Business Approaches to Plastic Waste

Impacts of Microplastics in the Urban Environment Conference

Tristanne Davis, Senior Manager
Total: 288 members

- Brand Owner & Retailer: 29%
- Packaging Converter: 29%
- Material Manufacturer: 21%
- Consultancy: 6%
- Government: 6%
- Academic: 7%
- Other: 3%

Sustainable Packaging Coalition®

Logos of various companies and organizations are displayed on the right side of the page.
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 COMMUNITY
Welcome to the Essentials of Sustainable Packaging

The Essentials of Compostable Packaging

The Essentials of Bioplastics

The Essentials of Ocean Plastic Pollution
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.

Carton Council, 2016
How2Recycle has made **over 48,000** specific design recommendations to its members to improve packaging recyclability.

![How2Recycle Logo and Icons]

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

- **Widely Recycled**
- **Limited Recycling**
- **Not Yet Recycled**
- **Store Drop-Off**

* Not recycled in all communities
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

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.
Ocean-bound plastics

nextwave
Mechanical recycling creates challenges for using recycled content. Investments in chemical recycling can change this.
Invest in projects to capture waste more effectively
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

![Image of Loop and Limeloop products](image-url)
Thank you!

Tristanne.Davis@GreenBlue.org