

# Business Approaches to Plastic Waste



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**SUSTAINABLE PACKAGING**  
COALITION®

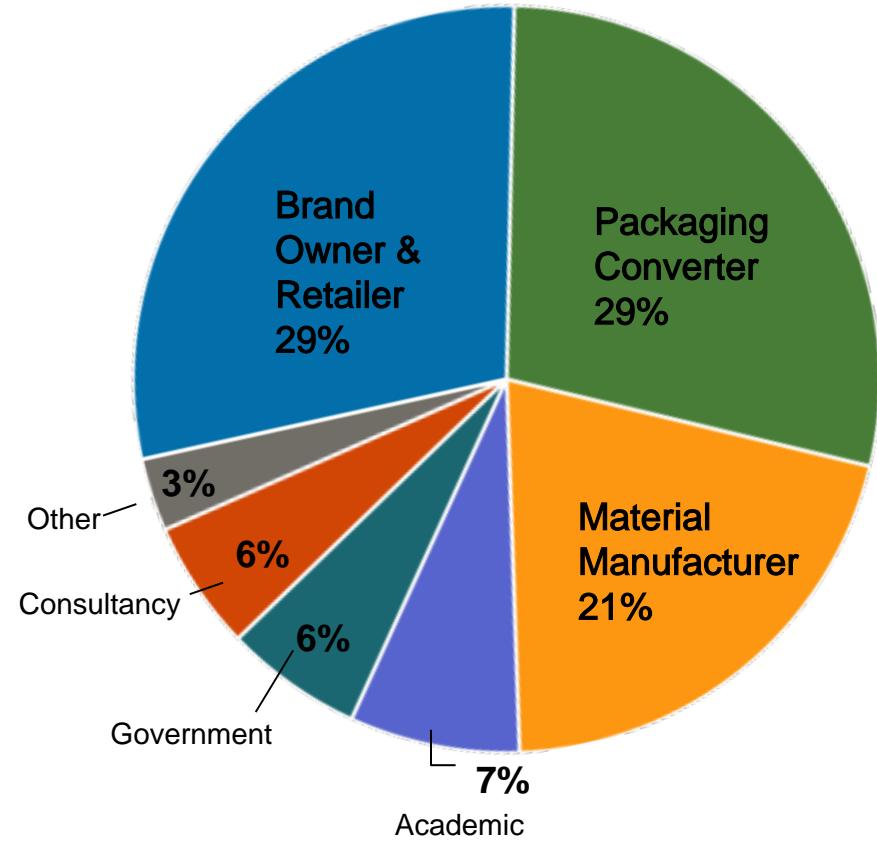


Impacts of  
Micoplastics in the  
Urban Environment  
Conference



**SUSTAINABLE PACKAGING  
COALITION®**

Total: 288  
members





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

# Events

# Industry working groups

# Resources



## Multi-Material Flexible Packaging



## Forest Products



## Cold Chain



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

**PACKAGING**  
**DIGEST**

 SUSTAINABLE PACKAGING  
COALITION™

# 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.





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## COMPOSTABLE IN INDUSTRIAL FACILITIES

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



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.

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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

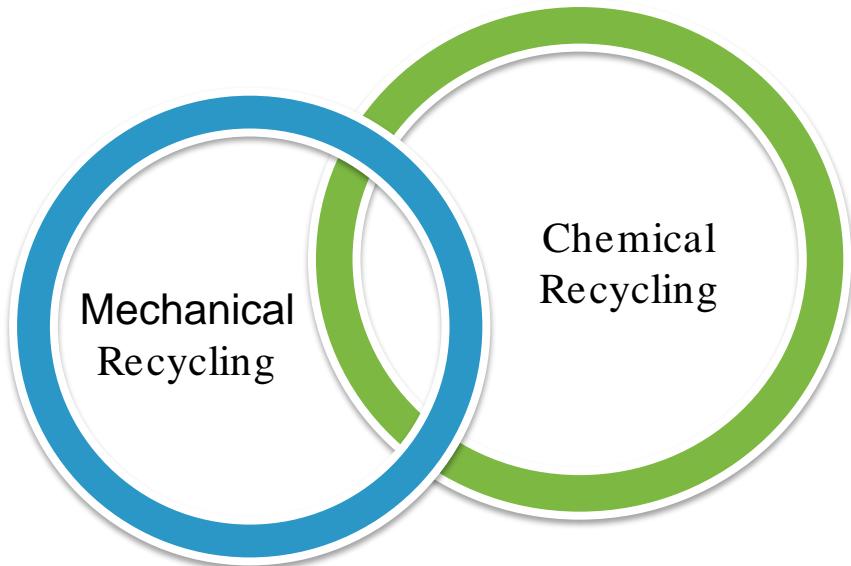
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Aluminum

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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**

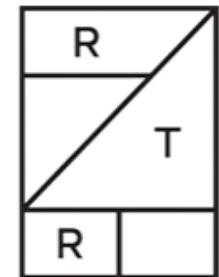
Reduce consumption of  
single-use plastics  
through design and  
alternative models



## Amazon chooses refillable packaging

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

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RENT THE RUNWAY



**SUSTAINABLE PACKAGING  
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**Thank you!**

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