

# Business Approaches to Plastic Waste



Tristanne Davis, Senior Manager

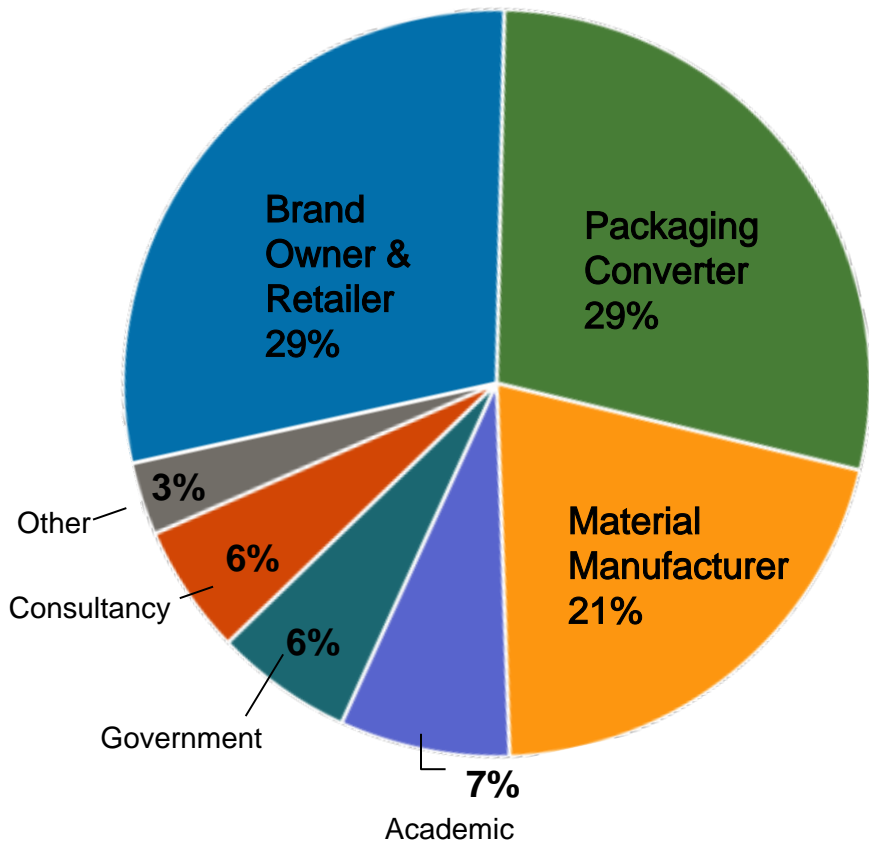
**SUSTAINABLE PACKAGING**  
COALITION®

Impacts of  
Microplastics in the  
Urban Environment  
Conference



**SUSTAINABLE PACKAGING  
COALITION®**

Total: 288  
members



DEPARTMENT OF  
**ECOLOGY**  
State of Washington



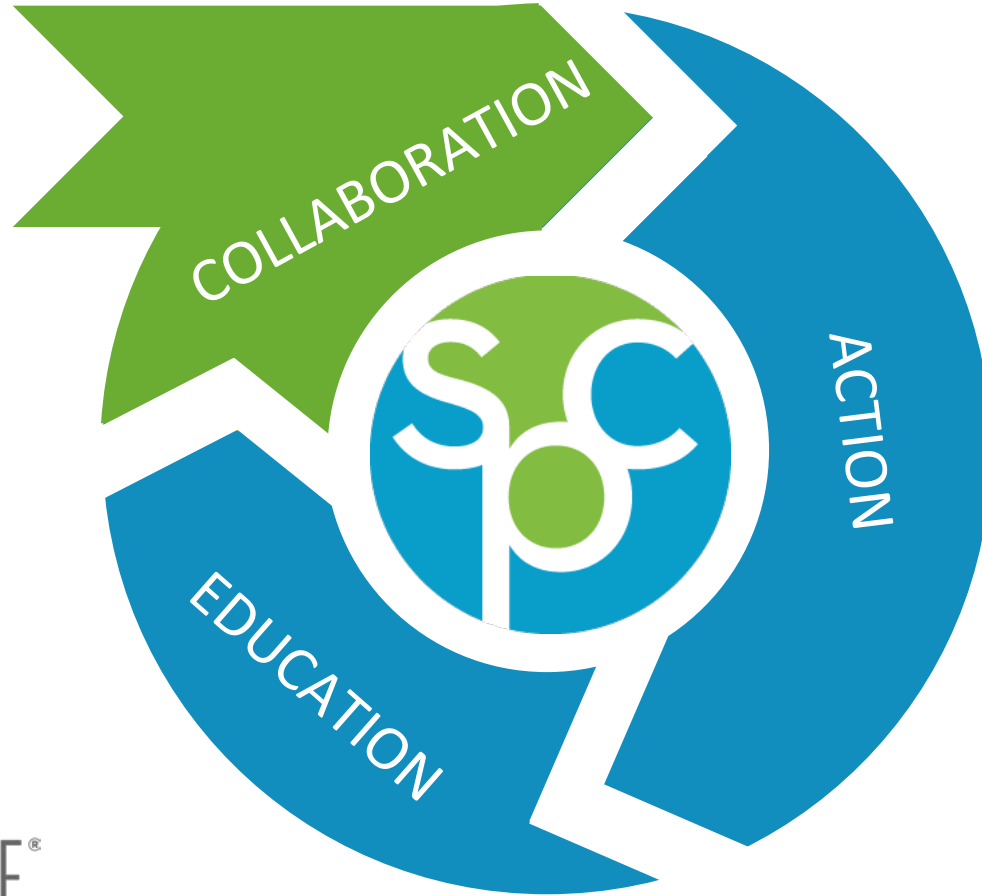
RUTGERS



PEPSICO



Georgia-Pacific



A project of





## SOURCING

Certified, recycled and  
bio-based



## MATERIAL HEALTH



## OPTIMIZATION

Can be measured multiple ways  
(weight, damage reduction,  
shelf-life, carbon, water etc.)



## RECOVERY



**SUSTAINABLE PACKAGING  
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## Events



## Industry working groups



Multi-Material Flexible  
Packaging



Forest Products



Cold Chain

## Resources



Comprehensive results of the  
2018 Sustainable Packaging Study  
conducted by *Packaging Digest* in partnership  
with the Sustainable Packaging Coalition.

**PACKAGING  
DIGEST**



# Education

## Welcome to the Essentials Of Sustainable Packaging



### The Essentials of Compostable Packaging



### The Essentials of Bioplastics



### The Essentials of Ocean Plastic Pollution



# Product Labels



# How2Recycle®





Breaking down what  
business can do to  
manage plastic waste



Make bold public  
commitments to set the  
agenda



The Sustainable Packaging Coalition's  
**Goals Database**

# Goals that address plastic waste

## Recovery Goals

- Eliminate Unfavorable Materials
- Improving Recovery Infrastructure
- Recyclability

## Sourcing Goals

- Recycled Content

## Optimization Goals

- Material Efficiency
- Volumetric Efficiency
- Manufacturing & Operational Waste

# Global and regional commitments



Design for recycling and  
label products clearly



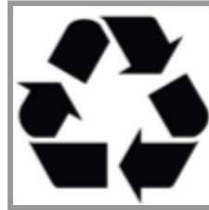
# 67%

Of people assume  
that packaging  
ISN'T recyclable if  
they don't see a  
claim on the  
package.

How2Recycle has  
made **over 48,000**  
specific design  
recommendations to  
its members to  
improve packaging  
recyclability.

## How2Recycle

Information and locational instructions let you know if an item can  
be recycled traditionally or by other means.

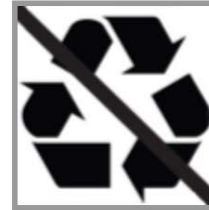


Widely Recycled



Limited Recycling

\* Not recycled in all  
communities



Not Yet Recycled



Store Drop-Off





how2compost.info



BPI®

## COMPOSTABLE IN INDUSTRIAL FACILITIES

Check locally, as these do not exist in many communities. **Not suitable for backyard composting.** CERT # SAMPLE



COMPOSTING  
COLLABORATIVE

Create market demand  
for recycled content

# Design for Recycled Content Guide

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This Guide supports brands and suppliers who are looking to incorporate recycled content in packaging. The Guide provides practical recommendations to inform strategy and decision making by outlining existing challenges, illuminating areas of opportunity, and dispelling myths about the use of recycled content.

[Introduction](#)

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[The Path to Using Recycled Content](#)

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[All Plastics](#)

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[Polyethylene Terephthalate \(PET\)](#)

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[High-Density Polyethylene \(HDPE\)](#)

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[Polypropylene \(PP\)](#)

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[Polystyrene \(PS\)](#)

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[Polyethylene \(PE\) Film](#)

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[All Paper](#)

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[Paperboard](#)

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[Corrugate](#)

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[Glass](#)

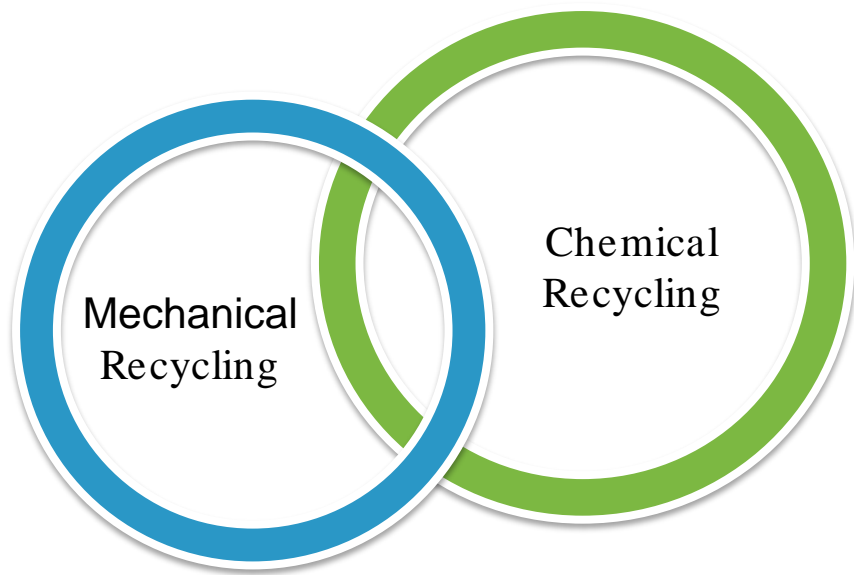
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[Aluminum](#)

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# Ocean-bound plastics





Mechanical recycling creates challenges for using recycled content. Investments in chemical recycling can change this.



Invest in projects to  
capture waste more  
effectively



CIRCULATE CAPITAL



**ALLIANCE TO  
END PLASTIC WASTE**



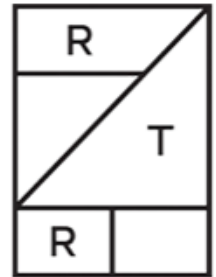
Reduce consumption of  
single-use plastics  
through design and  
alternative models



# Amazon chooses refillable packaging

By Kate Bertrand Connolly in Sustainable Packaging on March 19, 2019

🐦 in f g+ ✉



RENT THE RUNWAY



**SUSTAINABLE PACKAGING**  
COALITION®

Thank you!

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