The State of Sustainable Packaging

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Recycling Update | March 20, 2018
Walmart unveils new sustainable packaging priorities

By Lisa McTigue Pierce in Sustainable Packaging on October 26, 2016

1. As part of the Support Recycling pillar, Walmart will soon start rolling out the How2Recycle label on select Great Value and Equate products at Walmart and Sam’s Club stores.

Walmart discovered that two-thirds of people don’t recycle empty packages if instructions aren’t printed on the package. It’s why Jack Pestello, svp, Private Brands, Walmart U.S., said in a press release, “We believe a best practice is to use labeling that helps customers recycle, such as the How2Recycle label, to communicate the recyclability of a package.”
How2Recycle

Brands Supporting How2Recycle:
How2Recycle member companies represent over 500 brands in the marketplace.
66% of consumers filling out our survey in the last six months tell us they have changed their recycling behavior as a direct result of How2Recycle.
How2Recycle helps reduce contamination in the recycling stream.
82% Of people learn from How2Recycle.
Not Yet Recycled
86% have a more positive impression of a company using How2Recycle.

Survey at how2recycle.info, 2018.
How2Recycle distinguishes between lookalike packages
How2Recycle helps improve packaging design.
In the last four months, How2Recycle has made over 2600 specific design recommendations to its members to improve packaging recyclability.
Five Elements of the Recycling System

1. Consumer Engagement
2. Collection
3. Sortation
4. Reprocessing
5. End Markets
RECYCLING COMMITMENTS
How2Compost helps reduce contamination in the recycling and compost stream.

*Not in backyard; Composting programs for this plate may not exist in your area.
Project Gigaton™

We’re working with our suppliers to reduce greenhouse gas emissions from our supply chain by 1 Gigaton.

Suppliers can make commitments in

- Energy
- Agriculture
- Waste
- Products
- Deforestation
- Packaging

How much really IS a GIGATON?

[gig-uh-tuhn] noun: one billion tons

It is equivalent to...

- Removing all 211 MILLION CARS from the road for a year
- The weight of 100 MILLION elephants*
- The average annual emissions of 100 MILLION U.S. homes
- 6 MILLION blue whales**

* The Washington Post  **According to the NOAA
CARBON FOOTPRINT COMMITMENTS
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