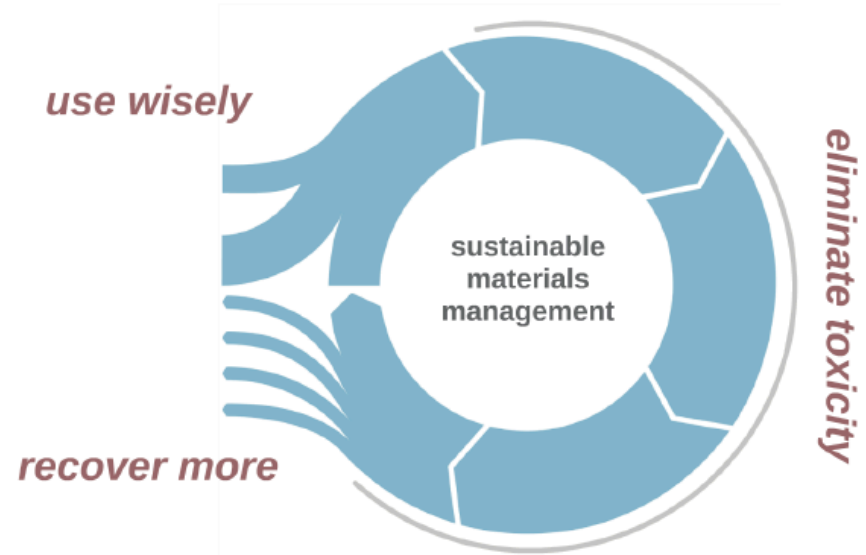




A nonprofit dedicated to researching and promoting the principles of **sustainable materials management**.



- Membership organization bringing together hundreds of companies & stakeholders since 2004
- Working *together* to broaden the understanding of packaging sustainability and develop meaningful improvements

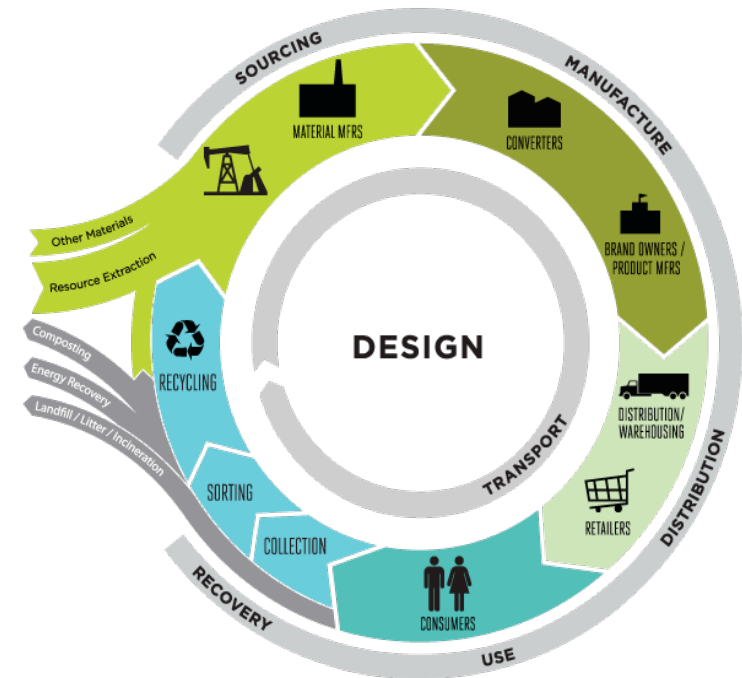


How2Recycle Members

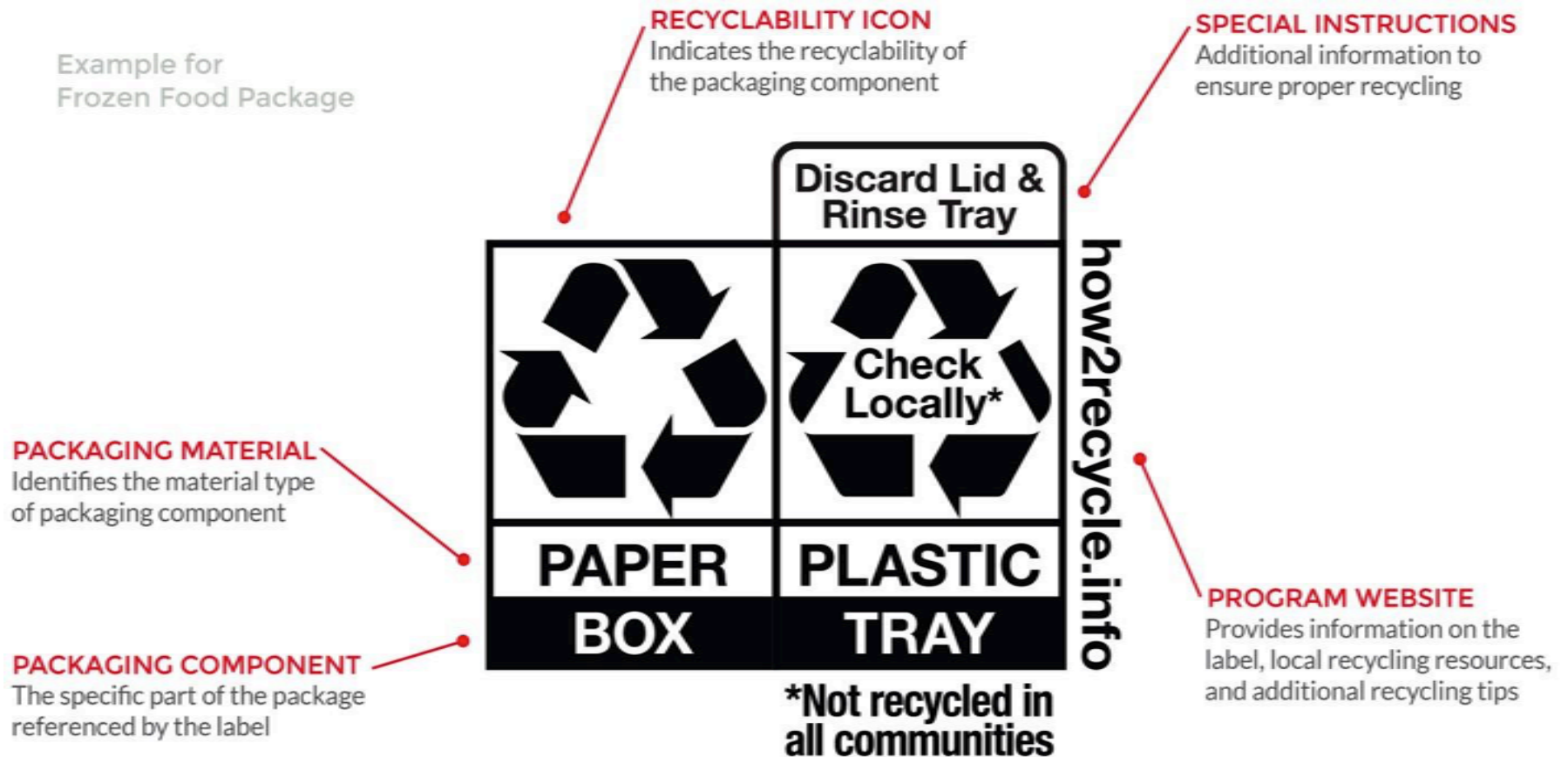


The Importance of “Brand/Retailer Regulators” in setting the agenda for Sustainable Materials Management

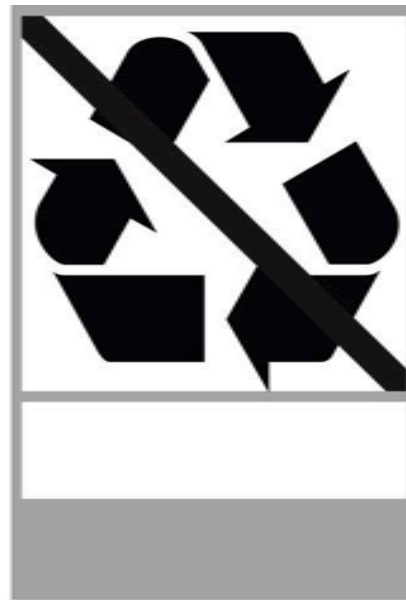
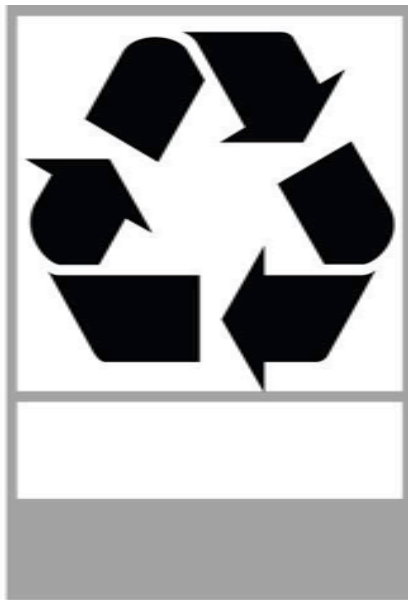
- Full Lifecycle thinking
- Recycle Content (Market Pull)
- Design for Recovery
- Sustainability Initiatives
(In-store, on pack, on-line, in the community)
- Consumer Awareness and Education (How2Recycle)
- Setting/Sharing Best Practice



The How2Recycle Label Program



The How2Recycle Label Program



***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.

Examples



What is the SPC doing?

- Encouraging the use of **recycled** materials
- Advising companies on recyclability claims through our **How2Recycle** labeling system
- Establishing **the definition of access-to recycling** through stakeholder engagement
- **Convening funders** for a credible, centralized access-to-recycling study



Thank You!

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