

U.S. PLASTICS PACT

2020 BASELINE REPORT



FOUNDED BY:



AS PART OF:

Ellen MacArthur
Foundation's Plastics
Pact Network





Click on the headers to jump to that section in the report.

TABLE OF CONTENTS

INTRODUCTION

- 3 FOREWORD
- 4 ADVISORY COUNCIL MESSAGE
- 5 2025 TARGETS
- 6 SUMMARY OF PROGRESS
- 7 ACTIVATORS OF THE U.S. PLASTICS PACT

OUR VISION

- 9 WHERE WE ARE HEADED
- 11 THE FOUNDATION: 2020 REPORTED DATA ANALYSIS

TARGET 1

- 12 OVERVIEW & ACTIONS
- 13 DATA SUMMARY
- 14 CASE STUDIES

TARGET 2

- 15 OVERVIEW & ACTIONS
- 17 EMF GLOBAL VS. U.S. RECYCLABILITY ASSESSMENT
- 18 DATA SUMMARY
- 20 CASE STUDIES

TARGET 3

- 21 OVERVIEW & ACTIONS
- 22 BASELINE RECYCLING RATE BREAKDOWN
- 23 CASE STUDIES

TARGET 4

- 24 OVERVIEW & ACTIONS
- 25 DATA SUMMARY
- 26 CASE STUDIES

PROBLEMATIC & UNNECESSARY MATERIALS

- 27 CONTEXT & CRITERIA
- 28 DECISION TREE
- 29 LIST OF MATERIALS
- 30 ADDRESSING MATERIAL SUBSTITUTIONS

CONCLUSION

- 31 U.S. PLASTICS PACT ACTIVATOR QUOTES
- 32 LOOKING AHEAD
- 33 U.S. PACT BASELINE REPORT RESPONDENTS



EMILY TIPALDO

Executive Director, U.S. Plastics Pact

FOREWORD

The [U.S. Plastics Pact](#) launched in August 2020 and through unprecedented times is delivering on ambitious targets. The COVID-19 pandemic continues to cause disruption and delays in all parts of the plastics packaging supply chain. However, these setbacks have not caused the U.S. Plastics Pact Activators (members) to waiver. Plastic packaging continues to play a role in preserving and protecting products and we are committed to making the use of plastic circular. While U.S. Pact Activators have much to be proud of as we report our 2020 baseline and are able to begin to show progress toward all four targets in 2021, we must also ignite a fire below us to drive results in 2022. Initial progress includes:

- shifts away from non-recyclable plastic packaging and toward packaging that is more easily captured and reclaimed with higher value;
- continued increases in the use of postconsumer recycled content (PCR) in plastic packaging;
- improved technologies and increased use of technology to make the recycling process more efficient;

- pilots of innovative and accessible reuse models; and
- enhanced communication to help more Americans know how to recycle plastic packaging.

The U.S. Pact's 2020 Baseline Report provides information on where our journey begins and where we will focus efforts to propel the monumental change required to create a circular economy for plastic packaging. The data show clearly that we have a lot of work to do. At the same time, we are encouraged by the Pact's support for policy measures that will enable reuse, recycling and composting infrastructure across the U.S. The needs to bolster composting and the implementation of affordable reusable packaging are many, on top of necessary support for recycling. Additionally, we recognize the complexities of changing materials or eliminating problematic packaging elements in an effort to build an efficient circular economy while considering environmental impacts, as well as product performance and safety.

Each business and organization has a critical role to play to ensure that all packaging is reusable, recyclable, or compostable by 2025. With the help of partners we can build an inclusive circular economy for plastics packaging. We hope to inspire you as you dive into our 2020 baseline data, actions and case studies. With your help, we can move forward faster and hope you will join us to leverage the extensive expertise of more than 100 U.S. Pact Activators working to close the loop on plastic packaging. Together we can create a circular economy for plastics in the U.S. and North America.

Our vision is a world in which plastic is valued and kept in the economy and out of the environment. This commitment to create systemic change that protects our planet and our quality of life will continue to lead us as we undertake action in the years ahead, molding the more sustainable future of plastics packaging in the U.S.

ADVISORY COUNCIL MESSAGE

It has been an honor to represent and guide the U.S. Pact and the 100+ members spanning the plastics value chain during the organization's inaugural year. We brought together businesses, not-for-profit organizations, local governments, and academic and research institutions to create a robust roadmap to guide us toward our four ambitious targets. This is the first time a baseline has been established for plastic packaging usage in the U.S. from so many groups, and this level of transparency and commitment is needed to shift the industry to a circular model. The magnitude of the task ahead of us has become clearer with limited infrastructure, limited supply, and immense needs, but we are up to the challenge of moving the needle on plastics and will continue to evolve and improve. It has been exciting to see the growth of the U.S. Pact's Activator network over the first year, the public-private partnerships, broad innovation, reuse pilots, as well as how engaged the team has been through Workstreams. We are grateful for the strong support and guidance from The Recycling Partnership, World Wildlife Fund, and learnings from the [Ellen MacArthur Foundation's global Plastics Pact Network](#) as we prepare ourselves to do even more to encourage the design for recyclability and ensure value is maintained and progress made throughout the entire value chain.

ALLI KINGFISHER

Washington State,
Department of Ecology

ASHLEY C. HALL

Walmart

DANIELLE JEZIENICKI

Grove Collaborative

GARY MCELYEA

The Coca-Cola Company

HOLLI ALEXANDER

Eastman

KATE DALY

Closed Loop Partners

KATE SCHAUST

Target

LYNN HOFFMAN

Eureka Recycling

MICHAEL HODGES

Amcor

NATALIE BETTS

Austin Resource Recovery:
City of Austin, TX

RACHEL GOLDSTEIN

Mars, Inc.

RICHIE GETTER

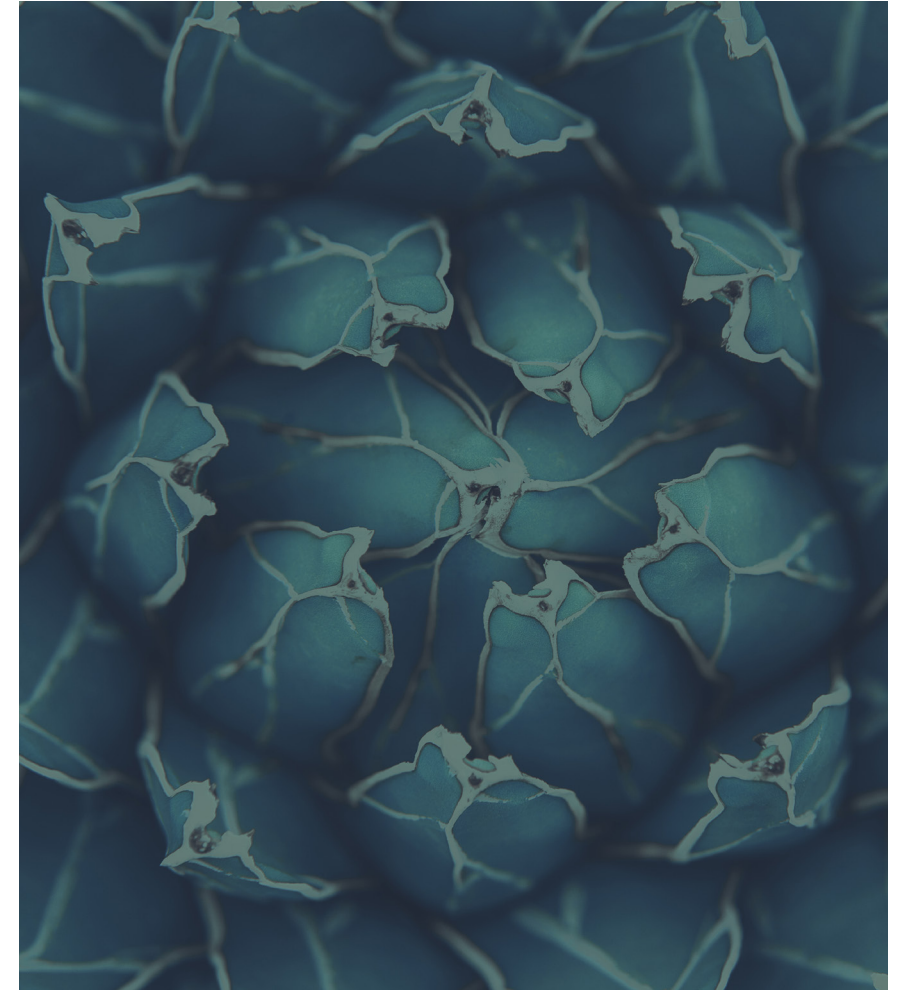
Balcones Resources, Inc.

**STEFANI MILLIE GRANT,
NIKI KING**

Unilever United States

STEVE ALEXANDER

Association of Plastic
Recyclers (APR)



2025 TARGETS

TARGET 1

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

TARGET 2

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

TARGET 3

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

TARGET 4

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

SUMMARY OF PROGRESS

The data will help the U.S. Pact have a better understanding of the scale of the challenge and action steps we must take to address the gap.



5.6 MT

of the total weight of plastic packaging placed on the U.S. market was produced by U.S. Pact Activators in 2020.



33%¹

of all plastic packaging in scope in the country by weight was produced by U.S. Pact Activators.



Top 3

plastic packaging formats represented within the U.S. Pact by tonnage were PET bottles, HDPE bottles, and larger multi-material flexible packaging.

66%

of U.S. Pact business Activators are taking individual action to eliminate certain plastics.



TARGET 1

37%

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



TARGET 2

13.3%

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



TARGET 3

7%

average postconsumer recycled content or responsibly sourced biobased content used by U.S. Pact Activators.



TARGET 4

¹ This number represents the total weight of packaging reported by all Activators divided by the estimated weight of all plastic packaging considered to be in scope for the U.S. Plastics Pact put on the market in the U.S. annually, as estimated using EPA and industry data.

ACTIVATORS OF THE U.S. PLASTICS PACT

The [U.S. Plastics Pact](#) was founded by [The Recycling Partnership](#) and [World Wildlife Fund](#) as part of the [Ellen MacArthur Foundation's global Plastics Pact Network](#).

100% of U.S. Pact Activators that were members during the reporting window submitted data for the Baseline Report. Activators will continue to assess their portfolios and report progress toward the four targets annually, and progress toward elimination will be also documented in aggregate as part of the U.S. Pact's annual reports.

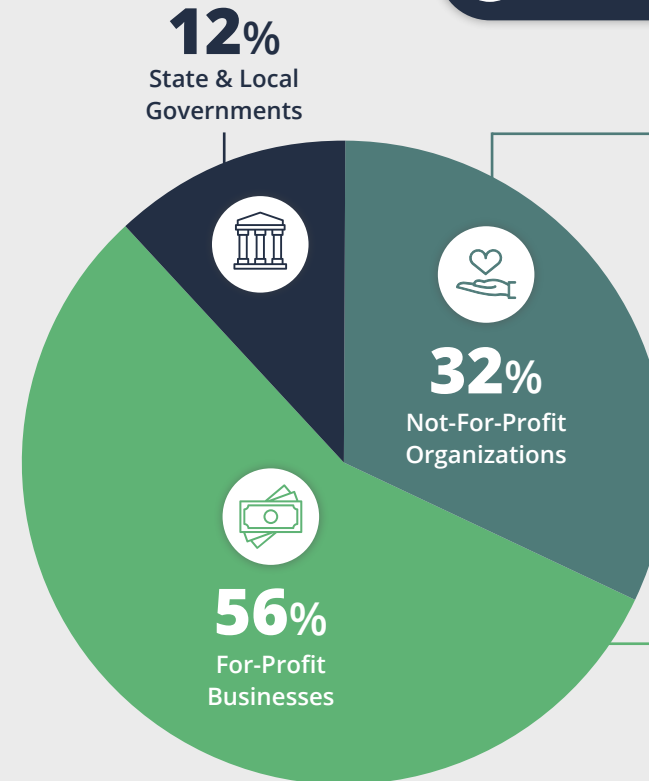


ACTIVATORS OF THE U.S. PLASTICS PACT

102 Activators

28 Activators joined after the February 1, 2021, reporting cohort cutoff date for the Baseline Report.

22 CPGs & Retail	16 Trade Associations	17 Converters & Raw Material Suppliers
12 Government	10 NGOs	8 Reclaimers & Chemical Recyclers
8 Consultants, Technology, & Investment	5 MRF/PRF	4 Academic & Research



For more information on the Activators that participated in baseline reporting, see page 33.

Not-For-Profit U.S. Pact Activators

Trade Associations	16
NGOs	13
Government	12
Academic/Research	4

For-Profit U.S. Pact Activators by Size Based on Reported Annual Revenue

22 Businesses	Above \$1B
9 Businesses	\$101M - \$1B
1 Business	\$50M - \$100M
15 Businesses	\$1M - \$49M
10 Businesses	Under \$1M

WHERE WE ARE HEADED

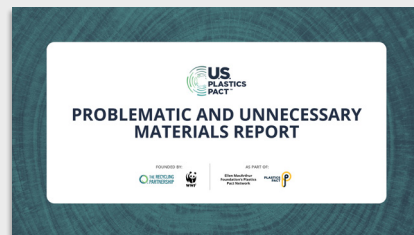
The U.S. Plastics Pact is part of the [Ellen MacArthur Foundation global Plastics Pact Network](#), all aiming toward similar targets. We need to create value and drive change for a circular economy for plastic packaging in the U.S. focusing on the following elements:



TARGET 1

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

Problematic and unnecessary plastic packaging materials without a path to a well-funded and scalable circular trajectory are eliminated from the U.S. market.



Click here to view the full Problematic and Unnecessary Materials Report.



TARGET 2

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

Retailers and brands integrate efficient and effective B2C reuse programs, including as part of e-commerce operations, with an eye toward greater growth and scale.

B2B reuse programs are integrated into the majority of U.S. food and retail chains at scale, including as part of e-commerce operations.

Design for recyclability guidance is widely available, standardized, and easy for brands to digest, prioritizes material circularity and lowers environmental impact.

Brands, suppliers, and retailers, in partnership with NGOs and governments, will find solutions to achieve 100% reusable, recyclable, or compostable packaging solutions, moving away from non-circular packaging.

Guidance is in place to advise how to achieve circularity for new plastic packaging materials introduced to the U.S. market.

Demonstrated acceptance of and ability to process compostable packaging in industrial composting facilities at scale and development of widespread collection systems.

WHERE WE ARE HEADED



TARGET 3

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

Achievement of this target requires companies to take full responsibility for what is within their control, complemented by collaborative action and policies.

Plastic packaging on the U.S. market will have a recycling rate (on average) of 50% or a composting rate of 50%, and this is comprised by the following:

- Americans have widespread and equitable access to recycling at their residences, places of business, schools, and drop-off programs.
- Take action to ensure:
 - PET, PP, and HDPE bottles have a minimum recycling rate of 70%.
 - PET non-bottle rigid packaging has a minimum recycling rate of 50%.
 - PP plastic non-bottle containers/rigid packaging have a minimum recycling rate of 50%.
 - HDPE plastic non-bottle containers/rigid packaging have a minimum recycling rate of 30%.
 - Film and flexible packaging is collected for recycling via all recycling means, including drop-off collection and standard residential programs such as curbside collection.
 - PE film (including PE pouches) has a minimum recycling rate of 30%.
 - Other polyolefin film (i.e., PP or potential PE/PP mix) has a minimum recycling rate of 30%.
- Robust domestic end markets exist for **all** materials listed above.

Support extended producer responsibility (EPR) policy funded by all packaging types to support community and materials recovery processing facilities. The EPR framework will incentivize reuse, recyclability, and design for lower environmental impact through eco-modulation and offers flexibility for deposit return systems (DRS) to meet beverage packaging recycling rates. Policies such as EPR and DRS will help to drive the supply of quality postconsumer recycled content (PCR) to enable the achievement of Target 4.

Compostable packaging solutions and infrastructure are advanced through collective efforts external to and in coordination with the U.S. Pact.



TARGET 4

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

Achievement of this target requires companies to take full responsibility for what is within their control, complemented by collaborative action and policies.

The U.S. Pact will undertake ambitious actions to work toward an average of 30% postconsumer recycled content by weight or responsibly sourced biobased content across the U.S. packaging portfolio.

The U.S. Pact will prioritize the use of postconsumer recycled content (PCR) in packaging with the fewest challenges, supporting the highest and best use of the material (e.g., rigid plastic packaging), while adhering to food safety requirements and facilitating continual improvement in using PCR in food contact applications.

The U.S. Pact will work toward achieving appropriate PCR mandates to create market demand for postconsumer recycled content.

The inclusion of PCR or responsibly sourced biobased content will align with the goals of Target 2, achieving 100% reusability, recyclability, or compostability by 2025.

Responsibly sourced, biobased content must meet the five criteria outlined by World Wildlife Fund (WWF) US² and proven credible certification³:

- Is legally sourced, conforms to Universal Declaration of Human Rights (UDHR), and is produced in a safe and healthy way for workers and surrounding communities;
- Is one that is derived from renewable biomass;
- Does not adversely impact food security and affordability and maintains or improves social and economic conditions along with ecosystem services in producing communities;
- Does not result in destruction of critical ecosystems or loss of High Conservation Value (HCV) habitats, and;
- Contributes to landscape resilience and is resilient to the impacts of climate change.

2 See the guidelines from the Bioplastic Feedstock Alliance, [WWF's Principles for Credible Certifications and Standards](#).

3 WWF supported certifications and continuous improvement platforms relevant to responsibly sourced, biobased materials are as follows: Roundtable on Sustainable Biomaterials (RSB), Roundtable on Responsible Soy (RTRS), Bonsucro, Rainforest Alliance / Sustainable Agriculture Network (WWF acknowledges this certification when a commodity-specific certification is not available), Forest Stewardship Council (FSC), Field to Market, Aquaculture Stewardship Council (ASC), and Marine Stewardship Council (MSC).

THE FOUNDATION: 2020 REPORTED DATA ANALYSIS

The U.S. Plastics Pact is leading a global wave of change in the way we make, use, reuse, and dispose of plastic packaging. Since August 2020, the U.S. Pact has made meaningful progress working toward the four ambitious targets as set out in our [Roadmap to 2025](#).

As part of our commitment to transparency, businesses and organizations that join the U.S. Pact agree to share annual data related to our targets. This report provides aggregated data from U.S. Pact Activators on their current use of plastic packaging and actions taken

in the consortium's inaugural year (2020) to move toward the achievement of the targets and ultimately a circular economy for plastics. Whether the Activator is a resin manufacturer, a business that sells products in plastic packaging, a local government, or not-for-profit organization, each company and organization submitted data through World Wildlife Fund's [ReSource Footprint Tracker](#) showcasing their progress.

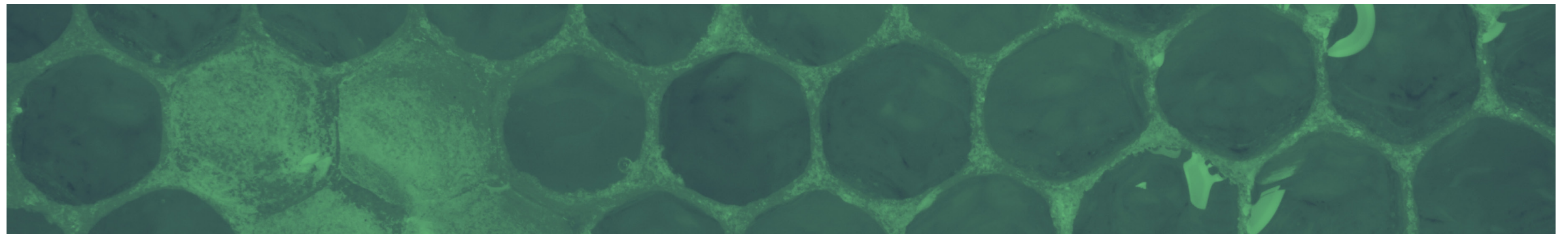
The *ReSource* Footprint Tracker is an innovative tool to help companies take their ambitious, large-scale commitments to a broader scale through

meaningful, measurable actions that transform the broken plastic systems. Developed to address a critical measurement and reporting gap, the Tracker's framework provides a common language and set of metrics for understanding corporate action on plastic.

Data are critical to driving change, and this is the first time that data of this level of detail have been collated and published on plastic packaging in the U.S. The learnings and metrics found in the baseline will help us better understand the progress the U.S. Pact makes

as well and will help chart the course of our consortium in the coming years.

Each of the four targets are linked together, and progress must be made on Targets 1 and 2 to enable greater action on Targets 3 and 4. As the U.S. Pact looks forward, we are focusing on what can be done through individual Activator action as well as in a group to fill the gaps. The success and accountability of the U.S. Pact rests on the success and accountability of each of the Activators. Subsequent annual reports will measure our impact and progress against the 2020 baseline.



OVERVIEW & ACTIONS

DEFINING “PROBLEMATIC OR UNNECESSARY”

The U.S. Plastics Pact developed a definition and U.S.-specific criteria to identify and prioritize “problematic” and “unnecessary” plastic packaging. In general, the U.S. Pact adopted a broad [scope](#) that encompasses plastic packaging and related ancillary materials. The organization achieved Activator consensus and adopted the definition and criteria in summer 2021.

DEFINING THE LIST

Using the definition and criteria, we identified items for U.S. Pact Activators to take measures to eliminate by the end of 2025.

To account for expected near future innovations in circular design, demand, and infrastructure, we also identified additional items “to investigate” that will be monitored and reassessed in 2023. The trajectory of each of these items toward circularity will be carefully considered to evaluate actions taken to solve the issues associated with their use or disposal. Items may be added to the elimination list or removed if the definition of recyclable or compostable is met as of 2025.

NEXT STEPS ON ELIMINATION

We will develop guidance on circular alternatives for eliminating the list of problematic and unnecessary packaging items.



Click here to view the full Problematic and Unnecessary Materials Report.



TARGET 1

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



TARGET 1



TARGET 2



TARGET 3



TARGET 4

A KEystone TARGET

The U.S. Plastics Pact’s targets are interconnected. Eliminating problematic and unnecessary materials to meet Target 1 is foundational and supports the achievement of all other targets.

The removal of key non-reusable, non-recyclable, and non-compostable materials:

- Facilitates the shift toward reusable, recyclable, and compostable alternatives to achieve Target 2;
- Improves the collection, sortation, and processing of recyclable and compostable items to achieve Target 3; and
- Increases yield and quality of postconsumer recycled content available to use in new packages to achieve Target 4.

DATA SUMMARY

Many Activators did not wait for the U.S. Plastics Pact to develop its list of problematic and unnecessary materials to take action.

In 2020, 66% of our business Activators were already making individual plans and taking steps to eliminate specific materials, formats, and packaging components to move from non-recyclable to recyclable package designs, including:

- Elimination of PETG, PVC, PVDC, and PS/EPS by substituting readily recyclable resins,
- Elimination of undetectable carbon black,
- Elimination and reduction of primary films, cutlery, and straws,
- Removal or redesign of components such as windows, labels, closures, and fitments,
- Redesign from multi-material to mono-material packages; and
- Reduction in the use of virgin material through lightweighting, right-sizing of packages, and use of postconsumer recycled content (PCR).

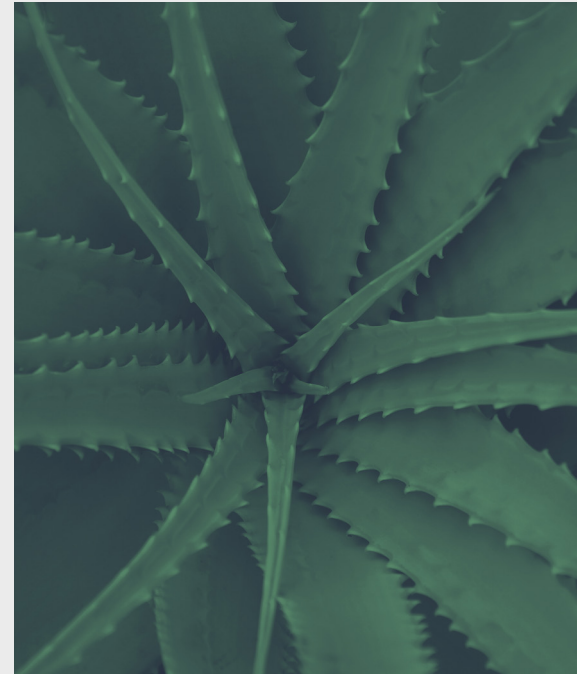
These elimination, reduction and redesign efforts conducted by Activators in 2020 are aligned with the official U.S. Pact's Problematic and Unnecessary Materials List and Design for Recyclability Playbook that the U.S. Pact developed in 2021. These actions are also consistent with actions presented in the Ellen MacArthur Foundation's [2020](#) and [2021](#) Global Commitment Progress Reports.

Activators also reported legislative activities, consumer outreach and education programs, and updating procurement and vendor contracts to specify circular materials in place of other materials.



TARGET 1

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



66%

of U.S. Pact business Activators are taking individual action to eliminate certain plastics.


U.S. PACT CASE STUDIES


- 1 In 2020, the Center for the Circular Economy at **Closed Loop Partners** launched the Consortium to Reinvent the Retail Bag to identify, test, and implement innovative new design solutions that serve the function of today's single-use plastic retail bag, delivering ease and convenience for consumers while striving to lessen the impact on the environment.
- 2 **Unilever** worked with the **Association of Plastic Recyclers (APR)** to assemble a cross-company, cross-functional working group to investigate the sortability of black colorants, which resulted in converting the Axe portfolio from non-detectable to detectable black plastic.
- 3 The **Colgate-Palmolive Company** launched Softsoap® Foaming Hand Soap Tablets in July 2021, using biodegradable cleansing ingredients in a tablet form to encourage more people to refill their hand soap while also providing an alternative to buying plastic bottles.


- 4 In 2020, **Closure Systems International Group** completed a competitive benchmarking and materiality assessment resulting in alignment of the company's business strategy with the Sustainable Development Goals (SDGs) and the creation of a proprietary consultative commercial approach to stakeholder engagement that drives awareness of the SDG Ambition Benchmarks.
- 5 Launched in October 2021, the Blue Standard by **Oceanic Global** offers open-source resources, step-by-step auditing and consultation, consumer-facing seals, and buying deals with vetted vendors to help businesses eliminate plastics and operate sustainably.
- 6 **Seattle Public Utilities** and **Washington State Department of Ecology** staff designed an outreach plan and materials through a collaborative stakeholder engagement process to educate citizens about the state's plastic bag ban requirements. The ban will require thick reusable plastic bags to contain at least 20% postconsumer recycled content initially and increase to 40% on July 1, 2022.


TARGET 1

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

1


5


3


6


OVERVIEW & ACTIONS

ISSUING DESIGN GUIDANCE

The U.S. Plastics Pact Design for Recyclability Playbook provides standards that Activators will use to ensure plastic packages put into the marketplace are compatible with recycling. It also provides Key Performance Indicators to track progress. The playbook will be shared on the U.S. Pact’s website in 2022.

Our guidance is forward-looking, bringing together and aligning the best available design guidance in North America. A package is considered “designed for recycling” when it meets Preferred status in accordance with the [APR Design® Guide](#) or meets specific interim guidance where formal APR guidance is being developed (e.g., the Consumer Goods Forum Golden Design Rules inform current flexible film design guidance).

The U.S. Pact supports the [APR Design® for Plastics Recyclability Training Program](#), in which APR experts walk teams through the design process, offering customized guidance to meet the unique needs of each company and its products. Activators are also encouraged to use The Recycling Partnership’s [Plastic IQ](#) tool,

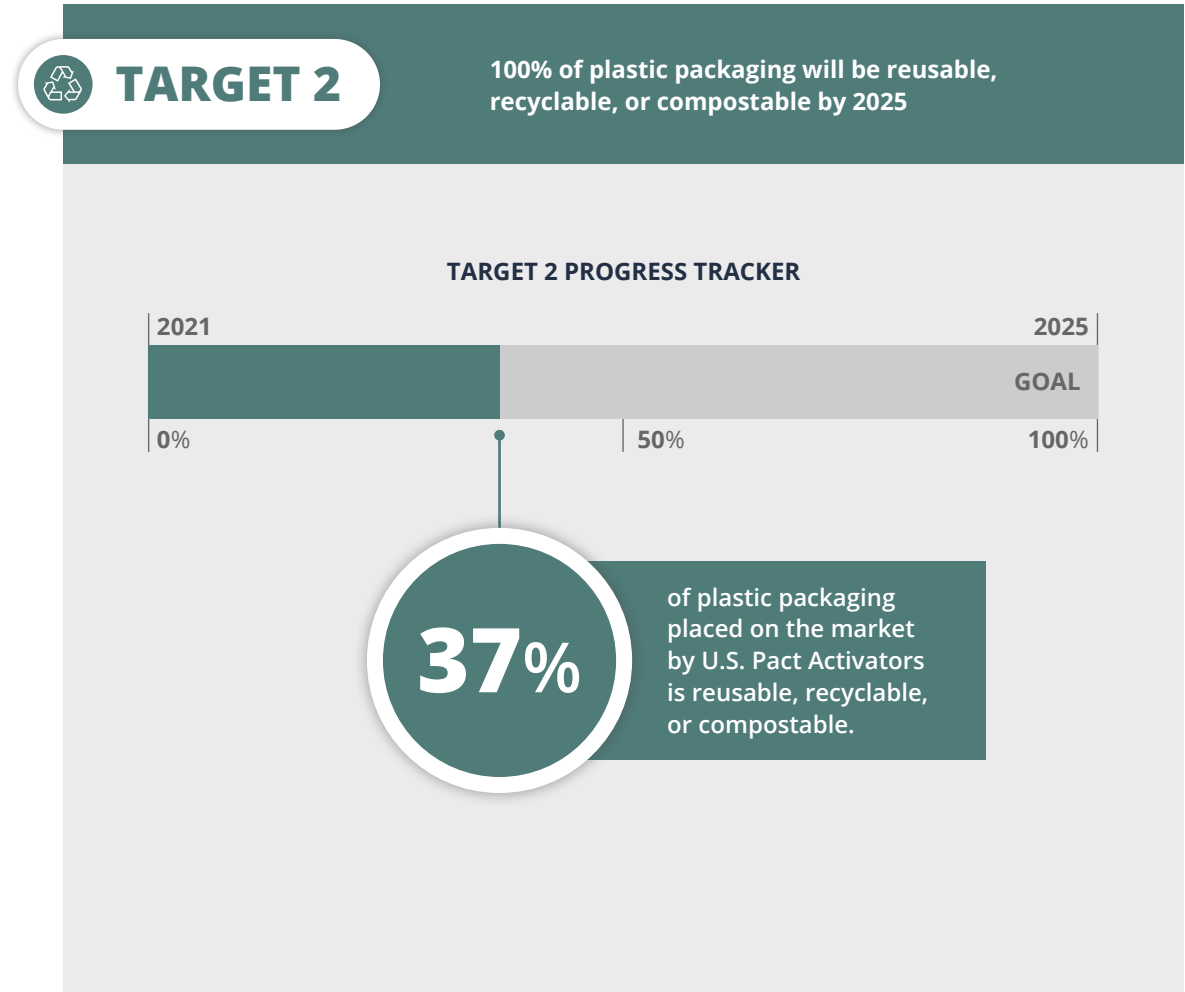
which generates personalized data-based action plans and has provided input to The Recycling Partnership’s [Pathway to Circularity](#).

Infrastructure in the U.S. for reuse and composting of packaging is in its nascent stages. We are developing design guidance for reuse and compostability to help businesses navigate these complex topics.

ON-PACK LABELING ALIGNMENT

To align on an approach to labeling and consumer communication, we are reviewing the status of existing on-pack labeling uptake and effectiveness (including considerations of legalities and pending FTC Green Guides changes), documenting opportunities for improvement.

Biodegradable Products Institute (BPI) generated "[Guidelines for the Labeling and Identification of Compostable Products and Packaging](#)" to bring consistency to labeling that will help consumers, end-users, and composters differentiate compostable from non-compostable products so they can be collected and processed.



OVERVIEW & ACTIONS

REUSE & COMPOSTING

We have benchmarked best practices in reuse/refill business models and developed a strategy to support new business model pilots, including criteria to evaluate pilot projects and desired outcomes. The recovery of compostable packages is limited in practice and at scale.

We are putting together recommendations for action, exploring potential applications for compostable plastic packaging, and coordinating with existing consortia and research efforts, 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.



TARGET 2

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

THE ROLE OF DESIGN

Packaging design is a critical early step toward reaching the U.S. Pact's ambitious targets by 2025.

Other elements — including, but not limited to, access to collection, sortation, and processing infrastructure; end market development and expansion; and consumer education and participation — will also need to come together to realize circularity in practice and at scale for all plastic packaging.

Design is the key to unlocking circularity by enabling all of these necessary elements to grow.

Design

×

Access/
Collection

×

Sorting/
Reprocessing

×

End
Market
Pull

×

Consumer
Participation

EMF GLOBAL vs. U.S. RECYCLABILITY ASSESSMENT

Every year, the [Ellen MacArthur Foundation \(EMF\)](#) consults global recyclability based on its definition. Like the other national and regional Pacts, the U.S. Pact conducts an assessment for our country using [U.S. Pact definitions](#) derived from EMF.

GLOBAL RECYCLABILITY ASSESSMENT	Evidence found that a "system for recycling" exists in practice and at scale today globally.	PACKAGING CATEGORY	Evidence found that a "system for recycling" exists in practice and at scale today in the U.S.	U.S. RECYCLABILITY ASSESSMENT
	The table indicates which categories of plastic packaging can be considered recyclable in practice and at scale globally (i.e., currently achieve a 30% post-consumer recycling rate in multiple regions, collectively representing at least 400 million inhabitants), based on the New Plastics Economy 2021 Recycling Rate Survey.	Yes	PET Bottle	
	No	PET Thermoforms	No	
	No	Other PET Rigid	No	
	Yes	HDPE Bottle	Yes	
	Yes	HDPE Other Rigid	No	
	Yes	PP Bottle	No	
	No	PP Other Rigid	No	
	No	PE Tubes	No	
	No	EPS Rigid	No	
	No	PS Rigid	No	
	No	PVC Rigid	No	
	Yes	>A4 Mono-Material PE Flexibles in B2B Context	No	
	No	>A4 Mono-Material PE Flexibles in B2C Context	No	
	No	Other >A4 Flexibles	No	
	No	<A4 PE Flexibles	No	
	No	<A4 PP Flexibles	No	
	No	<A4 Multi-Material Flexibles	No	
	No Data	Other	No Data	

DATA SUMMARY

% RECYCLABLE AND NON-RECYCLABLE PLASTIC PACKAGING

FORMAT	Percent contribution to packaging total	Percent of format in U.S. Pact portfolio that is <i>recyclable</i>	Percent of format in U.S. Pact portfolio that is <i>non-recyclable</i>
PET Bottles	33%	72%	28%
HDPE Bottles	22%	47%	53%
<A4 PE Flexibles	9%	0%	100%
<A4 Multi-Material Flexibles	7%	0%	100%
PP Other Rigid	7%	0%	100%
Other	6%	0%	100%
PET Thermoforms	3%	0%	100%
HDPE Other Rigid	3%	82%	18%
PS Rigid	2%	0%	100%
EPS Rigid	2%	0%	100%
Other >A4 Flexibles	1%	0%	100%
Other PET Rigid	1%	0%	100%
PP Bottles	1%	66%	34%
<A4 PP Flexibles	1%	0%	100%
>A4 Mono-Material PE Flexibles in B2C Context	1%	0%	100%
>A4 Mono-Material PE Flexibles in B2B Context	1%	72%	28%
PE Tubes	0.4%	0%	100%
PVC Rigid	0.1%	0%	100%



TARGET 2

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

The calculation is based on the combined U.S. and global recyclability assessment. Those formats that are not yet recycled at the 30% level in the U.S. but meet that level of recycling globally are a useful indicator in understanding what formats we need to move away from and which could be part of a circular future.

Taking action to technically design packaging for recycling is something companies have within their control. The U.S. Pact developed a Design for Recyclability Playbook to give Activators consistent guidance on criteria for ensuring plastic packages put on the market are compatible with the recycling system.

This table underscores the critical need to eliminate problematic elements and the opportunities to boost recyclability with better packaging design. Additives, colorants, and other design factors prevent all the material from fitting the system for recycling in practice and at scale.



37%

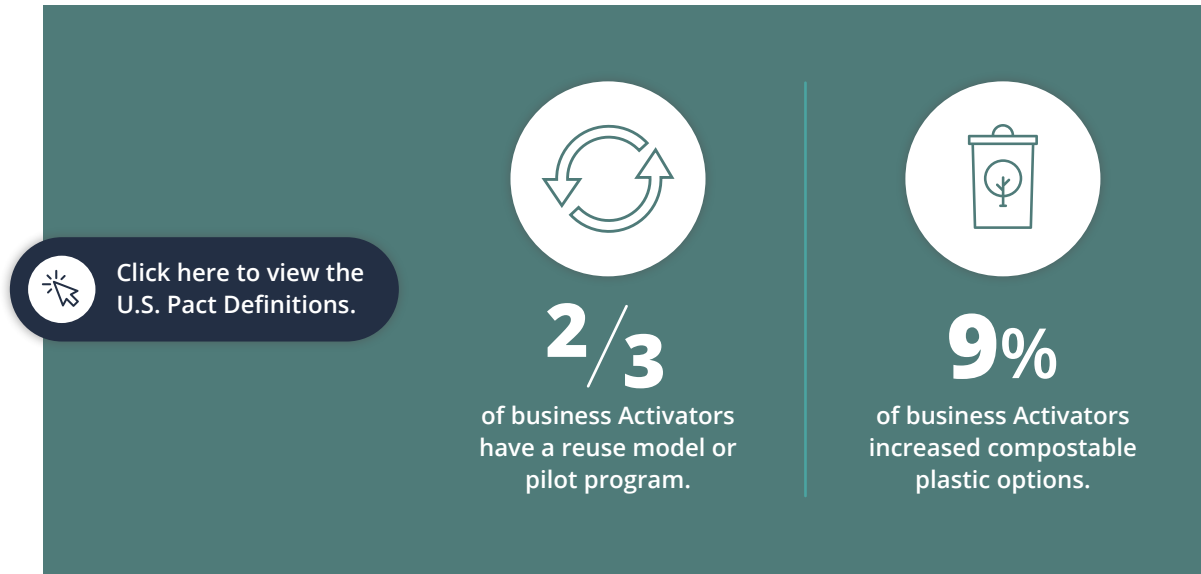
of plastic packaging⁴ placed on the market by U.S. Pact Activators is reusable, recyclable, or compostable.

DATA SUMMARY

Additionally, U.S. Pact Activators that were classified as brands or converters, CPGs, retailers, and packaging producers were asked to provide an overview of actions taken and progress made over the reporting period to make 100% of their packaging reusable, recyclable, or compostable by 2025 (according to [U.S. Pact definitions](#)).

OBSTACLES TOWARD PROGRESS

52% of business respondents mentioned the shifting state of recyclability and lack of clarity around consumer acceptance of innovations as obstacles hindering their ability to design for recyclability.



TARGET 2
100% of plastic packaging will be reusable, recyclable, or compostable by 2025

The following actions were identified as common to individual Activators' current business priorities based on voluntary responses:

- 1** Commitment to 100% designed for recyclability by 2025
- 2** Reuse model expansion
- 3** Identifying SKU's that are not recyclable
- 4** Store drop-off and specialized recycling and/or reuse programs
- 5** Increasing compostable plastic options
- 6** Removing color additives
- 7** Supplier engagement
- 8** Removing problematic materials

U.S. PACT CASE STUDIES

- 1 To eliminate single-use packaging in **Walmart's** InHome Grocery Delivery Program, **Returnity** custom designed a durable reusable bag and the collection and cleaning system that increased performance through tech integration and an enhanced customer experience.
- 2 To reduce packaging waste in meal kits, especially insulated box liners made of multi-laminated materials, **PAC Worldwide** designed PE insulated box liners that are fully recyclable.
- 3 **Amcor's** AmPrima™ PE Plus solutions employ a variety of technologies, including proprietary techniques to deliver unmatched levels of stiffness, clarity, graphics performance, heat resistance, and run speeds in a recycle-ready PE-based solution for flexible films.
- 4 **Evertis** partnered with a supplier to switch to ECOSEAL film, which replaced the PE layer with a specialty polyester that offers enhanced sealing capabilities, creating a monomaterial film that is 100% recyclable in the PET stream.
- 5 To make its toothpaste tubes accepted by current conventional recycling streams, **The Colgate-Palmolive Company** redesigned and


chose HDPE, the “No. 2” plastic used to make milk jugs and other plastic bottles. Colgate-Palmolive also shared its recyclable tube design with the broader industry.

- 6 **The Clorox Company** worked with Algramo to minimize plastic waste while providing flagship Clorox products that are affordable, accessible, and convenient. Algramo's refill system allows customers to purchase how much product they need, when they need it, based on what they can afford.
- 7 Since its launch in 1959, **The Coca-Cola Company's** Sprite has always sported a signature green bottle. But in 2022, the entire Sprite PET portfolio will evolve from its iconic green color packaging to clear PET to optimize the package for recycling, and in turn, increase rPET supply.
- 8 **PakTech** chose 100% recycled and recyclable HDPE as the preferred material for its sustainable packaging handles. PakTech has also partnered with more than 500 businesses to establish dedicated recycling sites so the handles can be turned into park benches, planter pots, and new PakTech products.


TARGET 2

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


1




2




3




4




5




6



7



8



OVERVIEW & ACTIONS

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 annual Advancing Sustainable Materials Management: Facts and Figures report is our core data source, with recognition of its shortcomings. To arrive at the most accurate measurement, we therefore supplemented the EPA data with reliable industry data, available through the Association of Plastic Recyclers and the National Association for PET Container Resources, to calculate a baseline recycling rate of 13.3% for the materials within the [U.S. Pact scope](#). See table on [page 22](#) for more detail.

Due to a lack of national data on a composting rate for plastics, it is assumed that 13.3% is the combined baseline recycling and composting rate. Going forward, the U.S. Pact will seek to actively influence the evolution of data for both the recycling and composting rates of plastic packaging. PET bottles, HDPE bottles, and larger multi-material flexible packaging are the top-three plastic packaging formats represented within the U.S. Pact by tonnage.

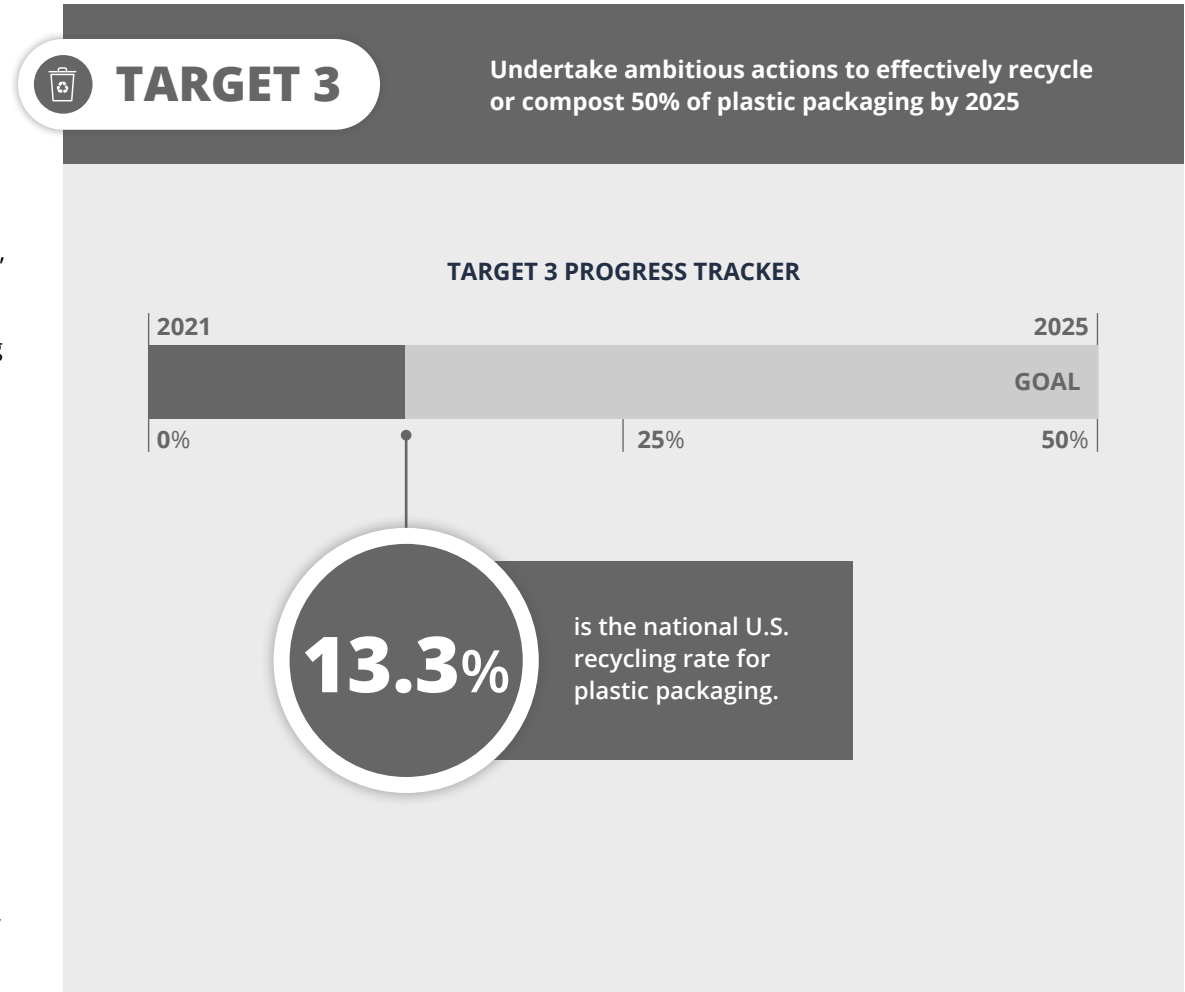
BENCHMARKING POLICIES

We outline three key policy mechanisms that would support our goals: extended producer responsibility, deposit return systems, and postconsumer recycled content mandates. These programs, designed using best practices and boosted by secondary supporting policies, can overhaul our linear system, integrate consumer access, produce strong environmental outcomes, and create financial efficiency. Legislative design and architecture is critical to the success of these programs.


MODELING SYSTEM CHANGE

Working with an external adviser, we developed a mathematical model to demonstrate how different interventions — such as technology and infrastructure developments — could achieve systemic change and ultimately raise the national U.S. recycling rate. The model is being used to inform the development of a Target 3 strategy.

The U.S. Plastics Pact will also participate in existing consortia and stimulate investment through industry engagement and policy drivers to increase recycling and composting access and infrastructure expansion.



PACKAGING CATEGORY	Weight Generated (thousands of tons)	Recycling Rate	Recycling Rate Source	Weight Recycled (thousands of tons)
PET Bottles	3,265	26.6%	NAPCOR	868.0
PET in Other Plastics Packaging	730	9.6%	EPA	70.0
HDPE Natural Bottles	746	27.1%	APR	202.5
Colored HDPE Bottles	867	34.2%	APR	296.5
Non-Bottle HDPE Packaging	733	18.1%	EPA	132.9
HDPE in Other Plastics Packaging	800	0.0%	EPA	0.0
HDPE in Bags, Sacks, and Wraps	640	7.8%	EPA	50.0
PVC Bottles	16	1.6%	APR	0.3
Other PVC Rigid Containers	4	0.0%	EPA	0.0
Other PVC Packaging	300	0.0%	EPA	0.0
PVC in Bags, Sacks, and Wraps	70	0.0%	EPA	0.0
LDPE Bottles	35	1.1%	APR	0.4
Other LDPE/LLDPE Rigid Containers	5	0.0%	EPA	0.0
LDPE — Plastics Plates and Cups	20	0.0%	EPA	0.0
Other LDPE/LLDPE Packaging	910	0.0%	EPA	0.0
LDPE/LLDPE Bags, Sacks, and Wraps	2,780	13.3%	EPA	370.0
PP Bottles	94	15.9%	APR	14.9
Other PP Plastics Containers	156	15.9%	APR	24.7
PP in Other Plastics Packaging	1,010	3.0%	EPA	30.0
PP in Bags, Sacks, and Wraps	570	0.0%	EPA	0.0
PP — Plastics Plates and Cups	160	0.0%	EPA	0.0
PS Packaging	410	6.1%	EPA	24.8
PS in Bags, Sacks, and Wraps	140	0.0%	EPA	0.0
PS — Plastics Plates and Cups	820	0.0%	EPA	0.0
PLA Packaging	20	0.0%	EPA	0.0
PLA — Plastics Plates and Cups	30	0.0%	EPA	0.0
Other Plastic Resin Packaging	360	0.0%	EPA	0.0
TOTAL	15,691	13.3%		2,085

 **TARGET 3** Undertake ambitious actions to effectively recycle or compost 50% of plastic packaging by 2025

BASELINE RECYCLING RATE BREAKDOWN

U.S. PACT CASE STUDIES

- 1 Through a public-private partnership with **Closed Loop Partners**, Republic Services, the City of Peoria (AZ), and the **City of Phoenix (AZ)**, as well as varied funding sources, North Gateway Transfer Station was able to utilize \$4.5 million to upgrade the facility's equipment, which substantially improved the capture of materials, yielded a 50% improvement in MRF throughput (processing speed), and increased inbound processing capacity.
- 2 In 2019-2020, the **Pet Sustainability Coalition**, along with partners, launched the Flex Forward pilot, the first return-to-retail pet food packaging take-back and recycling pilot to work toward capturing the 300 million pounds of pet food and treat packaging and recycle that packaging into materials that can be sold or donated back to the pet industry.
- 3 Through **Eastman's** molecular recycling technologies, also known as chemical or advanced recycling, the company is creating value from waste, breaking down hard-to-recycle plastic waste into its molecular building blocks so it can be used over and over again.
- 4 **PADNOS** partnered with Goodwill West Michigan and helped it obtain two grants: one from the department of labor for training and one from EGLE for equipment. PADNOS then built a training program by partnering with Muskegon Community College that would provide certification in all the skills necessary to sort plastics and electronics for optimal value. Participants in the program are 18–24-year-olds with a barrier to work.
- 5 **AMP Robotics** worked with **Keurig Dr Pepper** to equip AMP's robotics systems to properly identify and sort polypropylene K-Cup® pods in recycling facilities. The artificial-intelligence platform that guides AMP's robotics systems can differentiate objects found in the waste stream by color, size, shape, opacity, brand, and more, contextualizing and storing information about each item it perceives.



TARGET 3

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

1



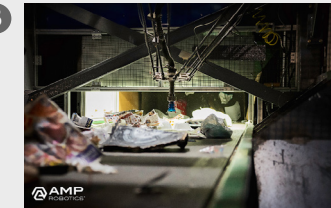
4



2



5



3



OVERVIEW & ACTIONS

We are working together to achieve an average of 30% recycled content or responsibly sourced biobased content across all plastic packaging placed on the market by Activators. This is not a target per each business or package.

PROMOTING BEST-IN-CLASS PRACTICES

The U.S. Plastics Pact Design for Recyclability Playbook helps Activators prioritize action by identifying best-in-class practices for the use of postconsumer recycled content per format, acknowledging challenges, and highlighting opportunities for innovation for maximum use of PCR.


The Design for Recyclability Playbook and other resources shared with U.S. Pact members explain the value of using postconsumer recycled and responsibly sourced biobased content, certification of these materials, and how to facilitate their use in practice.


SUPPORTING POLICIES

We are assessing the potential impacts of policy approaches, including the use of mandatory recycled content and eco-modulation levers, that require or incentivize the use and certification of postconsumer recycled content. The supply of postconsumer recycled plastics generated through an increased recycling rate per Target 3 will also help the U.S. Pact Activators to meet the Target 4 obligations.

RECYCLED CONTENT STRATEGY

The U.S. Plastics Pact is undertaking research in 2022 to develop a strategy for the achievement of this target by the priority resins and formats. We are analyzing model scenarios, including key challenges, attention to food contact requirements and actions needed, all in line with Target 2.

 [Click here to view the U.S. Pact Definitions.](#)



TARGET 4

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

TARGET 4 PROGRESS TRACKER

2021		2025
0%	15%	30%
	GOAL	

7%

average postconsumer recycled content or responsibly sourced biobased content used by U.S. Pact Activators.

RECYCLED CONTENT

Postconsumer recycled content (PCR) is essential to the circular economy. Using PCR reduces dependence on finite fossil feedstocks and creates a demand-pull for collection, sorting, and recycling. Post industrial (preconsumer) content is excluded from the U.S. Plastics Pact commitments. While in a circular economy it is encouraged that this waste is kept in the system, the priority is to avoid waste as part of an efficient production process.

BIOBASED CONTENT

The U.S. Plastics Pact aims to ensure that bioplastics contribute to a sustainable, circular flow of renewable materials. The [Bioplastic Feedstock Alliance \(BFA\)](#) informs our work on biobased plastic as part of the circular economy.

DATA SUMMARY

Average recycled content or responsibly sourced biobased content in plastic packaging⁴ placed on the U.S. market by Pact Activators is 7%.

Commitments toward increasing and purchasing recycled content are essential for creating demand for recycled materials. Access to high-quality postconsumer recycled content increases with progress in the other targets.

AVERAGE PCR USE BY FORMAT⁴

GLOBAL COMMITMENT PACKAGING FORMAT CATEGORY	PERCENTAGE PCR
HDPE Other Rigid	30.1%
HDPE Bottle	13.3%
PET Bottle	8.8%
Other PET Rigid	5.0%
PP Other Rigid	4.2%
>A4 Mono-Material PE Flexibles in B2C Context	4.1%
PET Thermoforms	2.6%
Other	1.4%
<A4 PE Flexibles	0.9%
PP Bottle	0.7%
<A4 Multi-Material Flexibles	0.5%
PVC Rigid	0.1%
<A4 PP Flexibles	0.02%
PE Tubes	0.005%
EPS Rigid	0.0%
Other >A4 Flexibles	0.0%

TARGET 4

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

CONTRIBUTION OF RECYCLED CONTENT⁴

GLOBAL COMMITMENT FORMAT CATEGORY	Percent contribution of recycled content material to overall packaging total
HDPE Bottles	3%
PET Bottles	3%
HDPE Other Rigids	1%
TOTAL	7%

Plastic on the market should be sourced from sustainable inputs to reduce the need for virgin fossil-based plastic and curb climate impacts and pollution associated with virgin plastic production.

U.S. PACT CASE STUDIES

- 1** The **Association of Plastic Recyclers (APR)** launched the first industry program to certify postconsumer (PCR) resin for use in packaging. The PCR Certification Program has increased confidence and certainty in the legitimacy of PCR acquired for a diversity of applications.
- 2** **Kwik Lok** created Eco-Lok closures, which use up to 20% less material from fossil fuels and lower the carbon impact of the product by up to 20%. The product uses responsibly sourced biobased material (corn and potato starch) that would otherwise go to the landfill.
- 3** **Nestlé Purina Tidy Cats Naturally Strong** jugs use 50% post-consumer recycled plastic, and the jugs are designed to be recycled to continue the circulation of plastic.
- 4** **General Mills** worked with **Charter Next Generation** and Envision Plastics to enable the use of 35% recycled plastic film cereal liners for its Annie's & Cascadian Farms brands.
- 5** **Hi-Cone** partnered with **Avangard Innovative** to include ring carriers in the LDPE PCR supply chain, creating a carrier with more than 50% PCR content that utilizes the same manufacturing and application.
- 6** **The Sustainability Consortium** partnered with the Northwest Arkansas Council and the University of Arkansas Center for Business and Economic Research to convene local stakeholders and conduct a project to quantify the volume of recyclable materials (including plastic film) managed through municipal recycling systems in the region, conducted economic analysis to understand the potential for developing new end markets for recyclable materials, and outlined recommendations for improving recycling systems and driving the circularity of recyclable materials.

TARGET 4

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

1 **How PCR Certification Works**

- 1** APR sets definitions & guidelines
APR's guidelines ensure a clear, consistent definition of PCR and increase accessibility to and confidence in PCR certification.
- 2** APR endorses qualified certifying bodies
Auditors apply for endorsement. They must demonstrate the ability to conduct audits in accordance with the guidelines.
- 3** Reclaimers hire an APR-endorsed auditor
Reclaimers request an audit of their pellet or flake as part of the APR PCR Certification Program.
- 4** The reclaimer is audited
The auditor analyzes material sourcing and flows within the facility, and provides a certificate upon successful audit.
- 5** APR promotes certified PCR
APR operates a directory of certified PCR and promotes its members with certified PCR of any resin.

Get certified or find certified PCR at plasticsrecycling.org

3

4

5

2

CONTEXT & CRITERIA

CONTEXT

The U.S. Pact utilized the [Ellen MacArthur Foundation](#) Global Commitment criteria for “problematic and unnecessary” plastic packaging components, with a few adaptations. The term “problematic” means a variety of things to different stakeholders. Similarly, the U.S. Pact views the term “functional” as a more appropriate indicator of what is necessary or “unnecessary,” coinciding with a prioritization of functions (e.g., food safety versus marketing).

The definitions and criteria below were used to identify problematic and unnecessary materials. To account for expected near future innovations in circular design, demand, and infrastructure, the U.S. Plastics Pact developed two separate lists:

1. Items that are unnecessary and/or problematic to be eliminated by 2025; and
2. Items that are currently problematic, but that are on a pathway to becoming circular by 2025 (i.e., reusable, recyclable, or compostable).

Note that the initial lists developed in 2021 will be revisited in 2023 per the timeline in the [Roadmap to 2025](#). Interim benchmarks may be established to facilitate progress.

Elimination of these problematic and unnecessary materials will enable advancements in circular package design, increase opportunities for recovery, and enhance the quality of recycled content available for manufacturers.

CRITERIA

The Ellen MacArthur Foundation Global Commitment Criteria for identifying problematic or unnecessary plastic packaging components. U.S. adaptations are provided in *italics*.

The following list of criteria is provided to help identify problematic or unnecessary plastic packaging or plastic packaging components.

DEFINITION OF “PROBLEMATIC OR UNNECESSARY”

Plastic packaging items, components, or materials where consumption could be avoided through elimination, reuse, or replacement and items that, post consumption, commonly do not enter the recycling and/or composting systems or, where they do, are detrimental to the recycling or composting system due to their format, composition, or size.

If Criterion 1 is “No”, then at least one additional criterion must be “Yes”.

CRITERION 1

It is reusable, recyclable, or compostable by 2025.⁵ Reusable, recyclable, and compostable will be assessed in accordance with the [U.S. Pact Definitions](#).

CRITERION 2

It contains hazardous chemicals *or creates hazardous conditions* that pose a significant risk to human health or the environment (applying the precautionary principle) during its manufacturing, *recycling (whether mechanical or chemical)*, or composting process.

CRITERION 3⁶

It can be avoided (or replaced by a reuse model) while maintaining utility.

CRITERION 4

It hinders or disrupts the recyclability or compostability of other items.

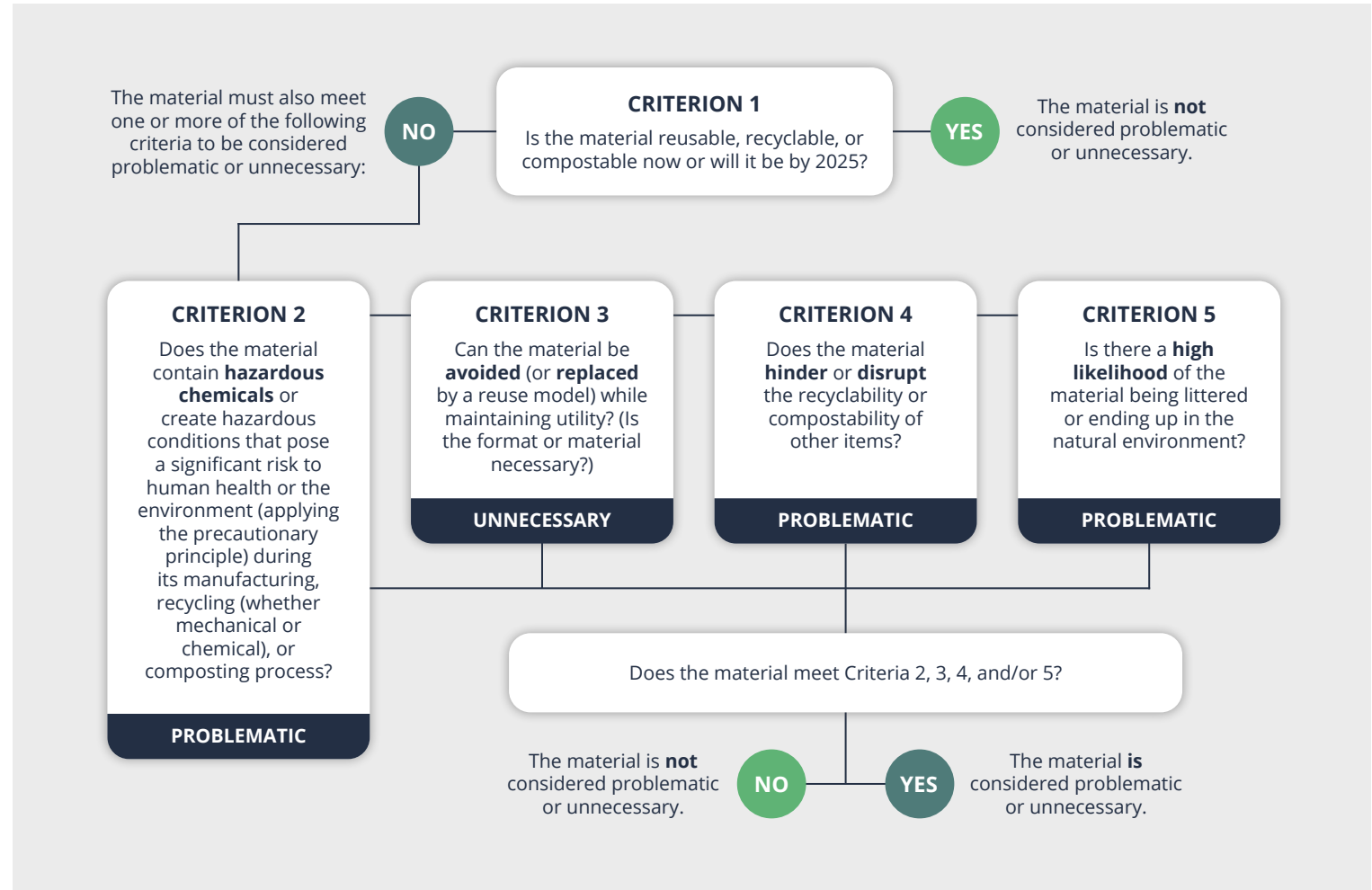
CRITERION 5

It has a high likelihood of being littered or ending up in the natural environment.

⁵ Changed Criterion 1 from the Ellen MacArthur Foundation Global Commitment criteria into the affirmative.

⁶ Speaks to “unnecessary” designation.

PROBLEMATIC & UNNECESSARY MATERIALS DECISION TREE



11 MATERIALS TO BE ELIMINATED BY 2025



7 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 a beverage used on the go would be defined as problematic whereas cutlery, straws or stirrers sold as a product would not.

8 “Intentionally added” either in the package or in the manufacturing of that package.

9 “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.

10 Any color other than transparent blue or green.

11 Including oxo-biodegradable additives.

12 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.

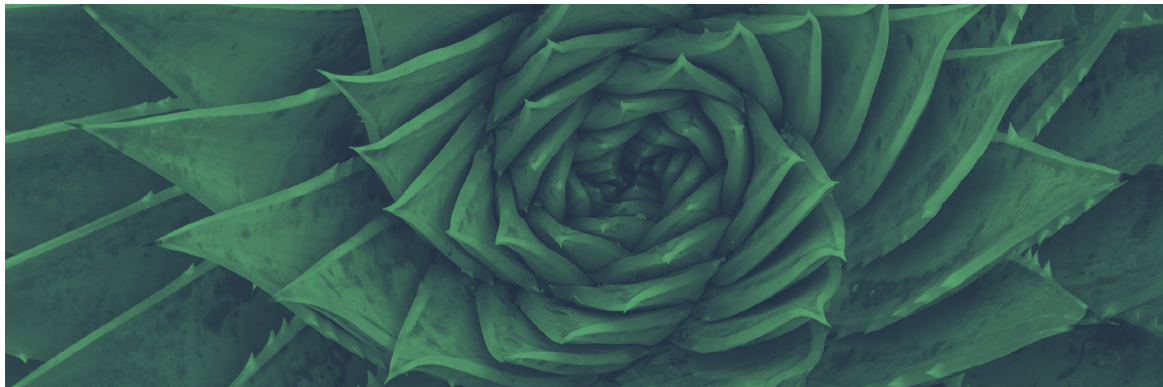
ADDRESSING MATERIAL SUBSTITUTIONS

The scope of these criteria is only for plastic-based packaging within the [Scope of the U.S. Plastics Pact](#). Material substitutions inevitably produce trade-offs for sustainability performance. When considering material substitution, we encourage Activators to switch to more circular (i.e., reusable, recyclable, or compostable) resins with better environmental profiles.

When an existing problematic plastic packaging is replaced by a new plastic material, Activators are encouraged to carry out assessments for emissions, water use, and the overall

environmental benefits. That analysis should include the recyclability and/or compostability as criteria for comparison.

When considering substitution to a non-plastic material such as paper, glass, or metal, the packaging will be considered out of scope for the U.S. Plastics Pact and the Activator should report the change as part of the annual reporting process (starting in Year 2). We encourage the Activator to carry out due diligence to ensure that the new material is not causing additional negative human health or environmental impacts.



ACTIVATOR QUOTES

“Recycling can only be a viable part of reducing plastic pollution if products are designed to be recycled and companies commit to buying recycled feedstock to make new products. As a MRF operator, we are encouraged by the stakeholder representation in the U.S. Pact along the whole supply chain, addressing the long-standing disconnect between how products are made and how they are (or are not) actually recycled in practice and at scale. This will be critical for the significant work ahead.”



LYNN HOFFMAN
Co-President,
Eureka Recycling

“The energy and drive of the U.S. Plastics Pact is infectious! The effort among industry, government and non-government Activators will provide a future where all plastics materials are thought of as resources.”



KIM HYNES
Executive Director,
Central Virginia Waste
Management Association

“Joining the U.S. Plastics Pact will not only ensure Smile Beverage Werks stays true to its environmental mission as a Public Benefit Corporation, but also allow us to bolster strategic initiatives towards a circular economy for plastic and composability in the United States. We take immense pride in this commitment and are looking forward to contributing in any and all ways that we can.”



MICHAEL SANDS
CEO, Smile
Beverage Werks

“The U.S. Plastics Pact members are leading by example with the cross-cutting efforts and aggressive agenda needed to spur the transformational changes required for a more sustainable future.”



CHERYL BALDWIN
VP of Sustainability
Consulting,
Pure Strategies

“The City of Phoenix has prided itself in being a municipal leader on integrating innovative waste diversion solutions across our facilities and helping to cultivate the transition toward a circular economy in our region. Conversely, we have also struggled with overcoming the disconnect between how products are being made and how they are expected to be managed at the end of life when they arrive at our transfer stations.”



AMANDA JORDAN
Circular Economy Project
Manager, City of Phoenix

“With a focus on meeting the U.S. Plastics Pacts targets by 2025, as a manufacturer and recycler of plastic film we are grateful to be part of the Activator community focused on finding solutions towards meeting those goals.”



CHERISH MILLER
Vice President,
Sustainability & Public
Affairs, Revolution

“ALDI is thrilled to be a founding member of the U.S. Plastics Pact. It has been energizing and inspiring to work with the other member organizations that share a similar vision for the future. ALDI will continue to lead by example, and we are eager to drive meaningful change across the industry.”



JOAN KAVANAUGH
Vice President of
National Buying, ALDI U.S.

THE TIME FOR ACTION IS NOW.

The U.S. Pact came together with speed and commitment, despite challenging circumstances in 2020 and 2021.

We are now shifting focus from setting our foundation to
ACTING ON IT.

LOOKING AHEAD

Our commitment to our four targets and Roadmap to 2025 set the course. The vision is clear. We must create value and drive change and accountability for a circular economy for plastics packaging within the U.S.

We are optimistic that the U.S. Pact will deliver on our obligations for the year ahead (2022) and heartened by the transparency in our Baseline Report, as well as the developments presented in the [Ellen MacArthur Foundation Global Commitment 2021 Progress Report](#) and the [World Wildlife Fund's Transparent 2020](#). However, the data presented underscore the severity of the challenges we face as producers and users of plastics. It speaks volumes that we are starting with only 7% average use of postconsumer recycled content or responsibly-sourced biobased content. This fact loops back to the complex reality that we must create economic value for the development of a circular economy.

2022 actions will continue our construction of a circular economy for plastics. The U.S. Pact will work with stakeholders to reduce problematic and unnecessary plastic packaging, in addition to sharing guidance developed related to design,

prioritizing opportunities for engagement to increase recycling rates for the four focus resins or greater compostable packaging acceptance across the country. Pact Activators will publicly commit to increasing PCR use, and we will work to close the gap between corporate sustainability efforts and procurement teams. The U.S. Pact's success will be built on our ability to make voluntary market-based changes and support policies that will help us level the national playing field to meet the targets. Extended Producer Responsibility for packaging, Deposit Return Systems, and postconsumer recycled content mandates have the greatest potential for supporting a circular economy for plastics packaging.

The work of the U.S. Pact will need to run deep within each participating business and organization as we implement our Roadmap to 2025. Building the circular economy rests on each of us thinking differently, constructively critiquing why we do things the way we do, and asking ourselves if there is a more efficient solution to keep the plastics we need in the economy and out of the environment. **We call on each and every business that is part of the U.S. plastic packaging value chain to join us. Thank you.**

U.S. PACT BASELINE REPORT RESPONDENTS

100% of U.S. Pact Activators submitted data for the 2020 Baseline Report. Current Activators not listed joined after the 2020 reporting window closed.

Ahold Delhaize USA	City and County of San Francisco, Department of the Environment	EcoCycle	Kimberly-Clark	Northeast Recycling Council, Inc. (NERC)	Reckitt Benckiser (RB)	The Coca-Cola Company
ALDI US		Environment and Human Health, Inc. (EHHI)	King County, WA	Ocean Conservancy	rePurpose Global Impact Foundation	The Global Kaiteki Center
Amcor	City of Phoenix, AZ (Reimagine Phoenix)	Eureka Recycling	Kwik Lok Corporation	Ocean Plastics Leadership Network (OPLN)	Returnity Innovations	The Sustainability Consortium
American Beverage Association (ABA)	Closed Loop Partners	Evertis	L'Oreal USA	PAC Worldwide	Revolution	The United States Composting Council
Association of Plastic Recyclers (APR)	Closure Systems International (CSI)	FMI, The Food Industry Association	Mars, Incorporated	PakTech	Salt Lake City Corporation	U.S. Chamber of Commerce Foundation
Austin Resource Recovery (City of Austin, TX)	Colgate-Palmolive Company	General Mills	Mondelez International, Inc.	Pet Sustainability Coalition	Seattle Public Utilities	Unilever United States
Balcones Resources, Inc.	Consumer Brands Association	Grove Collaborative	National Association for PET Container Resources (NAPCOR)	Plant Based Products Council	Solid Waste Agency of Lake County, IL (SWALCO)	UPM Raflatac
Berkeley Ecology Center	Danimer Scientific	Henkel Corporation	National Recycling Coalition (NRC)	PopPack LLC	Solid Waste Association of North America (SWANA)	Vinventions
Central Virginia Waste Management Association (CVWMA)	Danone North America	Hi-Cone	National Stewardship Action Council (NSAC)	Pretium Packaging, LLC	Sustainable Manufacturing Innovation Alliance (SMIA)/REMADE	Walmart, Inc.
Charter Next Generation	Department of Ecology, State of Washington	Institute of Scrap Recycling Industries, Inc. (ISRI)	National Waste & Recycling Association (NWRA)	PreZero US, Inc.	Target	
Church & Dwight	Digimarc Corporation	International Recycling Group		Product Stewardship Institute (PSI)	The Clorox Company	
	Eastman	Keurig Dr Pepper	Nestlé	RadTech International		

usplasticspact.org

MAKE AN IMPACT



[@USPlasticsPact](https://twitter.com/USPlasticsPact)



TakeAction@USPlasticsPact.org



[US Plastics Pact](https://www.linkedin.com/company/usplasticspact)



FOUNDED BY:



AS PART OF:

Ellen MacArthur
Foundation's Plastics
Pact Network

