

STRATEGIC PRIORITIES

INITIATIVE	OVERVIEW	GOAL / IMPACT	TIMELINE
Consumer Research on Recycling Behavior (Target 3)	An initiative to conduct targeted consumer research—informed by existing studies and analysis—to understand the motivations, barriers, beliefs, and behaviors around plastic recycling in the U.S. Done in partnership with ERM Shelton.	Utilize research results to develop a nationwide but regionally targeted campaign to catalyze behavior change and increase recycling rates in the U.S.	Consumer research (2025-2026), campaign execution (2026 and beyond)— <i>subject to change</i>
Reuse in Retail Initiative (Target 5)	A pre-competitive brand and retailer, consumer-focused initiative to implement reusable packaging in a specific product category in one region. Project is an iterative implementation (not a pilot) aimed at helping brands and retailers prepare for and comply with regulatory targets in EPR states.	Consumer engagement, adoption and full utilization of products and refill systems, with future geographic and product-category expansion. Help companies meet EPR requirements.	Scoping and feasibility determination by end of 2025, with implementation slated for late 2027 or early 2028
Packaging Recyclability Advancement Task Force (Target 3)	A steering committee of circularity nonprofits—U.S. Pact, GreenBlue, Association of Plastic Recyclers, Recycled Materials Association, The Recycling Partnership, and Solid Waste Association of North America—developing a guidebook of tangible actions to overcome identified gaps, such as insufficient collection infrastructure or end-market verification challenges, that are causing packaging designed for recyclability to not meet all the criteria to be considered widely recyclable.	Increase the percentage of plastic packaging recycled in the U.S. (not merely label more packaging as recyclable), beginning with PE tubes and PET thermoforms, and then expanding to more packaging formats.	Task Force was launched in late April, 2025, and plans to have the guidebook published by spring 2026
Journey to Film & Flex Circularity (Targets 1-4)	A blueprint of how to achieve circularity for film and flexible plastic packaging by outlining the gaps in design, collection, and end markets, as well as policy and market solutions that can overcome those gaps.	Establish credibility that circularity can be achieved for film and flexible plastic packaging, and galvanize the effective innovation, investment, and policy that is needed to advance circularity for these materials.	End of 2025
Packaging Circularity Principles (Target 2)	Building off the Design for Circularity Playbooks , these principles will serve as a guide for when to design a package to be reusable, recyclable, or compostable based on its application, as well as the consumption setting.	Harmonize the approach to selecting the appropriate circularity outcome to reduce consumer confusion and increase the likelihood that the package ends up in the right bin.	In progress, to be completed by end of 2025

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PET Thermoform Recycling Initiative (Targets 3 & 4)	An initiative with The Recycling Project's PET Recycling Coalition to increase the recycling rate of PET thermoforms (which, unlike PET bottles, are not widely recycled). This project will marry the U.S. Pact's expertise in driving progress on voluntary commitments to circular redesign and PCR inclusion with TRP's expertise on collection and processing technology and infrastructure.	Circular redesign and demand for thermoform-derived rPET will incentive the collection and recycling of more thermoforms - increasing recycling rates and reducing the need to downgrade bottle-grade rPET into other applications.	Launching in 2025
Technical Education Series (all Targets)	Building off of learnings from 2024 Film & Flex Workshops, monthly series of actionable education on wide-ranging topics across the plastics value chain, such as proper label design, supporting the advancement of policy, PCR procurement, the FDA's LNO process, recyclable oxygen barriers, and more.	Provide practical knowledge, resources and solutions to member companies/organizations and their employees. Offer members a platform to highlight their circularity-innovation efforts.	Occurs monthly
Overcoming Barriers to Increasing the Use of PCR in the U.S. (Target 4)	A white paper examining supply, demand, and financial barriers to increasing the use of PCR, as well as both the voluntary actions and policy levers that can help mitigate these barriers. Read the paper	Provide solutions to policy makers and companies on tangible actions they can take to overcome the identified barriers and increase the usage of PCR.	Completed in 2025
Getting Ready for Reuse in Retail Study (Target 5)	An examination of the complex factors (e.g., consumer acceptance, operational/logistical challenges, economics, and sustainability impacts) necessary to successfully transition to reusable packaging formats, and recommendation on categories to prioritize based on likelihood of success using these criteria.	Use results of study to inform Reuse in Retail Initiative (outlined above).	Completed in 2025

MORE RESOURCES AND INFORMATION FROM THE U.S. PLASTICS PACT



**2025-26
Workstream
Deliverables**



Roadmap 2.0



**2024 Impact
Report**



**Overcoming
PCR Barriers**



**Getting
Ready for
Reuse**



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