



RecyClass Unwrapped

Communicating about circular plastic products

Moderated by
Adrian Sen | Packaging Sustainability Innovation
Manager of Colgate-Palmolive | Recycling Claims TF
Chairman

17 November 2021

RecyClass

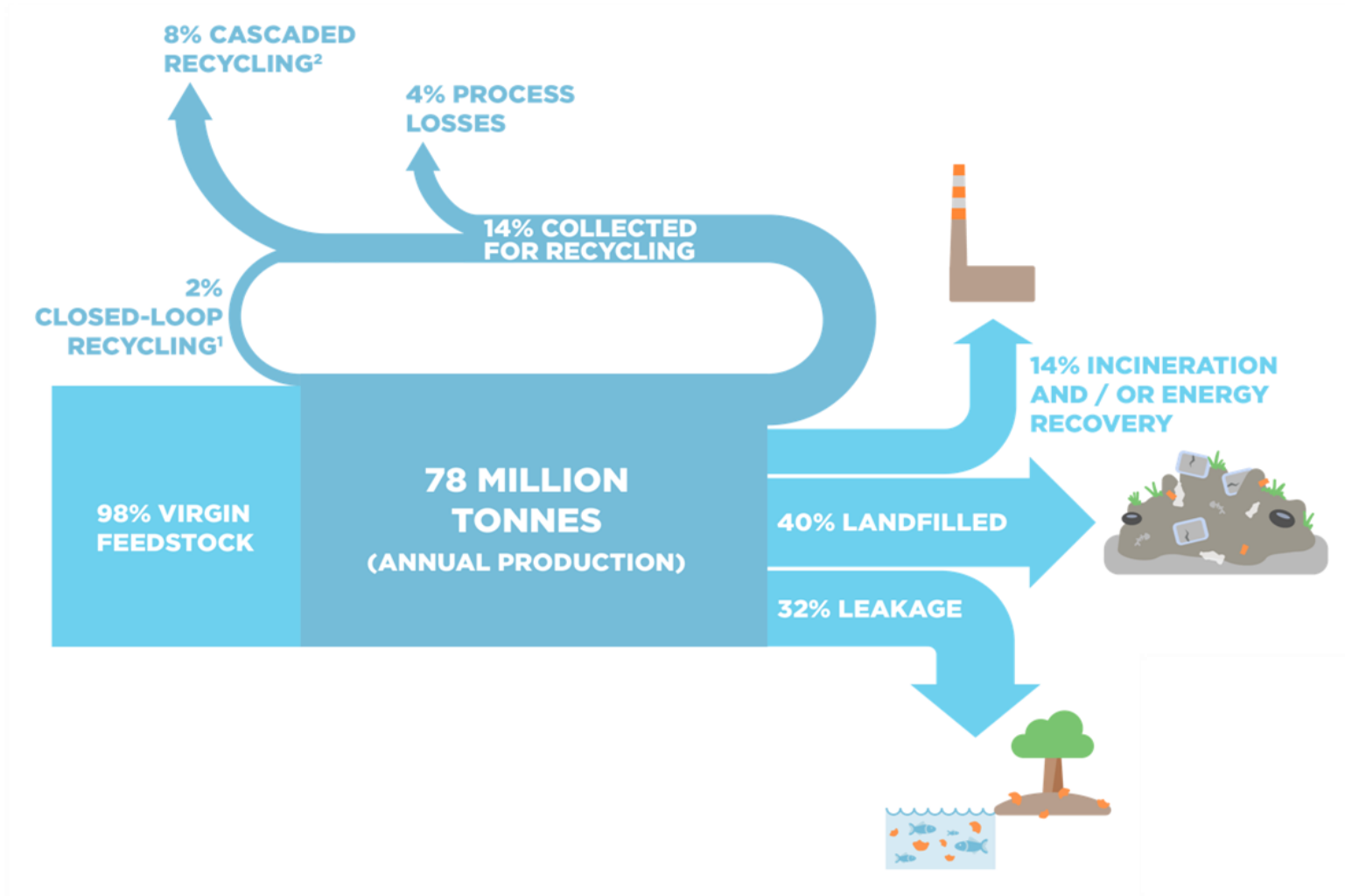


**ELLEN
MACARTHUR
FOUNDATION**



**NEW
PLASTICS
ECONOMY**

Moving from this **linear system**...



Source: Ellen MacArthur Foundation, Rethinking the Future of Plastics, 2016

...towards circularity through **three actions**



ELIMINATE



INNOVATE



CIRCULATE



Uniting businesses, governments, and other organisations behind a **common vision** and **targets** to address plastic waste and pollution at its source.

The Global Commitment

250+
business
signatories

200+
endorsers

20
government
signatories

**COMMON
VISION**

**COMMON
DEFINITION
S**

**COMMON
2025
TARGETS**

**ANNUAL
REPORT
ON
PROGRESS**

2021 outputs



BY PROGRESS AREA

Understand trends across the whole signatory group in this report



BY SECTOR

Read our series of three-pager documents focused on different sectors

AptarGroup Inc. Packaging producer - mixed	Submitted to the Foundation only	0% = 0pp	57.2% ▼ -6.5pp Target: 100%	0.5% ▲ 0.3pp Target: 10%	Not applicable for packaging producers
Arca Continental Packaging producer - beverages	249,990	3.7% ---	83.6% --- Target: 100%	15% --- Target: 20%	Not applicable for packaging producers
ASOS Retailer - apparel, footwear and accessories	5,117	0% = 0pp	1.3% ▼ -3.7pp Target: 100%	26.8% ▲ 17.6pp Target: 50%	50% virgin reduction compared to 2019
Beiersdorf AG Consumer Business Packaged goods company - household and personal care	66,846	0% ---	45.4% --- Target: 100%	1% --- Target: 30%	50% virgin reduction compared to 2019
Bell Holding Packaging producer - mixed	Submitted to the Foundation only	0% = 0pp	43.2% ▲ 4.2pp Target: 100%	0% = 0pp Target: 25%	Not applicable for packaging producers
Berry Global Packaging producer - mixed	Submitted to the Foundation only	1% = 0pp	53% ▲ 2.0pp Target: 100%	2.3% ▲ 0.1pp Target: 10%	Not applicable for packaging producers
Carrefour Retailer - consumer staples	37,256	0.1% ▼ -0.9pp	Not reported	9.4% ▲ 4.4pp Target: 30%	20% virgin reduction compared to 2019

BY INDIVIDUAL ORGANISATION

See the progress of each individual Global Commitment signatory via the online data platform

The majority of signatories are now **publicly disclosing** their **total plastic packaging weight and portfolio breakdown**

**Disclosing total
weight**

2020 **49%**

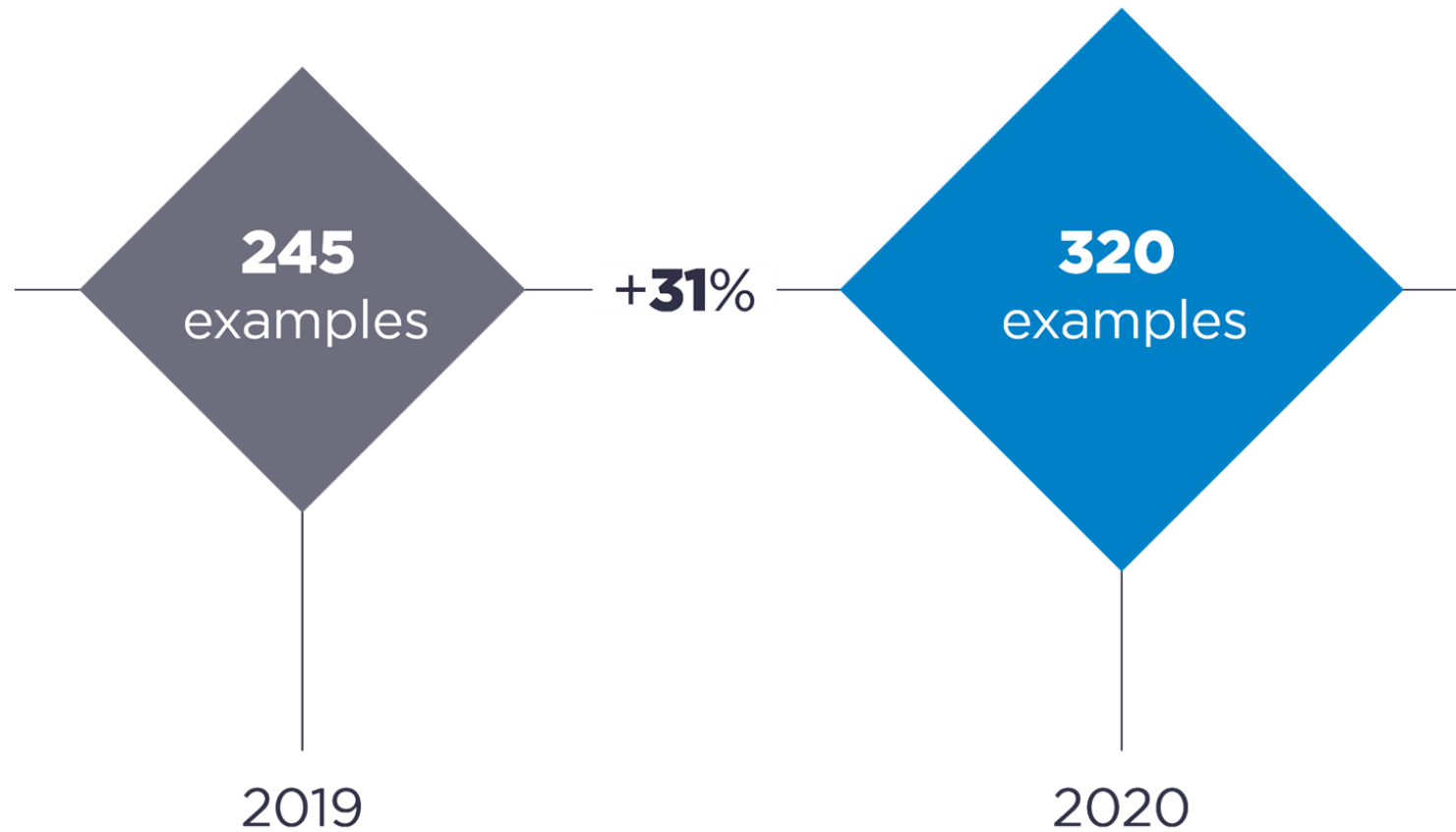
2021 **74%**

**Disclosing portfolio
breakdown**

2020 **65%**

2021 **76%**

Signatories are reporting **more elimination examples...**



...however, most examples involved material substitution, not changes to avoid the need for single-use packaging

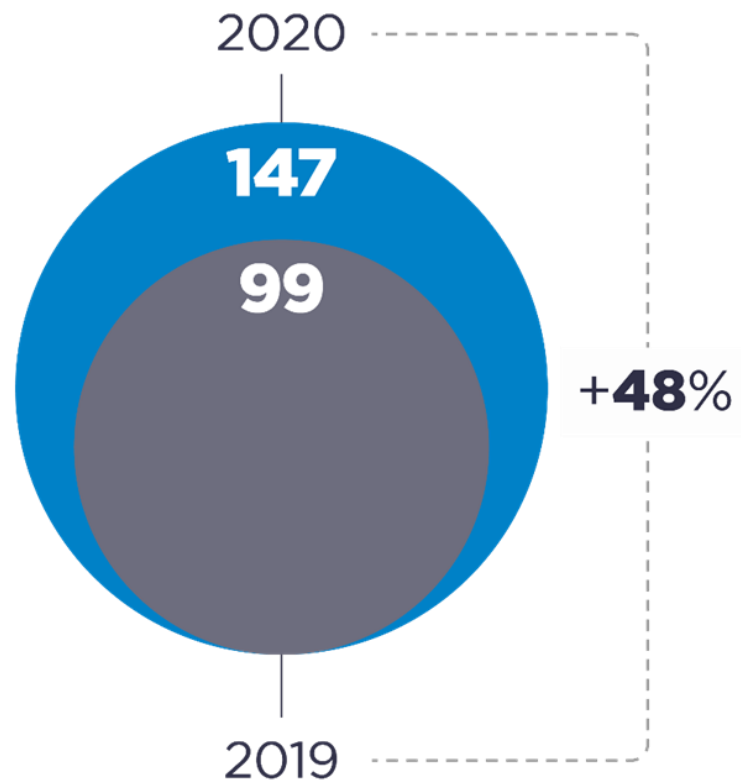
**Material
changes**

76%

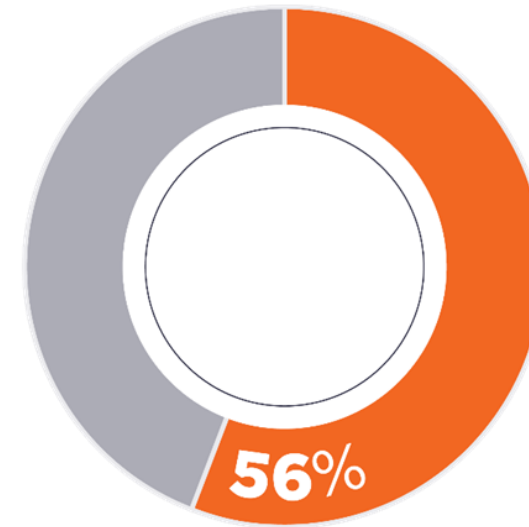
24%

**Fundamental
changes**

Despite growth in the number of reuse pilots launched, **many signatories still do not appear to be testing reuse models...**

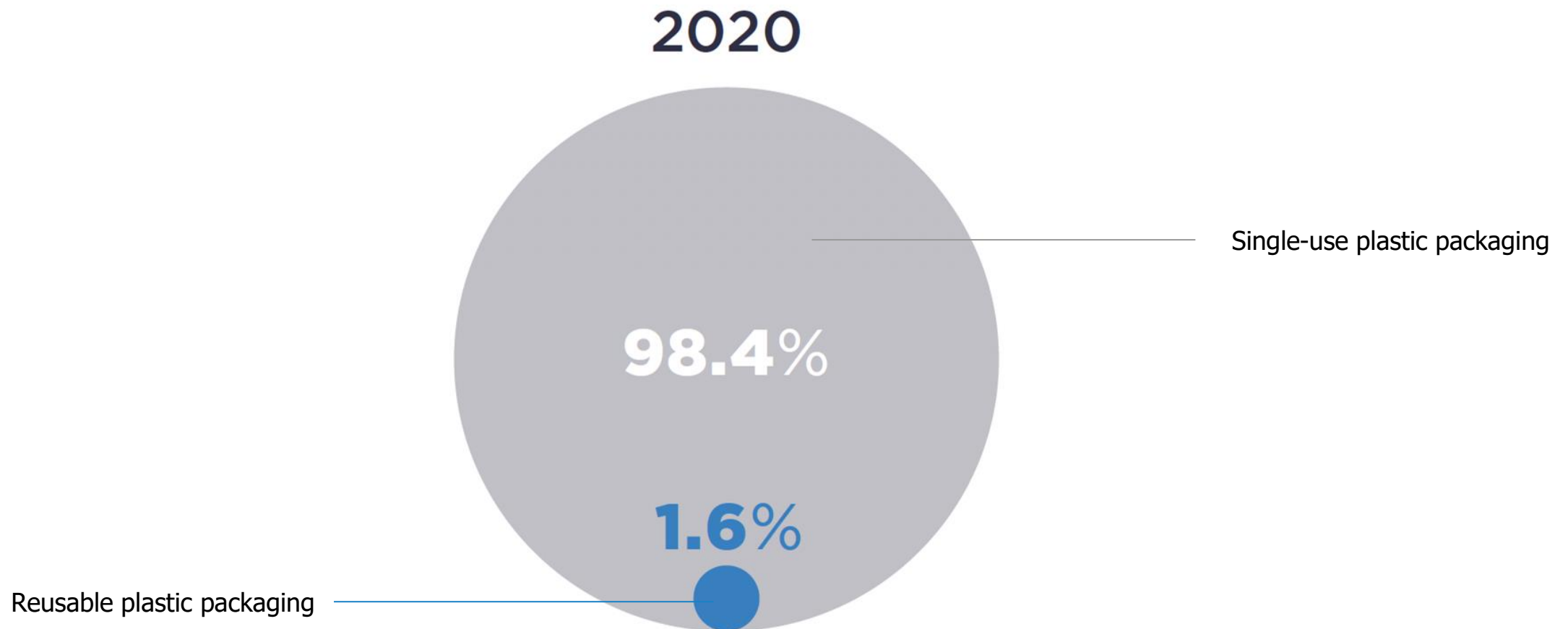


Number of pilots launched

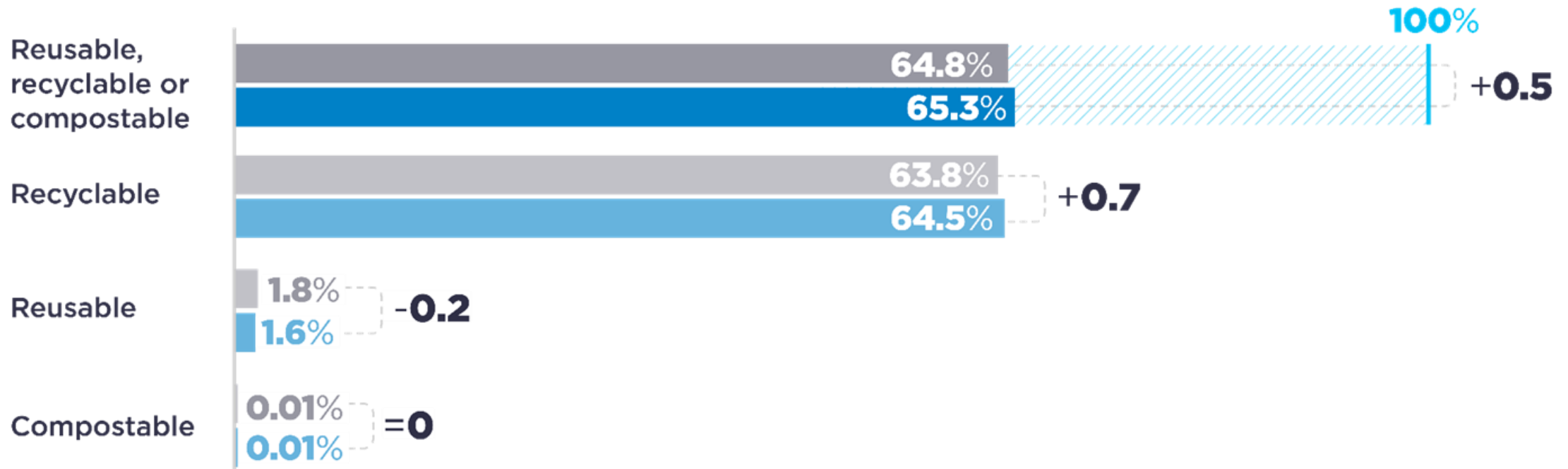


Signatories not launching any pilots in
2020

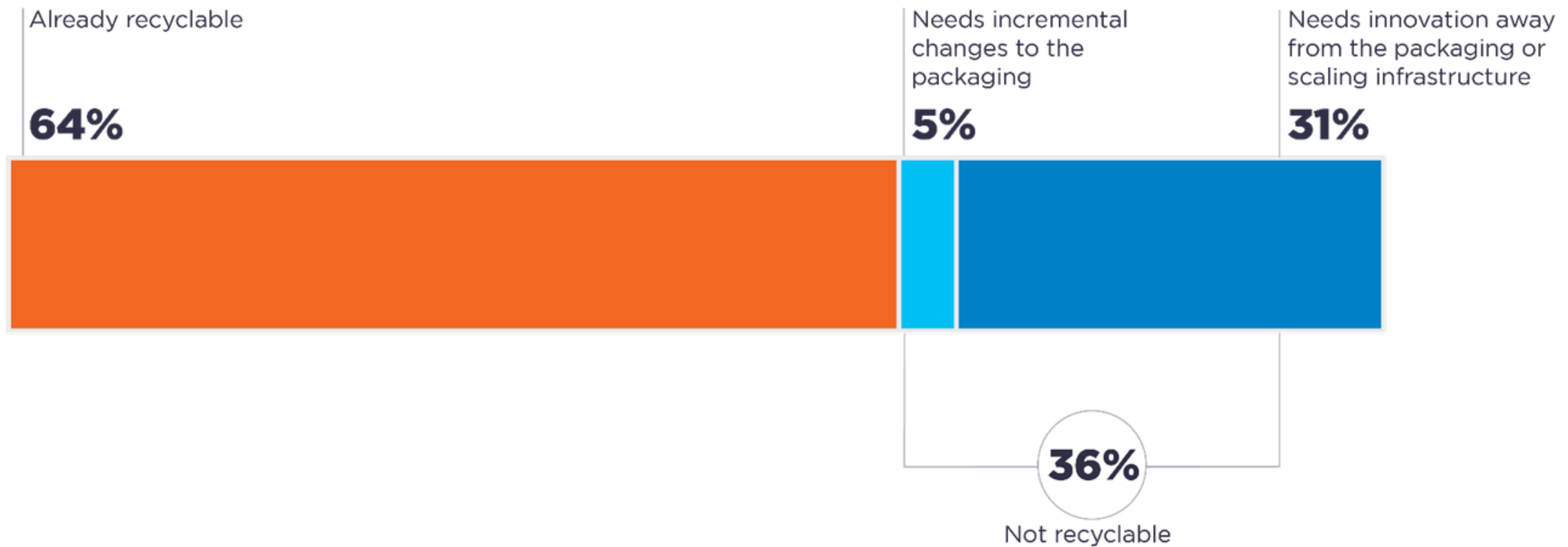
...and the overall share of reusable plastic packaging is below 2%



Signatories marginally increased their share of reusable, recyclable, or compostable plastic packaging, which was driven entirely by progress on recyclability



From 'technical' to 'in practice and at scale' - a big challenge on recyclability



All brand and retail signatories have committed to set **2025 total and/or virgin plastic packaging reduction targets**



63

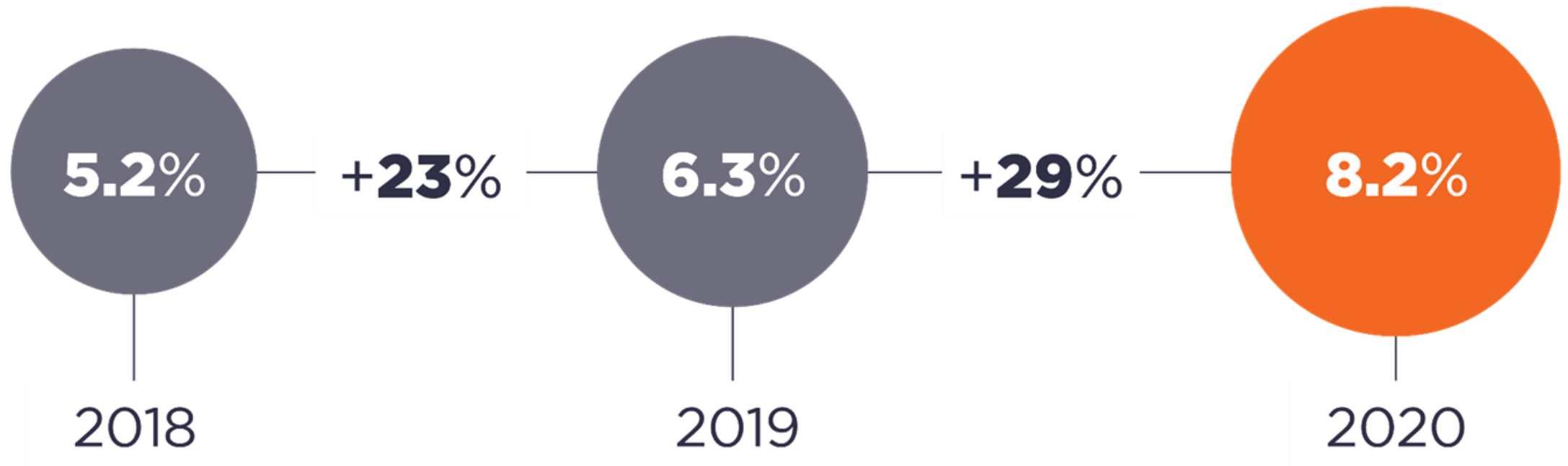
brand and retail
signatories setting
targets



-19%

in virgin plastics in
packaging by 2025
compared to 2018

And the pace of progress on post-consumer recycled content is high



1

After decades of growth, virgin plastic use appears to have peaked for Global Commitment brands and retailers and is set to fall faster by 2025

2

Progress has been largely driven by recycling, but that is not enough to solve plastic pollution – much more focus must urgently go to eliminating single use packaging

3

A large number of businesses and countries are supportive of a global agreement on plastic pollution, recognising voluntary initiatives alone will not be enough

RecyClass

COMMUNICATION OF PLASTICS CIRCULARITY WITH RECYCLASS

Alice Wallon, Technical Advisor, Plastics Recyclers Europe
alice.wallon@plasticsrecyclers.eu
RecyClass Unwrapped Webinar – 17/11/2021

RecyClass

MISSION & VISION

Plastic Future is Circular

Making plastic circular by ensuring all products are **recyclable** and by promoting **transparent uptake of recycled content** in new products in line with the circular economy

RecyClass | REGULATORY STATE-OF-PLAY



Upcoming regulatory requirements at the EU level call for a transparent, structured and consistent approach to recyclability and recycled content claims on the EU market.

- Revision of the essential requirements for recyclable packaging, where all packaging must be recyclable by 2025, within the Packaging and Packaging Waste Directive;
- Mandatory requirements for recycled content in beverage bottles the Single-Use Directive.

IMPORTANCE OF ROBUST AND TRANSPARENT CLAIMS TO **ENSURE MARKET CREDIBILITY**



- **Reassure consumers, provide trust to end-users (B2C)** – increasing public interest and understanding in recyclability and recycled content.



- **Demonstrate compliance with legislation (B2B)** – increasing regulation;



- **Underpin quality** – ensure certain Standard Operating Procedures are implemented. Problem solving and correction.



- **Show transparency** – reliable sources of information and use of published methodologies.



- **Support corporate sustainability claims** about recyclability and use of recycled plastics.

RecyClass | WHAT TO CONSIDER WHEN MAKING CLAIMS?

- RecyClass has a **dedicated Taskforce for Claims** participated by all the RecyClass members.
- RecyClass developed and released a **Use of Claims Guidance** to create a level playing field on claims.
- The **Taskforce is currently developing principles for appropriate claims**. Release is expected beginning of next year.

ACCURATE

SPECIFIC

UNDERSTANDABLE

ACCESSIBLE

RELIABLE

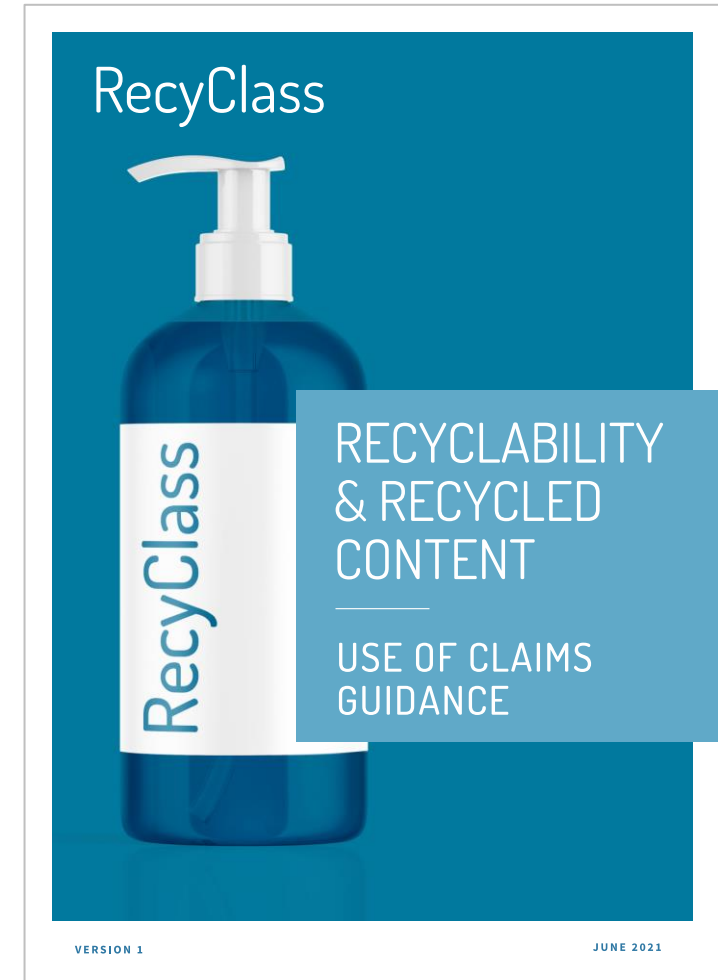
RecyClass | CERTIFICATIONS

- RecyClass has **dedicated Certifications to claim recyclability of plastic packaging and recycled content** in products.
- **RECYCLABILITY:**
 - Technology/Product Approval
 - Letter of Compatibility
 - **Design-for-Recycling Certification**
 - **Recyclability Rate Certification**
- **RECYCLED CONTENT:**
 - **Recycled Plastics Traceability Certification**



RecyClass | USE OF THE LOGOS & CLAIMS

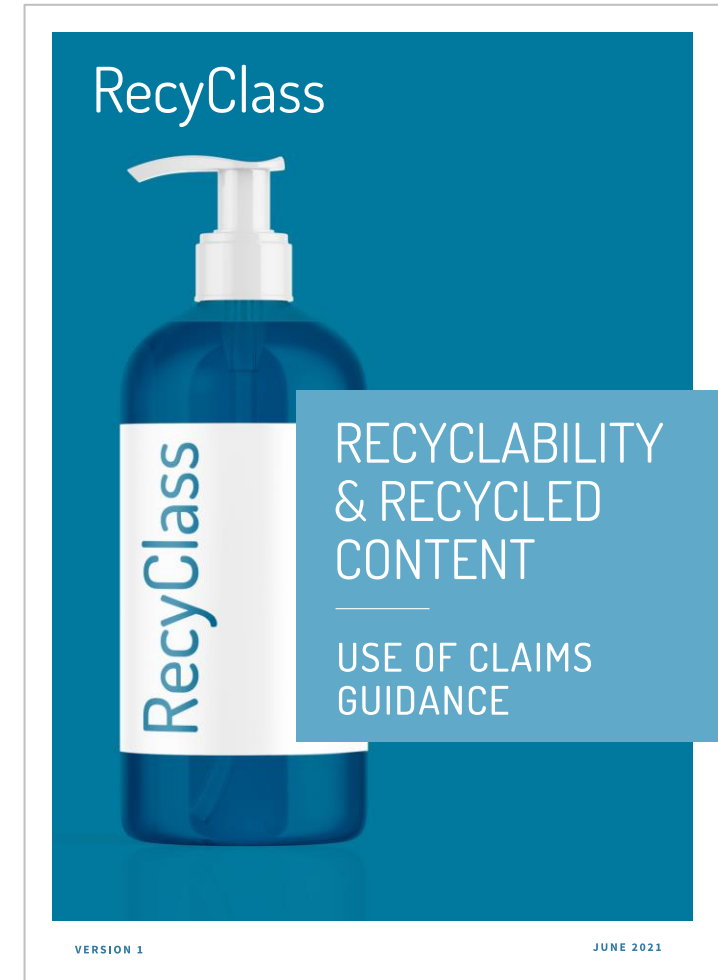
- The use of the logos and claims is explained in the **Recyclability & Recycled Content Use of Claims Guidance**.
- **Business-to-business communication**
 - Certificate – process claim
 - Logo – product claim
- **Business-to-consumer communication**
 - Logo – product claim



[Detailed information online](#)

RecyClass | USE OF THE LOGOS & CLAIMS

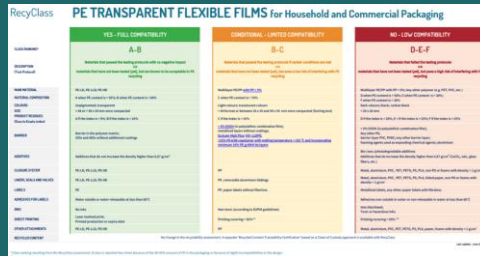
- Certified companies can also use claims on recyclability and use of recycled plastics without the use of the logo.
- The **Recyclability & Recycled Content Use of Claims Guidance** provides guidance on the wording for the claims.



[Detailed information online](#)

RecyClass | HOW TO CLAIM RECYCLABILITY ?

DESIGN FOR RECYCLING GUIDELINES



The table is titled 'RecyClass PE TRANSPARENT FLEXIBLE FILMS For Household and Commercial Packaging'. It is divided into three columns: 'HIGH RECYCLABILITY A-B', 'CONDITIONAL LIMITED RECYCLABILITY C-E', and 'NO RECYCLABILITY D-F'. Each column contains detailed technical specifications and requirements for the respective recyclability class.

	HIGH RECYCLABILITY A-B	CONDITIONAL LIMITED RECYCLABILITY C-E	NO RECYCLABILITY D-F
Labeling	Recycling symbol and '100% RECYCLABLE' or '100% RECYCLED' must be present.	Recycling symbol and '50% RECYCLABLE' or '50% RECYCLED' must be present.	Recycling symbol and 'NOT RECYCLABLE' must be present.
Material	PE (HDPE, LDPE, LLDPE) with no additives.	PE (HDPE, LDPE, LLDPE) with additives.	Other materials (PP, PS, PVC, etc.)
Color	White or clear.	Any color.	Any color.
Thickness	Between 10 and 150 micrometers.	Between 10 and 150 micrometers.	Between 10 and 150 micrometers.
Structure	Single layer or simple multi-layer.	Complex multi-layer.	Complex multi-layer.
Printing	Simple printing.	Complex printing.	Complex printing.

- Design guide & recommendations for plastic packaging
- Design for Recycling (DfR) Guidelines transposed in the tool
- Assessing **overall recyclability** of a finished package

RECYCLASS TOOL



- Recyclability Self-Assessment
- RecyClass Team support

RECYCLABILITY CERTIFICATION



The certificate is titled 'RecyClass RECYCLABILITY RATE CERTIFICATE'. It states 'THIS CERTIFIES THAT' followed by 'PRODUCT NAME' and 'BRAND NAME'. Below this, it says 'LEGAL COMPANY NAME AND ADDRESS'. A paragraph explains that the product and equivalent products listed in Annex I were assessed and certified according to RecyClass Recyclability Methodology version 1.01 and Design for Recycling guidelines (Feb. 2021), hereby obtaining the following recyclability rate and class. The rate is '90%' and the class is 'RECYCLABILITY'. A small circular arrow logo with 'A' and 'ABCDEF' is next to the class. The bottom section contains fields for 'Audit Report and Certificate Registration Code', 'Date of issue of Certificate', 'Date of expiration of Certificate', 'CERTIFIED BY: NAME OF AUDITOR', 'Title of auditor', 'CERTIFICATION NAME', and 'Certificate number'. The footer includes 'RecyClass - Recyclability Methodology v1.01 - Feb. 2021' and 'PAGE 1/1'.

- Recyclability **Assessment** by recognized Certification Bodies

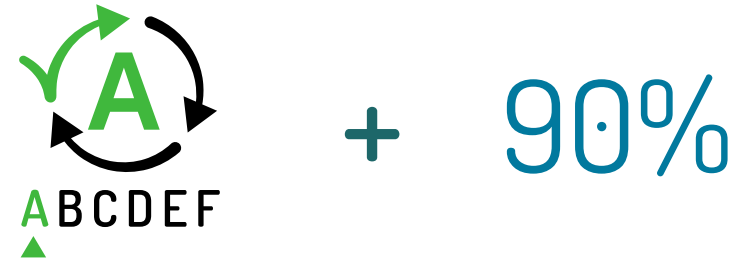
RecyClass | RECYCLABILITY CERTIFICATION : FOR FINAL PACKAGE

DESIGN FOR RECYCLING ASSESSMENT



- Qualitative Assessment: **ranking from A to F**
- Valid for the **EU market**
- Based on the **European plastic waste streams**
- Packaging design, sorting behaviour, end-markets included

RECYCLABILITY RATE ASSESSMENT



- Quantitative Assessment: **% of recyclable content, in addition to class ranking**
- **Country-specific**
- Based on the **local collection and availability of infrastructures**
- Packaging design, sorting behaviour, end-markets included



Detailed information online

RecyClass | RECYCLABILITY CERTIFICATION : RESULTS & BENEFITS



RecyClass

DESIGN-FOR-RECYCLING CERTIFICATE

THIS CERTIFIES THAT

PRODUCT NAME
PRODUCT BRAND

LEGAL COMPANY NAME AND COMPANY ADDRESS

The product and equivalent products listed in Annex I were assessed and certified according to RecyClass Recyclability Methodology (version 1.0), hereby obtaining the following recyclability class:



Audit Report and Certificate Registration Code:
000-00-00

Date of issue of Certificate:
05/2020

Date of expiration of Certificate:
05/2025

*Validity conditions and terms of use may be found in the Audit Scheme documents.

CERTIFIED BY:
NAME OF AUDITOR
Title of the auditor

CERTIFICATION NAME
Certification address

RecyClass - Avenue de Bréquenelle 12, 1000 Woluwe Saint Pierre - Belgium - Phone: +32 (0) 2 345 24 60 - info@recyclability.be - info@recyclability.be PAGE 1/1

DESIGN FOR RECYCLING ASSESSMENT

- Class ranking from A to F
- Recycling stream of the packaging assessed
- Use of the RecyClass logo¹
- Endorsement of recyclability claims¹ by RecyClass



RecyClass

RECYCLABILITY RATE CERTIFICATE

THIS CERTIFIES THAT

PRODUCT NAME
BRAND NAME

LEGAL COMPANY NAME AND ADDRESS

The product and equivalent products listed in Annex I were assessed and certified according to RecyClass Recyclability Methodology (version 1.0) and Design for Recycling Guidelines (Feb. 2020), hereby obtaining the following recyclability rate and class:

90%
RECYCLABILITY

The value represents the proportion of material in the packaging that is recoverable and valuable for the recycling stream.

The certificate and its result are valid for: France, Germany, Spain and Italy

Audit Report and Certificate Registration Code:
000-00-00

Date of issue of Certificate:
05/2020

Date of expiration of Certificate:
05/2025

*Validity conditions and terms of use may be found in the Audit Scheme documents.

CERTIFIED BY:
NAME OF AUDITOR
Title of the auditor

CERTIFICATION NAME
Certification address

RecyClass - Avenue de Bréquenelle 12, 1000 Woluwe Saint Pierre - Belgium - Phone: +32 (0) 2 345 24 60 - info@recyclability.be - info@recyclability.be PAGE 1/1

RECYCLABILITY RATE ASSESSMENT

- Class ranking from A to F
- Recyclability rate from 0 to 100%
- Recycling stream of the packaging assessed
- Countries where the packaging is collected and sorted for recycling
- Use of the RecyClass logo¹
- Endorsement of recyclability claims¹ by RecyClass



[Detailed information online](#)

1. According to the **Use of Claims Guidance & Logo Use Guidelines** document (NB: the rate assessment will lead to additional claims.)

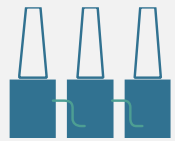
RecyClass | HOW TO CLAIM THE USE OF RECYCLED PLASTICS?

- The share of recycled plastics cannot be measured in a final product alone.
- **Certification of the plastic product value chain is necessary to determine and verify the share of recycled plastics used in a product and its traceability.**
- Focus of the scheme was developed in line with **EN 15343:2007** Plastics Recycling – Traceability, conformity assessment and calculation of recycled content.
- The Scheme was also developed in line with a **controlled blending approach as described in ISO 22095:2020** Chain of Custody models description.

RecyClass | RECYCLED PLASTICS TRACEABILITY CERTIFICATION

➔ Certification **recognises the use of recycled plastics in products** via an independent third-party audit.

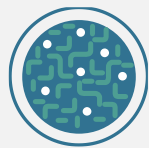
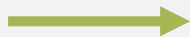
➔ Audit Scheme verifies the traceability of recycled material in different process steps throughout **the whole chain of custody of the recycled material.**



RECYCLER



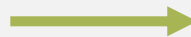
Traceability
Certification
EN 15343



COMPOUNDER



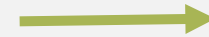
Recycled Content
Traceability
Certification



CONVERTER



Recycled Content
Traceability
Certification

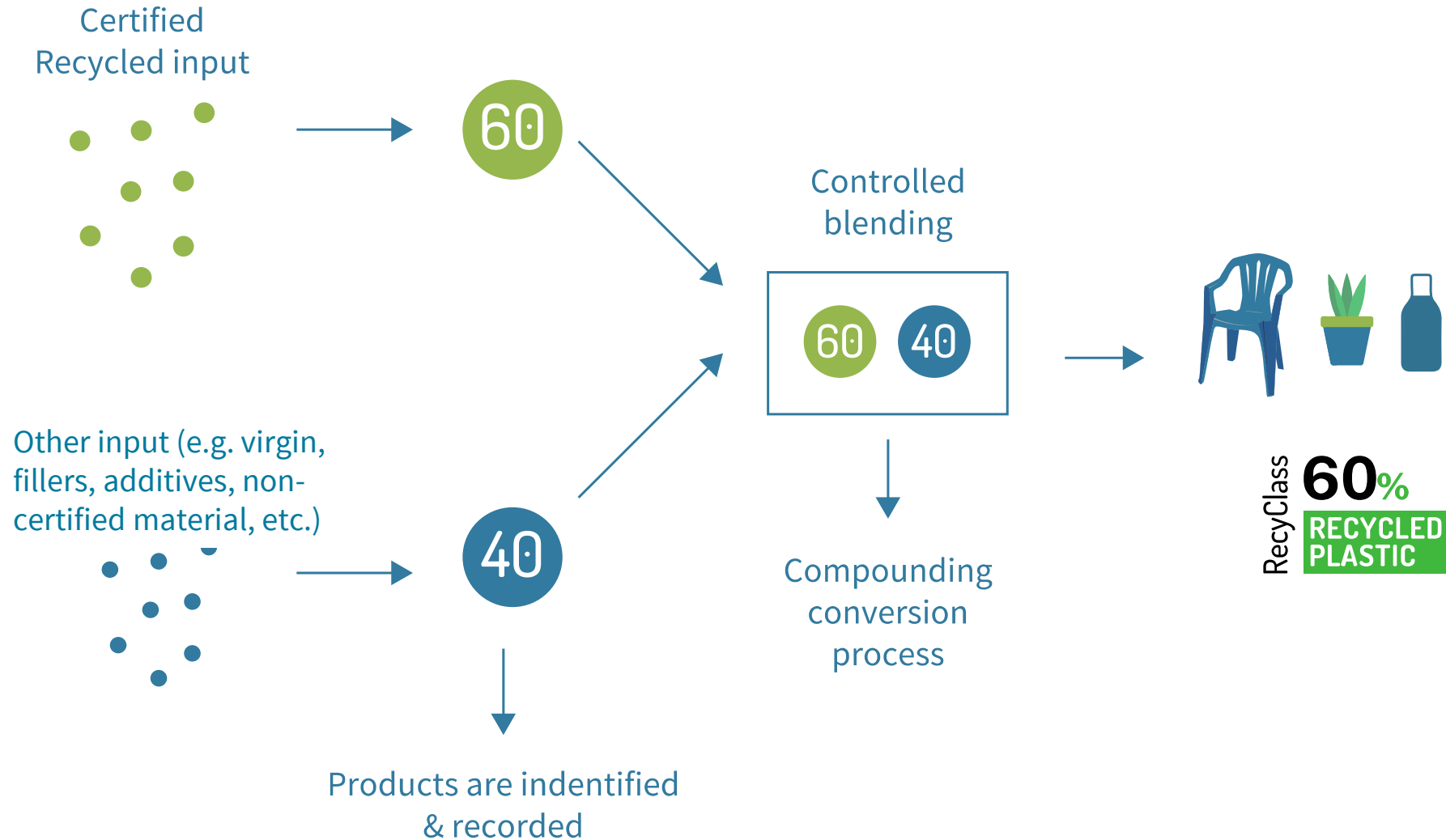


PRODUCER

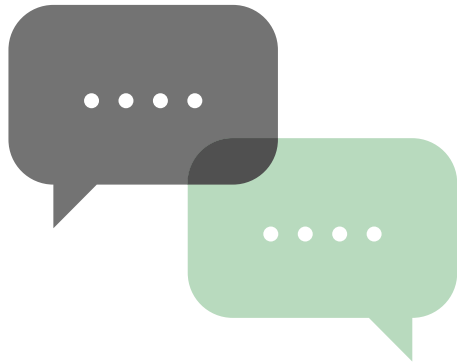


Recycled Content
Traceability
Certification

RecyClass | RECYCLED CONTENT CALCULATION



RecyClass | FINAL MESSAGES



- Robust and transparent claims for circular plastics are needed to **strengthen the trust in the plastics industry**.
- **Reliable claims are needed** not only for upcoming legislation purposes, but also to communicate to consumers and stakeholders.
- **Understandable and accurate on-pack logos** are necessary to provide accessible information to consumers.
- RecyClass offers **Certification for Recyclability and use of recycled plastics** to communicate those via a third party verification body.

A graphic consisting of four thick, light blue curved arrows arranged in a circle, pointing clockwise. The arrows are positioned behind the text, creating a circular flow effect.

Thank you for your attention

RecyClass

PLASTICS FUTURE IS CIRCULAR

Questions & Answers

Use the Q&A box in the top-right corner of your screen



RecyClass



Thank you for participating!

Join us at future sessions:
9 December 2021

More sessions to be announced for 2022

RecyClass