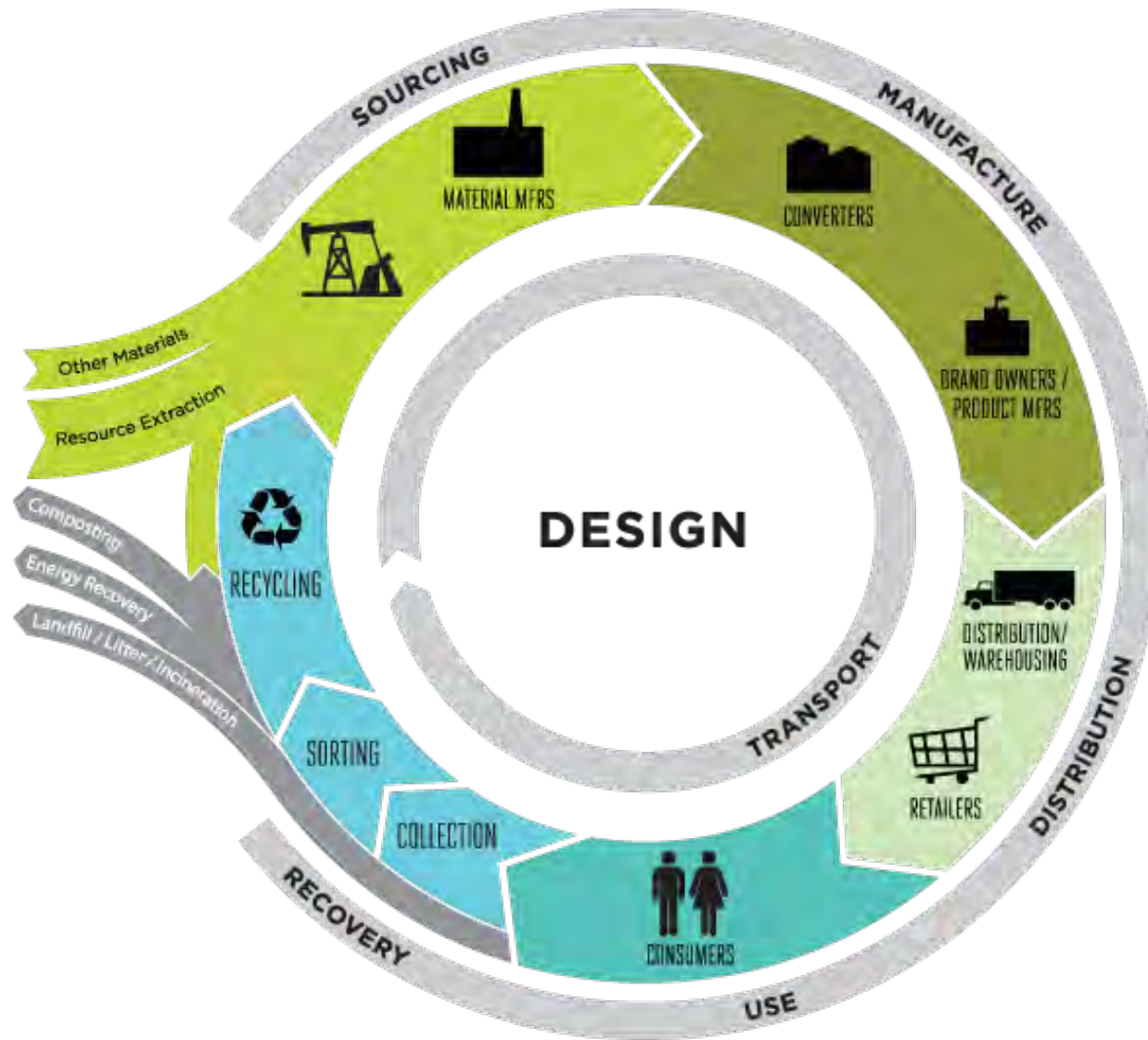


Andrew Winston's interpretation of comments made by Ray Anderson, Interface Inc.

THE SUSTAINABLE PACKAGING COALITION



- Membership organization bringing together hundreds of companies & stakeholders since 2004
- Working *together* to broaden the understanding of packaging sustainability and develop meaningful improvements
- Reports, packaging design tools, educational courses, conferences, and consulting



Why we care about on-package recycling claims

The Problem

1. **Unclear labels** confuse, greenwashing is common
2. No consistent labeling system exists across **all material types or components**
3. **Legal guidance** is ignored or inaccurately interpreted
4. Consumers desire **transparency** and proactive sustainability efforts from companies, but remain skeptical





How2Recycle™

Clear. Consistent. Concise.
Recycling labels that make sense.

Federal Trade Commission “Green Guides”



This presentation does not represent legal advice on the Green Guides, recyclability claims, or any other matters.

FTC's stance on recyclability

You can only claim recyclability when you know that **at least 60% of consumers have access to a recycling system** that accepts the package

Less than 60% access to recycling?

- 59% access: lightly qualified claim:
↓
“may be recyclable in your area”
- 1% access: strongly qualified claim:
“recyclable only in the few communities providing access”
- **“Known Contaminants”** = No Recycling Claim
- **A mobius loop** = an unqualified claim (this means a RIC)

Where do you get the data?

Access to Recycling Studies, for example:

- American Beverage Association
- American Chemistry Council
- American Forest & Paper Association

Technical recyclability information

What about actual recycling rates?

- “Green Guides: Statement of Purpose and Basis”
 - Actual recycling
 - Public policy reasons for claims
- No formal Green Guide changes
- Issue of building material volume prior to recycling process
- Issue of clear consumer communication - what do recyclers really want?

Brand owners need credible access-to-recycling data before they risk legal liability by claiming that a package is recyclable

The SPC's Proposed Study

- Several funders from across the packaging industry
- Gathering national access-to-recycling rates to substantiate recyclability claims - building on existing studies
- Gathering data to benchmark the type and quality of recycling collection services

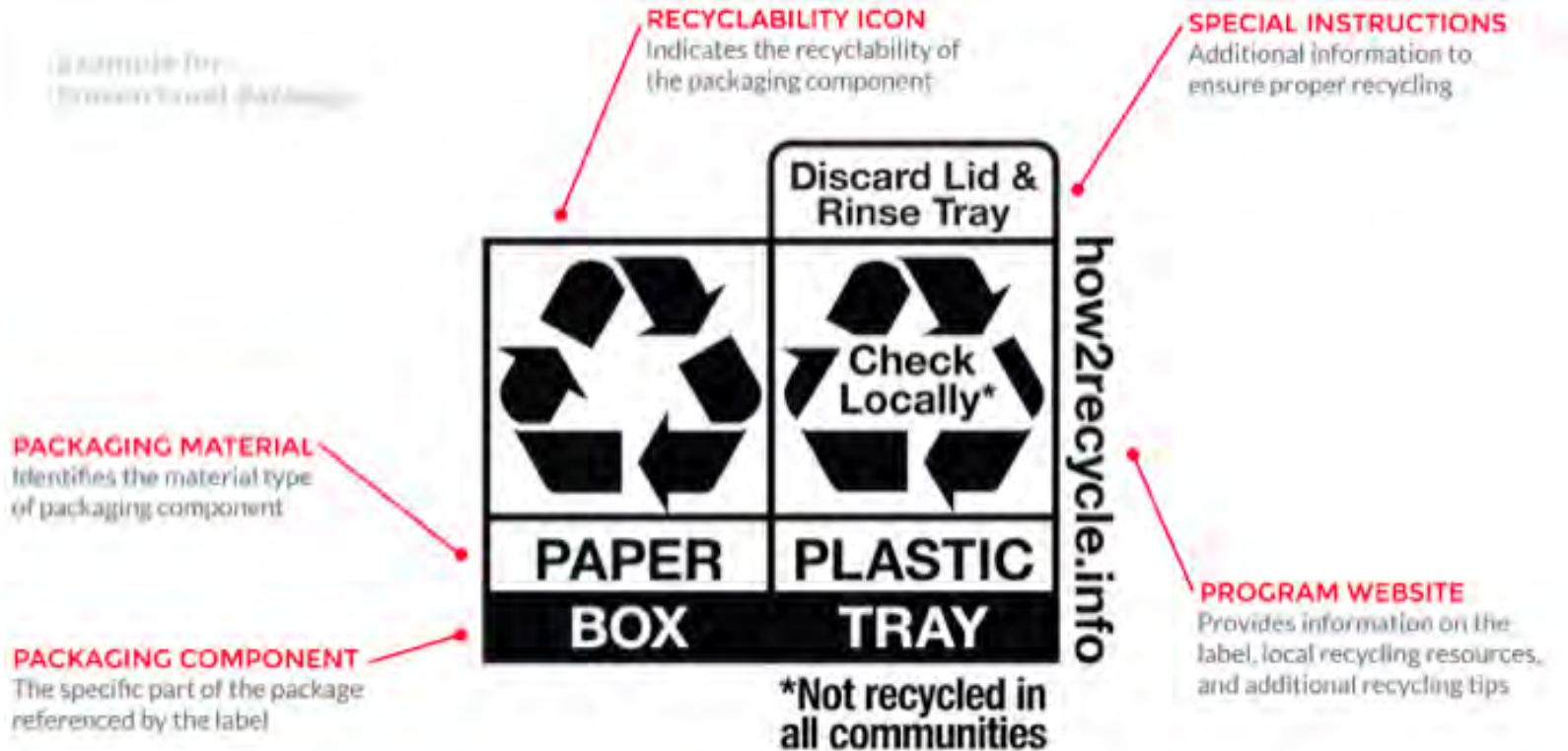
For substantiating recyclability claims, the convenience of access does not matter

For all other initiatives: convenience is everything

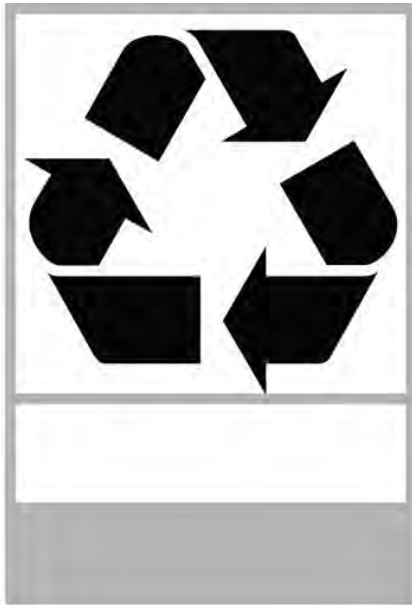


How2Recycle

How2Recycle Label Design



What does How2Recycle Say?



***Not recycled in all communities**

WIDELY RECYCLED

At least 60% of the U.S. population can recycle this package type at curbside or municipal drop-off locations.

LIMITED RECYCLING

Between 20 - 60% of the U.S. population can recycle this package type at curbside or municipal drop-off locations. Check your local program.

NOT YET RECYCLED

Less than 20% of the U.S. population can recycle this package type OR includes a known contaminant to common recycling systems.

STORE DROP-OFF




Polyethylene bags and films are widely recycled at store collection points, including grocery and other retail stores. Check for participating locations.

Design: Bags, Films, & Wraps

- HDPE (#2) and LDPE (#4) bags, films and wraps
- Recycling access at retail drop-off bins (bag bins)
- “Clean and dry” messaging
- Strategic partnership with the ACC Flexible Films Recycling Group



Design: Based on Success

Header	Additional information	
 SLEEVE	 TRAY	 FILM
CARD widely recycled	METAL check local recycling	PLASTIC not currently recycled

 WIDELY RECYCLED AT RECYCLING POINTS	RECYCLE WITH CARRIER BAGS AT LARGER STORES NOT AT KERBSIDE	Disposal CHECK LOCAL COUNCIL RECYCLING CENTRE
CHECK LOCALLY FOR KERBSIDE	FILM	PAINT CAN METAL

- On Pack Recycling Label, a partnership w/ the British Retail Consortium
- Used by more than 100 companies on over 60,000 product lines
- Companies pay £700 annually to use the label
- Retailers say it has improved understanding of recyclability

How?

Research

UK OPRL, other labels, consumer behavior

Design

Based on OPRL and FTC guidelines

Testing

For clarity and reactions

Data Collection

On access to recycling and known
contaminates

How?

Government & FTC Input

FTC review, US EPA, NYC Department of Sanitation, & local government working group

Outreach

Government groups, trade associations, & state and local governments

Strategic Partnerships

Keep America Beautiful, state and local governments, industry associations, retailers, endorsements

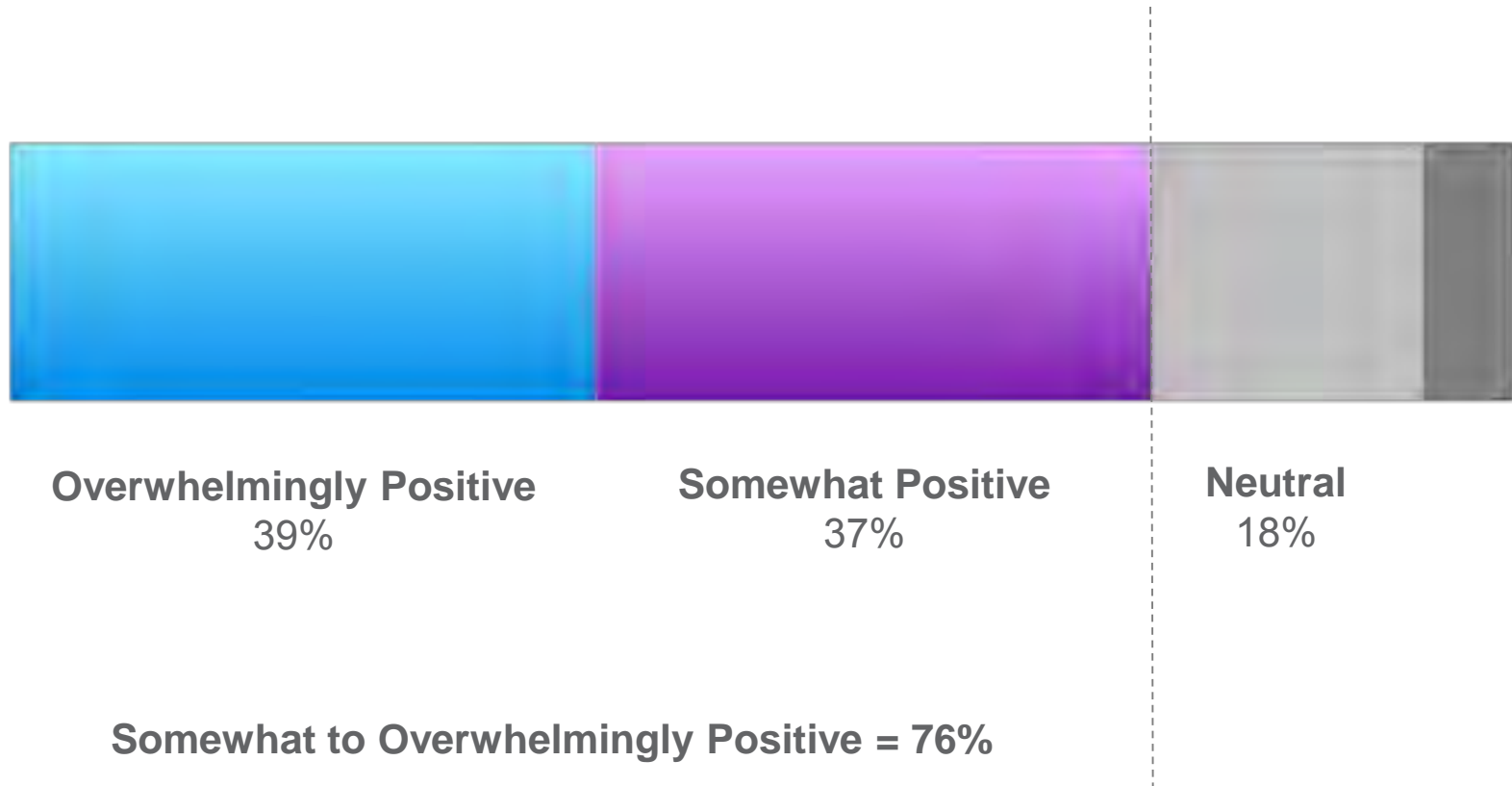
Timeline

- **2008:** SPC members initiated; design exercises
- **2009/2010:** Qualitative consumer testing; designs refined; FTC consultation
- **2011:** Quantitative consumer testing provided by outside research firm
- **2012:** Soft Launch
- **2013-2015:** Full implementation US; Continued FTC consultation; How2Compost expansion; scaling up

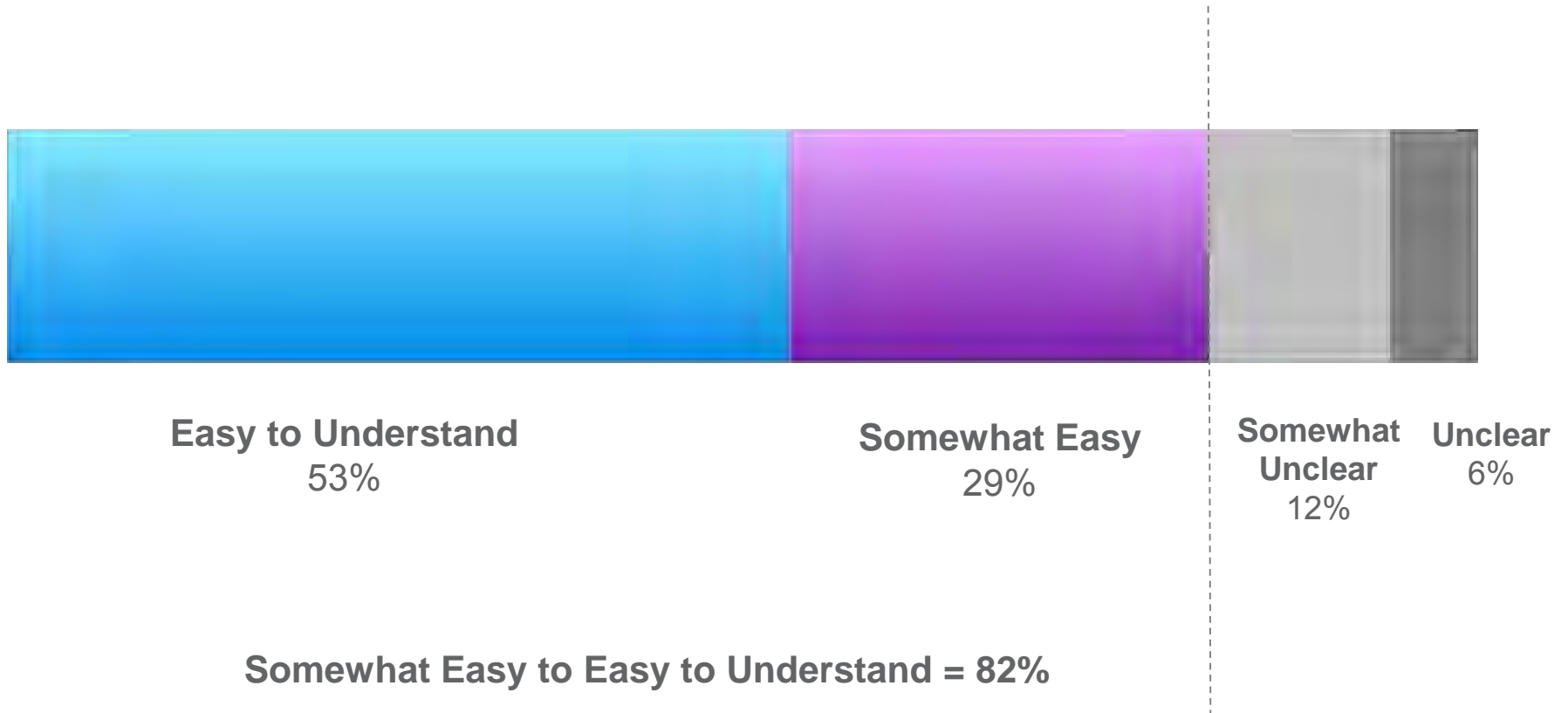
Annual Report to include survey feedback at [downloadable at How2Recycle.info](#)

Measuring Success

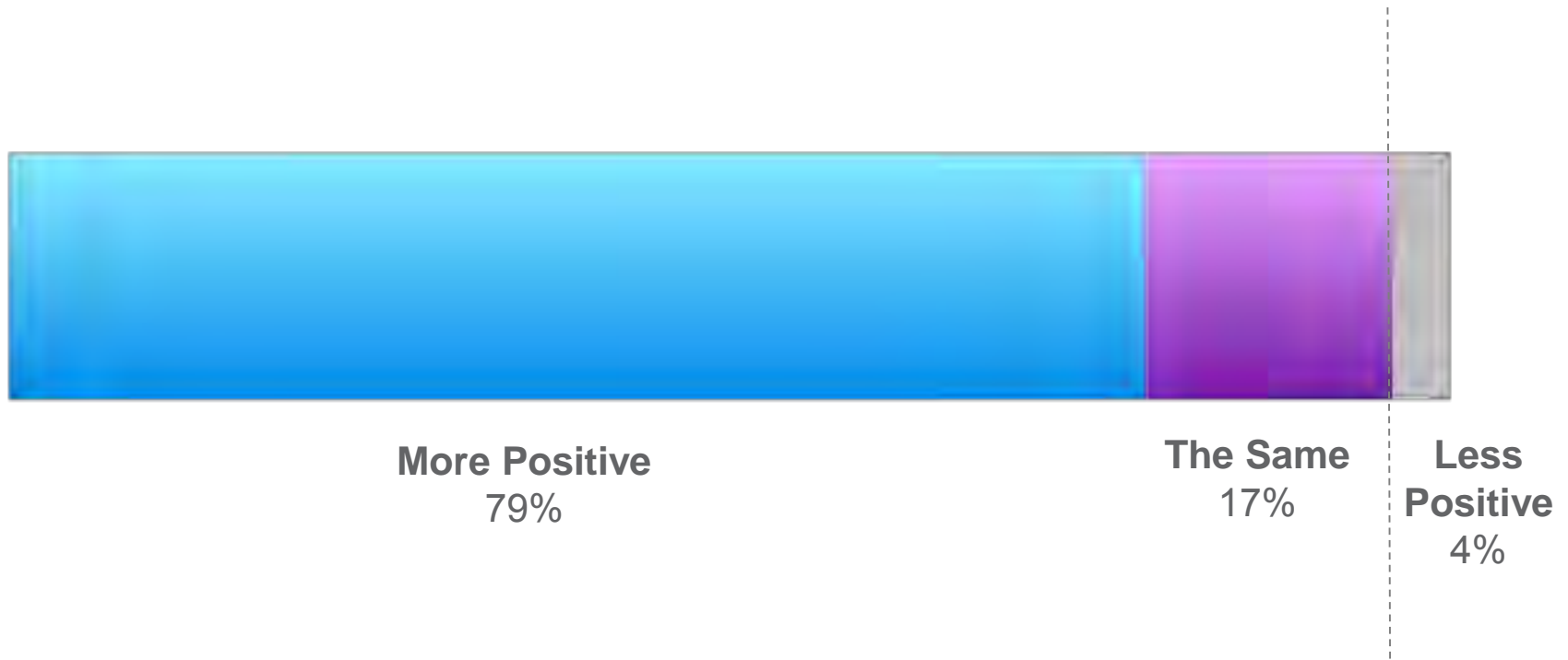
How would you describe your experience with the label?



Is How2Recycle Easy to Understand?



If you saw the label on a product, what is your impression of the company that makes the product?



Consumer Anecdotes

I hope more companies will take the necessary steps to ensure their packaging can be and is recycled. The label is a great aid to accomplishing this.

“Any company that cares to do their best for the environment matters to me, and I will support them.”

“Thank you for helping to keep the garbage out of the ocean and the landfills!!!”

More products should do this!! It takes away the "guessing game" of recycling.

“I want all companies to increase their focus on sustainability. This is just one more sign that they are doing so.”

“[I] applaud companies that care enough to make recycling easier.”

“I do find it challenging to reduce waste and find the information needed to recycle... I appreciate your making more information available through this program and website... Thanks!”

Some Confusion Around the RICs

“I understand the basics of the different plastics 1-7, and I understand that they are different, and generally can't be recycled together, but I don't understand why we can't recycle all 7 types of plastic consistently throughout the whole USA. Also, it gets confusing thinking of styrofoam, foam, pvc, etc as a type of plastic.”

“#1 & #2 are the most valuable to the recyclers. The rest in very high percentages end up being bundled and shipped to China in a nitrous oxide spewing ship. Might as well send it to a local landfill.”

Members



CCF BRANDS



amcor



Kimberly-Clark



TARGET



GENERAL MILLS



ACCREDITO
PACKAGING, INC.



cei
Converting Ideas Into Innovation



Georgia-Pacific

SIGMA PLASTICS GROUP

How2Recycle Updates

- Annual Report released in April
- Consumer testing How2Compost with USCC, opportunity for foodservice
- Content available for municipal programs and store drop-off film programs
- Continuing to recruit new companies every day

How do we take this a step further?

Other SPC Activities...

- Scaling up composting in Charlotte: Lessons learned for increasing composting
- Examining packaging design choices, not just claims
- Connecting design and end of life systems
- Lessons learned from end-of-life to other critical business activities

Call to Action

- Join the SPC
- Tell your residents about How2Recycle
- Encourage brands to use How2Recycle
- Guest blog/write for SPC
- Tell me your thoughts and unique experiences

Contact

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GreenBlue

Sustainable Packaging Coalition

How2Recycle's Website

www.greenblue.org

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