

How2Recycle

Clear. Consistent. Concise.

Recycling labels that make sense.

How2Recycle is an on-package recycling label developed by the **Sustainable Packaging Coalition**, a project of the non-profit **GreenBlue**.



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The Problem

1. **Unclear labels** confuse, greenwashing is common
2. No consistent labeling system exists across **all material types or components**
3. **Legal guidance** is ignored or inaccurately interpreted
4. Consumers desire **transparency** and proactive sustainability efforts from companies, but remain skeptical



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<http://www.greenblue.org/publications/labeling-for-package-recovery/>

Design: Based on Success

Header	Additional information	
 SLEEVE	 TRAY	 FILM
CARD widely recycled	METAL check local recycling	PLASTIC not currently recycled

 WIDELY RECYCLED AT RECYCLING POINTS	RECYCLE WITH CARRIER BAGS AT LARGER STORES NOT AT KERBSIDE	Disposal CHECK LOCAL COUNCIL RECYCLING CENTRE
CHECK LOCALLY FOR KERBSIDE	FILM	PAINT CAN METAL

www.onpackrecyclinglabel.org.uk

- On Pack Recycling Label, a partnership w/ the British Retail Consortium
- Used by more than 100 companies on over 60,000 product lines
- Companies pay £700 annually to use the label
- Retailers say it has improved understanding of recyclability



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How2Recycle

Development

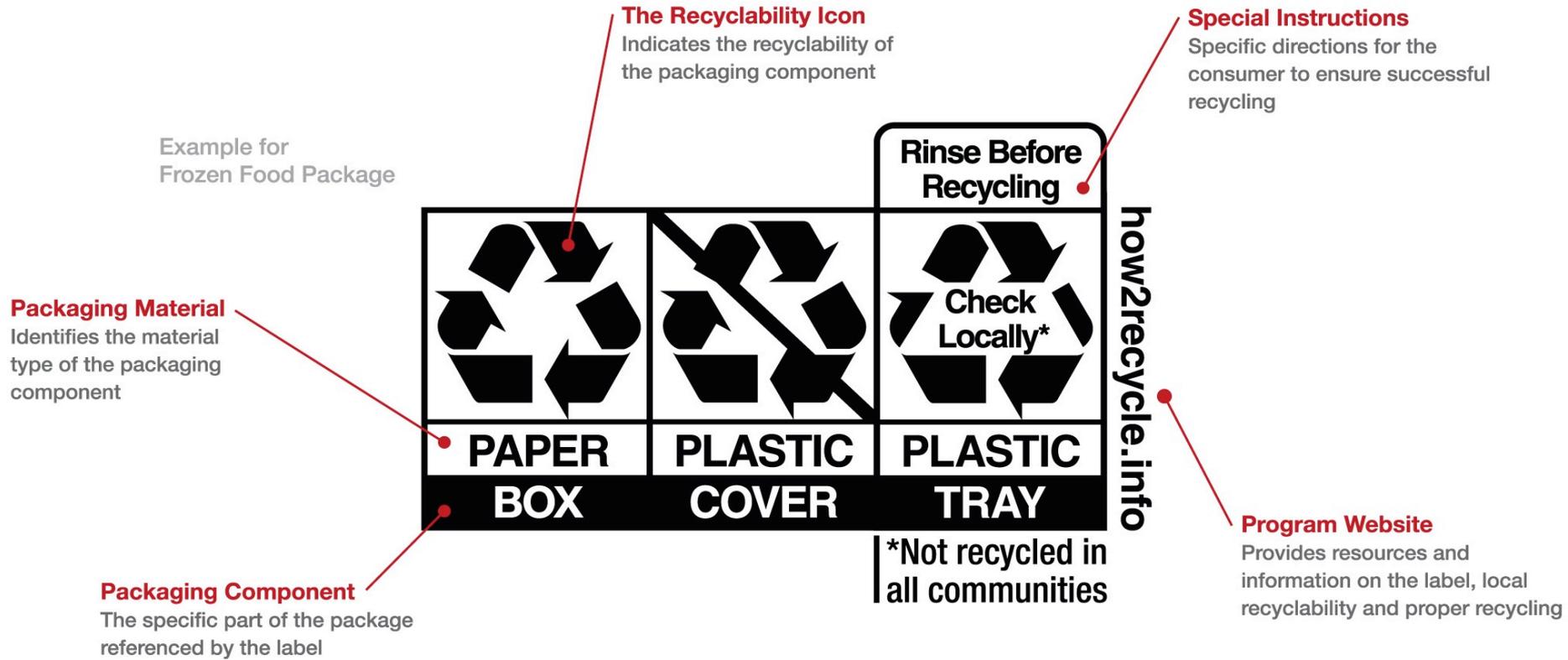
- **2008:** SPC members initiated; design exercises
- **2009/2010:** Qualitative consumer testing; designs refined; FTC consultation
- **2011:** Quantitative consumer testing provided by outside research firm
- **2012:** Soft Launch
- **2013-2014:** Full implementation US; Exploration of Canadian Label



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How2Recycle Label Design



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Caps On Messaging



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Solution for Bags, Films, and Wraps

- For HDPE (#2) and LDPE (#4) flexibles
- Access at retail drop-off bins
- Partner ACC's Flexible Film Recycling Group supports the *plasticfilmrecycling.org* website and related materials
- Poster for retail use
- Additional partnership with the State of Wisconsin includes consumer education campaign in Milwaukee
- **Sponsorship funding available for use on-package, to include carry-out bags**



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Current Participants



Vision

Be the “standard” for U.S. recyclability labeling

**Be on the majority of consumer goods
packaging by 2016**



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How2Recycle

Packaging in the Market

See the gallery at: <http://www.how2recycle.info/gallery/>



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GENERAL MILLS



 **Sealed Air**



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Measuring Success: Web Survey

How would you describe your experience with the label? (N=415)

Somewhat to overwhelmingly positive	74%
Neutral	20%
Negative	6%

Is How2Recycle easy to understand? (N=415)

Easy to Somewhat easy	84%
Somewhat unclear	11%
Unclear	5%

If you saw the label on a product, what is your impression of the company that makes the product? (N=393)

More positive	79%
The same	17%
Less positive	4%



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Consumer Anecdotes

“[I] applaud companies that care enough to make recycling easier.”

“I see it as an initiative to conduct business in a conscientious manner.”

Thank you for starting a positive chain. I wish you could get more companies to use the label.

More products should do this!! It takes away the "guessing game" of recycling.

“Congratulations in this initiative. I Super like it!”

“I do find it challenging to reduce waste and find the information needed to recycle... I appreciate your making more information available through this program and website... Thanks!”



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Confusion Around the Resin Identification Codes (RICs)

“I understand the basics of the different plastics 1-7, and I understand that they are different, and generally can't be recycled together, but I don't understand why we can't recycle all 7 types of plastic consistently throughout the whole USA. Also, it gets confusing thinking of styrofoam, foam, pvc, etc as a type of plastic.”

“#1 & #2 are the most valuable to the recyclers. The rest in very high percentages end up being bundled and shipped to China in a nitrous oxide spewing ship. Might as well send it to a local landfill.”



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Communications & Outreach

Website

www.How2Recycle.info

Info, feedback survey, and photos

Social Media

[Facebook.com/How2Recycle](https://www.facebook.com/How2Recycle)

[Twitter.com/How2Recycle](https://twitter.com/How2Recycle)

Print and Web Media

News coverage to industry and beyond

Presentations

Conferences and webinars



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Strategic Partnerships

- Keep America Beautiful (KAB) – KAB has endorsed How2Recycle. Ongoing coordination on programs.
- State and Local Governments – Working with a variety of governments to provide outreach, education, and congruency with local recycling programs.
- Industry Associations- Collaboration with groups collecting access to recycling data or with interest in recycling labeling (ACC, APR, GMA).
- Retailers - Providing outreach to retailers directly and through trade groups (FMI).
- Endorsements – Including Keep America Beautiful, New York City Department of Sanitation, State of North Carolina, StopWaste.Org, and New York State Association for Reduction, Reuse, & Recycling



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Next Steps

- Focus on recruitment and growth in the U.S
- Partnership with ACC's FFRG to:
 - Promote the Store Drop-off Label
 - Provide sponsorships for companies to join
 - Bale audits to gauge poster effectiveness
- Further develop the How2Recycle website
- Supporting project linking stakeholders interested in recycling access data
- Increase municipal participation



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how2recycle.info

*Not all communities have composting programs

DRAFT: For internal discussion only



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What Can You Do?

- Get involved with the SPC – Free Membership
- Provide link to how2recycle.info and details on what you collect without using RICs
- Don't use RICs in your communications
- Promote Retail Drop-off for PE films
 - Provide link to plasticfilmrecycling.org
 - Tip Sheets
 - Poster
 - List in the Drop-off Directory



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شبابنا Plastic Film Packaging



Newspaper Bags



Case Wrap
(e.g. snacks, beverage cases)



Produce Bags



Retail Bags



Napkin, Paper Towel, Bathroom
Tissue and Diaper Wrap
(packaging)

**Recycle if
Clean & Dry**

**Store
Drop-off**

PLASTIC

BAGS / FILM / WRAP

Food Storage Bags



Air Pillows



Bread Bags

how2recycle.info

- ✓ ONLY brown food bags with the above how2recycle label
- ✗ NO prewashed salad mix bags
- ✗ NO degradable bags

Dry Cleaning Bags



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plasticrecycling.org



Ziploc

Thank you!

Anne Bedarf

Senior Manager, GreenBlue

Anne.Bedarf@greenblue.org

434-817-1424, ext. 314

Danielle Peacock

Project Associate, GreenBlue

Danielle.Peacock@greenblue.org

434-817-1424, ext. 327

GreenBlue

Sustainable Packaging Coalition

How2Recycle's Website

How2Recycle Gallery of Packages

www.greenblue.org

www.sustainablepackaging.org

www.how2recycle.info

www.how2recycle.info/gallery



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