GET INVOLVED NOW.
POLLUTION HURTS ALL OF US.

You can help by becoming a community volunteer. Write:
Keep America Beautiful, Inc.
99 Park Avenue, New York, New York 10016
A Public Service of Transit Advertising & The Advertising Council.

People start pollution. People can stop it.
### Global Commitment

**The UK Plastics Pact**
- 100% of plastic packaging reusable, recyclable, or compostable
- 70% of plastic packaging effectively recycled or composted
- Eliminate problematic or unnecessary plastic packaging items

**Plastics Pact Latin America & Caribbean**
- 100% of plastic packaging reusable, recyclable, or compostable
- 33% of plastic packaging effectively recycled
- Eliminate problematic or unnecessary plastic packaging items

**Plastics Pact Europe**
- 100% of plastic packaging reusable, recyclable, or compostable
- 25% average recycled content across plastic packaging

**.wrap**
- 30% average recycled content across plastic packaging

**Circula el Plástico**
- Eliminate problematic or unnecessary plastic packaging items

**FCH Fundación Chile**
- 30% average recycled content across plastic packaging

**Consultant Seas**
- 100% of plastic packaging reusable or recyclable
- Define a list of problematic or unnecessary plastic packaging items
- 60% of plastic packaging effectively recycled
Welcome to the Sustainable Packaging Coalition’s Goals Database, a curated compendium of industry commitments aimed at improving packaging sustainability. Discover trends, analyze goals, and learn which topics have the most momentum in the world of sustainable packaging. This database is exclusively for SPC members.

sustainablepackaging.org/goals
packaging sustainability goals
packaging sustainability goals

- Bio-based/Renewable Materials: 26%
- Eliminate Unfavorable Materials: 33%
- Improving Recovery Infrastructure: 24%
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- Volumetric Efficiency: 13%

- Material Efficiency: 54%
- Recyclability: 56%
- Recycled Content: 63%
- Responsible Fiber Sourcing: 54%
### Walmart sustainable packaging playbook deep dive: Supporting Recycling

**PET Thermoforms**
(e.g., Boxes, Clamshells, Cups)

![PET Thermoforms](image)

**Application Notes**
informative, not comprehensive

**PET Thermoforms** is often used with the following:
- Bakery and Deli
- Eggs
- General Merchandise (Sporting goods, Automotive, Home)

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<table>
<thead>
<tr>
<th>Recyclable: Meets the following or passed the applicable APR benchmark and definitive tests</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bottle Resin</strong></td>
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<tr>
<td><strong>Resin Color</strong></td>
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<tr>
<td><strong>Resin Additives</strong></td>
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<td><strong>Label</strong></td>
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<tr>
<td><strong>Attachments</strong></td>
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<tr>
<td><strong>Tamper Evidence</strong></td>
</tr>
<tr>
<td><strong>Dimensions</strong></td>
</tr>
</tbody>
</table>

**Feasible post-consumer recycled content levels based on current industry practice**

| Minimum (may increase over time) | 25% PCR |
| Maximum | Up to 100% PCR |
10,000 package design recommendations issued per month
>1300 package designs improved
Six Pillars of the Program

Energy
- Renewable Energy
- Energy Efficiency
- Fleet Efficiency

Agriculture
- Fertilizer Optimization
- Animal Agriculture

Waste
- Food and Solid Waste Reduction

Packaging
- Using Recycled Content
- Recycling

Deforestation
- Avoid Deforestation

Product Use
- More energy efficient products

Walmart
COMPLETING THE PICTURE
HOW THE CIRCULAR ECONOMY TACKLES CLIMATE CHANGE

FIGURE 4: A CIRCULAR ECONOMY COULD REDUCE ANNUAL GLOBAL CO₂ EMISSIONS FROM KEY INDUSTRY MATERIALS BY 40% OR 3.7 BILLION TONNES IN 2050

Global CO₂ emissions from four key materials production
Billion tonnes of CO₂ per year

- CURRENT
- BASELINE SCENARIO 2050
- WASTE ELIMINATION
- PRODUCT REUSE
- MATERIALS RECYCLATION
- CIRCULAR SCENARIO 2050

Steel
Aluminium
Plastics
Cement

-40%
Cost of emissions reductions
EUR / tonne CO₂

- Product reuse
- Material recirculation
- Eliminate waste

Cars - sharing
Cars - Prolong lifetime
Cars - Remanufacturing
Buildings - Floor space sharing
Other - Sharing and lifetime
Plastics - Higher quality recycling
Buildings - Reduced waste in construction
Plastics - Reuse
Steel - Reduce copper
Aluminium - Increase collection

Emissions reductions
Million tonnes CO₂ / year

- Cars - Lightweighting
- Buildings - Materials efficiency
- Cement - Cement recycling
- Steel - Reduce fabrication losses
- Plastics - Chemical recycling
- Buildings - Reuse
- Other - Materials efficiency
- Plastics - Increased recycling at current quality
- Aluminium - Avoid downgrading
- Steel - Increase collection

Ellen MacArthur Foundation
Completing the Picture: How the Circular Economy Tackles Climate Change (2019)
Using a conservative assumption that 25% of these post-use, recoverable plastics could be recovered and processed by APRR facilities, ACC estimated that the available amount of recoverable plastics currently landfilled each year could support 260 APRR facilities.
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(each facility is assumed to require “a one-time $36 million private investment”)

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(each facility is assumed to require “a one-time $36 million private investment”)

(260 facilities X $36 million = $9.3 billion)
ACCELERATING CIRCULAR SUPPLY CHAINS FOR PLASTICS:

A LANDSCAPE OF TRANSFORMATIONAL TECHNOLOGIES THAT STOP PLASTIC WASTE, KEEP MATERIALS IN PLAY AND GROW MARKETS

AVERAGE TIMELINE TO MATURITY

CONCEPT  LAB  PILOT  EARLY COMMERCIAL  GROWTH

1  2  3  4  5  6  7  8  9  10  11  12  13  14  15  16  17  18

YEARS

Source: Primary Research
Note: Based on 62 (in scope) technologies, as of January 2019

Of the 60 technology providers surveyed, it has taken, on average, 17 years to reach growth scale.
Capacity nearly equal to 5% of all the PET packaging collected for recycling per year in the United States.

40+ more early commercial scale plants in the U.S. and Canada operating or nearing operation.
Investors to Biz: You Say You Support Climate Goals, but Your Lobbying begs to Differ

SEPTEMBER 16, 2019 BY JENNIFER HERMES
Share This Article:  

Two hundred investors with a combined $6.5 trillion in assets under management are calling on 47 of the largest US publicly traded corporations to align their climate lobbying with the goals of the Paris Agreement. In a letter sent to each of the companies, the investors warn that lobbying activities that are inconsistent with meeting climate...
SC Johnson withdraws from Plastics Industry Association

Coke, Pepsi exit plastics association, Greenpeace claims victory

Plastics News

July 23, 2019 04:33 PM

Coca Cola IS THIS YOURS?

SUBSCRIBE & SAVE $10

Plastics in Packaging

Greenpeace USA on Instagram

SC Johnson leaves the Plastics Industry Association!
The plastics division of the American Chemistry Council is floating a plan to lawmakers in Sacramento for a per-container fee on takeout foodservice packaging of all materials — not just plastics.

Endorsing a packaging fee is a policy change for the Washington-based group...
In response to questions from The New York Times about the industry’s lobbying efforts, the American Beverage Association said in an email that while it had opposed bottle bills “in the past,” it was “open to any ideas” that would create more recycled plastic.

“This includes a deposit or fee on our containers,” the trade group said.
Plastic waste legislation awaits returning Congress

by: Clare Goldsberry  in Packaging, Sustainability, Recycling on September 10, 2019

Congress is back in session and that means new legislation will abound. One piece of legislation that is likely to appear will address plastic waste, according to Keller and Heckman LLP, a regulatory law firm based in Washington, DC, that has often worked with the plastics industry.

According to a press release sent out by Keller and Heckman, U.S. Senator Tom Udall (D-NM) and Representative Alan Lowenthal (D-CA) plan to introduce legislation aimed at reducing plastic waste. The legislation will include phase-out requirements for certain single-use products, extended producer responsibility (EPR) initiatives, and deposit or charge requirements at point-of-purchase.

The EPR initiatives will include requiring producers to design, manage and finance programs for end-of-life management of their products and packaging as a condition of sale. In addition, producers will be required to help cover the costs of waste management and clean-up, as well as awareness-raising measures for a variety of plastic products, including food and drink containers, packets and wrappers, and lightweight plastic bags.
PFAS: “Forever Chemicals”
Polychlorinated Biphenyls (PCBs)
### Table 2. Fresh Fiber Requirements by Major Grade

<table>
<thead>
<tr>
<th></th>
<th>Current</th>
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800 million acres of forestland in U.S.

43% owned by families

10.7 million family forest ownerships

< 1% FFOs certify their forests

> 50% fiber in forest products comes from FFOs
Adam’s conclusions:

- Plastics plastics plastics – but don’t sleep on carbon footprint
- We have entered the Age of the Plastic Alternative
- Dissonance is everywhere
- Packaging is being driven towards both circularity and low carbon
- Chemical recycling will be part of our (near?) future
- Corporate attitudes towards policy are changing
- Material health will be a big focus moving forward
- Important conversations on paper are coming
The Sustainable Packaging Coalition is a membership-based collaborative led by an independent non-profit that believes in the power of industry to make packaging more sustainable.