



# 2022 ANNUAL REPORT

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## TARGET 1

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

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DONATE TODAY!**

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

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

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

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## STEERING COMMITTEE ORGANIZATIONS:

The U.S. Plastics Pact is a consortium founded by The Recycling Partnership and World Wildlife Fund (WWF), as part of the Ellen MacArthur Foundation's global Plastics Pact Network.



**The Recycling Partnership**  
SOLVING FOR CIRCULARITY



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WITH US!**



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# EMILY'S MESSAGE

## DEAR FRIENDS OF THE U.S. PLASTICS PACT,



*Emily Tipaldo, Executive Director*

We hit our stride in 2022. The U.S. Plastics Pact (U.S. Pact) grew by 24 Activators (signatories) in 2022; and, we currently have 136 Activators. Implementation of our **Roadmap to 2025** began, along with progress toward the elimination of the 11 items on the Problematic and Unnecessary Materials List. Emerging from the impacts of the pandemic, the U.S. Pact flourished, digging deeper into understanding Activator progress, as well as future needs. Together, as a Pact, we are thoughtfully building a circular economy for plastics packaging in the U.S.

In 2023, the U.S. Pact continued to educate its Activators on innovative solutions to packaging circularity. The Sustainable Packaging Innovation Awards development in 2022, and continuation in 2023, enabled the support of multiple plastic packaging solutions for reusable, recyclable, and compostable packaging. We recognized nine companies as award winners and honorable mentions. Noting an increase in the need to invest in

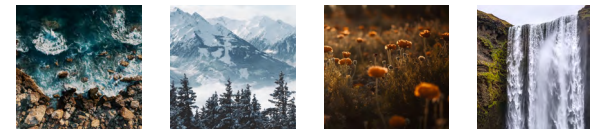
the development of reusable packaging systems, the U.S. Pact launched the Reuse Catalyst at the end of 2022 and worked with 20 companies to capture existing consumer sentiment data, environmental metric data, and to bring them together in a collaborative exchange. Globally, Plastics Pact influence increased to 13 with the addition of the Colombia Plastics Pact. The U.S. Pact is committed to alignment and coordination with the Canada Plastics Pact in particular.

In 2022, our organization expanded its team. Initially consisting of one part-time and three full-time employees, we welcomed two more full-time employees and two interns. The U.S. Pact was restructured as a stand-alone 501(c)(3) nonprofit in the last quarter of 2022. Growth of the organization, and the evolution of external pressures continues – while we remain steadfast to our Mission, focusing on the transition to a circular economy for plastic packaging in the U.S.

This year's annual report aggregates the data Activators voluntarily collected and transparently shared, with the intentional purpose to further the U.S. Pact's Mission and Vision of a circular economy for plastics. Equally as important, however, this report also details Target outcomes not directly related to numbers and percentages; it highlights the collaborative heart of our Activators and the successes that have risen in between the data points.

As we continue to forge ahead toward our 2025 commitments and prepare for our next chapter, this report provides a brief pause to reflect on what we have accomplished and the opportunities that lay ahead.

**About this Report:** Following the **2020 Baseline Report** and **2021 Annual Report**, this is the U.S. Pact's third opportunity to share the aggregated, summarized data of its Activators, as reported through **WWF's ReSource Footprint Tracker**. The U.S. Pact, its Activators, and **WWF** strive to present the most accurate data possible, which necessitates an ongoing improvement both of Activators' internal data-collection methods and the external tools through which data are submitted and summarized. This evolution of process, while increasing accuracy, also results in unintended but unavoidable differentiation of some data interpretation year over year.



**About the photos:** The images throughout this report look ahead to the time when we achieve our Mission and fully realize our Vision of a circular economy for plastics — a world in which every view, every vista, is free from waste and pollution.

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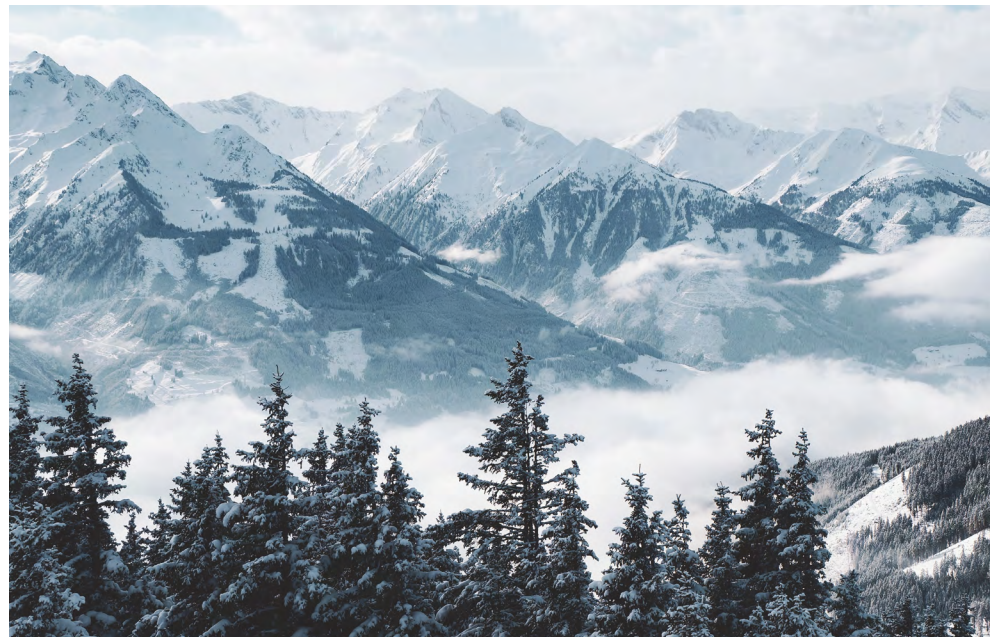
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# METHODOLOGY

## U.S. PLASTICS PACT ANNUAL REPORTING ON TARGET PROGRESS

Accurate data collection on plastic packaging use and recycling rates in the U.S. has long been challenging. Due to the nature of supply chain management and differing data collection and management processes, some organizations report based on the materials bought, or on a “as procured” basis. Other organizations collect their data based on sales. Depending on the organization, this can mean reporting at the raw material level (e.g., bottles, caps, labels all separately), or at the finished goods unit (e.g., cases or pallets).

Neither scenario accurately describes the circularity of a company's packaging. Additionally, a lack of consistency persists due to multiple standards and definitions for which one could evaluate whether or not a package was recyclable or compostable.



The Ellen MacArthur Foundation and the global network of Plastic Pacts were among the first to recognize the challenges to existing reporting structures and require a different approach. This new approach utilizes harmonized **terminology** and measures the circularity of the item the consumer buys — whether the unit package is reusable, recyclable, or compostable, and whether it contains **Problematic or Unnecessary Materials**. Emerging extended producer responsibility (EPR) policy will require a similar method of reporting. This new approach requires updated data collection systems and processes, as well as a better understanding of the definitions. And developing, implementing, and refining data collection systems and definitions to measure hundreds of millions of pounds of packaging across thousands of products does not happen overnight.

Furthermore, we lack nationwide measurement of how much packaging is reused, recycled, or composted, although the U.S. EPA in its **National Recycling Strategy** recognized the need for new data collection methods.

At the end of each U.S. Plastics Pact reporting period, the U.S. Pact team and WWF review the aggregate data and process to determine if the most effective questions are asked and if Activators (members) understand exactly what should be reported. This leads to further refinement each year. In addition, the number of Activators continues to grow — from 62 in 2020, to 134 in 2023. Each new organization that joins must implement a process for reporting their data in the context of the U.S. Pact terminology.

The U.S. Pact is proud to offer a level of transparency on plastic packaging never seen before. Data confidence will continue to improve — we will explore additional metrics and specificity. With the help of data that provide direction and trends, our ultimate goal is to facilitate the transition to a circular economy for plastic packaging in the U.S.

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# ACTIVATORS OF THE U.S. PLASTICS PACT

AS OF DECEMBER 31, 2023 (INCLUDES 25 ACTIVATORS THAT JOINED AFTER THE APRIL 1, 2023, REPORTING CUTOFF DATE FOR THE 2022 ANNUAL REPORT)



Activator representatives during day one of the U.S. Plastics Pact Action Summit in New Orleans, LA, October 2023.

## 134 Activators

**25**  
BRANDS & RETAIL

**16**  
TRADE  
ASSOCIATIONS

**23**  
CONVERTERS

**13**  
GOVERNMENTS

**23**  
NONPROFITS  
& ACADEMIC  
INSTITUTIONS

**9**  
RECLAIMERS &  
CHEMICAL RECYCLERS

**10**  
CONSULTANTS,  
TECHNOLOGY &  
INVESTMENT COs

**11**  
MRFs/PRFs &  
REUSE PLATFORMS

**4**  
RAW MATERIAL  
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# 2022-23 ACCOMPLISHMENTS



## 2023 ACTION SUMMIT

The U.S. Plastics Pact hosted its first Action Summit on October 2-4, in New Orleans, Louisiana. The Summit was the first opportunity since the U.S. Pact's inception for more than 100 Activator representatives and partners to work together in person. The Action Summit focused on key areas of the U.S. Pact's Mission, such as in-depth work on drafting Roadmap 2.0, environmental justice training – including an excursion through Louisiana's Cancer Alley – and design for recyclability training.



## AT THE PODIUM

Executive Director Emily Tipaldo and other U.S. Pact staff spoke and sat on panels at several events, including APR's Membership Meeting, Pack Expo, Resource Recycling Conference, Plastics Recycling Conference, and Circularity23.



## CIRCULAR PACKAGING SHOWCASES

Twenty companies were recognized in **Reuse Catalyst** showcases, and nine others were finalists in the **Innovation Awards Showcase**. Both showcases highlighted companies implementing the U.S. Pact's design guidance as they work toward Roadmap to 2025 Targets 1 and 2.



## PCR PROCUREMENT TOOLKIT AND CERTIFICATION PRINCIPLES

In early 2023, The U.S. Pact created a **PCR Procurement Toolkit** to assist companies in increasing their PCR usage to reduce their virgin plastic footprint. The U.S. Pact also developed a set of **PCR Certification Principles** to use in certifying PCR for reporting requirements. The Principles include accounting parameters for mass balance and guidelines for purchasing plastic credits.



## INPUT ON GOVERNMENT INQUIRIES

The U.S. Pact submitted comments and feedback on key federal inquiries, including The Green Guides update and EPA's Draft National Strategy, and was a stakeholder in the draft of Plastics Recycling Standard developed in part by the Canadian Standards Association.



## U.S. PACT STAFF RECOGNITION

Grant Rodriguez Amlani, U.S. Plastics Pact Environmental Justice and Recruitment Coordinator, was named a **Circularity23 Emerging Leader**.

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# 2025 ROADMAP TARGET OVERVIEW

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.

## TARGET 1

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

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# 2025 TARGET PROGRESS

## KEY DATA POINTS

The data help the U.S. Pact have a better understanding of the scale of the challenges ahead and action steps we must take to address the gaps.



### 5.8 million MT

the total weight of plastics placed on the market by U.S. Pact Activators. Of this, 3.06 million MT are attributed to B2C and B2Retail sales.



### 33%

of all plastic packaging **in scope** in the U.S. by weight is produced by U.S. Pact Activators.



### TOP 3

PET bottles, HDPE bottles, and PP other rigid packaging are the top three plastic packaging formats represented within the U.S. Pact by weight.

## TARGET 1

### 92%

of the plastic packaging placed on the market by U.S. Pact Activators by weight did not contain items on the Problematic and Unnecessary Materials List.

## TARGET 2

### 47.7%

of plastic packaging placed on the market by U.S. Pact Activators by weight is reusable, recyclable, or compostable.

## TARGET 3

### 13.3%\*

is the national U.S. recycling rate for plastic packaging.

## TARGET 4

### 9.4%

is the average postconsumer recycled content (PCR) or responsibly sourced biobased content in scope used by U.S. Pact Activators.

*\* Reflects previously reported recycling rate due to lack of update from the U.S. EPA since 2018.*



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# 2022 DATA SUMMARY

## U.S. PLASTICS PACT PACKAGING FORMATS

**3,058,049** TOTAL WEIGHT EXCLUDING B2B SALES (MT)

### PORTFOLIO TOTALS BY PACKAGING FORMAT CATEGORY\*

Packaging Format	Weight (MT)	Packaging Format	Weight (MT)
PET Bottle	1,080,123	HDPE Other Rigid	55,853
HDPE Bottle	385,473	Other PET Rigid	49,711
PP Other Rigid	313,677	>A4 mono-material PE flexibles in B2B context	44,344
<A4 PE flexibles	247,593	Other >A4 flexibles	30,663
<A4 multi-material flexibles	244,890	EPS rigid	24,262
>A4 mono-material PE flexibles in B2C context	166,760	PP Bottle	22,080
PET Thermoforms	149,223	Other <A4 mono-material flexibles	12,426
Other	97,854	PVC rigid	7,523
PS rigid	61,769	PE Tubes	4,307
<A4 PP flexibles	59,517	<b>TOTAL</b>	<b>3,058,049</b>

*\*Includes only sales to consumers and retail (no business-to-business).*

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## TARGET 1

# OVERVIEW

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

### BACKGROUND

In 2021, the U.S. Plastics Pact achieved consensus from its Activators on a definition and criteria for identifying “problematic or unnecessary” plastic packaging. Items within the U.S. Pact’s scope were evaluated using these criteria and comprehensive, publicly available data, and in January 2022, the U.S. Pact published the **Problematic and Unnecessary Materials List**. Data presented in the U.S. Pact’s 2021 Annual Report provided the baseline from which Activators began taking action to eliminate the items.

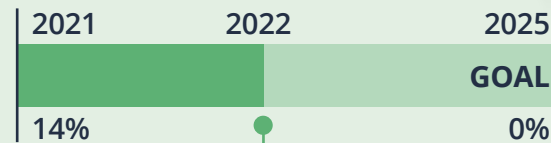
### MOVING INTO ACTION

By the end of 2022, Activators had in place the necessary plans to facilitate phased elimination of the 11 identified items in their businesses/supply chains by 2025. The graph to the right represents the anticipated progress of the U.S. Pact’s brand and retailer Activators in removing the problematic or unnecessary items from their portfolios by 2025. More than half of Activators have either removed the items or are on track to do so by 2025, with the exception of problematic label constructions.

### EMPOWERING ELIMINATION

The U.S. Pact hosts educational sessions, dialogues with subject matter experts, and annual Sustainable Packaging Innovation Awards to equip Activators with the knowledge and resources to eliminate problematic or unnecessary materials. Circular alternatives for eliminating the list of problematic or unnecessary packaging items are also identified in the U.S. Pact’s Design for Circularity guidance for reuse, recyclability, and compostability. The design guidance is expected to be made publicly available in 2024.

### TARGET 1 PROGRESS TRACKER



8%

of packaging put on the market by Activators contained one or more materials on the Problematic and Unnecessary Materials List in 2022

### STATUS OF REMOVING\* PROBLEMATIC OR UNNECESSARY MATERIALS

\* includes Activators that either have removed or do not sell items on the list.

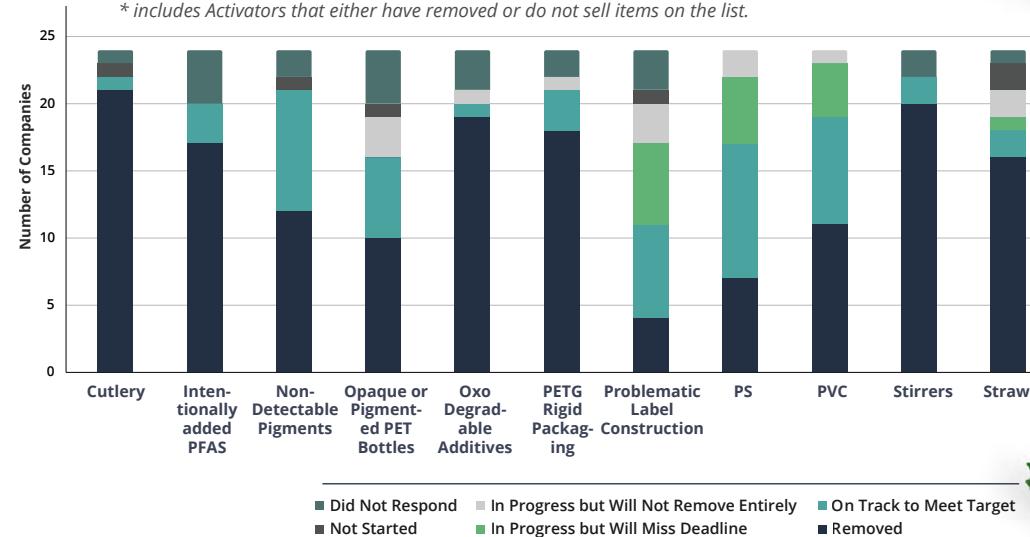


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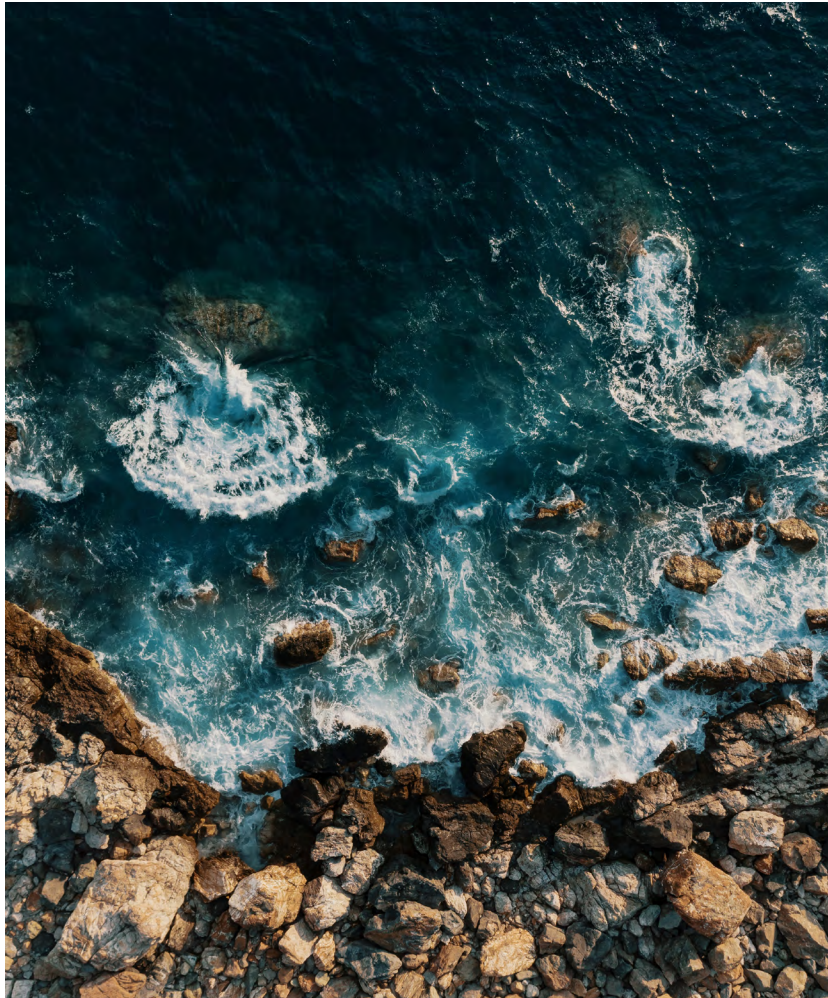
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## TARGET 1

# OVERVIEW



### MAINTAINING RELEVANCE

Throughout 2023, U.S. Pact Activators reviewed the list of problematic or unnecessary items to ensure relevance is maintained. The review included a reassessment of items that were identified as “to investigate” in 2021. Each of these items’ trajectory toward circularity was carefully considered to evaluate actions taken to solve the issues associated with their use or disposal. As in 2021, items were assessed in accordance with the agreed definition and criteria (page 12), as well as transparent, public data sources where available.

Updates to the Problematic and Unnecessary Materials list will be published in 2024. In addition to revisions to the 2021 Problematic and Unnecessary Materials List, U.S. Pact Activators have also created an evaluation list. The evaluation list contains items that will undergo further assessment in the coming years.

### LOOKING AHEAD

By 2030, Activators will eliminate materials from their packaging that were added to the Problematic and Unnecessary Materials List in 2024. Our next roadmap — Roadmap 2.0, to be published in June 2024 — will outline a cadence to review additional potential problematic or unnecessary items to ensure relevance is maintained in subsequent years, including emerging chemicals of concern and an added emphasis on items that can be removed to help achieve source reduction goals. While environmental justice principles are embedded within the existing criteria, future review periods may also seek to include a more explicitly defined focus on environmental justice.

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## TARGET 1

# PROBLEMATIC AND UNNECESSARY MATERIALS LIST: DECISION TREE

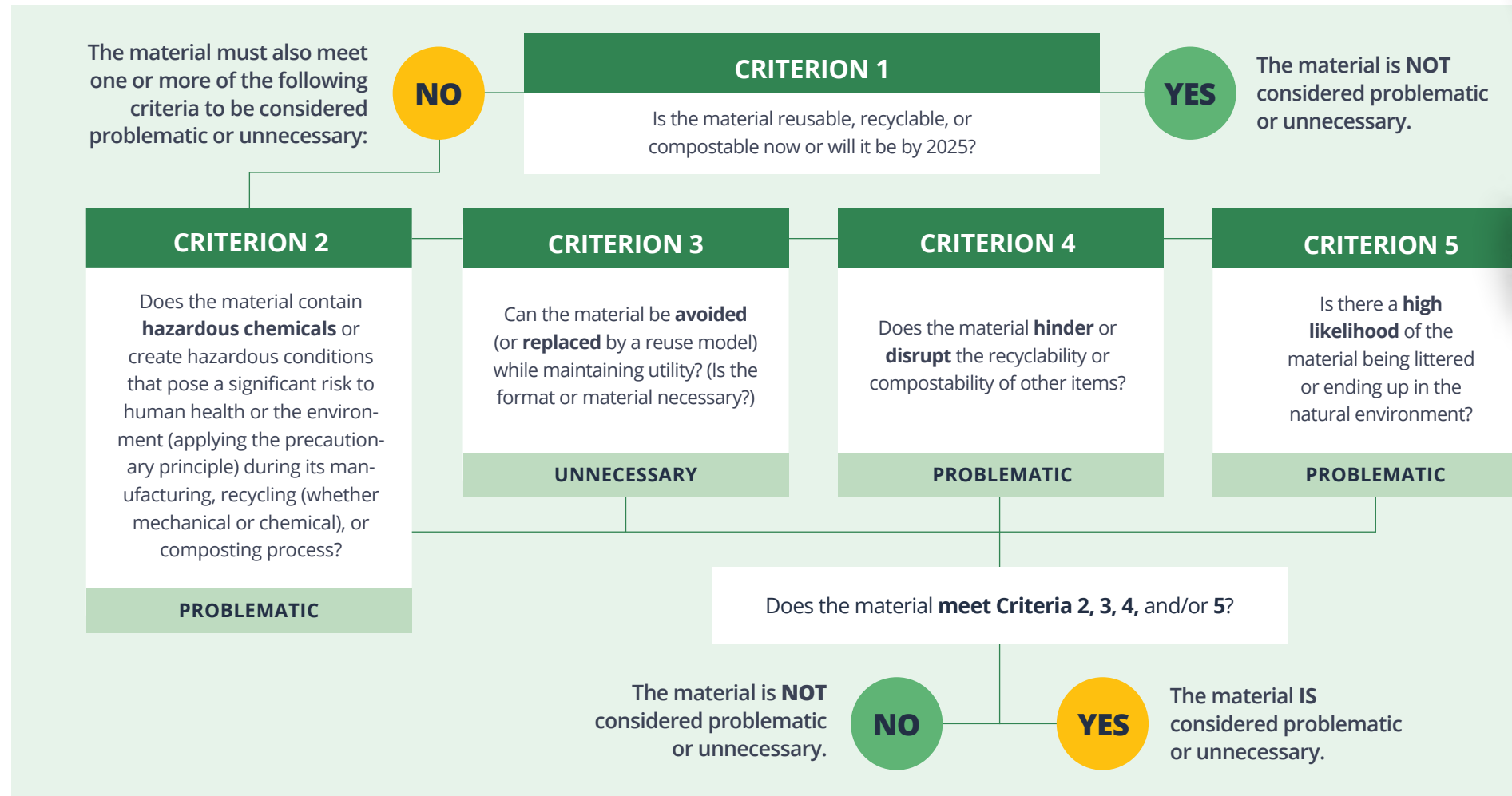


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## TARGET 1

# PROBLEMATIC AND UNNECESSARY MATERIALS LIST

### U.S. Pact Activators will take measures to eliminate the following items by 2025:

- Cutlery\*
- Intentionally added<sup>1</sup> Per- and Polyfluoroalkyl Substances (PFAS)<sup>2</sup>
- Non-Detectable Pigments such as Carbon Black
- Opaque or Pigmented PET — Polyethylene Terephthalate bottles (any color other than transparent blue or green)
- Oxo-Degradable Additives, including oxo-biodegradable additives
- PETG – Polyethylene Terephthalate Glycol in rigid packaging
- Problematic Label Constructions — This includes adhesives, inks, materials (e.g., PETG, PVC, PLA, paper). Avoid formats/materials/features that render a package detrimental or non-recyclable per the **APR Design® Guide**. Labels should meet APR Preferred Guidance for coverage and compatibility and be tested in any areas where this is unclear.
- PS—Polystyrene, including EPS (Expanded Polystyrene)
- PVC—Polyvinyl Chloride, including PVDC (Polyvinylidene Chloride)
- Stirrers\*
- Straws\*



Download the U.S. Pact's Problematic and Unnecessary Materials Report.

The 11 items listed are not currently reusable, recyclable, or compostable with existing U.S. infrastructure at scale and are not projected to be kept in a closed loop in practice and at scale by 2025.

\* When non-reusable, non-recyclable, or non-compostable per U.S. Pact definitions and provided as an ancillary item to the primary container. For instance, a packet of plastic cutlery provided with a prepared salad or a straw/stirrer provided with an on-the-go beverage would be defined as problematic whereas cutlery, straws, or stirrers sold as a product would not.

<sup>1</sup> "Intentionally added" either in the package or in the manufacturing of that package.

<sup>2</sup> PFAS or perfluoroalkyl and polyfluoroalkyl substances, are defined as the class of fluorinated organic chemicals containing at least one fully fluorinated carbon atom at or above 100 parts per million, as measured in total organic fluorine.

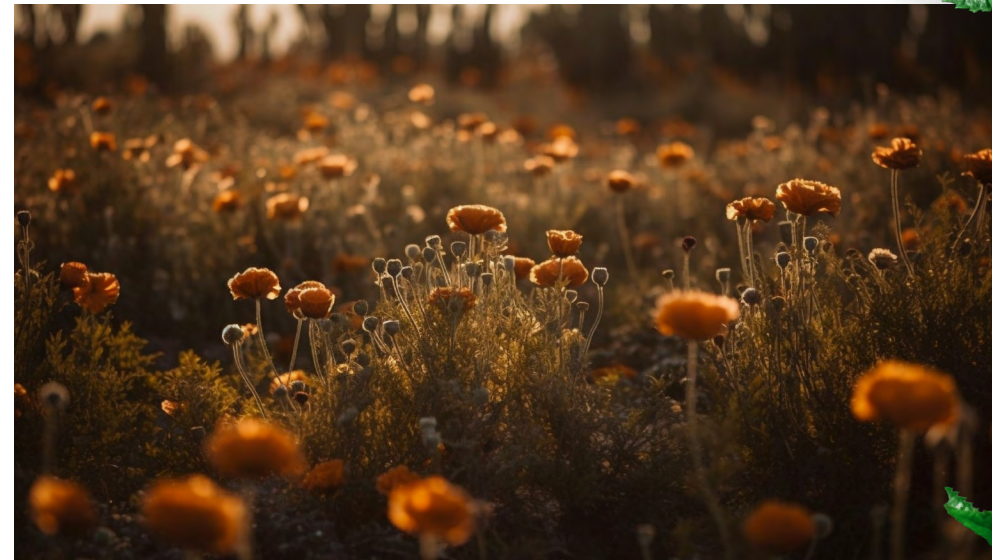


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## TARGET 1

# ACTIVATORS IN ACTION

**Kraft Heinz** At Kraft Heinz, we're innovating to find new ways to use and reuse packaging, to keep it in circulation and out of our environment. As we pursue our overarching ESG-related packaging goals, including reaching net-zero emissions by 2050, we're continuing to seek ways to reduce the use of virgin plastic. In 2023, we set a goal to reduce virgin plastic use in our global packaging portfolio by 20 percent by 2030 – a critical step in supporting a more circular economy and decreasing our use of fossil fuels.

One way we are reducing virgin plastic is by using less plastic in our packaging and eliminating unnecessary plastic while delivering on consumers' expectations in new ways, to both protect the product and deliver functionality they know and love.



For example, in 2022, we re-imagined the packaging for our iconic SHAKE 'N BAKE® product. We removed the plastic “shaker” bag from its signature packaging to help eliminate 900,000 pounds of plastic waste annually. Effective across its full product portfolio, this was the brand's first step toward a more sustainable future and an easy way for consumers to make a difference. Seventy-three percent of consumers say they want to use less plastic, but don't know how. By challenging the paradigm of historical packaging usage and embracing new consumer sentiment, this initiative helps consumers make the difference they desire.



Kwik Lok® serves the produce industry. This industry requires sustainable solutions that work in varied environments and is reliable, like the original polystyrene Kwik Lok closure. Kwik

Lok's commitment to change the materials of our closures has led to our latest advancement; the Enviro-Lok — a brand-new polypropylene-based bag closure that delivers a better potential for a circular economy. The Enviro-Lok allows our customers to choose closures that meet their corporate commitments and emerging regulatory requirements for packaging materials by offering a polystyrene-free solution. The Enviro-Lok meets the produce industry's performance requirements in wet environments, where fiber bag closures will not work. Enviro-Lok has the added benefits of 34% less plastic than the standard Kwik Lok closure, 67% less water usage, and 44% less carbon emission.



Kwik Lok continues to invest in materials science to help our customers and consumers keep their food products fresh and safe while reducing impact to the environment.

The Enviro-Lok runs on our customers' current Kwik Lok machines. This means customers do not need to invest in new equipment to make the switch to Enviro-Lok. Customers may also choose the new ultrasonic-welded labels, offered only with the Enviro-Lok, for branding, tracking and traceability. This label is made from a matching material that is attached to the Enviro-Lok using ultrasonic welding, which efficiently bonds plastic without the need for sticky adhesives that can contaminate the recycling stream. This makes the polypropylene Enviro-Lok even more prepared for recycling.



At Mondelēz International, we strive to continuously improve our packaging and deliver on our long-term aim of advancing a circular packaging economy. We aim to design our packaging to be recyclable and to remove challenging materials.

Limited recycling collection exists for polystyrene in the U.S., and it can disrupt recycling streams for materials with higher recycling rates, like PET. By moving to PET plastic in our cookie trays, we aim to increase the recycling rate for our packaging, and to improve the quality of recyclate in the PET stream.

Historically, we have used a high-impact polystyrene resin blend in our cookie trays for Oreo, Chips Ahoy!, Newtons, and Nutter Butter brands. Polystyrene has been known to have low recyclability rates in the U.S.



To improve the opportunity for our cookie trays to be recycled, we underwent a large-scale program to change these trays to PET. This required significant investment in time and resources to qualify the new material across our entire production network.

In 2022, we converted 5,970 metric tonnes of PS trays to PET thermoformed trays. These trays are made of high-quality PET resin with an intrinsic viscosity of >.72 and meet the APR guidelines for PET.

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## TARGET 1

# 2023 SUSTAINABLE PACKAGING INNOVATION AWARDS

The U.S. Pact and Walmart are showcasing businesses innovating circular solutions that make progress on the U.S. Pact's four targets, particularly Targets 1 and 2 that focus on moving away from problematic or unnecessary materials and toward greater reuse, recyclability, and compostability. Finalists and winners of the **U.S. Pact's Sustainable Packaging Innovation Awards** are chosen from submissions to Walmart's Circular Connector, a database of packaging solutions meeting circularity requirements that is publicly available to everyone. Winners in each of the four categories were evaluated by a robust judging panel of NGOs, retailers, and manufacturers. Criteria included adherence to U.S. Pact design targets, circularity, manufacturability, and impact on the consumer experience. Winners received manufacturing trial discussions, mentoring sessions with Walmart's Private Brand Packaging Team, recognition at GreenBiz's Circularity 23, and a technology showcase promotion through the U.S. Pact. They also were interviewed on **Cory Connors' Sustainable Packaging Podcast**.



**RECYCLABILITY:** Oxygen barriers increase the shelf life of products in PET bottles but often lead to yellowing of the plastic during the recycling process. **Ring Container Technologies'** BarrierGuard® OxygenSmart™ (BGOS) is a 100% recyclable oxygen barrier, blocking more oxygen while using less barrier material than other solutions. BGOS has received APR's critical guidance recognition as well as a "Widely Recyclable" designation from How2Recycle®. BGOS can be used in containers for beverages, condiments, tomato sauces, and more and can incorporate up to 75% Postconsumer Recycled Content.



**REFILL:** Delivering an experience similar to what the consumer is used to is a common challenge hindering the shift to refillable packaging. **Alternative Packaging Solutions'** twistMist™ is a propellant-free aerosol technology that performs like traditional aerosols. What's more, for the first time, aerosol bottles can be refilled as the twistMist™ head can be used over and over. The technology can be used for a variety of product applications including disinfectants, personal care products, and cooking sprays.



**COMPOSTABILITY:** Traditional plastic mesh produce netting is not recyclable due to the mesh getting caught in equipment during the recycling process. Comprised solely of fibers made from beechwood, **Jac Vandenberg's** produce netting is TUV certified home compostable. The netting is produced from the byproducts of forest thinning and offers a significantly reduced carbon footprint as compared to traditional mesh netting. The fiber netting runs on existing manufacturing lines and, due to the moisture regulating properties of the fibers, actually extends the shelf life of the produce it contains.



**REUSE:** The global manufacturing network has created logistical challenges in reusing supply chain packaging, leading to items going to the landfill after just one use. **Pact Retail Accessories (PACT)** created a suite of reusable packaging for the fashion world – including hangers, security tags, and polyboxes. PACT collects the items from retailers, conducts a quality inspection, and sends them back to the manufacturing site to be used again in the production of new clothing. Each year, PACT keeps enough hangers out of landfills that they could wrap around the Earth three times!

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## TARGET 2

# OVERVIEW

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

### DESIGNING FOR CIRCULARITY

The U.S. Plastics Pact design guidance provides up-to-date standards that Activators are using to design their packaging to ensure that plastic packaging placed on the market is compatible with reuse, recycling, and composting systems. The U.S. Pact Design for Circularity Playbook will be published publicly in 2024 to help all businesses navigate these complex topics and provide insight into how Activators are making changes to achieve Target 2. Our guidance is forward-looking, bringing together and aligning the best available design guidance in North America and globally. Activators are regularly updated on the design guidance and are expected to adopt it within their internal organizations.

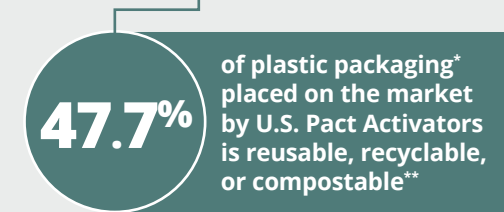
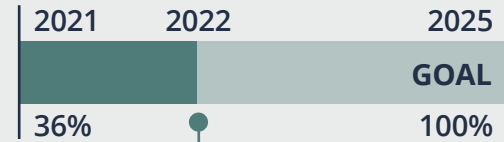
### MEASURING DESIGN FOR RECYCLABILITY

Recycling systems for some packaging formats are well established in the U.S., while recycling systems for other formats are in varying stages of development. The Target 2 progress tracker shows the percentage of the U.S. Pact packaging portfolio that meets our **definition** of reusable, recyclable or compostable, including the requirement that these end-of-life processes occur in practice and at scale. The progress seen in the 2022 report reflects design improvements within formats that are recyclable (particularly PET bottles) as well as conversions from unrecyclable formats to recyclable formats. We also believe that there are some data corrections from the 2021 report.

Other packaging formats do not yet have established recycling systems in the U.S. While work needs to be done to develop collection and processing infrastructure for these formats, re-design efforts must happen in tandem as they often take years to complete. The U.S. Pact also measures design for recyclability as a key performance indicator (KPI) of Target 2. This KPI helps the U.S. Pact and its Activators identify gaps, prioritize targets for conversion, and ultimately monitor progress toward the goal of recyclability in practice and at scale. A package is considered designed for recyclability when it complies with U.S. Pact Design for Recyclability Guidelines (i.e., alignment with the Preferred status in the **APR Design® Guide**), with additional interim guidance for mono-material PP and other polyolefins.

For 2022, the U.S. Pact is not reporting on the percentage of the packaging portfolio designed for recyclability. We observed a substantial increase in the percentage of the portfolio that was considered designed for recyclability. We suspect this was due at least in part to confusion as to the differences between labeling a product as recyclable versus designed for recyclability. As a more recent reporting requirement, U.S. Pact Activators continue to learn and refine data quality. The U.S. Pact will be working individually with Activators who have significant year over year changes to confirm the data and will resume reporting this information in the 2023 report.

### TARGET 2 PROGRESS TRACKER



\*Totals include only B2C and B2Retail packaging, exclude B2B and raw material producer totals.

\*\*Packaging may fall under multiple categories.

Processing Type	Percent of Packaging Compatible with each Processing Type*
Recycle	47.3%
Reuse	0.4%
Compost	0.0%

\*Some packaging falls under multiple categories.

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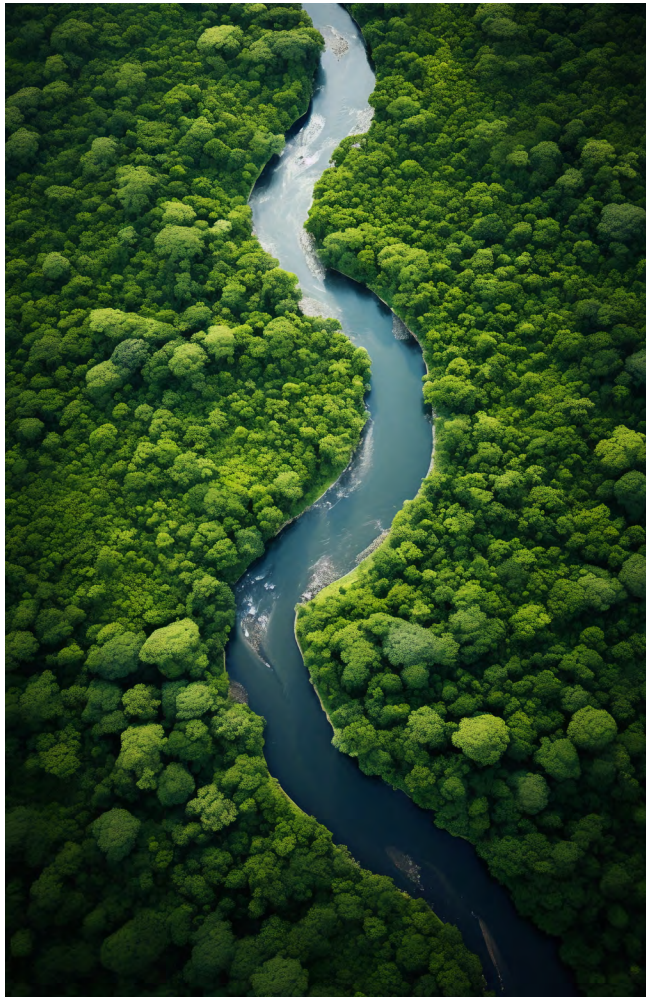
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## TARGET 2

# OVERVIEW



### SETTING THE STAGE FOR COMPOSTING AND REUSE

Infrastructure in the U.S. for composting and reusable packaging systems is in its nascent stages. Composting collection and processing infrastructure is scarce. Despite the climate urgency of keeping methane-producing food waste out of landfills, the majority of composters in the U.S. accept only yard waste and agricultural feedstock, and access to composting services is limited. Compostable food packaging may be a solution to reducing food waste in landfills. But until access to composting plastic packaging is able to scale, no product categories or material formats meet the 30% recovery requirements established by the global plastics pact network. Additionally, cross-contamination between recycling and composting streams due to consumer confusion is a key concern. We are coordinating with existing consortia and research efforts to grow and scale composting infrastructure and access, including participating in Closed Loop Partners' Composting Consortium, which aims to build a roadmap for investment in technologies and infrastructure to address the growth in production of compostable food packaging.

In 2022, the U.S. Pact launched the Reuse Catalyst to accelerate the cross-industry uptake of reusable and refillable packaging in the U.S. To support the expansion of reuse and refill models, the U.S. Pact published Reuse Policy Guidance in early 2024.

### ADHERING TO DESIGN FOR RECYCLABILITY GUIDANCE

Circular recycling systems cannot exist in practice and at scale unless producers 1) design their packaging to make collection, sortation, processing, and end markets possible; and 2) create a demand pull by specifying and using postconsumer recycled content (PCR) made from these materials.

The U.S. Pact has defined Design for Recyclability guidance. A circular plastic package design contains only materials that are **APR Design Guide® preferred** and avoids the use of materials that are **problematic or unnecessary**, detrimental to recycling, or render the package non-recyclable.

For packaging formats that have a recycling system in place, it is critical that companies meet the highest design standards to maximize recycling rates and enable production of high-quality PCR.

For other packaging formats that don't yet have a recycling system in place in practice and at scale, meeting the same rigorous design standards is necessary to allow recycling systems to grow.

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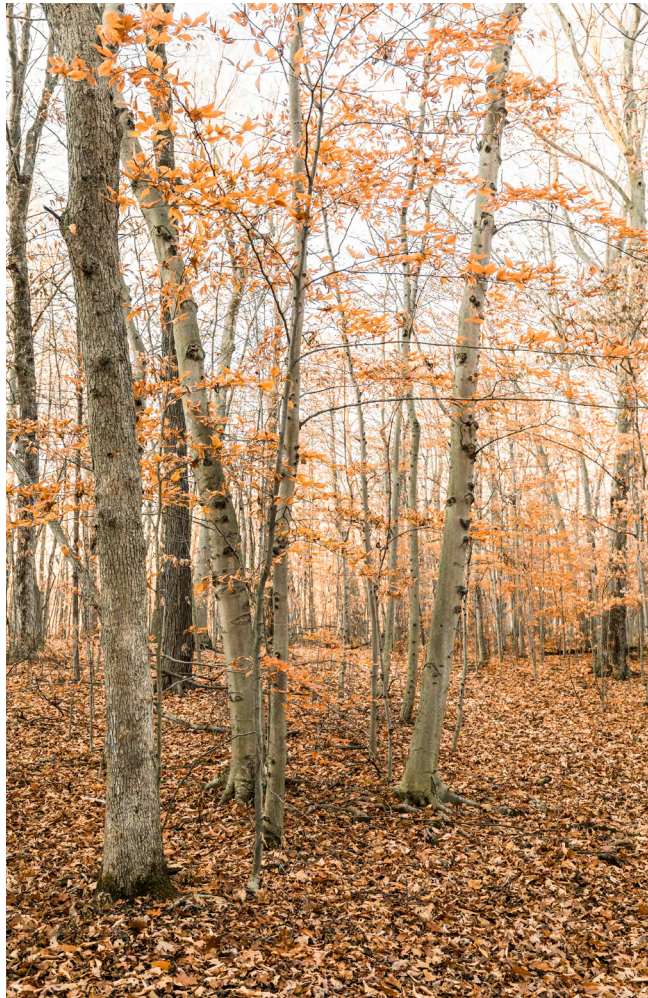
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## TARGET 2

# REUSE CATALYST



The U.S. Pact selected 20 Partners for its **Reuse Catalyst**, a program designed to support innovators that have scalable reuse solutions for the U.S. Reusable packaging reduces the demand for nonrenewable virgin plastic packaging and offers a strong economic growth opportunity — if 20% of global plastic packaging is converted to reusable packaging, \$10 billion would be added into the economy.\*

The U.S. Pact facilitated the Reuse Catalyst program in collaboration with **Closed Loop Partners (CLP)**, **Reusable Packaging Association (RPA)**, and **World Wildlife Fund (WWF)**. Companies selected offered a wide range of commercial reusable packaging solutions, including returnable shipping boxes, washing infrastructure, and food service-ware. Reuse Catalyst Partners attended quarterly meetings discussing priority topics such as forms of funding, city partnerships, and brand and retailer U.S. Pact Activators' priorities and challenges in implementing reuse. Partners also showcased their reuse solutions to Activators and the general public in webinars hosted by the U.S. Pact.

The Partners completed two surveys as a participation element of the program. WWF gathered data from the companies regarding waste reduction, scalability, and customer accessibility for their reuse solutions. CLP interviewed customers of Reuse Catalyst Partners and **published a report** outlining valuable learnings on consumer needs and motivators.

The **report** includes five key insights:

1. Consumers' confusion on the process of reuse systems
2. Consumer reluctance to engage with overly high-tech solutions
3. Consumers' desire for a variety of reuse options and increased access
4. The tendency of some consumers to not return packaging
5. Consumers' need for behavior change guidance to help make reuse a habit

Overall, it is clear that to further scale up reuse, consumers must be brought along in an intentional way, at every stage of the process.

"The first-year program exceeded expectations in showcasing marketplace ingenuity, the spirit of collaboration, and the growing ambition for a better way," said Tim Debus, president of RPA and co-lead of the U.S. Plastics Pact Reuse Workstream. "Through this U.S. Pact initiative and support from participating companies, new connections and learnings were established to illuminate clearer paths for successful reuse models."

The U.S. Pact's reuse work will evolve in 2024 to complement deliverables in Roadmap 2.0, which will launch in June 2024.

*\* From EMF's 2019 paper: "Reuse – rethinking packaging"*

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## TARGET 2

# ACTIVATORS IN ACTION



Waste has been a challenge for the labeling industry for decades, with millions of tons of liner and matrix waste sent to landfills and incinerators every year. In a business environment where efficiency is everything and environmental regulations are increasing, our team is applying our global capacity for innovation to help move the packaging industry — and the many segments it serves — toward a linerless future.

Linerless label constructions feature a facestock and adhesive, but no release liner. The facestock is instead treated during manufacture with a silicone coating. This allows the facestock to protect the adhesive while also ensuring that adhesive releases cleanly during application.



In addition to the sustainability benefits of no waste and reduced materials, a switch from Avery Dennison DT Linered products to DT Linerless results in 49% reduction in carbon — equal to driving around the world 55 times, and 34% reduction in water — equivalent to 579,000 eight-minute showers.



Problematic label constructions are central roadblocks to achieving circularity for PET. Currently many label constructions, such as PETG shrink sleeves, are deeply ingrained in packaging supply chains and are impossible to replace. Developing solutions which sync with existing manufacturing and supply chains but also deliver needed recyclability by eliminating contamination threat posed by labels is key to achieving circularity for PET.

Magnumer is a materials startup introducing the use of magnetizable Magmark coatings as a tool to design recyclable packaging. Magmark coatings have been shown to be viable commercially to aid removal of undesirable labels — a major contaminant in PET bottle recycling. Magmark SS, magnetizable coatings designed for shrink sleeve labels, is the only technology available today that is commercially proven to eliminate problematic shrink sleeve in PET bottle recycling. Bottles are granulated into flakes during recycling. Magmark SS allows for removal of more than 98% of label flake away from PET bottle flake by use of existing magnetic separation equipment such as magnetic pulleys or drum magnets. Magnumer's commercial scale testing led to an Innovation Recognition by the Association of Plastic Recyclers in 2023, allowing Magmark SS to be regarded as a 'preferred design' feature for PET bottles.



More than one billion single-use cardboard boxes are used annually to move products between facilities, costing brands and retailers money and time, and generating a significant amount of waste. Six million trees worth of cardboard is used annually, with \$500+ million wasted on single-use boxes.



In 2023, Vuori partnered with Returnity to test and validate the benefits of shipping product in The Last Box between their distribution centers and stores. Across a 90-day period, Vuori piloted shipping Last Box between their Mexico-based distribution center and five California-based stores.

The field testing validated several benefits over cardboard, including a 40% savings in shipping, 50% efficiency in pack/unpack time,



super product protection, and increased employee safety. Moreover, each Last Box eliminates the use of 40+ cardboard boxes and 300 feet of packing tape.

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## TARGET 3

# OVERVIEW

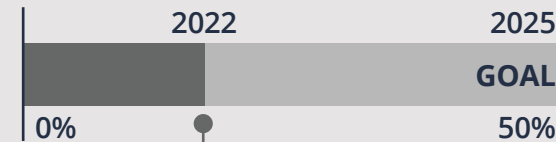
## Undertake ambitious actions to effectively recycle or compost 50% of plastic packaging by 2025

### ESTABLISHING THE BASELINE

While data regarding Targets 1, 2, and 4 are an aggregation from Activator reports, the U.S. Plastics Pact must rely on external sources to measure progress toward Target 3. The U.S. EPA's Advancing Sustainable Materials Management: Facts and Figures report is our core data source, supplemented with reliable industry data, available through the Association of Plastic Recyclers (APR) and the National Association for PET Container Resources (NAPCOR), to calculate a baseline recycling rate of 13.3% for the materials within the U.S. Pact scope. More information on this approach can be found in our [Baseline Report](#).



### TARGET 3 PROGRESS TRACKER



13.3%\*

is the national U.S. recycling rate for plastic packaging

\* Reflects previously reported recycling rate due to lack of update from the U.S. EPA since 2018.

The EPA has not published an update since the 2018 Advancing Sustainable Materials Management: Facts and Figures report due to the limitations of that data set, so we must continue to use the recycling rates calculated in our Baseline Report. However, the EPA noted that standardizing measurement and increasing data collection is a strategic objective in its National Recycling Strategy. The U.S. Pact very much agrees with the importance of this strategic objective. Since 2018, the industry has significantly increased efforts to improve recycling rates of plastic packaging. It is critical that states and the federal government gather data on the amount of plastic packaging produced and recycled to determine a national recycling rate. This is the only means to measure the progress from the various initiatives and determine if the U.S. is advancing toward the EPA's National Goal of a 50% recycling rate by 2030.

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## TARGET 3

# OVERVIEW



### MULTIPLE INTERVENTIONS NEEDED

Tons of plastic packaging are lost in the system today – both commercial and residential packaging. As outlined in The Recycling Partnership’s State of Recycling: The Present and Future of Residential Recycling in the U.S. report, published in January 2024, only 73% of households have access to recycling collection and only 43% of households participate in recycling. In addition plastic packaging is also lost to landfill in settings such as offices, restaurants, large event venues, and other public spaces. Secondary and tertiary commercial and distribution chain plastic packaging is also lost to landfill. For end consumer packaging and residential materials, extended producer responsibility (EPR) and deposit return systems (DRS) will help to adequately finance collection and sortation of plastic packaging. In addition EPR will encourage better design and greater utilization of post-consumer recycled (PCR) content. PCR mandates can also drive the demand for recycled content – incentivizing higher collection, whether commercial or residential.

In our own modeling work, we found that different interventions — including policy, technology, and infrastructure developments — are needed to achieve systemic change and ultimately raise the national U.S. recycling rate for plastic packaging. The model is being used to inform actions that the U.S. Pact can undertake. The U.S. Pact is also participating in existing consortia to increase investment in recycling and composting access and infrastructure expansion through industry engagement and policy drivers.

### MOVING FORWARD

To date, much of our work has been focused on developing design guidance and implementing redesign efforts. Removing materials that are challenging to recycle and standardizing what packaging formats will be used in their place unlocks efficiencies in collection, sortation, and processing. Design is a critical first step in a circular economy, but it is by no means the only step. Additional actions and deliverables that will be taken by the U.S. Pact will be detailed in the forthcoming Roadmap 2.0, scheduled for release in June 2024. Our work will be focused on supporting industry partners in the work they are already doing, while undertaking new actions in areas where comprehensive measures are not yet taking place.

Since the last published national recycling data in 2018, numerous brands have made public commitments related to packaging design and PCR usage, multiple states have passed new EPR policies that will increase recycling access for consumers, and multiple government agencies at the local, state, and federal level have created formal goals on increasing recycling rates. With all the work happening to increase the recycling rate of plastic packaging, it is crucial that the EPA continues to work to implement their strategic objective to Standardize Measurement and Increase Data Collection. Regularly updated comprehensive data are necessary so that the industry can have the full view of where progress is being made and evaluate where additional interventions are required.

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## TARGET 3

# ACTIVATORS IN ACTION

**D6 Walmart** To help increase recycling access and invest in circularity for plastic packaging, two U.S. Pact Activators from the U.S. Pact, Walmart and D6, have collaborated to create and pilot the Community Recycling Program. As part of this program, units are installed in the parking lots of select Walmart and Sam's Clubs offering a free, self-service drop-off container for several types of common recyclables. This program promotes plastic packaging circularity, helps reduce waste, and provides communities with a simple and easy to access recycling point.



**pact** Clean beauty retailer Credo wanted to increase the amount of hard-to-recycle beauty packaging they collected via their specialty collection program and gather robust data on how the collected material was processed.

Credo partnered with Pact Collective through their In-Store Collection Program offering to launch Pact collection bins in all Credo retail locations. Credo and Pact worked to provide robust education to both Credo consumers and Credo employees, who would be helping guide customers through the process of dropping off their empty packaging.



The results were astounding: 50% reduction in the volume of waste collected; 131% increase in the volume of hard-to-recycle packaging collected; 81% of collected material was hard-to-recycle beauty and wellness packaging; 78% decrease in the volume of curbside recyclable material collected; 68% decrease in the amount of material to be sent waste-to-energy.

**AMP** The Kent County Department of Public Works (DPW) provides sustainable materials management and solid waste management services to Kent County residents, with a goal of reducing landfill waste by 90% by 2030. The Kent County Recycling & Education Center, operated by the DPW, is the destination for mixed and single-stream recyclables collected in the six metro cities of Kent County, Michigan.



Kent County was one of the first customers to deploy the compact version of AMP's AI-guided robotics system that adapts to space constraints. The system is a small-footprint, easy-to-install robot that provides materials recovery facilities (MRFs) with a consistent, reliable sortation solution for tight locations that are hard to staff or where existing labor could be redistributed. While the DPW evaluated other technologies, the retrofit solution that robots provide — especially the compact version — made the most sense with the facility's footprint. The installation process was smooth and completed over a weekend. The Recycling & Education Center shut down on Friday and was back up and running on Monday.

The robots offer an attractive ROI of under two years and have been purely additive; without them, Kent County would have had to cut materials or services because they didn't have people to perform critical sorting tasks. Almost immediately, the facility was able to drop three to four people off the line and thinks it will be able to operate without another in a quality-control position as the team continues to adjust. Operating with fewer people frees up site supervisors to focus their attention on other operational needs at the facility. In addition to the stabilization of staffing and the ability to operate with less labor, the other key result was improvement in material quality. With robots, Kent County achieved a cleaner sort on all grades of plastic it processes, and with the robots' ability to prioritize the highest-value material, it has seen much improved quality in its #3-#7 bales.

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## TARGET 4

# OVERVIEW

An average of **30%** recycled content or responsibly sourced biobased content in plastic packaging by 2025

### DEVELOPING A RECYCLED CONTENT STRATEGY

In early 2022, the U.S. Pact completed research to develop a strategy on priority resins and formats. While all materials in a circular economy ultimately must be recycled and put back into new packaging, certain resins are captured and recycled at higher rates; and some packaging formats are more conducive to using postconsumer recycled content (PCR) than others. Activators are making faster progress in categories such as Polyethylene Terephthalate (PET) bottles due to these realities, and we celebrate the improvements in these areas.

U.S. Pact Activators are also working together to identify ways to incorporate more challenging types of PCR back into packaging or into supplies and durables. Through this work, the U.S. Pact has identified that one challenge Activators face is a lack of standardized recycle specifications. This creates a fragmented marketplace. Packaging users are uncertain of which grades of PCR are most available for supply continuity. Recyclers face inefficiencies in their production processes from additional changeovers. By harmonizing the required performance parameters for common packaging applications and developing model recycle specifications, the industry will realize greater efficiencies and supply continuity. In the coming year,

the U.S. Pact will work with industry partners to develop model recycle specifications for PET, Polypropylene, and Polyethylene that is used in packaging.

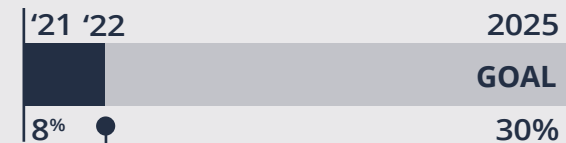
### DEVELOPING A PCR PROCUREMENT TOOLKIT AND CERTIFICATION PRINCIPLES

To assist companies in purchasing and qualifying PCR, the U.S. Pact published a PCR procurement toolkit in 2023. This publicly available tool includes PCR Certification Principles for both mechanically and chemically recycled plastic. These Principles consider how to seize opportunities to build markets in today's environment while ensuring transparency and accountability that PCR is indeed being incorporated as claimed. Industry alignment around definitions and accounting methods is critical to ensuring that the industry is truly increasing demand for plastic that has met the end of its initial life.

### ACTIVATORS ARE REQUIRED TO HAVE PUBLICLY STATED COMMITMENTS TO UTILIZE PCR

Every Activator has a role to play in increasing the usage of PCR. For packaging users and producers, this means a commitment to incorporating a targeted amount of PCR into the packaging. Other Activators can support the usage of PCR through supporting policy, creating technologies, and even requiring PCR in the supplies they procure for internal use. At the end of 2023, nearly all packaging users had publicly stated PCR commitments, demonstrating strong increased demand for PCR.

### TARGET 4 PROGRESS TRACKER



Postconsumer recycled and biobased content address feedstock sources, as opposed to end-of-life characteristics such as recyclability or compostability.

### SUPPORTING POLICIES

We assessed the potential impacts of multiple policy approaches and developed a policy benchmark that outlines effective legislation on PCR mandates and eco-modulation provisions within extended producer responsibility (EPR) legislation. The supply of PCR plastics generated through an increased recycling rate per Target 3 is critical to U.S. Pact Activators meeting Target 4 obligations. However, PCR suitable for packaging materials is usually more expensive than virgin resin. Voluntary commitments alone will not ensure long-term, stable demand for these materials, which is needed to drive the necessary investments to capture and recycle plastic. PCR mandates build long-term, stable demand for PCR by requiring all companies that use plastic packaging to incorporate recycled materials back into new packaging.

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## TARGET 4

# DATA SUMMARY



Limited supply of high-quality postconsumer recycled content is a key constraint in progress toward Target 4. Supply will increase through redesign efforts related to Targets 1 and 2 as well as policy, collection, technology, and education efforts related to Target 3. Activators used virtually no responsibly sourced, biobased content as an input this year and have focused instead on sourcing postconsumer recycled (PCR) content to meet this target. Plastic on the market should be sourced from sustainable inputs to reduce the need for virgin fossil-based plastic and curb climate impacts associated with virgin plastic production.

Packaging Content Type	Percent Contribution of Content Type to Packaging Total*
Virgin Plastic Content	90.4%
Postconsumer Recycled Content	9.4%
Unspecified Biobased Content	0.2%
Responsibly Sourced Biobased Content	0%

\* Totals include U.S. Pact Activators' business-to-consumer and business-to-retail packaging, and exclude business-to-business and raw material producer totals to avoid the possibility of double counting.

### AVERAGE PERCENT OF PCR IN EACH FORMAT

Packaging Format Category	Avg. Percentage PCR
PET Bottle	16%
PET Thermoforms	16%
HDPE Bottle	14%
HDPE Other Rigid	11%
Other PET Rigid	5%
>A4 Mono-material PE Flexibles in B2C Context	4%
<A4 PE Flexibles	3%
Other	2%
PP Bottle	2%
PP Other Rigid	2%
EPS Rigid	1%
PVC Rigid	1%
>A4 Mono-material PE Flexibles in B2B Context	<1%
<A4 Multi-material Flexibles	<1%
<A4 PP Flexibles	<1%
Other >A4 Flexibles	<1%
PE Tubes	<1%
PS Rigid	<1%
Other <A4 mono-material flexibles	0%

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# TARGET 4 ACTIVATORS IN ACTION



Henkel's ongoing commitment is to deliver unique, innovative, and sustainable packaging solutions. The new Dial Body Wash packaging is fully recyclable, and the PET bottles utilize 100% postconsumer recycled content.

The product leverages unique sustainability characteristics through its use of AD CleanFlake™ Technology, which enables pressure-sensitive label materials to separate from PET containers during the recycling process. This leaves no adhesive residue on the resulting PET flake and conserves virgin PET resources by creating less landfill waste. The package also leverages the How2Recycle labeling system. How2Recycle is a standardized labeling system that clearly communicates disposal instructions to the public.



We collaborated throughout the development lifecycle with Designers, Package Engineering, and Supply Chain partners. The product was launched in 2023, and is currently being carried by retailers in store and online.

Henkel is actively working toward our 2025 sustainability packaging goals of more than 30% share of recycled plastic (~ 50 % fossil-based virgin plastics) for all packaging of our consumer goods products and 100 % of packaging designed for recycling or reusability.\*

*\* Excluding products where ingredients or residue may affect recyclability or pollute recycling streams.*



Consumers are increasingly aware that the global climate crisis is due in part to virgin-plastic production, as well as recyclable waste ending up in landfills and the environment. Hi-Cone's customers want to act on reducing virgin plastic in the packaging they are using and partnering with suppliers that can help them achieve their sustainability goals.



To advance the circular economy initiatives of ending waste and promoting sustainability in manufacturing, production, and consumption, we must build on the foundations already laid through recycling and other programs. Suppliers need to offer innovative solutions to reduce virgin plastic, use recycled content and to help ensure products are recycled to support a circular economy.



To meet this need, Hi-Cone developed the RingCycles portfolio. The product portfolio includes ring carriers made from 55% postconsumer recycled (PCR) content and are designed for minimal packaging. Where #4 LDPE is not collected, consumers can easily

recycle via our RingRecycleMe program. Moreover, our customers don't have to make changes or investments to their existing operations to implement RingCycles.

Hi-Cone is in the process of transitioning our portfolio from ring carriers made from 55% PCR to 100% PCR. This will eliminate the use of virgin plastic in our flexible ring carrier portfolio.

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# ACTIVATOR PARTNERSHIPS

A notable outcome of the U.S. Pact Activators' work on Roadmap 2025 has been the Target-related collaborations that have developed in a relatively short time. These partnerships highlight a foundational component of the Roadmap – its relevance to and applicability across all areas of the plastic value chain. Below are just a sample of Activators' collaborative projects and initiatives:

**Closed Loop Partners'** Center for the Circular Economy launched the Consortium to Reinvent the Retail Bag's Beyond the Bag Initiative, which is a pre-competitive collaboration amongst retail brands that aims to identify, test, and implement innovative new design solutions that serve the function of today's single-use plastic retail bag. The Consortium launched with Founding Partners **CVS Health**, **Target**, and **Walmart** and since then, it has grown to a partnership with more than a dozen retailers, representing seven different retail sectors and over 73,000 stores nationally.

Focused on lower-carbon, transparent products, **Closure Systems International** (CSI) developed PolyCycle®, a 100% GreenCircle certified postconsumer, recycled (PCR) resin. Collaborating with **MRFs, our supply partners and other US Pact Activators**, CSI is advancing the US Plastics Pact targets in waste minimization and sustainable materials, offering a verifiable circular solution - "Closure-to-Closure". Through U.S. Pact partnerships and customer collaborations, CSI delivers innovations in materials, access, and supply, while advancing traceability, and minimizing disruptions in the value chain.

Since December 2022, **City of Phoenix** and **Church & Dwight** have partnered on an iterative, collaborative process for testing material sortation at the City's North Gateway Transfer Station and Material Recovery Facility. The collaboration provides real-time insights into how materials with shrink sleeves flow through a standard MRF and what bales they end up in. Throughout our testing, we have seen conflicts arise with materials meeting APR Critical Guidance but not sorting properly in an actual MRF setting. These insights will help brand owners find recyclable solutions for shrink sleeves on HDPE containers which will not require consumers to remove the sleeves before placing in curbside bins.

**The Sustainability Consortium** has created a Small Format Packaging Task Force with its corporate members. CPG companies with a significant amount of small format packaging in their portfolio recognize the need to collaborate in order to make progress towards sustainable packaging commitments. The scientific and economic data we are collecting will help make the "business case" for interventions that will improve circularity. Project partners include fellow U.S. Pact Activators **Colgate-Palmolive**, **L'Oreal**, **The Kraft Heinz Company**, and **The Recycling Partnership**.

To close the information gap, **ALPLA** has chosen to raise awareness on how to use plastic responsibly as a valuable material through a global communication's campaign called aVoice, a campaign focused on the consumer. The solution was to create a microsite and two social media channels to provide consumers with information, as well as to work directly with **K-12 schools**. The platforms are intended to drive awareness and provide actionable tips to end users of plastic packaging so they can be a part of the movement toward greater circularity.

**Returnity** designs and manufactures reusable shipping and delivery bags and boxes for products already on the market and provides the e-commerce and delivery packaging system that powers how these bags and boxes are used. **Target** and Returnity collaborated to pilot a reusable shopping bag service for Target stores.

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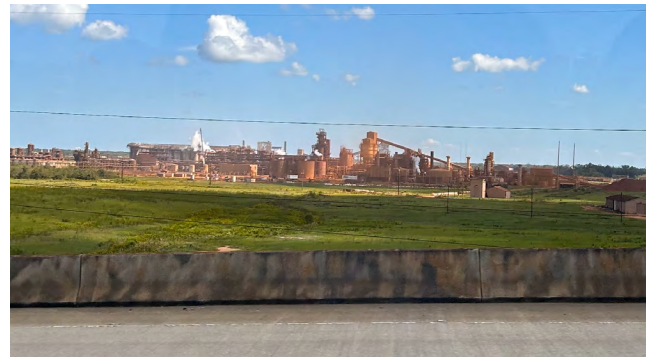
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# OUR COMMITMENT TO ENVIRONMENTAL JUSTICE



## SPOTLIGHT: CANCER ALLEY, LOUISIANA

As part of the U.S. Plastics Pact's first in-person Action Summit, Activators and other partners took a guided trip through part of Louisiana's Cancer Alley. This 184-mile stretch of the Mississippi River, between Baton Rouge and New Orleans, is flanked by 378 oil refineries, petrochemical plants and other industrial plants. Cancer Alley is home to 45,000 residents and gets its name from its unusually high percentage of cancer, asthma and other health cases – the lifetime cancer risk is up to 47 times what the EPA deems acceptable\*. **The Descendants Project** led the excursion, and also participated in an environmental justice panel during the Action Summit, along with an environmental scientist from the Tulane Environmental Law Clinic. It was an informative and thought-provoking experience for all attendees.



## Addressing environmental justice cannot be achieved independently.

### U.S. PLASTICS PACT + ENVIRONMENTAL JUSTICE

The U.S. Pact continues to work to embed environmental justice into a just transition to a circular economy for plastics packaging. Starting with our definition of environmental justice, we work to support inclusivity and well-being for all people. From considering the health implications of certain materials in our Problematic and Unnecessary Materials List, to adding an equity lens to PCR Certification and Reuse Policy guidelines, we challenge industry leaders from private and public sectors to consider diverse perspectives and experiences. Addressing environmental justice cannot be achieved independently, so the U.S. Pact launched the Environmental Justice Workstream, composed of dedicated individuals exploring how to address these matters and serving as a resource to Activators and other workstreams looking to thoughtfully incorporate these ideals into their work.

\* From ProPublica: "The Most Detailed Map of Cancer-Causing Industrial Air Pollution in the U.S."



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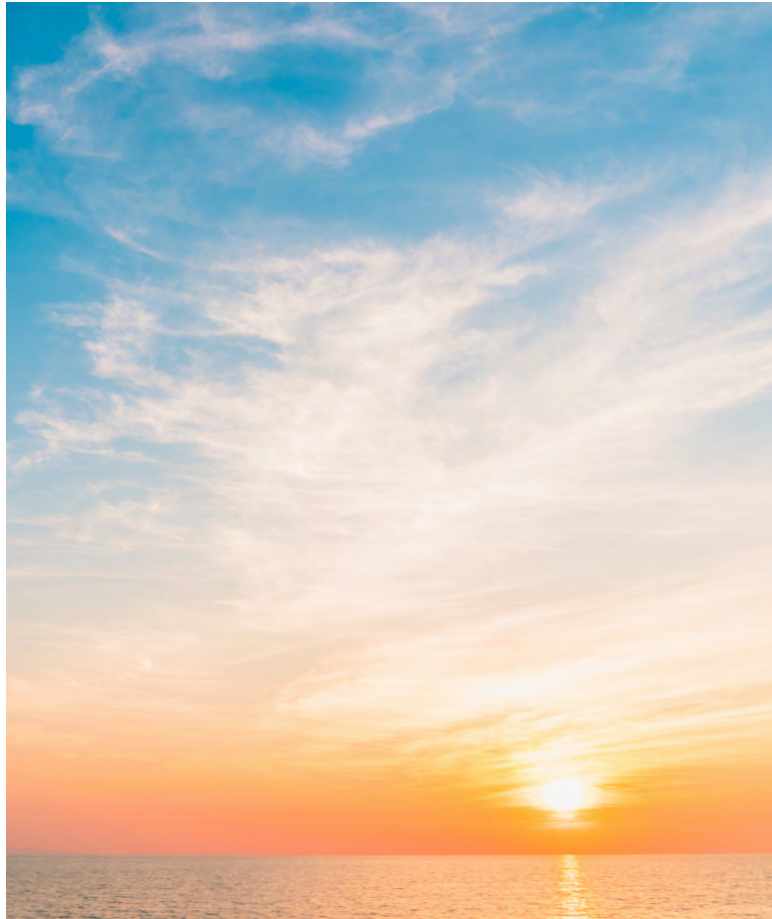
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# FINANCIALS (FROM 2022 AUDIT)

On September 22, 2022, the U.S. Plastics Pact restructured its relationship with The Recycling Partnership (TRP), becoming its own 501(c)3 – U.S. Plastics Pact, Inc. While the U.S. Pact is no longer part of TRP, our partnership with them remains strong and mission-focused. These financials include assets, revenue, and expenses reported separately before and after the U.S. Pact's restructuring.



	FROM TRP 2022 AUDIT <small>1/1/22 - 9/22/22</small>	POST-TRP 2022 AUDIT <small>9/22/22 - 12/31/22</small>	TOTAL ACROSS BOTH '22 AUDITS <small>1/1/22 - 12/31/22</small>
<b>REVENUE</b>			
Contributions and Grants	\$ 1,540,842		\$ 1,540,842
Inter-Entity Transfer of Net Assets		\$ 1,205,091*	
<b>REVENUE TOTAL</b>	<b>\$ 1,540,842</b>	<b>\$ 1,205,091</b>	<b>\$ 1,540,842</b>
<b>EXPENSES</b>			
Program Services	\$ 919,985	\$ 288,282	\$ 1,208,267
Supporting Services			
Management/General	\$ 38,333	\$ 33,051	\$ 71,384
Fundraising	\$ 0	\$ 65,572	\$ 65,572
<b>Total Supporting Services</b>	<b>\$ 38,333</b>	<b>\$ 98,623</b>	<b>\$ 136,956</b>
<b>TOTAL EXPENSES</b>	<b>\$ 958,318</b>	<b>\$ 386,905</b>	<b>\$ 1,345,223</b>
Net Assets - Beginning	\$ 830,748		
Change in Net Assets	\$ 582,524	\$ 818,186	
Inter-Entity Transfer of Net Assets	\$ (1,413,272)		
<b>NET ASSETS - ENDING</b>	<b>\$ 0</b>	<b>\$ 818,186</b>	

*\*Value of assets at time of transfer*

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The U.S. Plastics Pact continues to break ground and make progress toward a more circular economy for plastics packaging in the U.S. Without the work of the U.S. Pact, we would not see the level of business support for policies such as extended producer responsibility (EPR), deposit return systems (DRS), and postconsumer recycled (PCR) content mandates. We also would not see the global alignment and desire for an international instrument to address plastic pollution. Without the work of the U.S. Pact, major retailers and consumer goods companies would not have the detailed level of insight into their packaging portfolios — in terms of what needs to be eliminated and what needs to be improved upon or changed in order to support a more circular economy.

Headwinds toward building such a circular economy continue, and the U.S. Pact will continue to collaboratively develop and implement practical technical guidance and resources to assist the entire plastics packaging value chain. From a reporting standpoint, we are only halfway through Roadmap 2025, but in real time the U.S. Pact is much closer to the culmination of this part of our collective work. Roadmap 2025 remains the circular economy strategy for plastic packaging in the U.S., and we are committed to transparently delivering on our Mission as we continue through the current Roadmap and transition to Roadmap 2.0.



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# GUIDING PARTNERS & TEAM

The U.S. Plastics Pact depends on strong leadership and guidance to advance toward its Mission. Both our Board of Directors and Advisory Council represent the diversity of U.S. Pact Activators across the plastics supply chain. We are grateful for the dedication and experience they provide for our Mission and Vision.

## BOARD OF DIRECTORS

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Recruitment Coordinator

**MEGAN BYERS**  
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(part-time)

**XIMENA CORONADO**  
Communications  
Undergrad Intern  
(part-time)

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# U.S. PLASTICS PACT ACTIVATORS

The U.S. Plastics Pact is grateful for the companies, governments, nonprofits, and public-sector organizations who dedicate their time, knowledge, and experience to our collective Mission.



## JOIN US!

Demonstrate your leadership, energy, enthusiasm, commitment, and transparency to build the circular future.

The power of the U.S. Pact is the strength of collective action on the ground in communities, within industry, and through thoughtfully designed policies and innovations. Coordinating these efforts is essential to exponentially accelerate progress. We must act boldly in collaboration and quickly adapt or change course as we work together to meet our ultimate goal to reduce plastic waste.

For more information or to become an Activator of the U.S. Plastics Pact, please contact us at [takeaction@usplasticspact.org](mailto:takeaction@usplasticspact.org).

Help Us End Plastic Waste  
**DONATE TODAY!**

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