

Metrics for evaluation of company meeting packaging metrics

Packaging Design

Metric

Action in the last two years to increase recyclability of packaging used in the US

Action in the last two years to directly and innovatively eliminate packaging used in the US - excluding lightweighting or transitions to flexibles - such as shifting to edible packaging, eliminating packaging altogether, or transitioning to reusable packaging

Goal to design all packaging used in the US to be 100% recyclable, compostable, or reusable by any date

Goal to design all packaging used in the US to be 100% recyclable, compostable, or reusable by 2025

Follows 3rd party guidelines for recyclability when designing packaging to be used in the US

Timebound goal to reduce a specific amount or percentage of virgin plastic use in packaging throughout portfolio. Goal must encompass, but need not be limited to, the US.

Timebound goal to eliminate a specific tonnage of, or percentage of, absolute or overall plastic packaging throughout portfolio. Goal must encompass, but need not be limited to, the US

Reusable Packaging

Metric

Completed, or is committed to completing, a packaging assessment to evaluate opportunities for transition to reusable or refillable packaging in the US

Active pilot programs in the US utilizing reusable or refillable packaging

Specific, timebound goal to increase use of reusable packaging by any measure. Goal must encompass, but need not be limited to, the US.

Generates demand for reusables with customers and/or retailers in the US

Financially invests in the expansion of shared US reuse and refill infrastructure, such as the construction of additional cleaning and refill operations for Terracycle's Loop infrastructure

Collaborates pre-competitively with peers or governments to expand US usage and refill of reusables, such as promoting adoption of reusables or making new reusable packaging technologies open-source

At least 2% of global packaging by weight is reusable or refillable packaging

Generates 15% or more of annual global revenue from products sold in reusable or refillable packaging

Recycled Content

Metric

Action within the last two years to increase the amount of post-consumer recycled content used in plastic packaging in the US

Specific, timebound goal to increase recycled content use throughout all packaging materials. Goal must include, but need not be limited to, the US

Specific, timebound goal to use pre-consumer or post-consumer recycled content throughout plastic packaging portfolio. Goal must include, but need not be limited to, the US

Specific, timebound goal to use only post-consumer recycled content throughout plastic packaging portfolio. Goal must include, but need not be limited to, the US.

Action to have any amount of post-consumer recycled plastic content used in the US by the company certified by a third party

Use of 5.0% or more recycled content by weight throughout global plastic packaging portfolio

Packaging Transparency

Metric

Annually reports tonnage or volume of all packaging materials used either in the US or globally

Annually reports tonnage or volume of plastic packaging used either in the US or globally

Annually reports units of all types of packaging used either in the US or globally

Annually reports units of plastic packaging used either in the US or globally

Annually reports percentage of all packaging made from post-consumer recycled content used either in the US or globally

Annually reports percentage of plastic packaging made from post-consumer recycled plastic used either in the US or globally

Annually reports percentage of all packaging that is reusable, recyclable or compostable in practice, either in the US or globally. Acceptable reporting will meet the New Plastics Economy Global Commitment definition of recyclable wherein 30% of people across a region representing 400 million persons have access to recycle a particular material

Annually reports percentage of plastic packaging that is reusable, recyclable or compostable in practice, either in the US or globally. Acceptable reporting will meet the New Plastics Economy Global Commitment definition of recyclable wherein 30% of people across a region representing 400 million persons have access to recycle a particular material

Annually reports percentage of global annual sales revenue, or weight of global overall packaging materials, attributable to reusable or refillable packaging

Annually reports percentage of global annual sales revenue, or dollar per ton of packaging produced, that is donated to supporting end-of-life infrastructure

Supporting Recycling

Metric

Specific, timebound goal for all US packaging to be labeled with end-of-life instructions

Collaborates pre-competitively with peers to improve US waste management and recycling, such as promoting recycling to consumers

Participates in or finances research activities to US improve recycling infrastructure or packaging design for recyclability and ensures new technologies are open-source

Makes donations and investments to support the expansion and modernization of US recycling infrastructure, excluding waste to energy operations and waste to fuel operations.

Annually donates \$354 - \$564 to US recycling infrastructure per metric ton of plastic packaging used in the US, or up to 1% of annual sales revenue if no plastic usage

Accordance with a public stance against all waste to energy and waste to fuel operations. Such operations are widely discredited as part of a circular economy and

adoption of such a stance reinforces a commitment to eliminate waste and pollution, regenerate resources, and keep materials in use.

Producer Responsibility

Metric

Public acknowledgement that packaging waste wherever the company does business is the company's responsibility

Timebound goal for a specific amount of plastic or all packaging to be recycled at its end-of-life, such as participation in the US Plastics Pact. Goal must include, but need not be limited to, the US

Works with stakeholders for at least shared responsibility solutions in the US, such as pre-competitive collaboration to adopt a policy and advocacy position like the Consumer Goods Forum's 2020 paper on optimal EPR, material-specific working groups of The Recycling Partnership to improve recycling, etc

Invests in solutions to capture at least as much plastic, or overall packaging waste, as the company produces in the US

Invests in solutions to capture for recycling and reuse at least as much plastic, or overall packaging waste, as the company produces in the US

Public statement of support for extended producer responsibility (EPR) schemes in the US whereby producers accept full or vast majority of the financial burden of the recycling collection system, such as endorsement of the Ellen MacArthur Foundation's 2021 EPR Position Statement and Paper such as endorsement of the Ellen MacArthur Foundation's 2021 EPR Position Paper and Statementsuch as endorsement of the Ellen MacArthur Foundation's 2021 EPR Position Statement and Paper

Failed Sustainable Packaging Commitment set for achievement within last five years.