



How2Recycle

A Cleaner World
Starts With Us

®





Over 60 members

*that represent over 500
brands in the marketplace,
and growing!*



Recycling still has big problems that we're trying to solve.



**Most recyclables
still end up in
landfills**

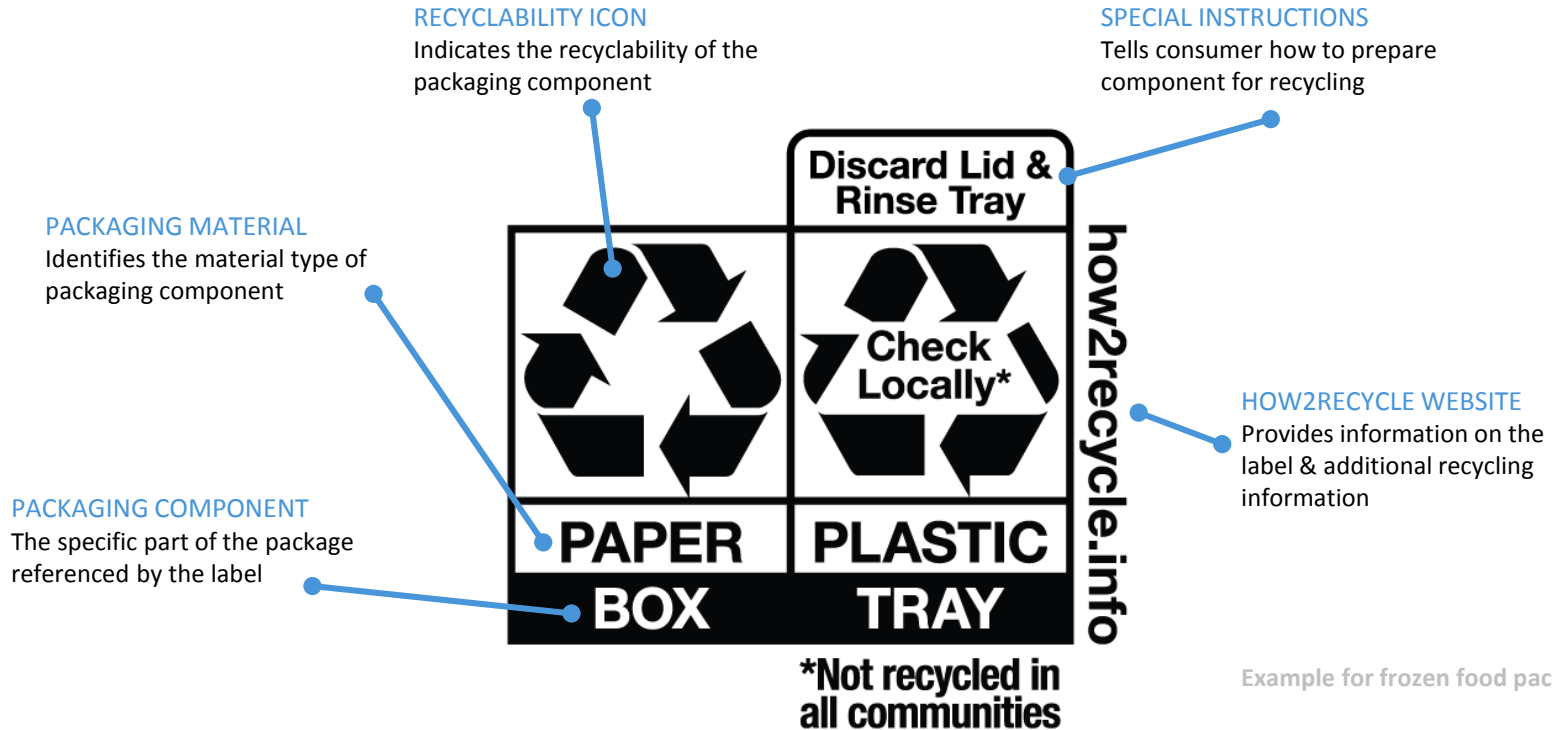


**Recycling labels
are not yet
standardized**



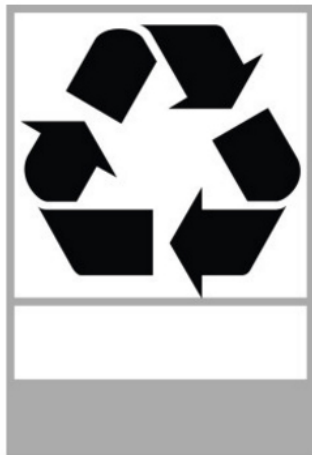
**Recycling
information is
hard to
understand**

It's a smarter label system.



Example for frozen food package

How2Recycle is designed with the consumer in mind.



Widely Recycled

At least 60% of Americans can recycle this package at curbside recycling or drop-off recycling.



*Not recycled in all communities

Sometimes Recycled

Between 60% and 20% of Americans can recycle this package at curbside recycling or drop-off recycling. Check your local program.



Not Yet Recycled

Either less than 20% of Americans can recycle this package, or, it could cause a problem in a recycling facility.



Store Drop-off

Anyone who lives near a store that accepts plastic bags and wraps for recycling can take this packaging to that store and recycle it there.

How2Recycle

IS MAKING A DIFFERENCE

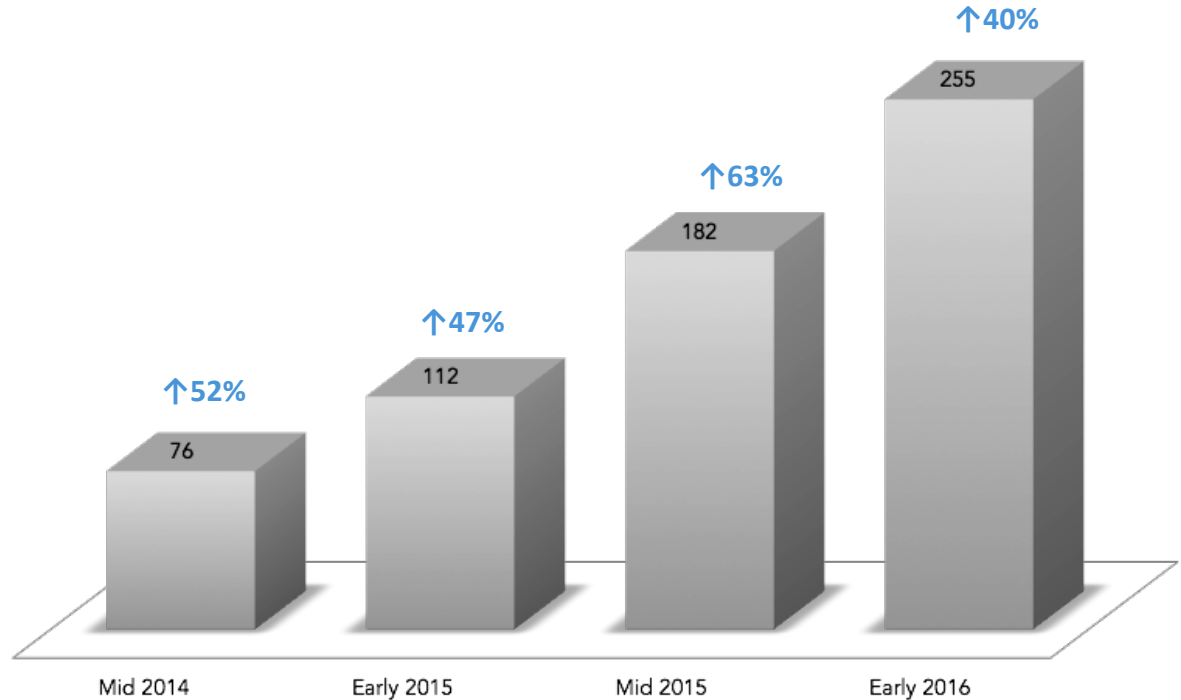




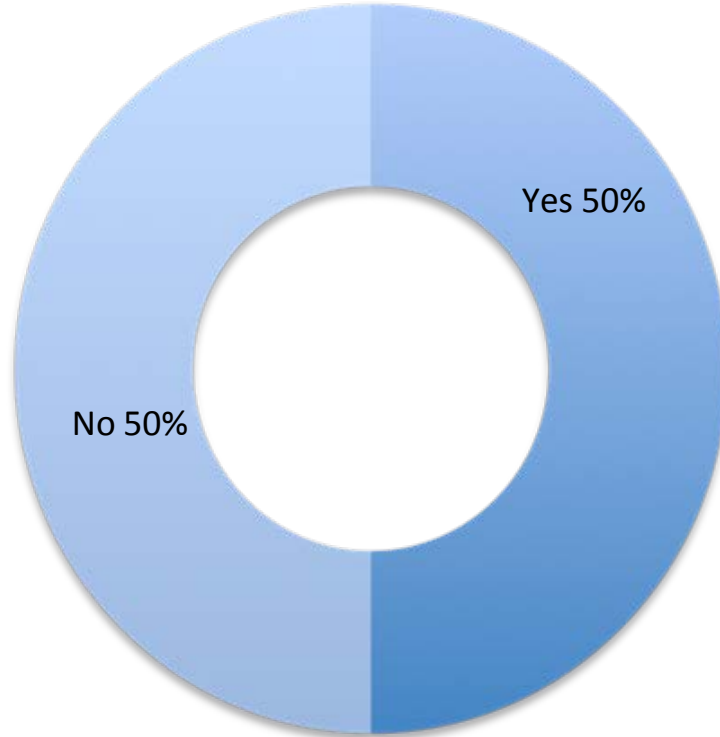
84%

Of consumers **learn** from
How2Recycle

Over time,
consumers tell us
that How2Recycle
has caused them to
**recycle more, and
recycle more
accurately.**



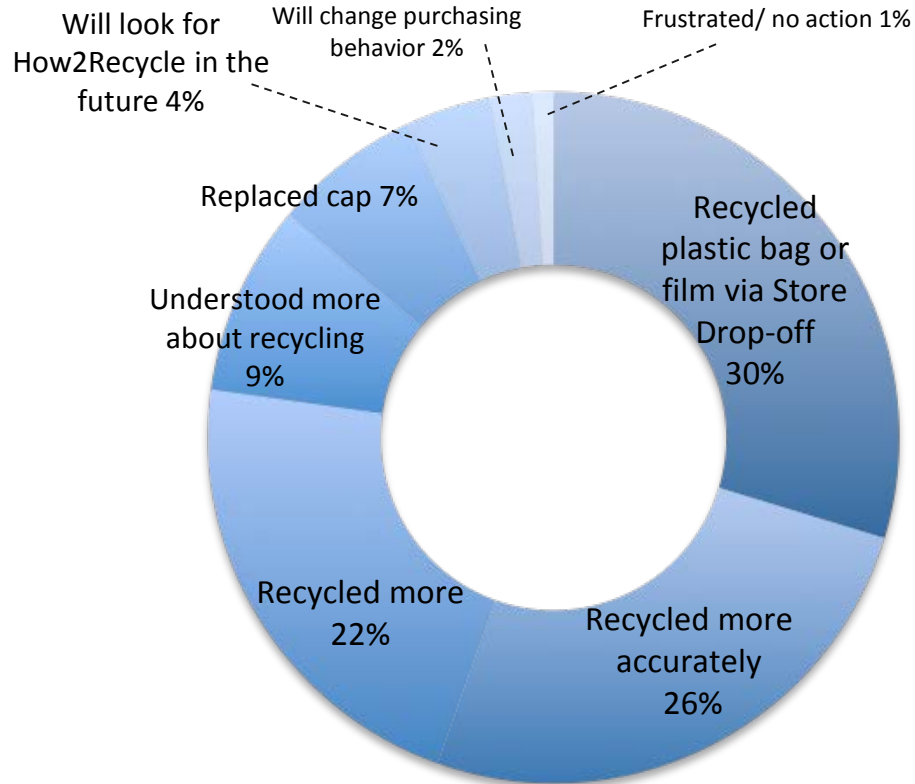
Is How2Recycle **changing** consumer recycling **behavior**?



50%

Are changing their
behavior because
of How2Recycle

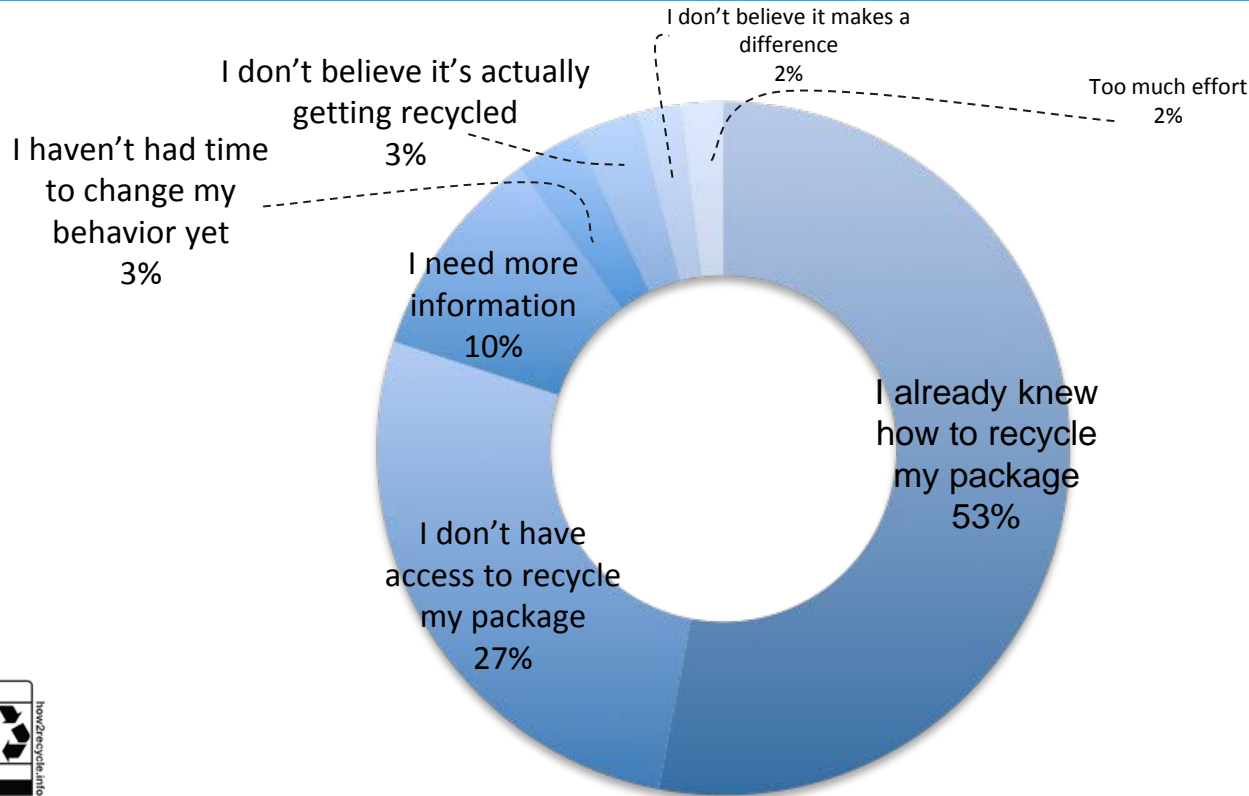
How are people changing their behavior?



50%
changed
their
behavior



Why didn't some people **change** their behavior?



Why is How2Recycle Important?



67%

Of consumers assume packaging is NOT recyclable if they don't see a recycling claim on package.

57%

Of consumers look to a product's packaging first for recycling information before looking elsewhere.

Carton Council, 2016.





**Behind every
How2Recycle label is a
custom recyclability
assessment.**

How we determine each How2Recycle label

FTC
Green
Guides

Availability
(Access) to
Recycling
Studies

Technical
Recyclability
(Sortation &
Reprocessing)

How do all
the pieces
fit
together?

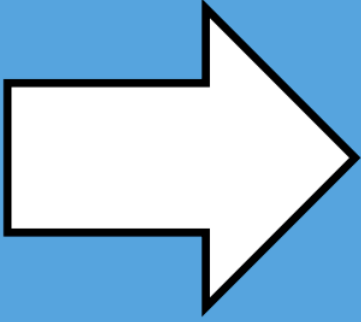
Consistency – Simplicity – Specificity – Common Sense

**How2Recycle helps
improve packaging
design.**



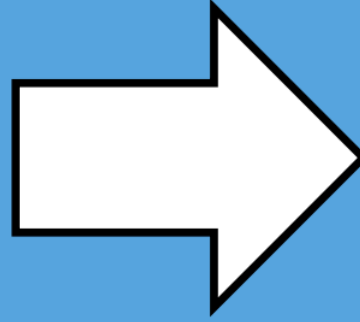


how2recycle.info

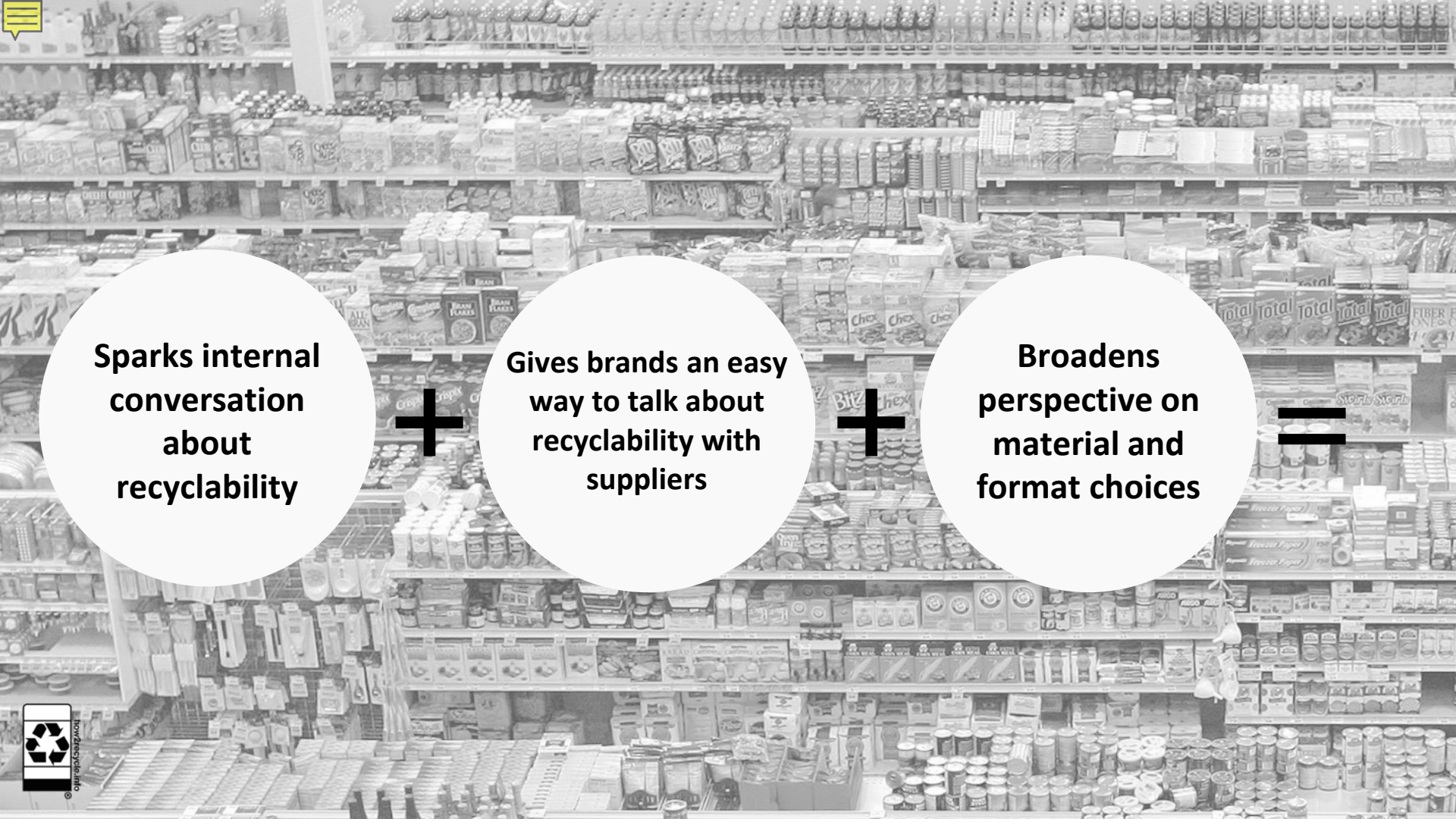


how2recycle.info

***Not recycled in
all communities**



how2recycle.info



Sparks internal conversation about recyclability



Gives brands an easy way to talk about recyclability with suppliers



Broadens perspective on material and format choices





**Provides avenues
for packaging
innovation**



Consumers



Packaging Design



Recycling Stream



Get involved!

how2recycle@greenblue.org

how2recycle.info



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



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

