

The State of Recycling, Policy, and Our Responsibility as Change Makers

with

**Paul Nowak, Executive Director
GreenBlue**



**30+ Years
Experience**

**Innovator in
brand, retailer,
packaging
space**



**Developing
Goals**

Paul Nowak
**Executive
Director
GreenBlue**



.... I've heard
of elf on a
shelf but Joel
on a ??





GreenBlue is an environmental nonprofit dedicated to empowering a diversity of stakeholders to promote a more sustainable materials economy.

Projects of GreenBlue



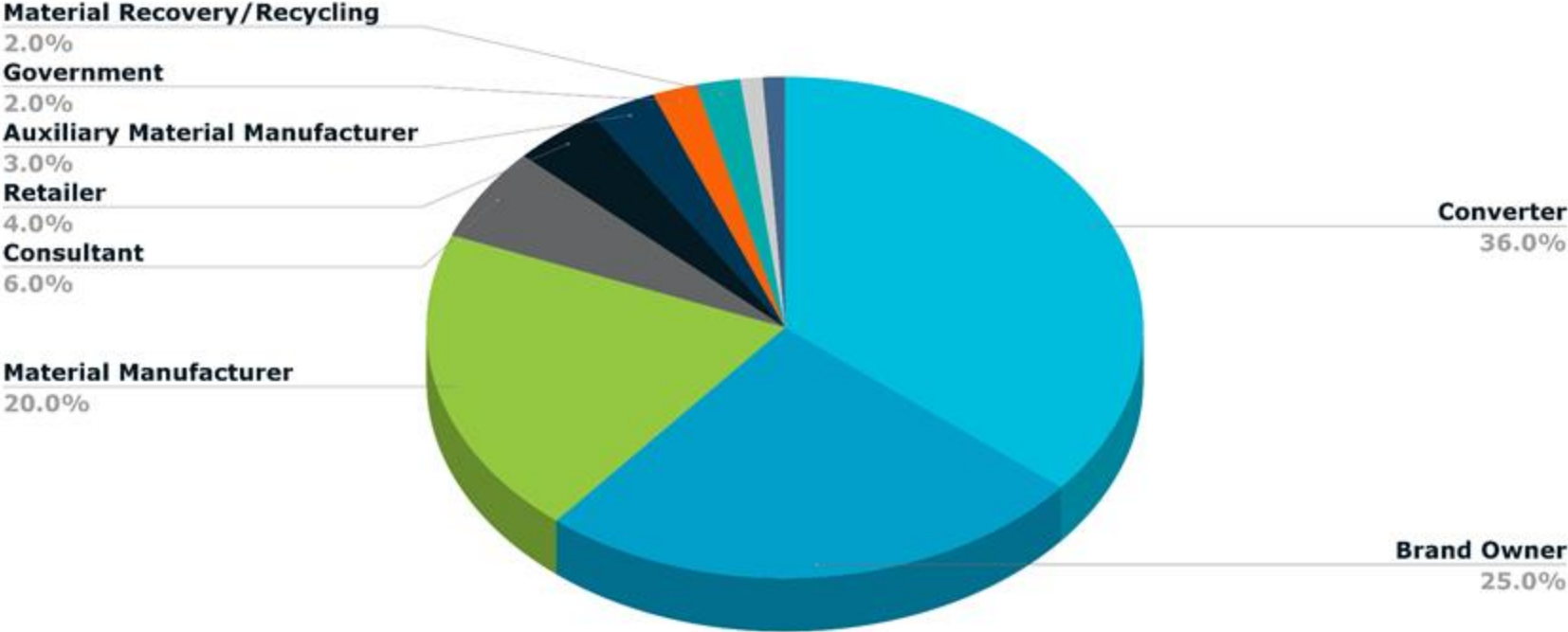


1100+

Members of SPC & H2R



Supply Chain Breakdown



Collaboratives



Flexible Packaging Recovery



Policy



Packaging Design



Retailer



Chemical Recycling



Mixed Paper



Next Markets



Compostable Packaging



Reusable Packaging

We've been leading collaborative working groups for over 15 years.



Collaboratives are how SPC member companies work together to understand key challenges, determine industry best practices, and pilot solutions to the most pressing design, material, and infrastructure problems.

They serve as a forum to **promote partnerships and supply chain collaboration by connecting members to one another** on issues of interest.

The shared goal of all SPC Collaboratives is to help guide SPC members and the industry in navigating and addressing sustainable packaging challenges and identifying opportunities.



We make the complex simple.

How2Recycle enables consumers to be more effective recyclers through on-pack labeling programs used by 500+ brands.

Built from the ground up, How2Recycle is the most recognizable and widely used on-pack recycling education tool available.

- The most recognizable and widely used on- package recycling education tool
- Started 10+ years ago out of an SPC collaborative
- Now 500+ members
- 54,000+ labels issued for over 200,000 SKUs
- Backed by rigorous data-driven R&D team



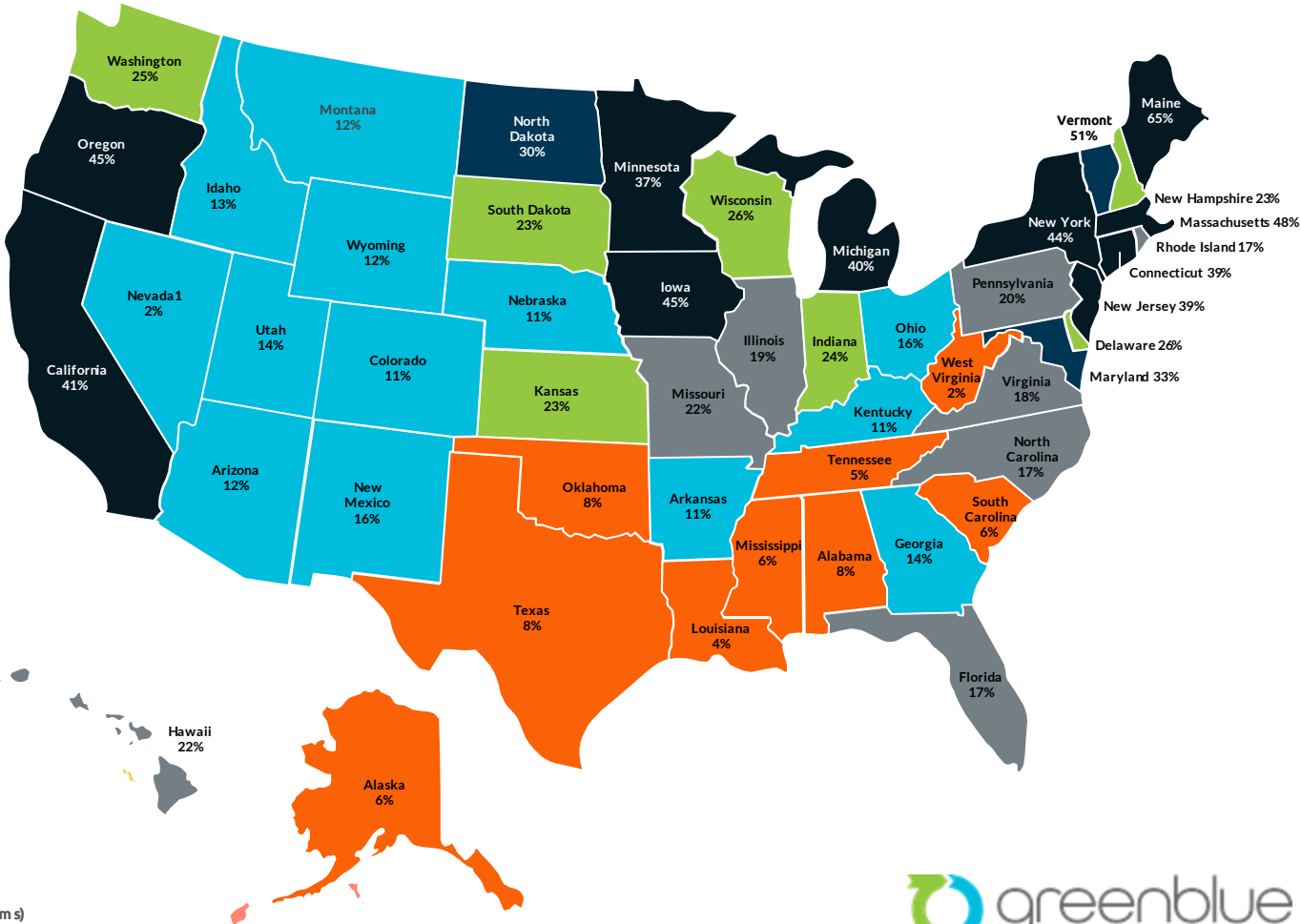


The State of Recycling Rates & Content

US State Overall Packaging Recycling Rates

Recycling Rate Legend Title

- 0%-10%
- 11%-16%
- 17%-22%
- 23%-28%
- 29%-34%
- 35%- 70%



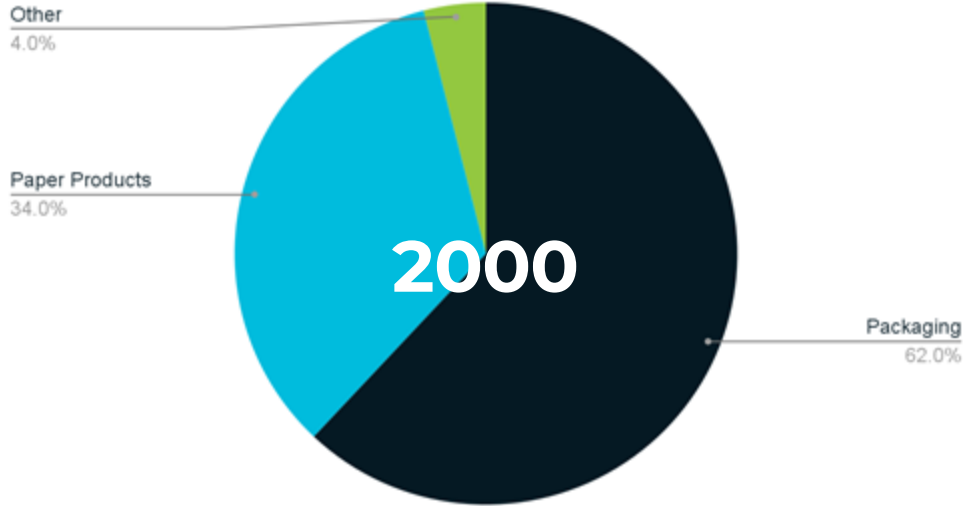
(Excludes material captured through state deposit return systems)

Source: Eunomia/Ball – The 50 States of Recycling (refresh)



Curbside recycling programs have become **packaging** recycling programs

Seattle Residential Recycling



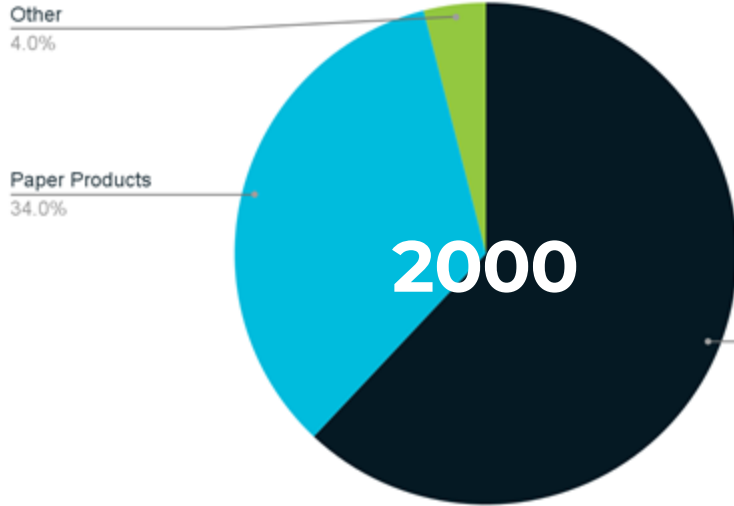
73,926 tons
Pop. 519,744



83,662 tons
Pop. 731,761

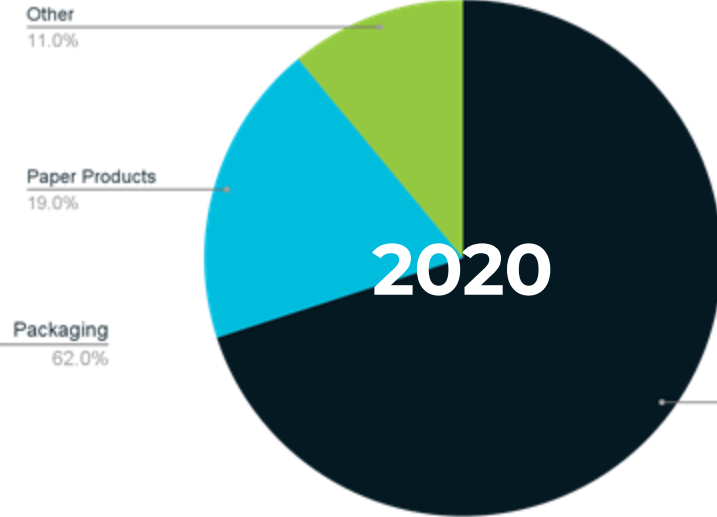
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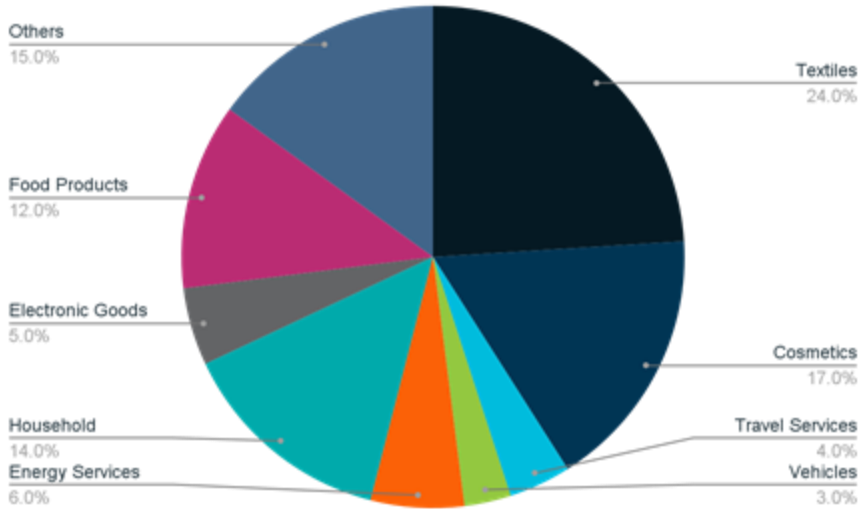
2020

83,662 tons
Pop. 731,761



The State of Recycling Truth in Labeling

2020 Sweep of misleading sustainability claims*



53% of claims provide vague, misleading or unfounded environmental information on the product.

40% of claims were unsubstantiated.

* Source: [European Commission](#)



- **Protect** consumers and companies from greenwashing
- **Enable** consumers to contribute to accelerating the green transition by making informed purchasing decisions based on credible environmental claims and labels
- **Boost** the competitiveness of economic operators that make efforts to increase the environmental sustainability of their products and activities
- **Improve** legal certainty and create cost saving opportunities for such operators that are trading across borders.
- **Accelerate** the green transition towards a circular, clean and climate neutral economy

Dynamic Label Pilot



How2Recycle +





The Recycling Partnership
Solving for Circularity



Dynamic Label Pilot




Recycle if Clean & Dry	Rinse Before Recycling
	
Store Drop-off	Check Locally*
PLASTIC	COATED PAPER
BAG	METAL
	TRAY

how2recycle.info

*Not recycled in all communities

RECYCLE CHECK



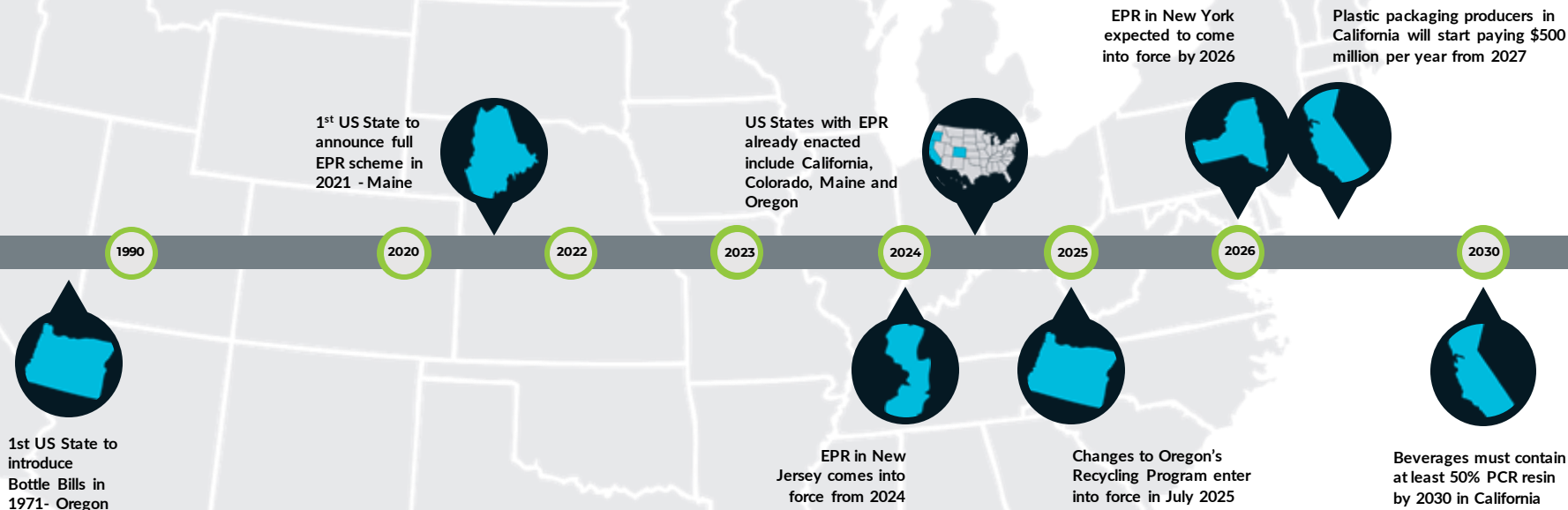
Scan the QR code for local recycling information.





Extended Producer Responsibility

US Landscape



Global Landscape

EPR Scheme for household packaging waste implemented in 1992



1990



EU Packaging & Packaging Waste Directive 1994



French Circular Economy law (AGEC) introduced in 2020

2020



1st US State to announce full EPR scheme in 2021 - Maine

2022



UK introduced Plastic Tax in 2022

Single-Use Plastics Fund Act passed in Germany in May 2023



2023

Further labelling regulations implemented in France in 2023



India's EPR target for 2023-2024 is 100%

2024



US States with EPR already enacted include California, Colorado, Maine and Oregon

2025

100% recycling rate for plastics in France under Circular Economy law by 2025



Germany implemented ban on PET bottles with less than 25% recycled content from January 2025

2026

EPR in New York expected to come into force by 2026



Plastic packaging producers in California will start paying \$500 million per year from 2027

2030

1st US State to introduce Bottle Bills in 1971 - Oregon

France was 1st country to implement a "bonus/malus" fee modulation system in 2011
EPR scheme expanded to include all plastic packaging in 2012



EU Single Use Plastic Directive (SUPD) approved in 2019 - EU Members to implement by 2021



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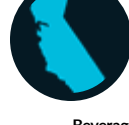
Mandatory 25% PCR in PET bottles in all EU Member States by 2025

65% packaging waste recycling target by weight across EU by 2025

Changes to Oregon's Recycling Program enter into force in July 2025

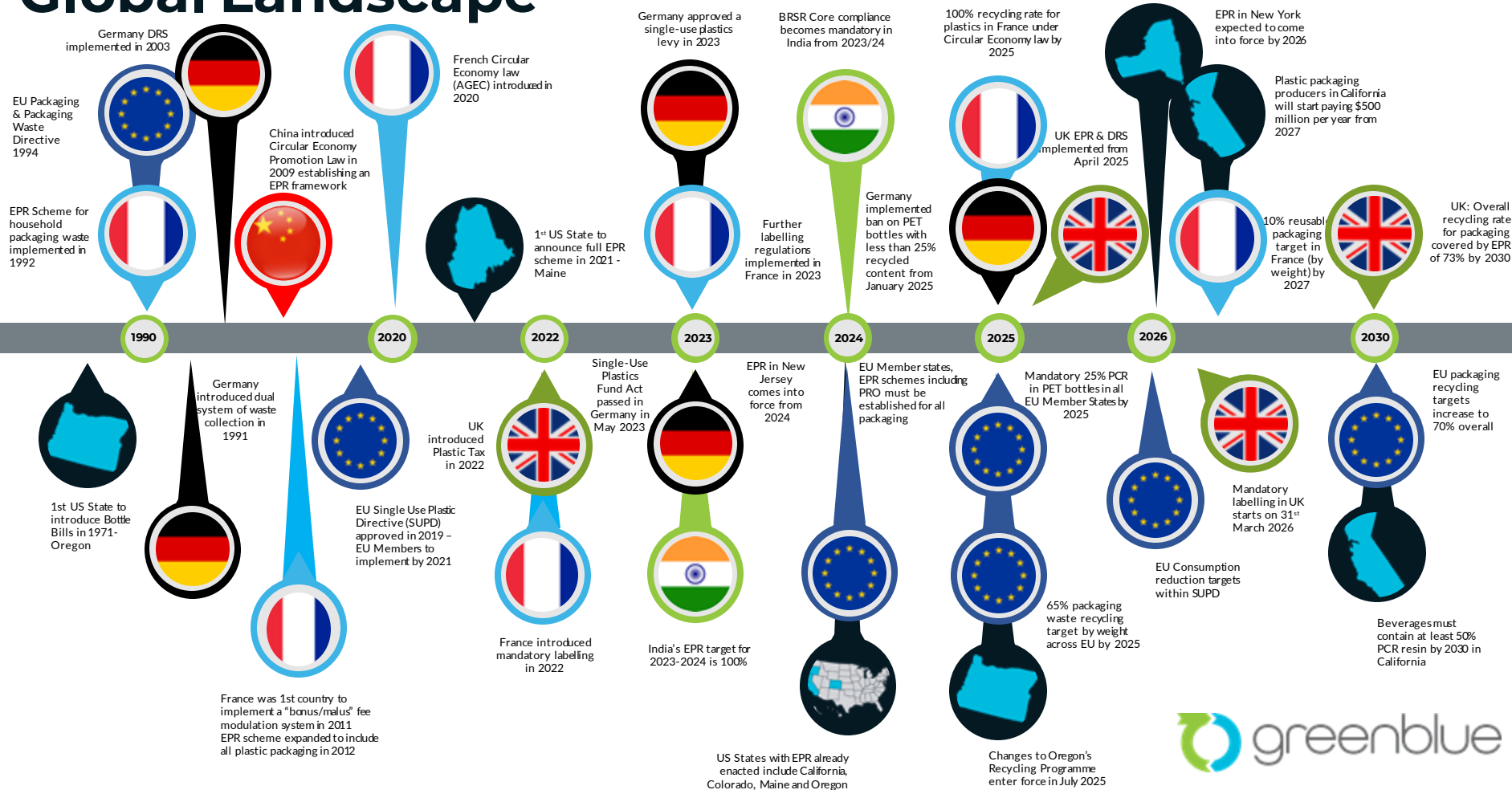


EU packaging recycling targets increase to 70% overall



Beverages must contain at least 50% PCR resin by 2030 in California

Global Landscape





Global & Corporate Goals



U.S.

CalRecycle published its Material Characterization Study by January 2024, as mandated in SB 343

“Reactions to the study have been mixed, as some are confused by the high percentage of plastics that are accepted by statewide population compared to others like metals and cartons.”



Europe

The PPWR getting closer to the finish line.

“Any packaging that is not recyclable will need to be off the market in 5 years. Secondary legislation will define recyclable”



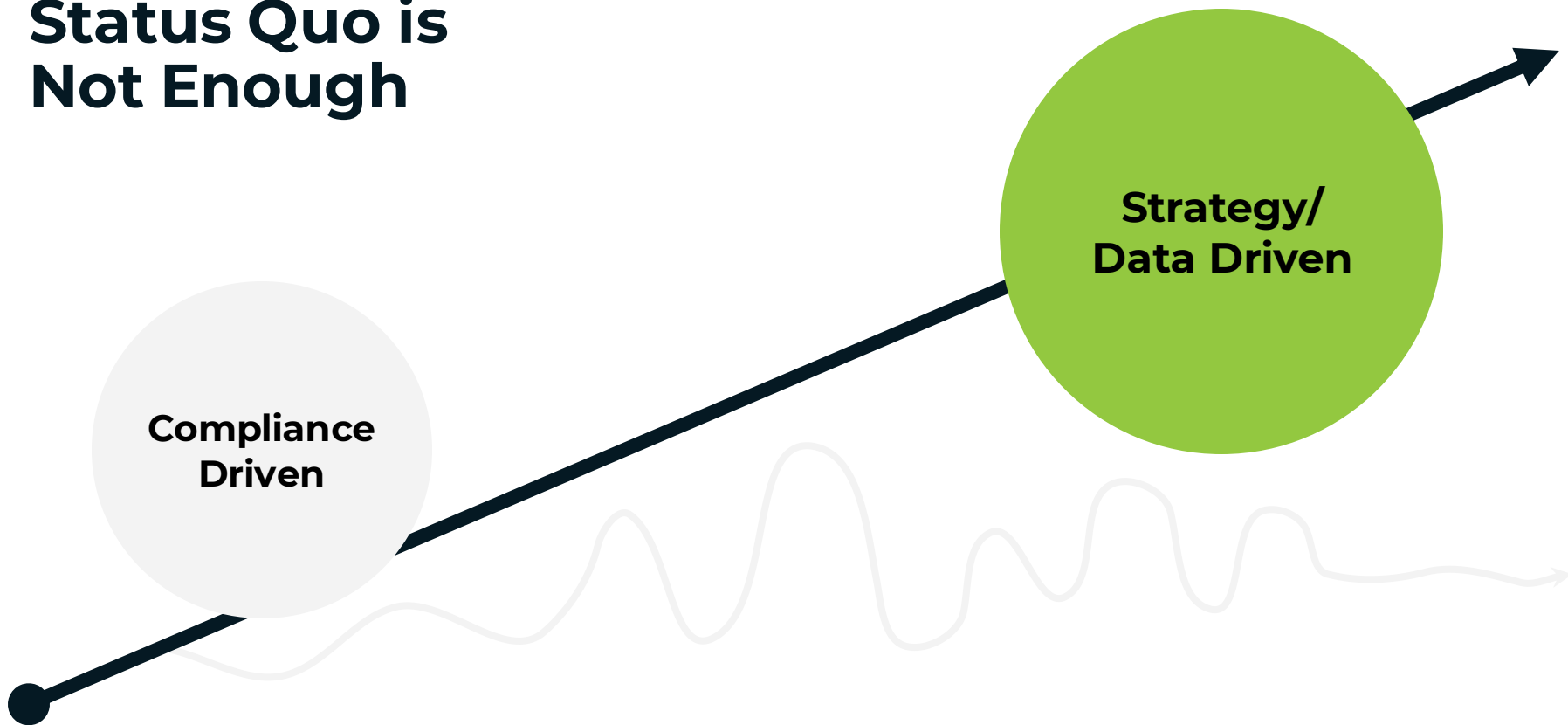
Canada

Recyclability labeling rules in holding pattern.

“The Government of Canada has not yet posted draft regulations for Part 1 of their Recycled Content and Labelling Rules for Plastics. They were said to be released earlier this year”



Status Quo is Not Enough



* Source: Tracy Sutton, ROOT

59%

**Very or
Extremely
Concerned
About Climate
Change**

16-25 Year Olds

**2021 Survey of 10,000 individuals across 10 countries
(Australia, Brazil, Finland, France, India, Nigeria, Philippines, Portugal, UK & USA)*



If not us, then who? If
not now, then when?

John E. Lewis

“ quotefancy



GreenBlue's mission is to advance sustainable practices through education and collaboration, providing the necessary tools and resources for our stakeholders to take action.





greenblue

The background is a solid teal color with large, abstract, overlapping geometric shapes in various shades of teal and blue. These shapes include circles, triangles, and irregular polygons, creating a modern, layered effect.

THANK YOU

www.greenblue.org