

## TARGET 4

# ACTIVATOR ACTIONS



In 2022, the U.S. Food and Drug Administration (FDA) issued a Letter of No Objection (LNO) for **Revolution's** proprietary recycling method to produce postconsumer recycled, linear low-density polyethylene (PCR-LLDPE) for food-contact applications. PCR produced under Revolution's process can be used at content levels up to 100% in the manufacture of food contact articles for all food types under nearly all Conditions of Use as defined by the FDA. The announcement of Revolution's FDA LNO represents a significant step forward in addressing the increasing global need for flexible film recycling and sustainable consumer packaging.



**Firststar Fiber Inc.'s** Project School Board™ is a pull-through recycling-program—that is, locally recovered resources flow directly back to the community, thereby generating numerous environmental, social, and economic benefits. The program serves an important role as the connection for a very visible demonstration of how otherwise-overlooked plastics can build community pride and appreciation for recycling efforts. Through the **Hefty® EnergyBag® program**, hard-to-recycle plastics—like the candy wrappers and juice pouches—are collected at the curbside, and Firststar Fiber's Plastic Pre-Processing Facility (PPRF) uses the plastic packaging to make a variety of products, many of which would otherwise be made with 100% virgin resins. Stackable plastic pallets produced through the program are made with 85% postconsumer resins recovered from the bag program. The PPRF gathers materials from over 40 rural communities in Nebraska. If Firststar's PPRF is expanded into other states, more rural communities will get a chance to see commonly discarded materials turned into usable recycled products.



DASANI introduced bottles made from 100% recycled plastic (excluding caps and labels) across the U.S. and Canada.

This innovation from **The Coca-Cola Company** spans all immediate consumer packages including individual 20-ounce, 1-liter and 1.5-liter DASANI bottles and 10-ounce and 12-ounce multi-packs in the U.S. For every pound of recycled plastic (rPET) material used (in lieu of new PET), greenhouse gas emissions are reduced by 65%. By moving to bottles made of 100% recycled plastic, DASANI expects to avoid using over 20 million pounds of new plastic compared to 2019—the equivalent of 552 million bottles—in 2023 alone.

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APR's PCR Certification Program provides transparency to support a reliable, robust

postconsumer recycled content (PCR) market and fosters trust at a critical juncture in the plastics packaging value chain. Any plastics reclaimer generating PCR pellet or flake can participate in this program to provide customer assurances in the authenticity of their product.



Circular.co's digital platform connects the plastics value chain to stimulate circularity. Brands can search for the

environmentally preferred materials they need to hit their production goals, and recyclers can easily source feedstock from collectors. This allows businesses to more easily diversify their supply chain and enables efficient online sourcing and transactions.



Ocean Conservancy published "Recommendations for Recycled Content:

Requirements for Plastic Goods and Packaging," a report on PCR standards and the pathway to get to minimum recycled content standards. The document focuses on the current landscape of recycled content for plastic packaging in the U.S. as well as how to grow end markets for these materials given their prevalence in the waste stream and in the environment.



**MARS WRIGLEY**

Mars Wrigley, North America worked with Berry Global to

incorporate 15% recycled content into M&M'S®, STARBURST®, and SKITTLES® 60-, 81-, and 87-ounce Club Jar to drive the demand and circularity of the rPET stream, resulting in a reduction of approximately 300 tons of virgin plastic a year. Berry also was able to reduce the weight by 10 grams per jar, saving 374 metric tons of carbon dioxide (CO<sub>2</sub>).