



IMPACT REPORT

2024-2025

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JONATHAN'S MESSAGE



DEAR FRIENDS OF THE U.S. PLASTICS PACT, I've spent my entire career in packaging, and I've never seen a moment quite like this one. Across boardrooms, shop floors, Capitol Hill, and kitchen tables, one truth is becoming impossible to ignore: the way we design, use, and recover plastic has to change—and the time to act is now. That urgency is what drives me, as a dad, as a lifelong packaging professional, and as CEO of the U.S. Plastics Pact.

This coalition enters 2026 with a clearer purpose than ever before. The companies who remain engaged aren't here to simply observe the problem. They're here because they believe that circularity is not only necessary, but inevitable—and they want to help build the version of it that actually works in the United States.

What encourages me most isn't any single data point; it's the mind-set shift I'm seeing across our Activators. They are asking different questions than they were a few years ago. Less "Should we do this?" and more "How fast can we make this real?" They're rolling up their sleeves—testing new designs, working with recyclers, rethinking old assumptions, and taking on the practical challenges that come with real progress.

About this Report: This is the U.S. Plastics Pact's fifth opportunity to share the aggregated, summarized data of its members (called "Activators"). The USPP and its Activators strive to present the most accurate data possible, which necessitates an ongoing improvement both of Activators' internal data-collection methods and the 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.

This is what leadership looks like in a moment of transition. Not perfect answers. Not press releases. But steady, determined action from people who understand the stakes and aren't backing away from them.

As we move into this next phase, our job is to stay focused on what actually moves the system: clearer design signals, stronger end markets, smarter infrastructure, and cross-sector collaboration that doesn't break down when the work gets tough. None of it is glamorous. All of it is essential.

To every Activator who continues to lean in—you're the reason this coalition matters. And to those considering a return or a deeper commitment, know this: there is room for you at this table, and your contribution will make a difference.

The future we're building is one where plastic never becomes waste—and we get there by doing the work, together.



Jonathan Quinn
President & CEO, U.S. Plastics Pact

INTRODUCTION

THE U.S. PLASTICS PACT IN 2025



2025 marked a turning point for the U.S. Plastics Pact (USPP). The phase of goal-setting, alignment, and foundational work is behind us, and the era of execution is here. Our focus is translating alignment into measurable, scalable, real-world systems that reduce plastic waste and build a circular economy for plastic packaging in the United States.

As we conclude Roadmap to 2025—which delivered tangible progress and a shared foundation for action—the USPP is now focused on driving deeper impact through Roadmap 2.0. This next phase reflects both what we have learned and what the moment demands: a clear shift from conceptual guidance to action-oriented problem-solving. Developed in close collaboration with Activators beginning in late 2023, Roadmap 2.0 reflects a more mature understanding of system complexity and where collaborative action is required. Its deliverables are more in-depth, including action-oriented position papers, policy engagement grounded in best practices, cross-value chain initiatives, and practical tools that support implementation across all Pact targets from design and recyclability to recycled content, collection, and end markets.

As with the broader sustainability landscape, the USPP’s membership has evolved. Organizations are adapting their approaches in response to economic conditions and shifting corporate strategies, with many choosing to deepen their engagement—demonstrating that the urgency and importance of this work remain unchanged. Membership shifts inevitably affect our data set and reported tonnage, and we account for that transparently in this report.

But the more meaningful story is the leadership and action taking shape across the USPP. This year’s Impact Report highlights how Activators are clarifying pathways for the wider market, proving what is possible, and demonstrating how circularity can succeed at commercial scale.

This report reflects both progress and pragmatism. You will find transparent data, proof points from Activators, and clear priorities for the work ahead. We highlight where momentum is building, and where cross-sector alignment is beginning to unlock solutions. We also identify challenges that must be addressed to achieve circular outcomes at scale.

This year’s Impact Report highlights how Activators are clarifying pathways for the wider market, proving what is possible, and demonstrating how circularity can succeed at commercial scale.

Across key metrics, USPP Activators continue to make steady progress. More brands and retailers are increasing the use of postconsumer recycled (PCR) content in packaging, and more companies are reassessing materials and design choices to better support circularity. Packaging is increasingly being designed with recyclability or reuse in mind, guided by clearer criteria and more consistent guidance. Together, these steps reflect thoughtful, real-world decisions, ranging from design refinements to procurement and supply-chain adjustments, that are beginning to show up in products on shelves.

The year ahead is about doing the work together. Membership may evolve, but the mission does not: a future where plastic never becomes waste. The USPP enters 2026 sharper in focus, stronger in commitment, and firmly centered on outcomes. Now, we move from alignment to execution and from execution to impact.

ROADMAP 2.0 TARGET PROGRESS



KEY DATA POINTS

The data enable the USPP to gain a clearer understanding of the scale of the challenges ahead and to identify the critical actions needed to close existing gaps.



3.58 Million MT

the total weight of plastics placed on the market by USPP Activators. Of this, 1.3 million metric tons (MT) are attributed to business to consumer (B2C) and business to retail (B2R) sales



TOP 3 Formats

PET bottles, Pallet wrap (under B2B PE flexibles), and Other flexibles (incl. multimaterials) are the top three plastic packaging formats represented within the USPP by weight



TARGET 1

29%* of business Activators* did not sell any items on the Problematic and Unnecessary Materials List



TARGET 2

54% of the plastic packaging, by weight, placed on the market by USPP Activators is reusable, recyclable, or compostable



TARGET 3

13.3%** is the national U.S. recycling rate for plastic packaging



TARGET 4

14% is the average postconsumer recycled content or responsibly sourced biobased content in scope used by USPP Activators



TARGET 5

Identify viable reusable packaging systems and increase their implementation and scale by 2030, as part of reducing the use of virgin plastics

*Only includes the USPP's brand, retailer, converter, and raw-material supplier Activators. Activators who are non-plastic generators are not included in this metric.

**Reflects previously reported recycling rate, as the U.S. EPA has not updated data since 2018.

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TARGET 2

OVERVIEW

Design and manufacture 100% of plastic packaging to be reusable, recyclable, or compostable

DESIGNING FOR CIRCULARITY

The USPP **Design for Circularity Playbooks** provide essential information and tools to help businesses navigate the complexities of designing packaging for reuse, recycling, and composting systems. These playbooks offer forward-looking guidance that aligns the best available design and on-pack messaging standards in North America and globally, helping Activators to make meaningful progress toward achieving Target 2. In 2025, Activators updated the Design for Compostability, Reuse, and Recyclability playbooks with the latest research and best practices. For recyclability, our guidelines align with the “Preferred” criteria in the **APR Design® Guide for Plastics Recyclability**. For compostability and reuse, our guidelines align with certification schemes and standard specifications. USPP will launch the next edition of its Design for Circularity Playbooks in early 2026, providing cutting-edge guidance for circular design.

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. While these systems continue to scale, it is critical that companies continue their circular redesign efforts—scaling systems and redesigning for circularity must happen in parallel to advance circularity.

¹See the [USPP's definition](#) of recyclable packaging.

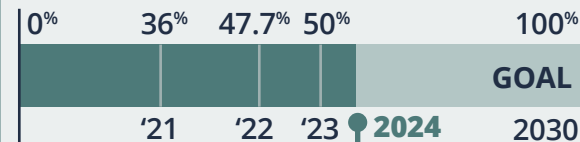
For this reason, the USPP measures this metric in two ways:

1. The Target 2 Progress Tracker shows the percentage of the USPP packaging portfolio that meets USPP's definition of reusable, recyclable or compostable, including the requirement that these end-of-life processes occur in practice and at scale¹.
2. The Design Progress Tracker shows the percentage of the USPP packaging portfolio that complies with USPP's Design for Circularity Playbooks.

ADVANCING CIRCULAR REDESIGN

The USPP doesn't only issue design guidance; it also supports Activators in redesigning their portfolios to meet those guidelines. The USPP facilitates the annual Sustainable Packaging Innovation Awards, hosts technical workshop series on redesigning challenging packaging formats, and participates in ASTM standards development. The USPP also regularly engages in partner efforts to advance reusable and compostable packaging formats. In 2025, the USPP and Closed Loop Partners (CLP) released **Getting Ready for Reuse in Retail**, an analysis of the five consumer product categories most primed for implementation of reusable packaging. The USPP engages with ongoing efforts to further expand access to composting infrastructure and composter acceptance of plastic packaging. The Playbooks will include a new section—Packaging Pathways Principles—with guidance for determining which circularity outcome to design for (reuse, recycling, or composting) based on packaging format and consumption setting.

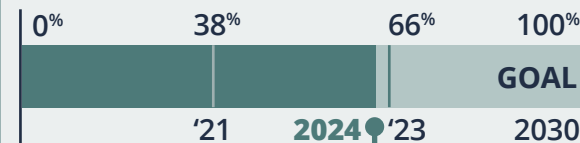
TARGET 2 PROGRESS TRACKER



54%

of plastic packaging* placed on the market by USPP Activators is reusable, recyclable, or compostable**

DESIGN PROGRESS TRACKER



63%

of plastic packaging placed on the market by USPP Activators is designed for reuse, recyclability, or compostability

Processing Type	Percent of Packaging Compatible with each Processing Type**
Recycle	54%
Reuse	0.2%
Compost	0%

^{*}Totals include only B2C and B2R packaging, exclude B2B and raw-material supplier totals.

^{**}Packaging may fall under multiple categories.

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ADHERING TO DESIGN FOR RECYCLABILITY GUIDANCE

Design is the necessary first step toward enabling circular pathways

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.

USPP has defined **Design for Recyclability** guidance. A circular plastic package design contains only materials that are **preferred** per the **APR Design® Guide** and avoids the use of materials that are **problematic and 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 critical to allow recycling systems to grow effectively.

*Companies are continuing to develop their systems. It is possible that some volumes meeting APR's Detrimental criteria were included.

SHARE OF PACKAGING DESIGNED FOR RECYCLABILITY

Packaging Format Category	Currently Recyclable Globally¹	Currently Recyclable Nationally¹	BUSINESS TO CONSUMER AND TO RETAIL ONLY		ALL PACKAGING (INCL. BUSINESS TO BUSINESS)	
			Share of Packaging Designed Following USPP Design for Recyclability Guidance	Weight by MT of all B2C/ B2Retail Packaging	Share of Packaging Designed Following USPP Design for Recyclability Guidance	Weight by MT of All Packaging
PET Bottle	Yes	No	91%	627,437	93%	1,258,379
PE Flexible (B2B): Pallet Wrap	Yes	No	100%	8,024	54%	776,861
Other Flexibles (Including Multimaterials)	No	No	19%	145,353	16%	508,342
HDPE Bottles/Jugs/Jars	Yes	No	60%	136,526	75%	240,761
PE Flexible (B2C)	No	No	46%	83,422	71%	200,766
PP Other Rigid	Yes	No	57%	104,815	68%	158,456
PET Thermoforms	No	No	6%	36,626	23%	120,518
PS/EPS/XPS Rigid	No	No	0%	35,976	0%	74,570
HDPE Other Rigid	Yes	No	49%	14,315	89%	68,419
Other Rigid (Including Multimaterials)	No	No	35%	73,994	33%	77,244
PP Flexibles	No	No	51%	17,477	78%	42,406
Other PET Rigid	No	No	34%	30,908	34%	31,316
PP Bottle	Yes	No	25%	5,276	66%	18,027
PE Tubes	No	No	85%	2,872	86%	3,069
PVC Rigid	No	No	0%	511	0%	571
Industrially or Home-Compostable Plastics	No	No	0%	29	0%	199
HDPE & PP Rigid for B2B Transportation	Yes	No	96%	103	57%	175

¹These plastic packaging formats are based on the results of the Ellen MacArthur Foundation's Recyclability Assessment.

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TARGET 3 OVERVIEW

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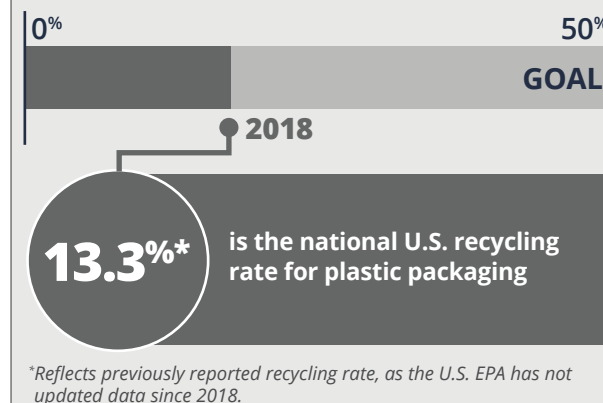
Effectively recycle 50% of plastic packaging and establish the necessary framework to recycle or compost packaging at scale

ESTABLISHING THE BASELINE

Since the publication of the USPP's **Baseline Report** in 2020, our estimated annual overall plastic packaging recycling rate has not changed. The core data source continues to be the U.S. EPA's **Advancing Sustainable Materials Management: 2018 Tables and Figures** report. These data are supplemented with reliable industry insights from 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 materials within the USPP scope. More details on this methodology are available in our Baseline Report.



TARGET 3 PROGRESS TRACKER



The EPA has not calculated the national recycling rate for plastics since 2018. While the implementation of Extended Producer Responsibility (EPR) legislation will lead to determining recycling rates in certain states—and other efforts such as **Stina's U.S. Post-consumer Plastic Recycling Data Dashboard** seek to measure the total amount of postconsumer plastic that is recycled—this is not the same as a holistic, national recycling rate. We cannot manage what we do not measure. Significant public and private funds are being used to increase recycling rates, but it's not possible to truly know the impact of those efforts. Only by establishing and updating a national recycling rate for plastic packaging can we make data-driven determinations on which programs, infrastructure, and interventions are most effective in advancing the recycling rate.



TARGET 3

OVERVIEW

MULTIPLE INTERVENTIONS NEEDED, INCLUDING POLICY-ENABLED ACTION

There is no singular solution to increasing recycling rates. While specific challenges will vary by packaging format, in general, continued efforts are needed in all areas including circular design, technology innovation, expanded collection access, end market development/demand for PCR, and consumer engagement. While policy solutions are needed to holistically address complex system issues, the efforts of individual companies, organizations, and communities play a vital role in increasing recycling rates in the interim—particularly when those efforts come together through multi-stakeholder initiatives.

As both policy solutions and multi-stakeholder initiatives are needed to increase recycling rates, the USPP focused intentional effort in both areas. Our Policy Workstream published the USPP **Extended Producer Responsibility Policy Position Paper**, a consensus-built framework outlining six key policy levers to include in EPR. This framework delineates the most effective points in the process for various determinations in legislation and regulation—giving policymakers practical guidance on what is critical to have in place to get started, and what can be developed over time—as well as makes recommendations on what components should be harmonized with other states to reduce the complexity of compliance and what components should be tailored to the individual needs of their state. A consensus-built framework aligned on key principles can support the accelerated implementation of effective EPR programs.

In addition to our own internal efforts, the USPP was a supporting partner to **CIRCLE by OPLN's Legislator Guide for Circular Policy**. This is another tool to support policymakers in understanding the complexities of circularity and provide resources for drafting effective EPR legislation. The USPP is also an endorsing organization of the **Cultivating Investment in Recycling and Circular Local Economies (CIRCLE) Act**.



The USPP focused on two multi-stakeholder initiatives to increase recycling rates for specific packaging formats. The Film & Flex Workstream drafted *Journey to Film & Flex Circularity: A Roadmap of Necessary Design, Collection, and End Market Levers*. This white paper—released in January 2026—is intended to lay a framework for how existing efforts need to work in tandem, as well as galvanize the necessary policy, innovation, and investment needed to advance circularity for film and flexible plastic packaging. The USPP also co-leads The **Packaging Recyclability Advancement Task Force**, creating a guidebook for how companies can address challenges in collection, reprocessability, and end markets so that packaging that has been redesigned for circularity can reach the required thresholds in other areas of the recyclability assessment and be labeled as recyclable—a key element in getting recyclable packaging into the recycling bin so it can be recovered.

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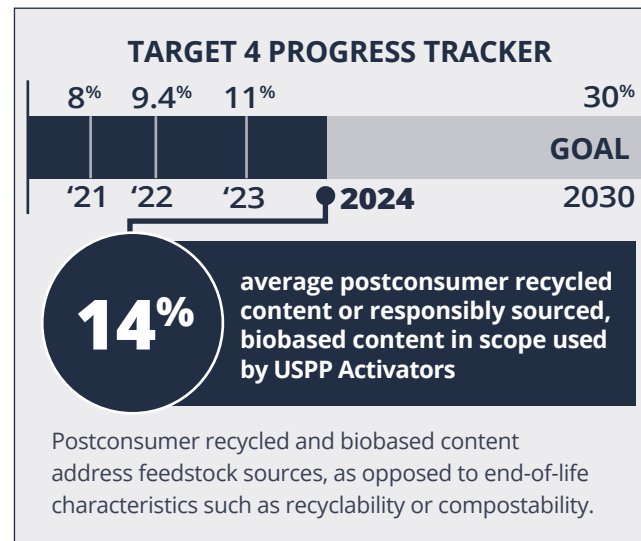
Achieve an average of 30% postconsumer recycled content or responsibly sourced biobased content across all plastic packaging

2025 has been a challenging year for the recycling industry. The closure of several recycling facilities—such as **rPlanet Earth** and **WM's Natura** film recycling plant—highlight the criticality of sustained demand for domestically produced Postconsumer Recycled Content (PCR). In a market economy, supply is incentivized by adequate demand at a profitable price. Without that demand, companies don't have an incentive to create supply, or worse, go out of business trying. While emerging EPR legislation will help fund recycling infrastructure and processes, end-market demand will still be critical to ensure recycling takes place. Adequate funding alone won't prevent plastic packaging from reaching landfills; PCR must be bought and incorporated into production.

Stabilizing and building PCR markets will take both policy and market-driven actions, and the USPP is working in both areas. This year, the PCR workstream developed two papers specific to this topic. The first, **Overcoming Barriers to Increasing the Use of PCR in the U.S.**, outlined supply, demand, and financial barriers to increasing the use of PCR and both policy and market-driven levers to overcome those challenges. This actionable document outlined how policy and market-driven actions can work together to more rapidly scale the collection, reprocessing, and use of postconsumer materials. The second, the USPP's **Physical and Chemical Recycling Position Paper**,

focuses on the role of physical and chemical recycling in a circular economy. The paper is the result of a review of the science and data related to these processes and reflects input and general consensus from across the multi-stakeholder Activator base. The position outlines where these technologies may be needed to advance circularity as well as the necessary safeguards to protect environmental and human health while ensuring transparency and consistency in the process.

Whether their efforts are voluntary or driven by policy, companies need tools to overcome common challenges in increasing the amount of PCR they use. The PCR Workstream has also worked to create tools and resources to propel action. The **PCR Toolkit** was updated and expanded this year. This toolkit contains a variety of resources and educational materials to support cross-functional stakeholders such as Procurement, R&D/Quality, Government Affairs, and Brand Leadership in increasing the amount of PCR they use. As a follow up to our previously released **PCR Certification Principles**, the workstream created a **PCR Certification Education Resource**—a guidebook outlining the importance of chain of custody certification, giving an overview of the process, and providing definitions for key terms. A checklist of questions to ask when evaluating PCR Certification Standards is also included.



The workstream helped develop a workshop titled **Reimagining PCR Procurement** for the 2025 Plastics Recycling Conference to highlighting the importance of engaging procurement to build supply chains and increase industry capabilities using procurement tools common in other industries that have helped support growth and reduce long-term costs. An internal workshop for Activators titled Future-Proofing Your Business dug further into these topics, showcasing tools and approaches companies can use to proactively address emerging regulatory and market risks.

 **Access the USPP PCR Toolkit for more resources and educational materials**

Identify viable reusable packaging systems and increase their implementation and scale by 2030, as part of reducing the use of virgin plastics



Reuse is an essential but underutilized lever in the transition to a circular economy. Specifically, **new studies show** that 66 million tons of plastic packaging pollutes the global environment each year, two thirds of which could be eliminated by 2040 through prioritizing of reuse and return models. Recognizing the importance of reusable packaging systems, Target 5 was created with Roadmap 2.0. As reusable packaging systems are not widespread, the USPP has not yet created a quantifiable goal or metric for measuring this but will do so in the future as our reuse work advances.

The complexities involved in developing and scaling reuse systems have led to many failed individual company efforts, highlighting the need for multi-stakeholder initiatives to create cost-effective systems that are clear and convenient for consumers to use. In 2025, USPP Activators came together to catalyze action toward meeting EPR mandates now and growing consumer-facing reuse through both the Reuse Workstream and Reuse in Retail Initiative (RRI). The RRI is open to all U.S. companies, regardless of USPP membership.

The RRI is a collaborative, precompetitive initiative between brands and retailers designed to accelerate the transition to reusable packaging in focused product categories in retail in an existing EPR state. In late 2025, the Scoping Phase took place which consisted of 10 Activator and non-Activator brands, retailers, and organizations who came together to rank the product categories, regions, and reuse models of preference for the future on the initiative. They also worked with support from the Reuse Workstream to develop tangible outputs such as an end-to-end system map, consumer experience strategy, and stakeholder analysis matrix. These rankings and tangible outputs are intended for use by companies that choose to participate in subsequent phases of the project, supporting their eventual goal of launching at least one product category in-store. The Program Design Phase is planned to kick off in mid-2026.

As a convener across the plastics value chain, the USPP plays a unique role in the implementation of consumer facing reuse, bringing together a variety of stakeholders, early adopters, and experts in reuse to build the most environmentally, commercially, and operationally viable system possible for the RRI.

<div></div>	<div><h1>2025 USPP SUSTAINABLE PACKAGING INNOVATION AWARDS</h1></div>
<div><p>TABLE OF CONTENTS</p><p>CEO'S MESSAGE</p><p>INTRODUCTION</p><p>WAYS OF WORKING</p><p>POLICY IN ACTION</p><p>USPP ACTIVATORS</p><p>ROADMAP 2.0</p><p>TARGET PROGRESS</p><p>TARGET 1</p><p>TARGET 2</p><p>TARGET 3</p><p>TARGET 4</p><p>TARGET 5</p><p>INNOVATION AWARDS</p><p>ACTIVATORS IN ACTION</p><p>LOOKING AHEAD</p><p>GUIDING PARTNERS AND TEAM</p><p>USPP: A PLATFORM FOR ACTION</p><p>JOIN US!</p></div>	<div><p>Each year, the U.S. Plastics Pact showcases businesses innovating circular solutions that make progress on the Roadmap's 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 USPP's Sustainable Packaging Innovation Awards are chosen from open submissions from both USPP members and non-members. Winners in each of the four categories were evaluated by a robust judging panel of NGOs, retailers, and manufacturers. Criteria included adherence to USPP design targets, circularity, manufacturability, and impact on the consumer experience. This year's winners received recognition at USPP's Activator Action Summit in November, and a technology showcase promotion through the USPP.</p></div> <div><div></div><div><p>RECYCLABILITY – Brook + Whittle: GreenLabel® BlockOut™ is a patented, light-blocking crystallizable PET (cPET) sleeve that lets brands switch from colored PET to clear, widely recyclable bottles without compromising product protection or shelf impact. Blocking up to 99% of light and fully detectable in recycling streams, it reduces material use, simplifies SKUs, lowers EPR fees, and enables brands to offer premium, sustainable packaging for dairy, nutraceuticals, beverages, and personal care products.</p></div></div> <div><div></div><div><p>POSTCONSUMER RECYCLED CONTENT (PCR) – PureCycle & Churchill Container: PureCycle and Churchill Container's Run It Back® line™ delivers fully circular, collectible reusable concession cups made from 100% post-consumer recycled polypropylene (excluding decoration, additives, and colorants). Launched in February 2025, these high-quality, food-safe cups meet APR Preferred guidance and showcase how recycled materials can be upcycled into durable, visually appealing, and sustainable drink ware for sports venues.</p></div></div> <div><div></div><div><p>REUSE OR REFILL – CLUBZERØ: CLUBZERØ delivers AI-powered digital infrastructure and reusable packaging systems across retail and on-trade. Our GS1-standard platform enables unique serialization and real-time traceability for durable, mono-material, toxin-free PP containers engineered for 250+ cycles. Proven across 3M+ rotations, enabling up to 98% return rates, 85% annual savings, major EPR cost avoidance, and a verified 93% CO₂ reduction vs single-use. They deliver a premium, museum-recognized reuse experience with minimal behavior change, combining packaging development, certified washing and logistics, automated deposit management, and compliance-ready data across 43+ jurisdictions.</p></div></div> <div><div></div><div><p>COMPOSTABILITY – Sabert: Sabert's Pulp Ultra® is a next-generation molded fiber packaging solution designed for high-performance food service applications, offering exceptional resistance to oil, grease, and moisture while enabling extended storage. Certified recyclable, BPI-compostable, and GreenScreen™-verified for safer chemicals, Pulp Ultra® combines advanced material science with sustainability, delivering a reliable, eco-conscious alternative to conventional packaging.</p></div></div>
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D6 Inc., a vertically integrated recycler and packaging manufacturer, partners with New Seasons Market to close the loop on #1 PET packaging through a retail-based circular system. New Seasons Market in Portland, OR, collects PET containers that are not locally accepted curbside, and D6 processes the material into clean wash flake and plastic roll stock. That recycled content is then manufactured by D6 into new grab-and-go containers for New Seasons stores.



The containers are made with 100% post-consumer recycled PET and feature design improvements that reduce plastic use by approximately 10% compared to previous formats. Since the program launched in 2022, customers have recycled more than 600,000 pounds of PET, demonstrating strong consumer participation in a closed-loop retail model. By 2023, more than 25% of New Seasons' grab-and-go items were packaged in D6's recycled PET containers.

Next steps include investing in education and marketing to scale participation. D6 and New Seasons are actively sharing the program's success nationwide to support broader adoption as both organizations grow.



Hi-Cone, a global leader in sustainable multipackaging solutions, is a member of the **How2Recycle**® program and through its adoption of the How2Recycle label, has sought to improve recycling outcomes for beverage ring carriers and advance a more circular system for flexible plastics. As part of this commitment, Hi-Cone continues to focus on eliminating virgin plastic and increasing the use of post-consumer recycled (PCR) content across its product portfolio.

Through its industry-leading labels, the How2Recycle program connects consumers to a nationwide network of store drop-off locations, enabling ring carriers to be recycled even when curbside options are unavailable and keeping more material in circulation.



While data collection is ongoing to quantify the precise impact of this initiative on recycling rates, early indicators suggest the program is strengthening consumer confidence and participation in flexible plastic recycling. Looking ahead, Hi-Cone plans to continue expanding flexible plastic recycling, deepen its collaboration with How2Recycle, and explore on-pack instructions to further improve recycling outcomes, supporting a more robust U.S. recycling infrastructure. Driven by innovation and collaboration, Hi-Cone designs cost-effective, sustainable packaging while helping advance recycling systems nationwide.





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Revolusation Revolusation Inc. partnered with a global coffee retailer to evaluate the transition from single-use to reusable back-of-house packaging using its proprietary Packaging Lifecycle Analyzer (PLA). Through a comprehensive, data-driven assessment, Revolusation analyzed total cost of ownership, operational complexity, environmental impact, and scalability across dozens of packaging formats.

The PLA identified bulk coffee bean transport packaging as the highest-impact conversion opportunity. Revolusation designed and modeled a reusable system to replace disposable multilayer coffee bean bags and corrugated cases, validating performance through both advanced modeling and real-world testing. Once scaled, the reusable system demonstrated a decisive advantage over single-use packaging, delivering projected savings of nearly \$500 million over five years despite higher upfront material costs.

At 80% adoption, Revolusation's analysis projected a 90% reduction in landfill waste, significant reductions in CO₂ emissions, and major supply chain efficiencies, including warehouse consolidation and optimized reverse logistics. Additional benefits included improved durability, reduced product loss, and a better employee experience.

The findings position Revolusation's reusable packaging systems as a scalable, circular solution that delivers measurable financial, operational, and environmental value for global retail brands.

PURECYCLE PureCycle Technologies partnered with **Churchill Container** and the **Cleveland Browns** to demonstrate true circularity for polypropylene (PP) food-service packaging in a large-scale sports venue. Using its patented dissolution recycling technology, PureCycle addressed a longstanding challenge: producing 100% post-consumer recycled (PCR) polypropylene (excluding additives) suitable for food-contact applications.

Through the Browns' stadium recycling program, PP souvenir cups and food-service items were collected, sorted by waste haulers and material recovery facilities, and supplied to PureCycle's purification facility in Ironton, Ohio. PureCycle converted the recovered material into PureFive™ recycled PP resin, certified to contain at least 95% PCR content, which performs comparably to virgin plastic in appearance, odor, and food-safety requirements. Churchill Container then used this resin to manufacture its Run It Back™ line of cups and containers, closing the loop by returning recycled material to stadium concessions.

The collaboration delivered measurable impact, with the Browns recycling 20–25 tons of plastics and aluminum in each of the past two seasons. By the 2025–26 season, player souvenir cups were produced using 100% PureFive™ resin. This initiative demonstrates how innovative recycling technology, combined with supply-chain collaboration and fan engagement, can enable scalable, food-grade circularity for PP packaging. Looking ahead, PureCycle anticipates increasing the PCR content of its PureFive™ resin to 100%, further strengthening the pathway toward fully circular PP solutions.

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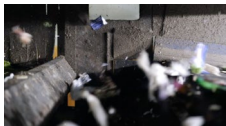
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AMP™ Mixed-waste recycling in the U.S. has long been constrained by high costs and unreliable sorting, leaving most recyclable material buried in landfills. AMP overcomes this barrier by redesigning how mixed waste is processed using AI-powered technology that replaces legacy equipment and enables efficient, scalable recovery from the full municipal solid waste stream.



In Portsmouth, Virginia, AMP built and operates a first-of-its-kind facility that mines bagged trash to extract recyclables and organics, capturing material value that would otherwise be lost to landfills while reducing carbon emissions and transportation needs. By accessing all waste—not just what residents place in recycling bins—the system delivers higher diversion rates, including in communities without curbside recycling, at costs competitive with landfilling.



The Southeastern Public Service Authority of Virginia (SPSA) selected AMP to provide solid waste processing services for its eight member communities and 1.2 million residents. Through this long-term partnership, AMP will deploy additional mixed-waste sortation lines and an organics management system capable of processing 540,000 tons annually, diverting up to 50% of the waste delivered to AMP facilities.



CLOSED LOOPpartners®
CENTER FOR THE CIRCULAR ECONOMY

The Center for the Circular Economy at Closed Loop Partners led the launch of the nation's first citywide reusable cup system, demonstrating what it takes to make reuse an everyday reality at scale. The initiative made reuse the default option at restaurants and coffee shops across a citywide network, focusing on improving accessibility and inclusivity—important factors to the success and impact of reuse programs.

In Petaluma, California, the Closed Loop Center for the Circular Economy partnered with 30 coffee shops and restaurants—ranging from national brands to local businesses—to create a fully inclusive reuse system with no deposits or fees at point of use. The program combined communitywide access to return bins with a deliberately designed reusable cup that balanced durability and perceived value, motivating customers to return the cups instead of keeping or discarding them after use.

During the three-month program in 2024, more than 220,000 cups were returned and put back into circulation, replacing single-use alternatives and surpassing the environmental breakeven point at which reuse delivers net environmental benefits. The program achieved a 57% return rate in downtown Petaluma, earned broad media attention, and saw over 80% of local participants express support for expansion—demonstrating the viability of citywide reuse systems when designed for accessibility, behavior, and scale. Building on the lessons learned from the Petaluma Reusable Cup Project, the Center for the Circular Economy is launching the Reuse Cities Initiative, the largest ever citywide reuse program in the U.S., starting in California in 2026.





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pact

Pact Collective launched the Bring Back Your Beauty Empties awareness campaign to mobilize consumers to properly recycle hard-to-recycle beauty packaging through its in-store drop-off network across the U.S. and Canada. Running from late Q1 through Q2 2025, the campaign paired consumer education with a clear call to action, positioning Pact's bins as an accessible, everyday solution to a persistent packaging challenge.

The integrated campaign combined PR, influencer marketing, social media, member-wide activation, and Google Ads, supported by a comprehensive toolkit that enabled Pact members to participate consistently across channels. Messaging focused on establishing the scale of the beauty packaging problem, empowering consumers to take action, and reinforcing Pact's role as a precompetitive industry solution for reducing package waste.

The campaign delivered significant, measurable impact. Pact secured 16 top-tier media placements generating more than 8.5 million impressions, drove over 1.4 million social views, increased Instagram followers by more than 60%, and doubled traffic to its bin locator and collection guidelines. Most importantly, consumer engagement translated into action, with a 65% increase in material collected quarter over quarter—demonstrating that coordinated awareness and education directly drive circular outcomes.



ASSOCIATION OF PLASTIC
RECYCLERS

To counter growing skepticism about recycling in the United States, the Association of Plastic Recyclers (APR) launched **Recycling In Action**, a nationwide open-house program designed to give consumers and stakeholders a firsthand look at how plastic recycling works in their own communities. Rather than relying on reports or advertising or PR to counter misinformation, APR focused on direct experience as a way to rebuild trust and participation.

Launched in 2025, Recycling In Action invited the public inside recycling facilities across the country during the month of May, to see sorting, processing, and material recovery in real time. The program demonstrated that recycling systems are operating locally and effectively, reinforcing the message that recycling works when people participate.

During May 2025, 36 recycling facilities hosted 150 tours for more than 2,100 attendees. Post-tour surveys showed strong impact: 96% of participants rated the experience as excellent, 85% said recycling worked better than they had expected, and 74% reported increased confidence that materials placed in their bins are actually recycled. More than 80% said they were likely to share what they learned with others.

Based on the program's success, APR plans to make Recycling In Action an annual event each May, hoping to expand with additional tours, broader geographic reach, and deeper engagement with policymakers and local communities.



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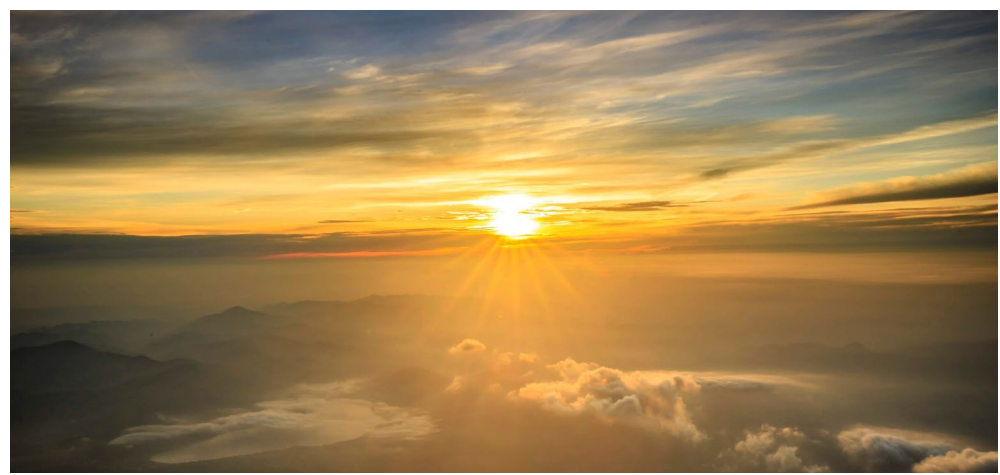
2026 STRATEGIC PRIORITIES

Problematic & Unnecessary Materials List: The USPP will conduct its regular biannual reassessment of the **Problematic & Unnecessary Materials List**. Using the established USPP definitions and criteria, Activators will consider industry developments and publicly available data to re-assess the materials on the Evaluation List and any other materials identified by Activators for consideration.

Chemicals of Concern List: In parallel with the Problematic & Unnecessary Materials List reassessment, USPP will develop a Chemicals of Concern List to identify chemicals for removal from plastic packaging. This list is intended as a precautionary measure to safeguard human and environmental health across the full lifecycle of plastic packaging. Evaluations will focus on chemicals used in plastic packaging and will be grounded in the totality of scientific evidence.

Improving Consumer Recycling Behaviors: In partnership with ERM Shelton and supported by The Recycling Partnership, this initiative will conduct targeted consumer research—building on existing studies—to uncover attitudes, barriers, beliefs, and behaviors related to plastics recycling in the U.S. These insights will inform a three-year integrated behavior-change pilot campaign, developed by ERM Shelton.

Reuse in Retail Initiative (RRI): The Scoping Phase will be completed in early 2026 and will be followed by the release of a report detailing the learnings, rankings of categories, regions, and reuse models most likely to succeed, tools & outputs, and policy recommendations identified in this initial phase. This report will reflect critical learnings of factors that are crucial to the success of large-scale reusable packaging efforts. Following final determination of product categories, region, and reuse model, interested companies are invited to join the Program Design Phase—slated for kickoff in mid-2026.



Packaging Recyclability Advancement Task Force: Launched in 2025 and co-led with GreenBlue, this steering committee of circularity nonprofits – USPP, GreenBlue, APR, ReMA, TRP, and SWANA—is developing a guidebook of actionable steps for companies to address gaps that prevent recyclable packaging from being considered widely recyclable—such as limited collection access or insufficient end-markets. By delivering practical and effective solutions to common challenges, the Task Force aims to accelerate progress in increasing recycling rates.

Source Reduction Workstream Launch: This workstream will support progress toward the new Target 1 virgin plastic reduction goal. The workstream will help companies prepare for emerging EPR requirements by establishing best practices in plastic reduction efforts, showcasing successful case studies of elimination efforts, and identifying areas of opportunity for implementing concentrated products. The workstream will also align on a definition for virgin plastic source reduction and develop science-based guidance to evaluate trade-off considerations and avoid unintended consequences.

Commercial Film Collection: Led by the Film & Flex workstream, this initiative will focus on increasing the recycling rate of industrial, commercial, and institutional (ICI) film. By creating tools and processes to collect and aggregate film from small to medium sized sites and increasing the incorporation of PCR derived from ICI film, the USPP can meaningfully increase film recycling rates.

GUIDING PARTNERS & TEAM

The U.S. Plastics Pact advances its mission to build a circular economy for plastics through strong leadership and guidance. Our Board of Directors and Advisory Council reflect the diversity of Activators across the value chain. We are grateful for their expertise and commitment.

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OUR UNIQUE VALUE

- ## THE STRATEGIC FRAMEWORK OF THE U.S. PLASTICS PACT



- ## POLICY PREPAREDNESS AND A SHARED VOICE

- ## FULL VALUE CHAIN REPRESENTATION DRIVES SHARED SOLUTIONS TO SHARED CHALLENGES

- ## ROADMAP 2.0: A SINGULAR AND UNIFYING COMPASS FOR CIRCULARITY IN PLASTIC PACKAGING


- **Read the Roadmap**

Whether helping our members meet ambitious voluntary commitments or navigating compliance and market shifts, we turn shared challenges into shared solutions—reducing cost and risk while shaping the future of sustainable packaging.


TOGETHER, WE'RE BUILDING A CIRCULAR FUTURE FOR PLASTICS

The U.S. Plastics Pact extends its deepest gratitude to the companies, trade associations, nonprofits, governments, and other public-sector organizations that have dedicated their time, expertise, and innovation to advance our shared mission: creating a circular economy for plastics.





www.usplasticspact.org
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CONNECT WITH US

WHY JOIN US?

Be part of a powerful network driving real change. As an Activator, you'll:

- **Collaborate for Impact:** Work alongside industry leaders to solve systemic challenges too complex for any single sector to address alone.
- **Lead with Purpose:** Showcase your commitment to sustainability and circularity.
- **Accelerate Progress:** Access tools, data, and best practices to meet ambitious goals.
- **Demonstrate Transparency:** Build trust through measurable actions and shared accountability.

Your leadership, energy, and vision can help transform the plastics system. Together, we can design out waste, keep valuable materials in use, and protect our planet for future generations.

**BE THE CHANGE.
BE AN ACTIVATOR.**

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