

How2Recycle®

• Sharing the right information
• about packaging recyclability
with the right people.

A vibrant blue sky with white clouds, serving as a background for the word 'GOALS'. The sky transitions from a deep blue at the top to a lighter, turquoise blue near the horizon, where a thick layer of white, fluffy clouds is visible. The word 'GOALS' is centered in the upper half of the image, rendered in a large, bold, black, sans-serif font.

GOALS

MARS



seventh generation.



PEPSICO



RECYCLING COMMITMENTS

KEURIG
GREEN MOUNTAIN



Walmart



macy's

Coca-Cola



P&G

Kellogg's



New goals this month



Collect and recycle the equivalent of every bottle or can sold globally by 2030

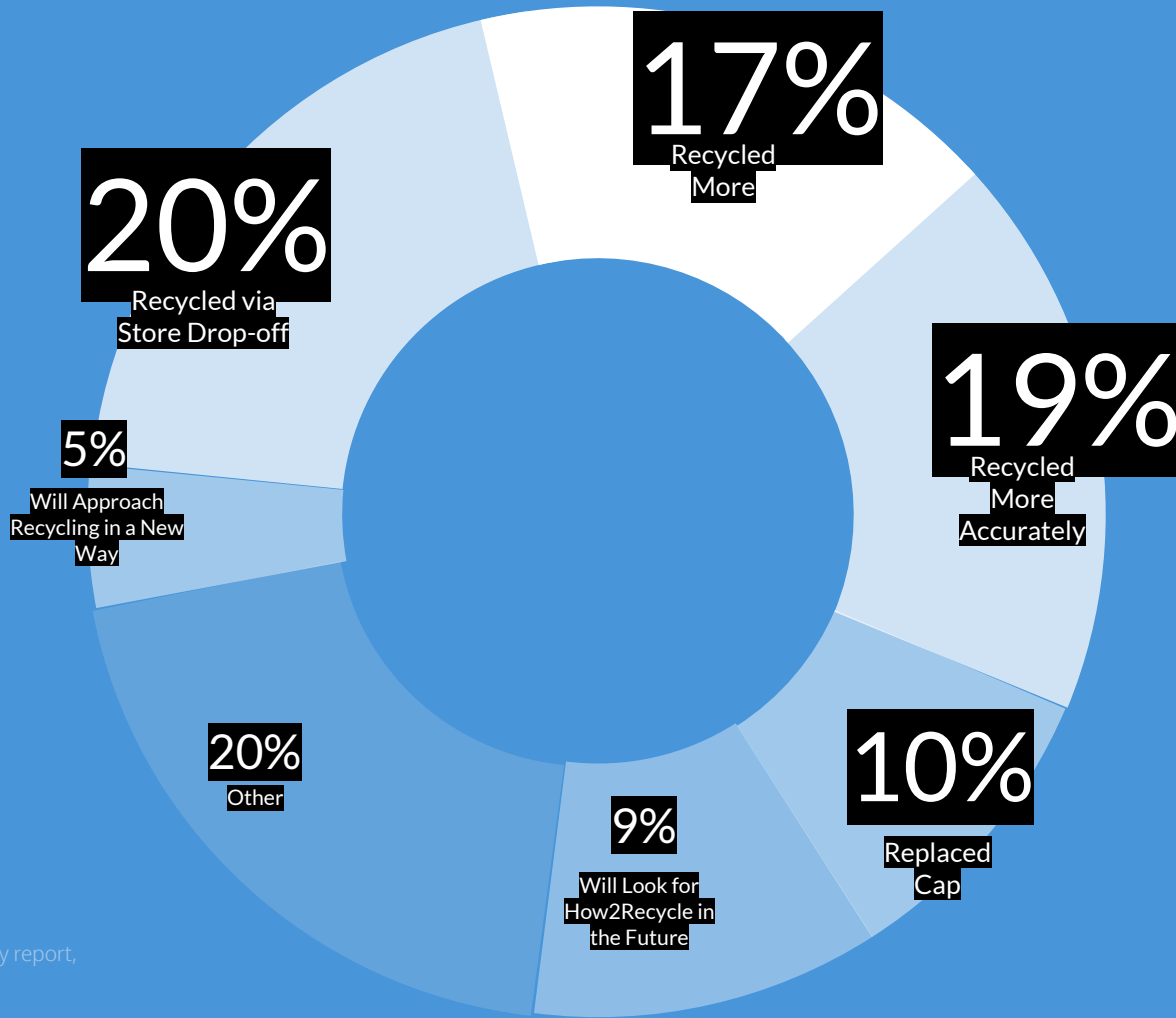


Packaging from renewable, recycled or certified materials & recycling in all restaurants by 2025

Aspiration to Impact



Behavior change





67%

Of people assume that packaging ISN'T recyclable if they don't see a claim on the package.



83%


Of people learn from
How2Recycle.

Survey at how2recycle.info, 2017.



**How2Recycle helps
reduce
contamination.**





**How2Recycle
distinguishes
between
lookalike
packages**





Empty &
Discard Sprayer



**PLASTIC
BOTTLE**

how2recycle.info



Empty &
Reattach
Sprayer



**PLASTIC
BOTTLE**

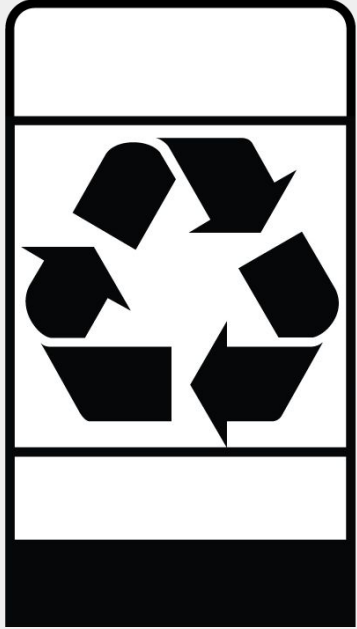
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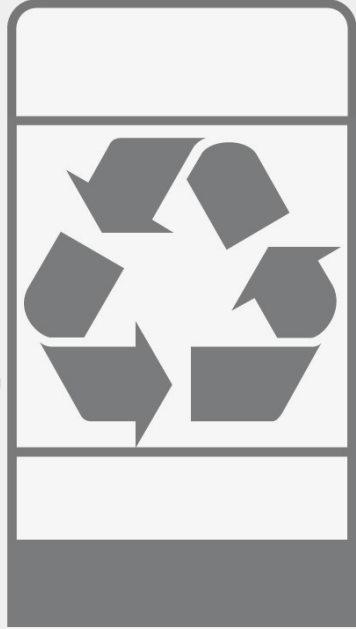


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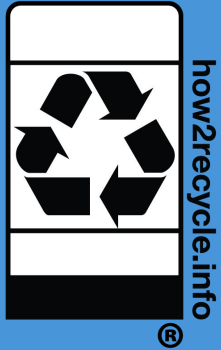


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How2Recycle



How2Recycle[®] Member Platform



Track.

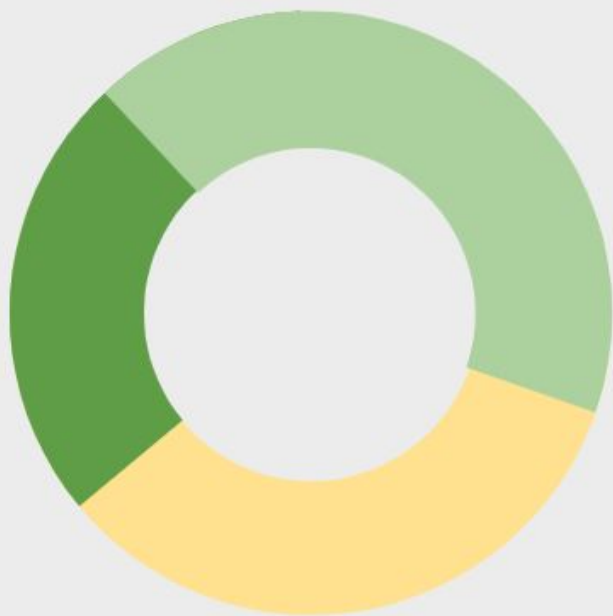
Measure.

Improve.

**Partially or
not yet
recyclable.**

**Recyclable
but needs
improvement.**

**Optimally
recyclable.**



Portfolio

23%

Optimally
recyclable

40%

Recyclable
but needs
improvement

37%

Partially or
not yet
recyclable

Personal Care



17%

Optimally
recyclable

61%

Recyclable
but needs
improvement

22%

Partially or not
yet recyclable

Home Care



52%

Optimally
recyclable

9%

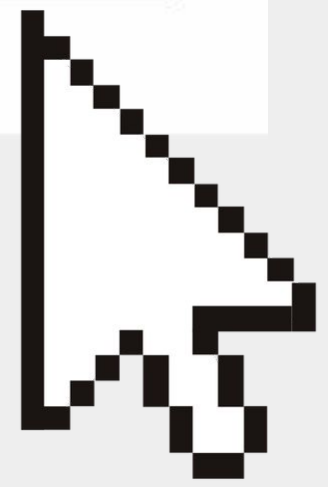
Recyclable
but needs
improvement

39%

Partially or not
yet recyclable



Product ⓘ	Overall ⓘ	Recommendations
<u>BBQ Sauce</u>	Recyclable but needs improvement	<u>1 areas noted</u>





Switch to full body shrink sleeve label that meets criteria for preferred in the APR Design[®] Guide



Switch to transparent clear, blue or green PET bottle



Project Gigaton™

Walmart * Sustainability Milestone Summit



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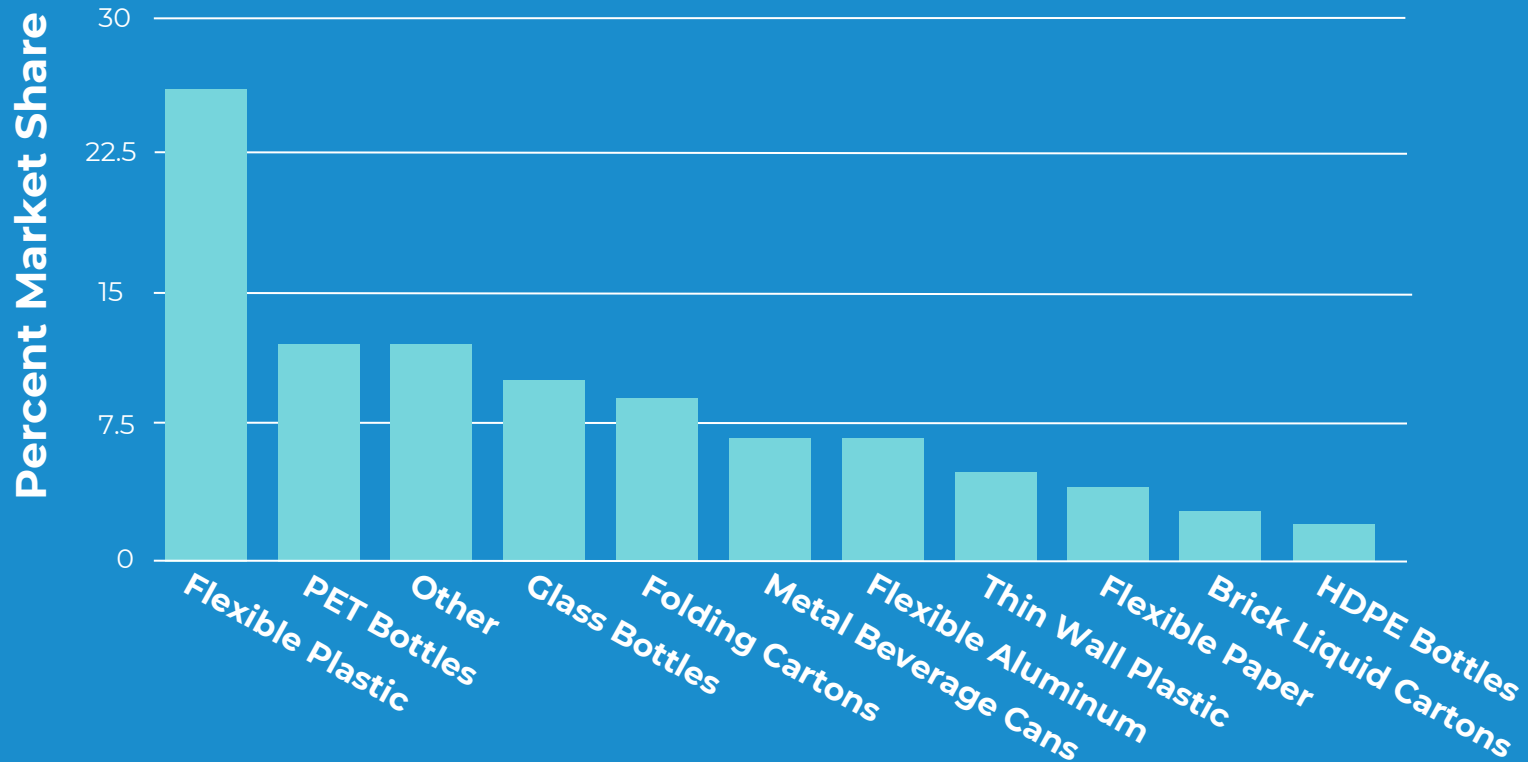
CARBON FOOTPRINT COMMITMENTS



We're asking the wrong questions.



Market Share of Packaging Types



AND,

not OR



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Thank you!

Kelly Cramer

Sustainable Packaging Coalition

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