



RecyClass Unwrapped

Recyclability & Recycled Content Claims

Moderated by

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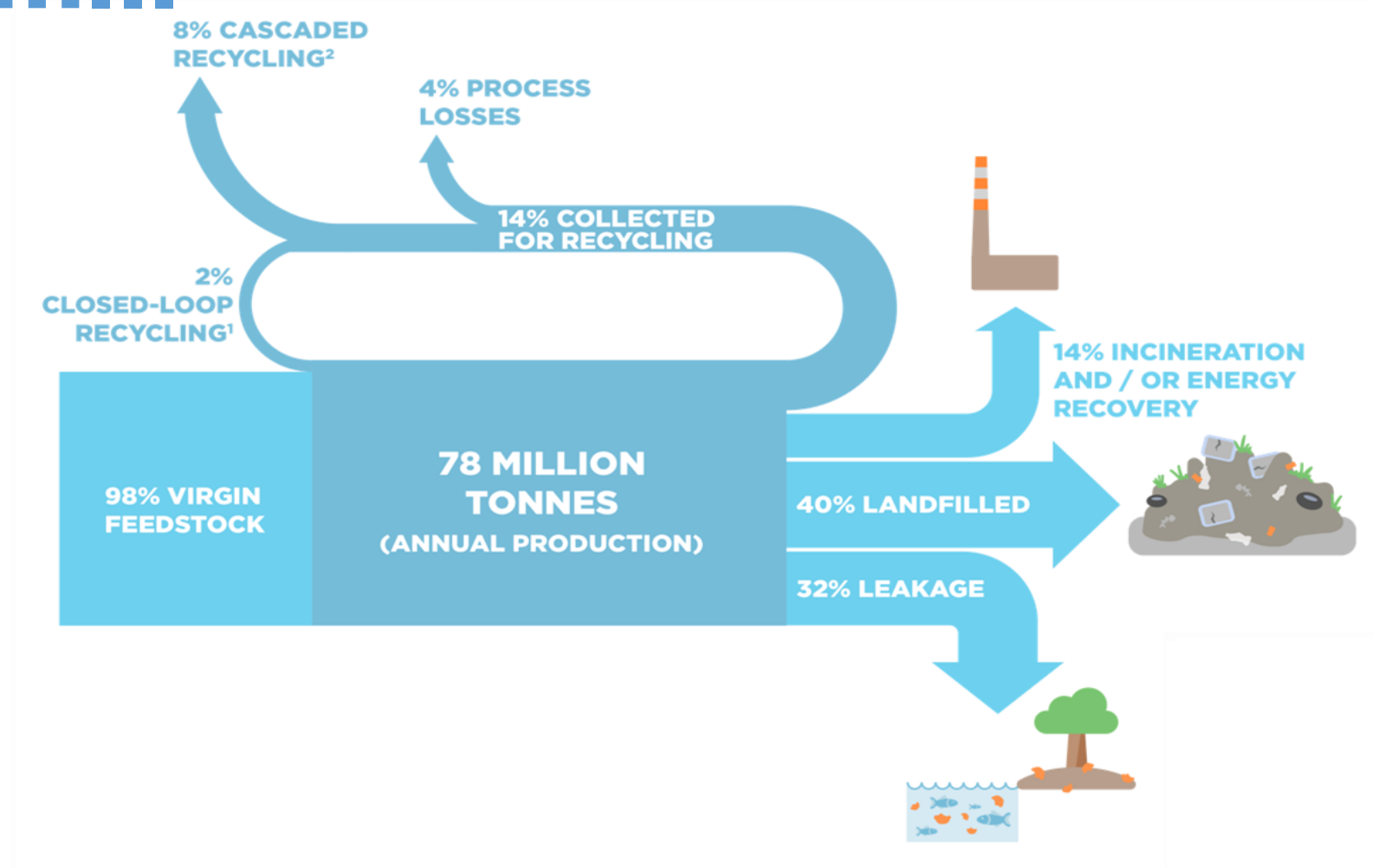


**ELLEN
MACARTHUR
FOUNDATION**



**NEW
PLASTICS
ECONOMY**

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



...towards circularity through three actions



ELIMINATE



INNOVATE



CIRCULATE

The Global Commitment:

250+
business
signatories

200+
endorsers

20
government
signatories

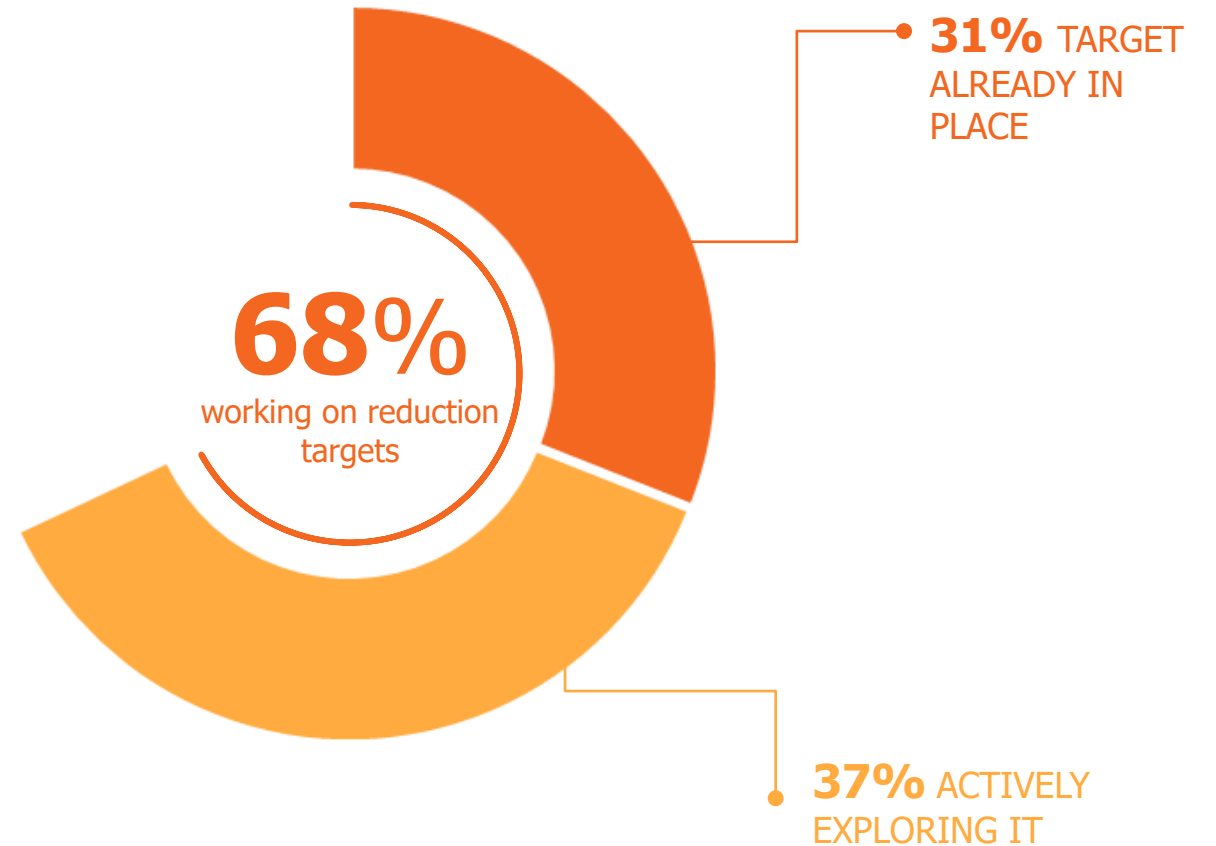
**COMMON
VISION**

**COMMON
DEFINITIONS**

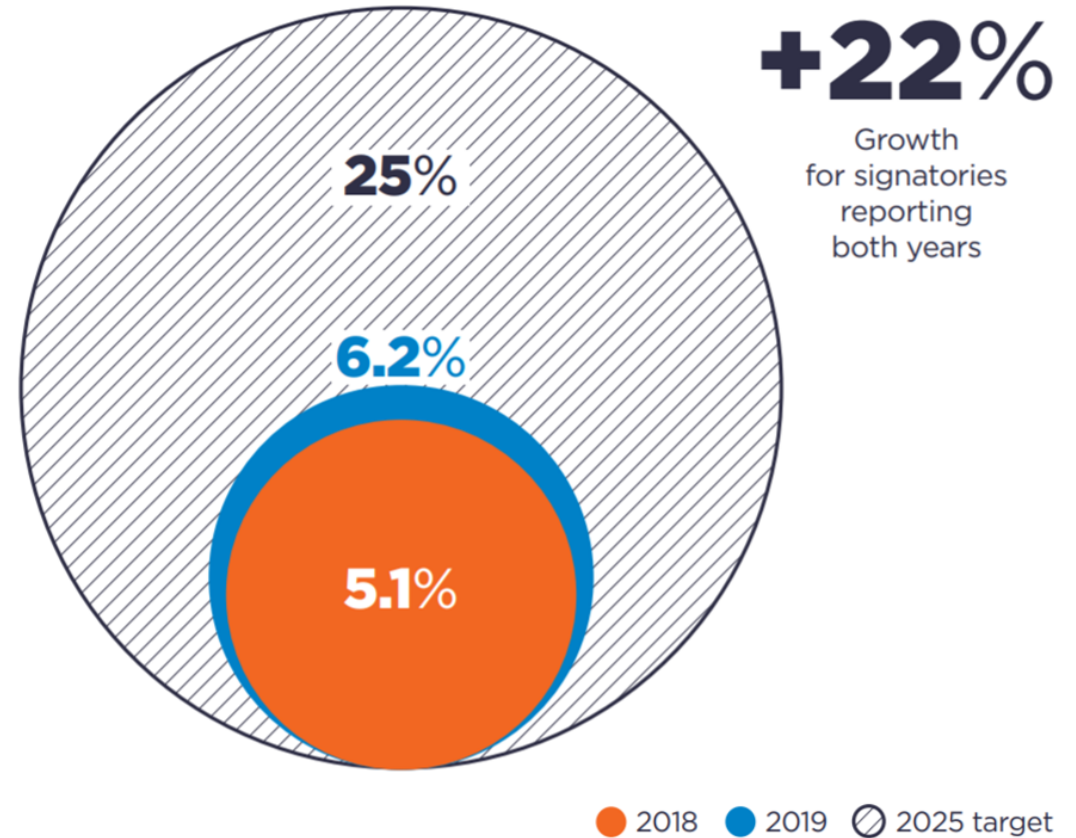
**COMMON
2025
TARGETS**

**ANNUAL
REPORT ON
PROGRESS**

Plastic/virgin reduction target: a growing focus

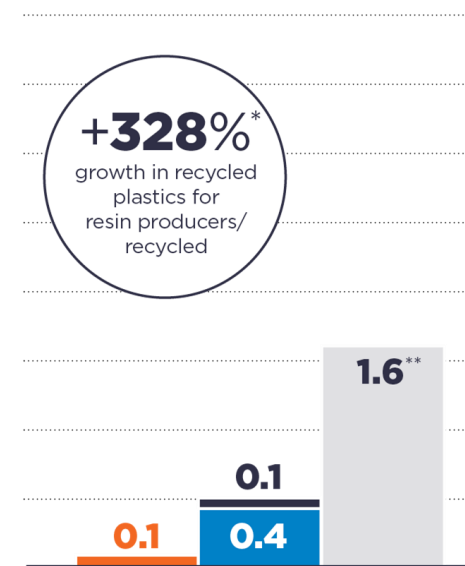


Significant increase in use of post- consumer recycled content...

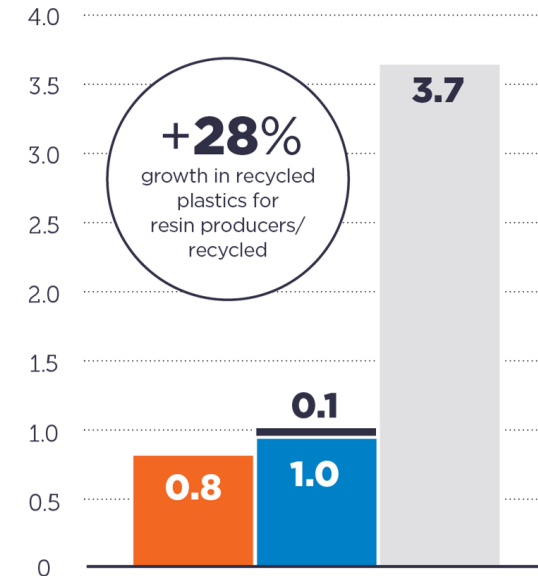


..and in supply of recycled plastics

Recycled plastics from resin producers



Recycled plastics from recyclers



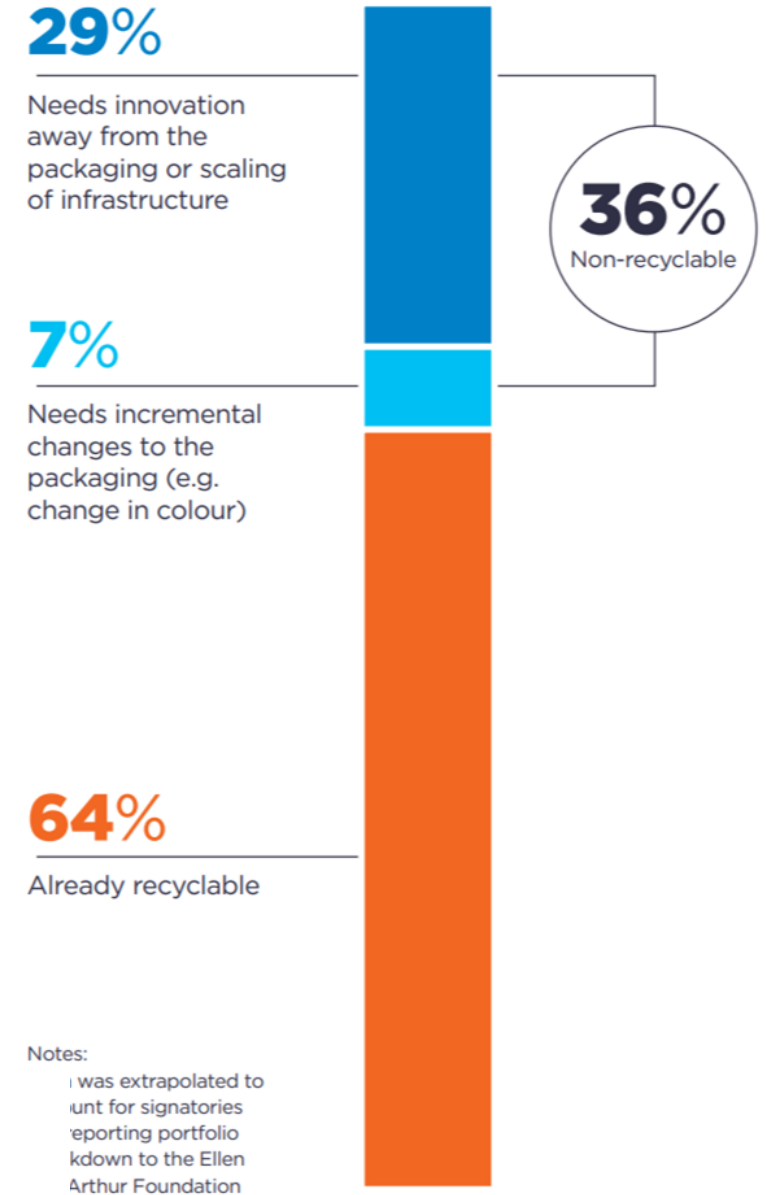
Notes:

* By increasing recycled content from 27,500 metric tonnes in 2018, to 330,000 in 2019, Indorama Ventures Public Company Limited was the main signatory contributing to the increase shown.

** 2025 recycled plastics target for plastics producers were calculated based on estimated growth from their 2019 baseline plastics volumes when data was not provided by signatories.

● 2018 ● 2019 ● New signatories in 2019 ● Target for 2025

A big challenge on recyclability 'in practice and at scale'



Consistency and transparency: essential to build credibility and move towards the same direction

80% of signatories aligned with the definition of recyclability 'in practice and at scale', thereby moving away from 'technical recyclability'

40% of signatories had/planned third party verification of their data

RecyClass

How to claim recyclability and recycled content? RecyClass perspective



What is RecyClass?

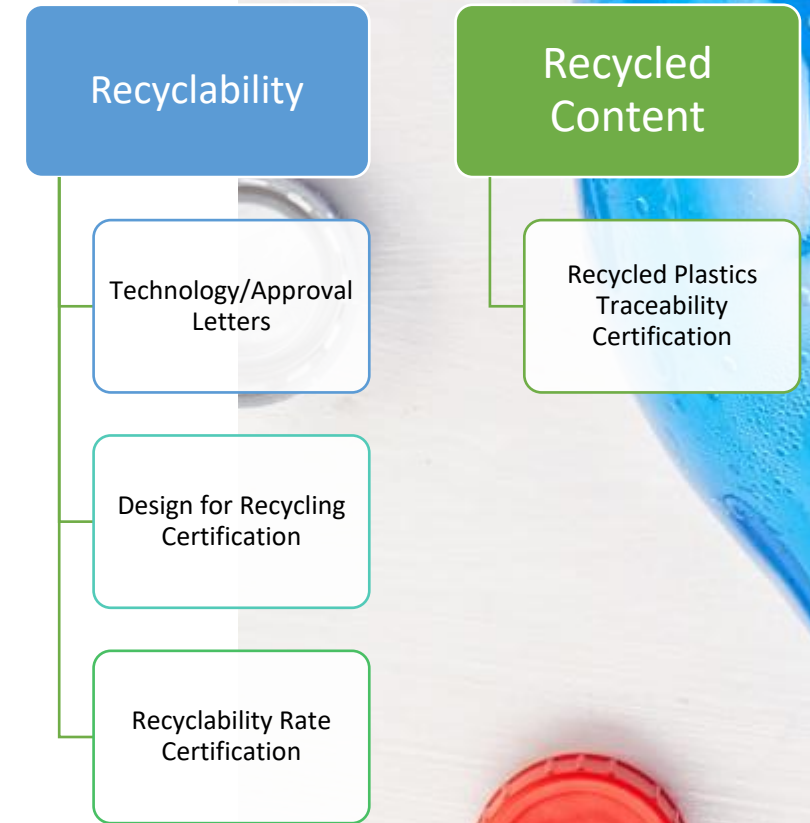
- RecyClass is an initiative focused **to advance the recyclability of plastic packaging and establish a harmonized approach towards the use of recycled plastics.**
- It is a value chain platform which aims at **filling an existing gap** between the different industry actors and bringing the knowledge of recyclers right down to the packaging designers.
- RecyClass is **driven by the interest of brands, retailers, converters, raw material producers and recyclers.**

RecyClass



RecyClass Certifications

- RecyClass has many tools to analyse plastic packaging's **recyclability**:
 - **Design for Recycling assessment** allows to classify the technical recyclability of a plastic packaging on the EU market.
 - **Recyclability Rate Certification** allows to rate the effective recyclability of a plastic packaging in the specific geographical area for which the assessment is conducted.
- **Recycled Plastics Traceability Certification** evaluates the conformity assessment and calculate the recycled content used in plastic products.



RecyClass

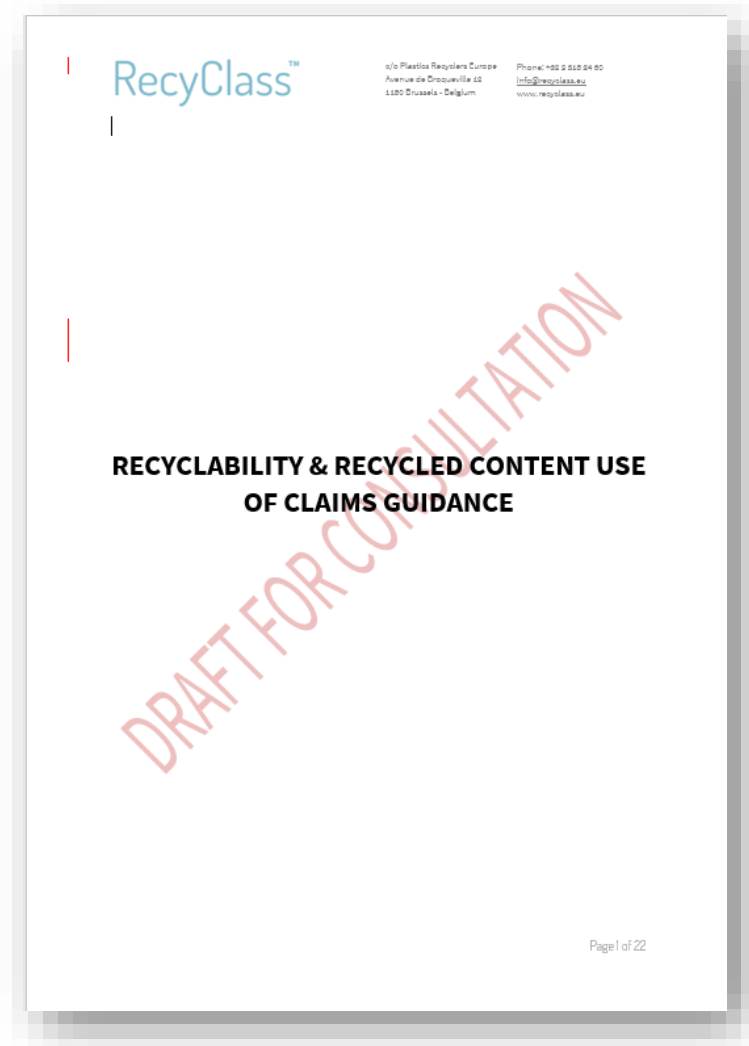
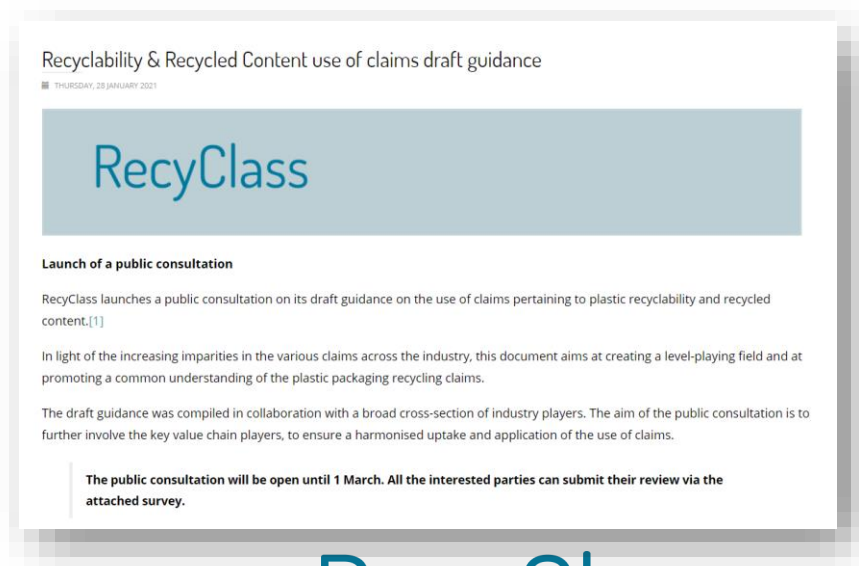
Claims Task Force

- RecyClass **Claims Task Force** is one of the horizontal TF of the initiative.
- All members are invited to participate.
- The Task Force is working on **defining the logos and claims guidance for the Recyclability and Recycled Content Certifications.**
- It works on further harmonisation of recyclability and recycled content claims.

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RecyClass Use of Claims Guidance

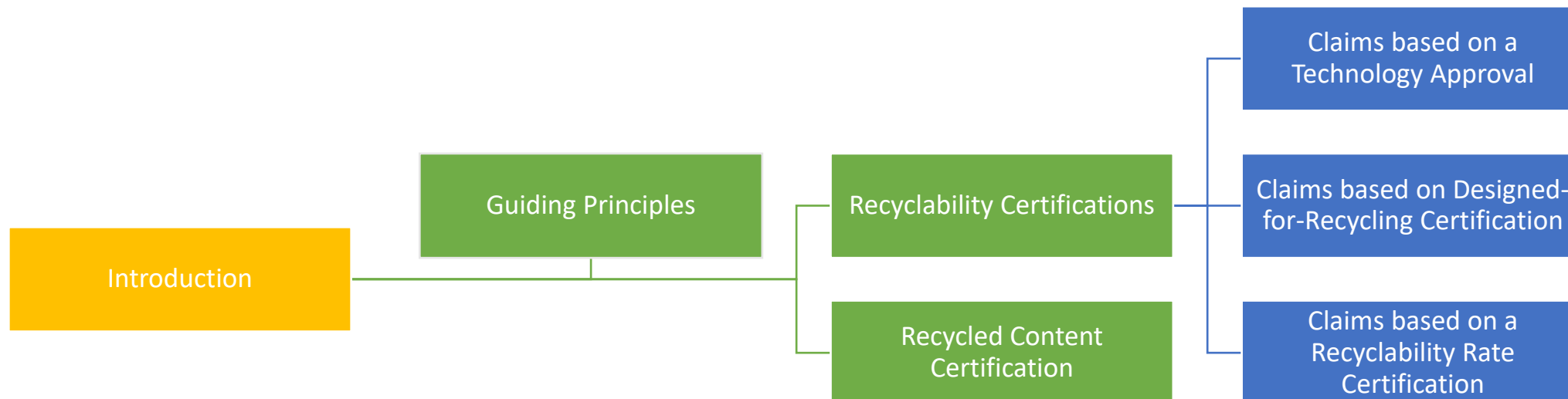
- DRAFT Claims Guidance was published on **28 January 2021** for public consultation which took place until **1 March 2021**.
- Feedback was received from **21 stakeholders**; both members and non-member brand owners and associations.
- The document is being finalised internally, within the Task Force, to be published in May.



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RecyClass Use of Claims Guidance

DRAFT



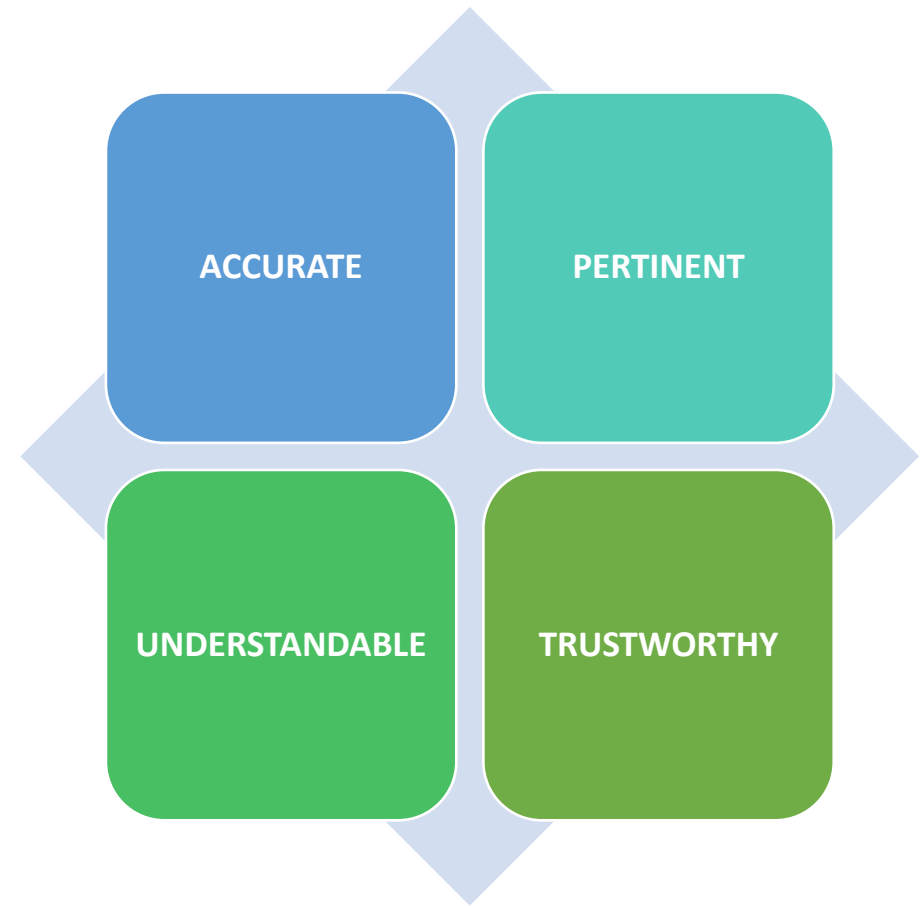
Claims focus both on business-to-business and business-to-consumers.

RecyClass

Harmonisation of Claims: Do's and Don'ts

DRAFT

- RecyClass aims at harmonising the approach towards claims.
- In addition to the Guidance, focused on claims based on RecyClass Certifications, RecyClass aims at **building basic general requirements** based on the following concepts->



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Let's join the Community! RecyClass



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RecyClass

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Questions & Answers session

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





Thank you for participating!

Next webinars:

28 April 2021: Scientific testing with RecyClass – Protocols explained

26 May 2021: Plastic packaging decorations

23 June 2021: Recyclability of personal care packaging

More information on www.recyclclass.eu