



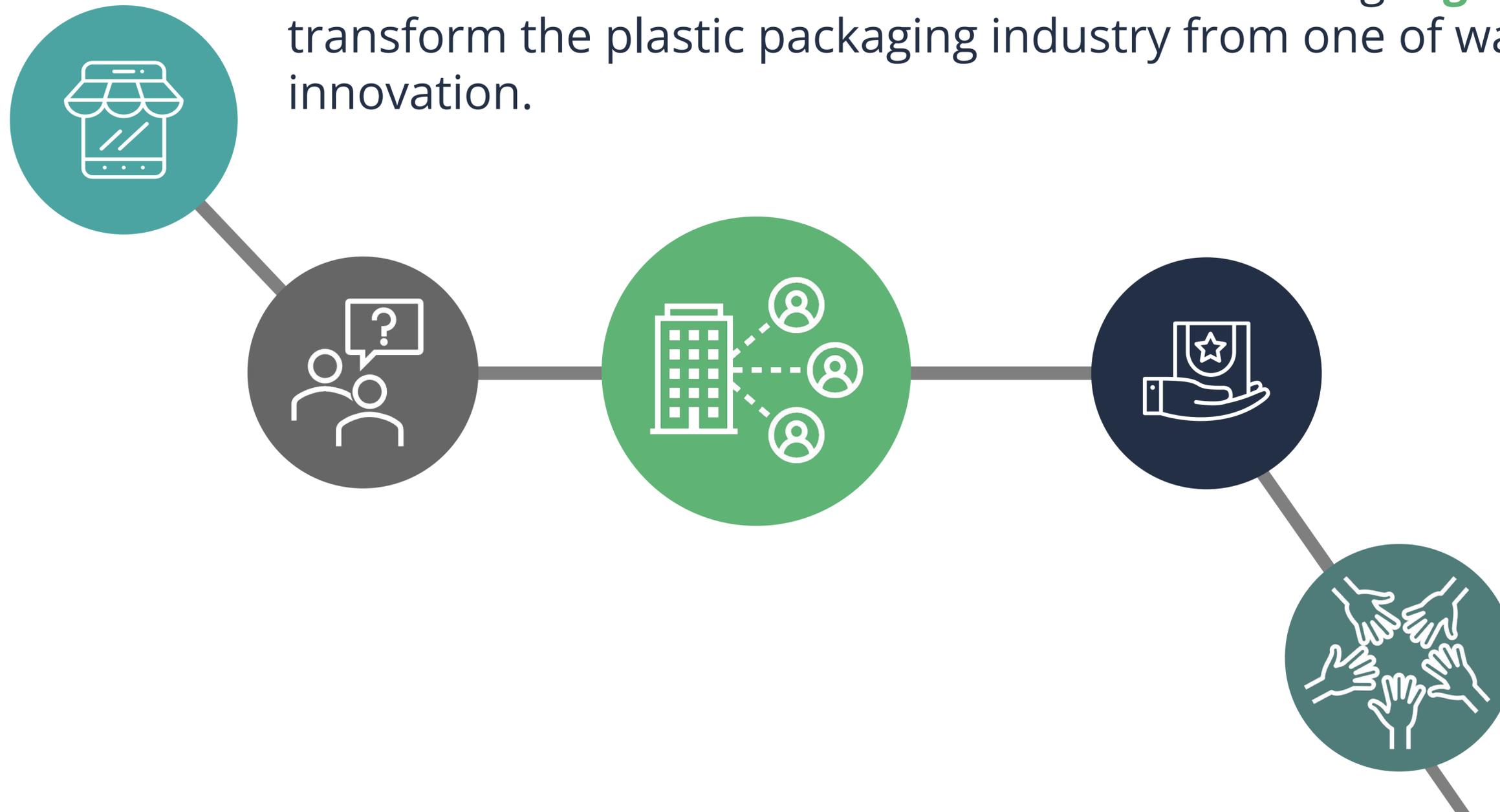
U.S. PLASTICS PACT™

INTRODUCTION

The Plastic Waste Challenge is Too Big & Too Important to Address Alone



The Plastics Pact network is committed to working *together* to transform the plastic packaging industry from one of waste to one of innovation.



The U.S. Plastics Pact was founded by
The Recycling Partnership &
World Wildlife Fund in August 2020



THE ELLEN MACARTHUR FOUNDATION'S PLASTICS PACT NETWORK



- NATIONAL PLASTICS PACT**
 - Canada
 - Chile
 - France
 - Kenya
 - Netherlands
 - Poland
 - Portugal
 - South Africa
 - United Kingdom
 - United States of America

- REGIONAL PLASTICS PACT**
 - European (EEA)
 - Australia, New Zealand and the Pacific Island Nations (ANZPAC)

Mission & Vision



MISSION: The U.S. Plastics Pact's mission is to facilitate the transition to a circular economy for plastic packaging in the U.S. by bringing together resources and expertise across the entire plastics value chain. Engaging stakeholders in concert towards the same four targets will initiate a profound paradigm shift involving rethinking and innovating the life cycle of materials to help close the loop on plastics.

VISION: Our vision is a world where plastics are valued and kept in the economy and out of the environment. Our commitment to this vision guides the actions we take to create systemic change that protects our planet and our quality of life, molding a more sustainable future for plastics packaging in the U.S.

Core Values

Collaboration

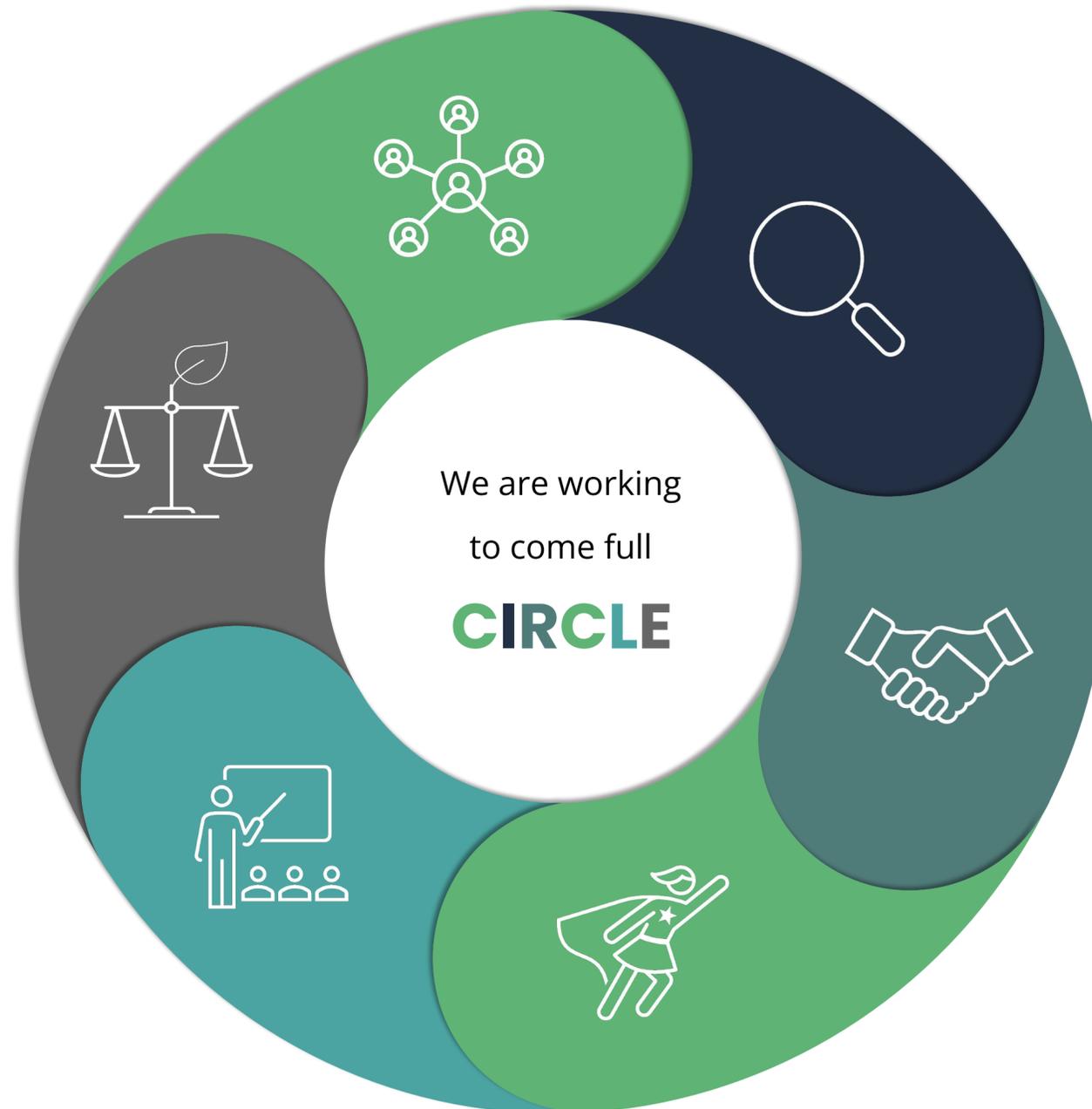
We build **collaboration** through open lines of communication and an inclusive environment that inspires new ways of thinking and encourages others to join our efforts.

Environmental Justice

We seek **environmental justice** by promoting equitable policies, practices, and access to decision-making to ensure the circular economy benefits everyone.

Learning

We believe **learning** is fundamental to our continued growth and we actively seek to engage in and support ongoing educational opportunities.



Integrity

We live by the principles we call on others to meet. We act with **integrity**, using transparent data, intention, accountability, and diverse experiences in our strategic decision making.

Respect

We understand that change can be hard and embrace **respectful** dialogue and differing opinions as we work together to achieve our four ambitious targets.

Courage

We demonstrate **courage** through our actions, by making changes that meet the scale of the problems we face and taking on bold challenges for which solutions don't yet exist.

2025 Targets



The U.S. Plastics Pact is igniting system change to realize a circular economy in the U.S. by setting the national strategy and driving action to:

TARGET 1

Define a list of packaging that is problematic or unnecessary by 2021 and take measures to eliminate items on the list by 2025

TARGET 2

100% of plastic packaging will be reusable, recyclable, or compostable by 2025



TARGET 3

Undertake ambitious actions to effectively recycle or compost 50% of plastic packaging by 2025

TARGET 4

Achieve an average of 30% recycled content or responsibly sourced biobased content in plastic packaging by 2025

Everyone Has a Role in Building a Circular Economy for Plastics Packaging



Businesses – Lead by example, support the Pact, share expertise across the value chain

Not-for-Profit Organizations – Lead actions, unite efforts, and guide process

Government Agencies (local, state, and federal) – Provide counsel and legislative expertise, support pilot projects and research, amplify best practices and citizen engagement

Academic and Research Institutions – Contribute knowledge and insights, drive Innovation



What Sets the U.S. Pact Apart



FOUNDATIONAL GOALS

Everyone working together towards the same four goals



NATIONAL STRATEGY

Developing and executing a strategy to build a circular economy for plastics packaging



TRANSPARENCY

Measure and report progress annually to ensure accountability



HOLISTIC APPROACH

Entire plastics value chain representation

Why Join the U.S. Plastics Pact?



Demonstrate dynamic industry **leadership**



Help shape the U.S. Pact's national strategy for a circular economy



Create new cross-value **partnerships** with businesses, NGOs, and governments to leverage resources and catalyze progress toward national targets



Recognition as a U.S. Plastics Pact Activator in PR & Events



Align actions with current business goals & investments



Access to expert advice on sustainable plastics strategy, early access to research and innovation



U.S. Pact Activators

as of 8/9/22

Expectations for Activators



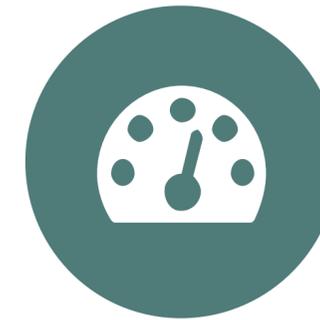
Align with the Four Targets



Incorporate Pact Targets within Company Goals



Regularly Participate in monthly meetings



Develop Accountability Internally



Help Engage with Public and Public Relations



Comply with Antitrust Laws



Adhere to Annual Reporting Requirement



Actively Engage in Changes and Investments



Contribute Knowledge & Insights



No Solicitation

Current Workstreams



Reuse Pilots & Innovations



Policy & The Pact



Problematic & Unnecessary Materials



Reporting



PCR



On-Pack Labeling



Design for Recyclability



Composting

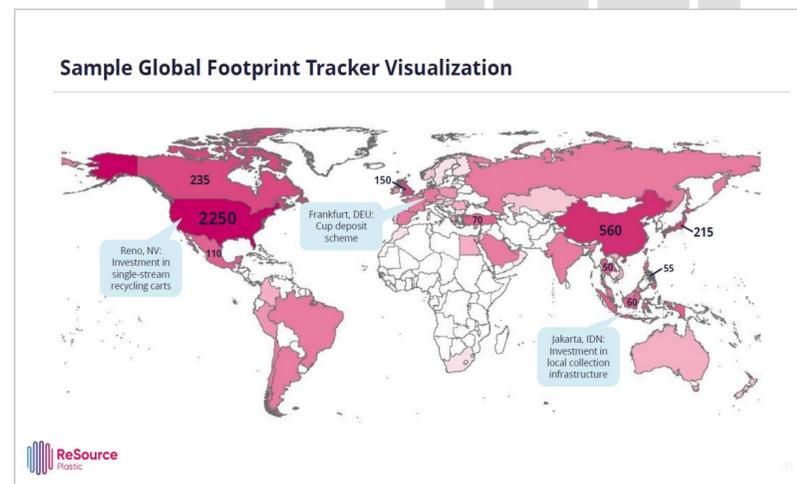


Target 3 Strategy Group



Communications & PR

Reporting



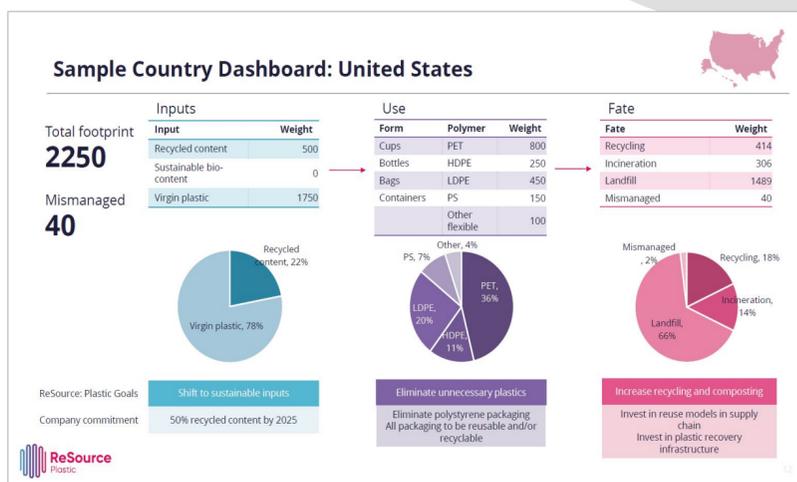
REQUIRED ANNUALLY

ALL Activators are required to report their progress **annually** to the U.S. Pact using WWF's Resource Footprint Tracker tool



DATA IS CONFIDENTIAL

Data inputted will be held strictly confidential; outputs calculated against all targets will be reported publicly as an aggregate and part of the U.S. Pact's annual progress report



QUANTITATIVE VS. QUALITATIVE

What Activators report differs depending upon which sector an Activator represents. The tool includes both quantitative and qualitative methods for tracking progress



WHY RESOURCE FOOTPRINT TRACKER?

Consistent accounting methodology, aligned with Global Commitment reporting, No additional cost for tracker use

Publications



The **U.S. Pact's Roadmap to 2025** is our blueprint showing what U.S. Pact Activators and stakeholders can do to deliver against each of the four U.S. Pact targets, with key outcomes in specific interim timeframes.



The **U.S. Pact's 2020 Baseline Report** provides a summary of progress with data from the U.S. Pact's founding year which provides an understanding of the scale of the challenge and action steps we must take for the four targets

Accomplishments



From 62 to 110+ Activators, Formed Relationships w/ other Pacts

Defined the U.S. Pact's Scope

Created "Sustainable Packaging Innovation Award"

Published the Roadmap to 2025, Baseline Report, & Design for Recyclability Guide

Created 12 Workstreams, Launched Reuse Catalyst

Problematic & Unnecessary Materials List & Criteria and Policy Benchmarks Published



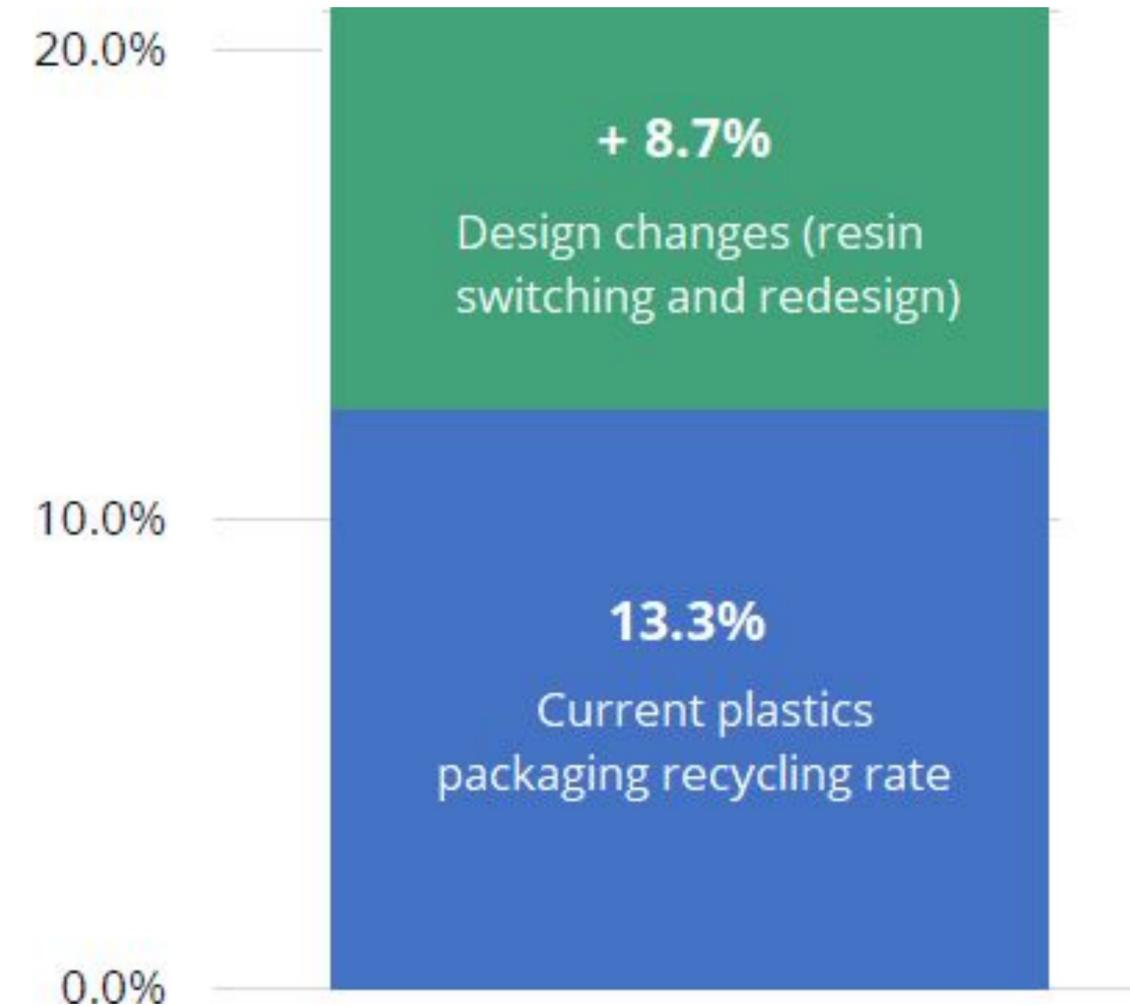
Design plays a foundational role in driving a circular economy for packaging



Takeaways from the U.S. Pact Target 3 Impact Assessment Report:

Improved **design for recyclability** (redesign to readily recyclable resins that meet the highest level of technical acceptability, i.e., meeting APR Preferred design) could lead to an **8.7% increase** in the plastics packaging recycling rate.

Design is the second largest driver beside expanded collection and **is one of the only factors directly within our control.**

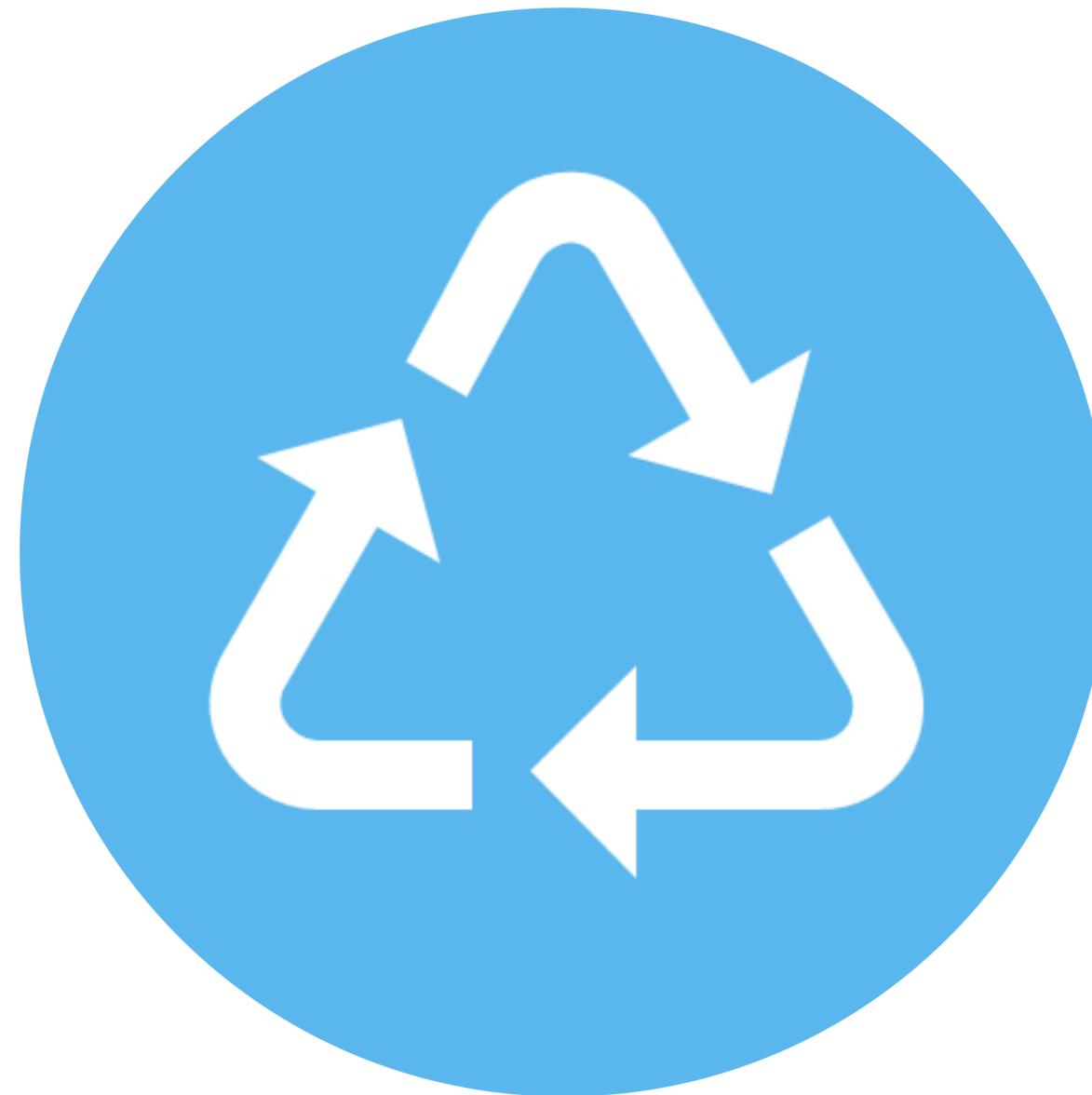


U.S. Plastics Pact Design for **Recyclability** Playbook



The U.S. Plastics Pact Design for Recyclability Playbook provides the standards that Activators are working toward to ensure plastic packages put into the marketplace are **designed for circularity** and track our progress toward Target 2.

Whether a particular package is currently collected for recycling or not, this Playbook allows creators to design new packages and redesign or optimize existing formats for recycling compatibility.



U.S. Plastics Pact Design for **Recyclability** Playbook



Version 1 released August 2021
Version 2 released October 2022

- Clarifies context, assumptions, and terms
- Maps packaging formats to design guidance for adoption by Activators
- Highlights key design considerations
- Outlines industry best-practices in PCR cooperation
- Provides KPI to evaluate how Activator packaging complies with the design guidance
- Examines how policy impacts design
- Forecasts what's to come in future guidance

New this year:

This document is INTERNAL to the U.S. Plastics Pact

U.S. Plastics Pact Design for Recyclability Playbook
Version 2, October 2022



Contents:

Introduction	2
The Role of Design	3
Assumptions	4
Key Definitions	6
The U.S. Plastics Pact Design for Recyclability Grid	7
PET Bottles	9
PET Thermoforms	10
HDPE Bottles and Other Rigids	11
PE Tubes	12
PP Bottles and Other Rigids	13
Mono-Material PE Film and Flexibles	14
Mono-Material PP and Other Polyolefin Film and Flexibles	15
Gaps in Design Guidance	31
Design Guidance in Development	31
Regulatory Considerations	32
Supportive Policies: EPR, DRS, and PCR Mandates	33
Use of Degradable Additives	34
Design for Recyclability Key Performance Indicator (KPI)	35
References	36



Design Key Performance Indicators

To measure the Pact Activators' progress in Preferred design for recyclability. Only U.S. Pact members directly involved in making design decision (packaging converters, and brands & retailers) are asked to report on this metric.

For packages with APR guidance:

Externally verified: package must meet [APR Meets Preferred Guidance recognition](#), [Critical Guidance recognition and/or Responsible Innovation recognition](#)

Unverified: package is found by the Activator to meet APR Preferred Guidance.

For packages that do not yet have APR guidance:

Unverified: For PP and other PO flexible packaging, package is found by the Activator to comply with the thresholds for target and non-target components as defined in the CGF Golden Rules.

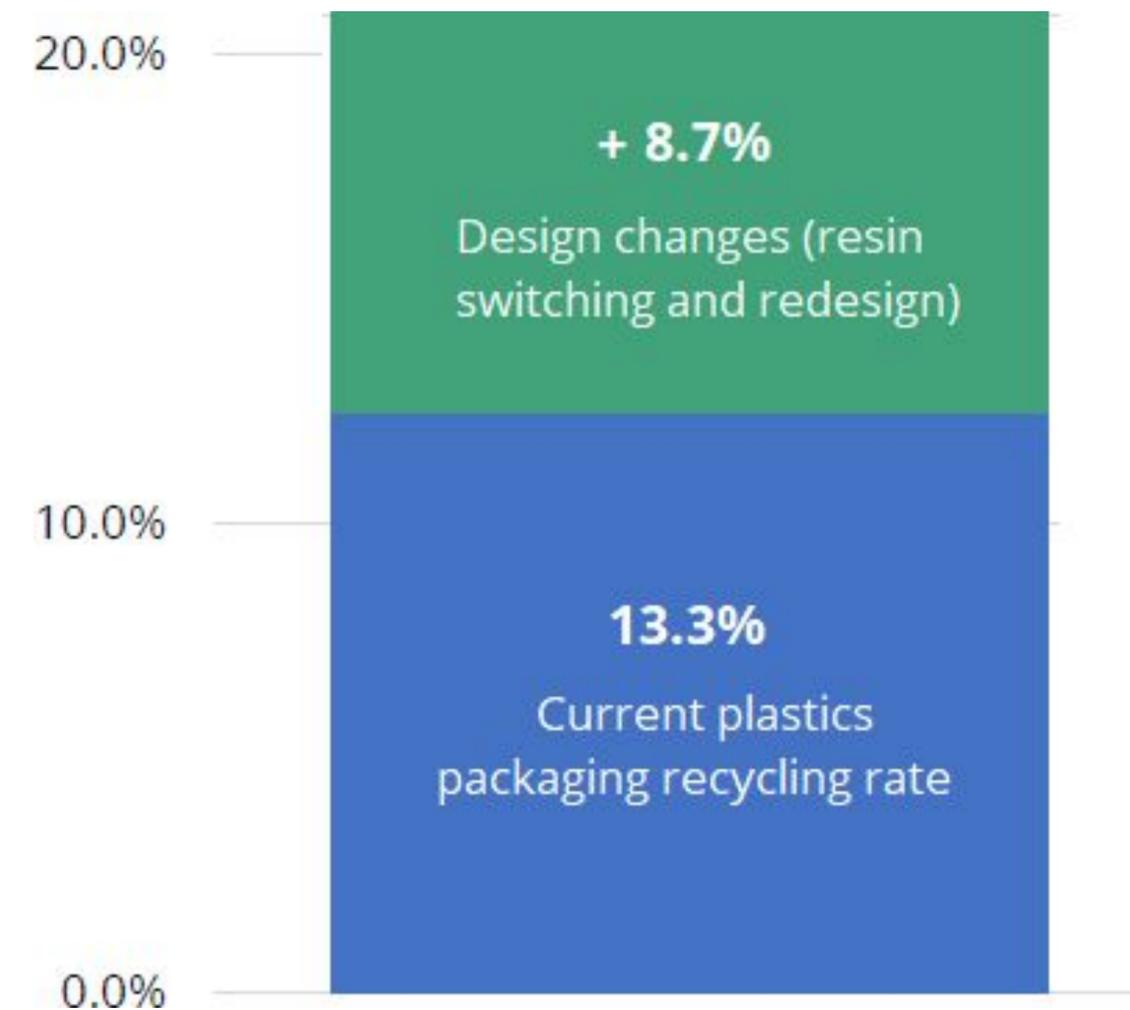
Design plays a foundational role in driving a circular economy for packaging



Key Impact Areas

1. Preferred label construction based on material type
2. Eliminate problematic materials
3. Increase use of PCR

On pack communication is also an important factor in the design process.



Example: flexibles multimaterial



Source: Canva

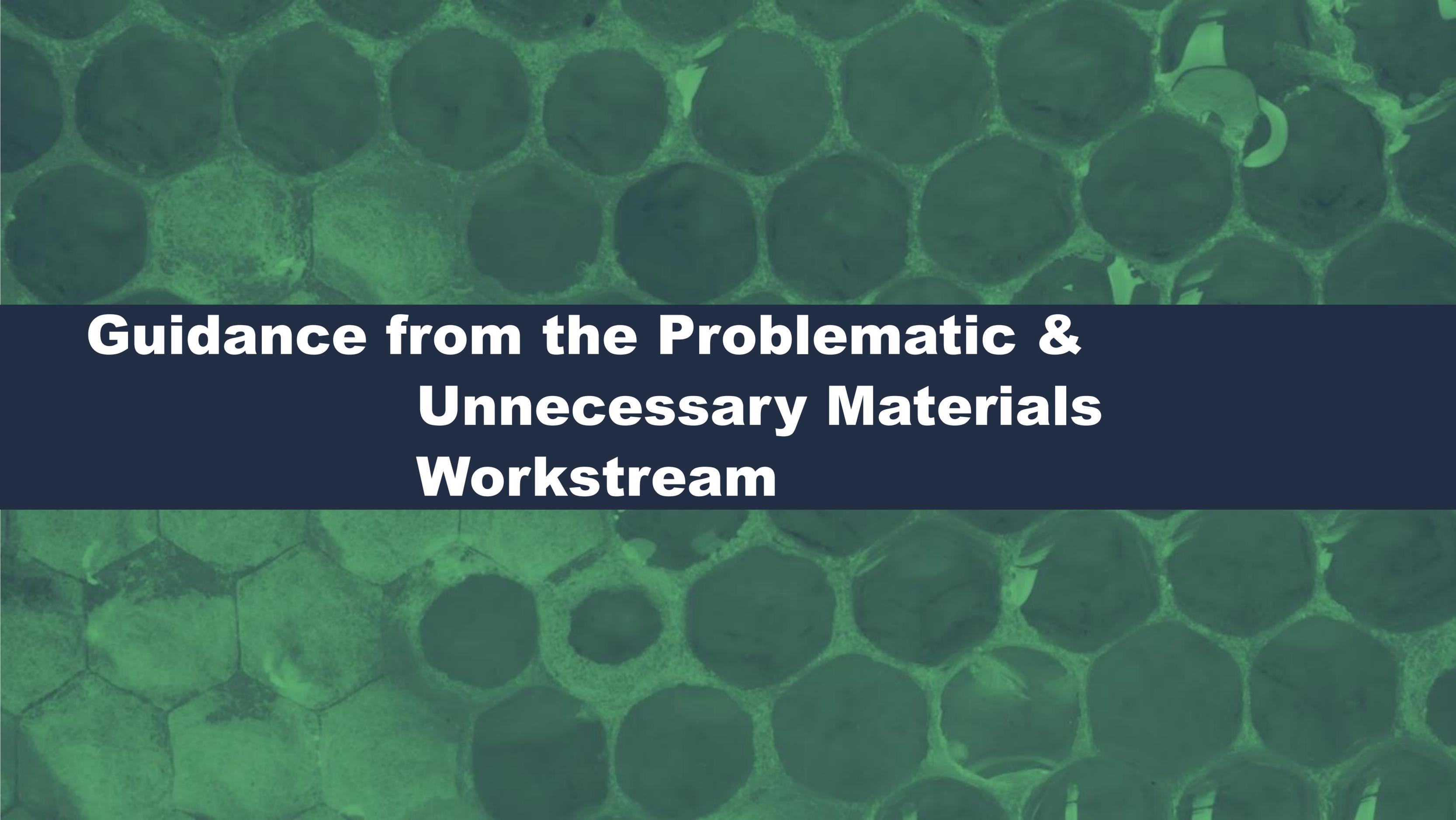
Redesign to mono-material PE flexible

- Targeted recycling stream: PE film recycling stream (if clean & dry) [existing]
- Reference standard: [APR Design® Guide for PE film](#)

If PE film doesn't work, redesign to mono-material PP/other PO flexible

- Targeted recycling stream: Mixed polyolefins [future]
- Reference standard: [CGF Golden Design Rule #6](#) (until formal APR guidelines are developed)

PCR use not widespread yet – opportunity for innovation and differentiation!

A microscopic view of plant cells, showing a grid of hexagonal and pentagonal cells. The image is overlaid with a semi-transparent green filter. The central text is white and bold, set against a dark blue horizontal band.

Guidance from the Problematic & Unnecessary Materials Workstream

Guidance from the Problematic & Unnecessary Materials Workstream



Targets 1, 2, and 4 are complementary. By designing packages for circular recyclability per the U.S. Pact Playbook, problematic materials are inherently avoided.

Redesign for recyclability was identified as a pathway for elimination for 7 of the 11 materials:

- PETG - Polyethylene Terephthalate Glycol in rigid packaging
- PVC - Polyvinyl Chloride, including PVDC (Polyvinylidene chloride)
- PS - Polystyrene, including EPS (Expanded Polystyrene)
- Non detectable pigments such as Carbon Black
- Opaque or pigmented PET bottles (any color other than transparent blue or green)
- Oxo-degradable additives
- Problematic Label Constructions

During package redesign and new design projects, keep in mind:

- The criteria for problematic and unnecessary materials are a framework for evaluating alternatives that promote circularity, minimize environmental & social impact, and avoid regrettable substitutions.
- The "to be investigated list" from last year that will be revisited in 2023

Example: PET bottles



Source:
APR

- Targeted recycling stream: PET containers [existing]
- Reference standard: [APR Design® Guide for PET](#)
- Key design consideration: labels, color, barrier layers
- Best-in-class PCR content: 100% for beverage bottles and personal care containers
- Same guidance applies to PET thermoforms and Other PET Rigids

Example: Tubes



Source: Canva

- Targeted recycling stream: Colored HDPE [existing]
- Reference standard: [APR Design® Guide for HDPE](#)
- Guidance: Redesign to meet APR Design® Guide for HDPE
- Other key design consideration: barrier, other components
- PCR use not widespread yet – opportunity for innovation and differentiation!

Example: flexibles PP



Source: Canva

- Targeted recycling stream: Mixed polyolefins [future]
- Reference standard: [CGF Golden Design Rule #6](#) (until formal APR guidelines are developed)
- Other key design consideration: consider converting to a PE film if package is clean & dry to leverage existing outlets for PE films
- PCR use not widespread yet – opportunity for innovation and differentiation!



JOIN US TODAY

TAKEACTION@USPLASTICSPACT.ORG



- Request Membership Packet or 1:1 Call Today
- Complete the Signatory Document
- Begin Participating Right Away
- Help Achieve Roadmap Deliverables