



Global  
Commitment



# **THE NEW PLASTICS ECONOMY GLOBAL COMMITMENT**

## 2020 Reporting Guidelines for business signatories

May 2020

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## Introduction to Global Commitment annual reporting

Thank you for signing up to the New Plastics Economy Global Commitment, indicating your leadership in creating a circular economy for plastics. With now more than 450 signatories, this platform has global visibility, uniting a continually growing community of businesses, governments, investors and other actors behind a common vision to tackle plastic pollution at its root cause.

Reporting is an integral part of participation in the Global Commitment, enabling signatories to demonstrate progress on the commitments made publicly. Reporting transparently and accurately is crucial for the credibility of your commitments. Equally, reporting should not present such a burden that it draws focus and resources away from driving progress within your business. On this basis, we have strived to create a process and develop metrics that are as straightforward as possible, while at the same time ensuring meaningful tracking of progress against your commitments.

The data you submit as part of this year's reporting cycle will be published in our second annual progress report in Q4 2020, approximately two years after the launch of the Global Commitment. In the interests of giving you sufficient time to provide the requested data, we are starting the reporting cycle in May, with the window for reporting running until **7th August 2020**. You will submit data through an online platform, and this guidance document aims to anticipate frequently asked questions and provide the necessary guidance to enable you to complete the reporting independently.

While the first two parts of this document, 'Part A' and 'Part B' are relevant for all reporting businesses, **the third part of this document, 'Part C', is structured by business category** (plastic producers, packaged goods companies/retailers/packaging producers, recyclers etc.) and as such **only one section of Part C will be relevant for most of you**. Businesses signed up to commitments in multiple categories will need to report for each relevant category, however this will be done via a single submission and general signatory and reporting details will only need to be provided once. The online platform will show you only the relevant questions for your category.

While you should provide a response to all questions presented to you within the online questionnaire, some will only be relevant for you based on the information you provide in earlier questions (this is clearly indicated in this document), and some additional details requested within questions are optional to provide. These are clearly designated below and in the online questionnaire, marked as 'Optional'.

The majority of data reported will be publicly disclosed on a per signatory basis, published as part of the annual progress report. In some cases, the data provided will be published only in aggregated form, either by category or for the signatory group as a whole - where this is the case, it will be clearly indicated in this document. Where there is a choice around public disclosure on a per signatory basis, this will be clearly indicated both in this form and in the questionnaire, and you will be required to make a selection to disclose or not disclose the data. (Please also read about the use and storage of reported data in section A.3 below).

While we hope this document will give you all the guidance you need, additional questions can be emailed to [reportinggc@ellenmacarthurfoundation.org](mailto:reportinggc@ellenmacarthurfoundation.org). Please submit any questions not addressed in this document as early in the process as possible to maximise our ability to get back to you on time. The Ellen MacArthur Foundation will also deliver a webinar on 12th May 2020 to talk through the process.

**The final deadline for data to be submitted is 7th of August 2020.** Any data submitted after this date will have no guarantee of inclusion in the 2020 progress report.



## Part A - General reporting guidelines

### A.1 General guidelines

#### **Q: Who is eligible to report?**

All business and government signatories to the Global Commitment are required to report annually and publicly on the progress they have made against their commitments. This includes signatories who have joined only in recent months and the joining month and year of all signatories will be stated alongside individual progress reports published by the Ellen MacArthur Foundation.

Due to the size of the Global Commitment business signatory group and administration associated with managing reporting through the Ellen MacArthur Foundation, for the 2020 reporting cycle only larger business signatories (>USD 500 million revenue or > 10,000 metric tonnes of plastic [packaging] production/use/processing per annum) have been invited to report to the Ellen MacArthur Foundation for inclusion in the 2020 Progress Report. Jointly, these organisations invited to report represent more than 99% of the total plastic volumes covered by the Global Commitment signatory group. All other signatories will be asked to report on their progress through their own channels in compliance with Global Commitment requirements.<sup>1</sup>

Please note, on confidentiality of revenues and tonnages: your inclusion in the group reporting through the Ellen MacArthur Foundation will necessarily provide an indication of their level, since the Ellen MacArthur Foundation will be transparent on the thresholds applied.

#### **Q: What is the deadline for responding?**

The deadline for submissions via the online platform is 7th August 2020. Not responding, or providing an incomplete response, by this date will mean that we cannot guarantee the inclusion of your data in the 2020 Global Commitment Progress Report; instead we will state there has been no, or incomplete, reporting. Not responding, or providing an incomplete response, may also affect your ongoing participation in the Global Commitment.

#### **Q: How do I navigate this document?**

While the first two parts of this document, 'Part A' and 'Part B' are relevant for all reporting businesses, the third part of this document, 'Part C', is structured by business category (plastic producers, packaged goods companies/retailers/packaging producers, recyclers etc.) and as such only one section of Part C will be relevant for most of you. Please note: the question numbers from Part B onwards align to the question numbers that will be displayed in the online questionnaire.

### A.2 Collating and submitting reporting data

#### **Q: Are there any additional tools to support my organisation with collating the data we need to report?**

Besides this document, a number of resources are available via [this link](#) to support you with assessing and collating the data you need for your progress report:

- **Offline answer templates** - these should be used to collate and review your answers offline prior to submission via the online reporting platform. Please note: submissions of offline templates via

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<sup>1</sup> In addition to smaller organisations falling below the thresholds referenced, this year the five organisations in the 'investor' category of Global Commitment signatories will also be asked to report through their own channels only.

email cannot be accepted in place of submissions via the online platform, nor does the Ellen MacArthur Foundation have capacity to review individual submissions

- **Reporting webinar** - a webinar on the reporting process took place on Tuesday 12th May, and a recording, accompanying slides and a Q&A document have since been made available via the link provided above
- **Recyclability assessment tool** (applicable for packaged goods companies, packaging producers, retailers and food service providers only) - this is an excel template to support calculation of the percentage of plastic packaging portfolios that is recyclable. You will be asked to submit this completed template. See [Appendix II](#) for more details
- **New Plastics Economy 2020 Recycling Rate Survey output** (applicable for packaged goods companies, packaging producers, retailers and food service providers only) - see [Appendix II](#) for more details.

Please note, this guidelines document may be updated periodically to incorporate clarifications as new questions from signatories arise, so please ensure you refer to the latest version and whether it answers any questions before reaching out to the Global Commitment team directly for support.

**Q: How do I submit my business's data?**

All data submitted must come via the Global Commitment Reporting Questionnaire which is supported by online survey platform provider, Qualtrics. Data received by email and in other formats will not be accepted.

**Q: How do I access the reporting platform?**

In the first week of May, all responding organisations will be provided, via email, with a link and password to access the platform (sent to the primary contact we have listed for your organisation for the Global Commitment). The link is specific to your business. Please note, it is the responsibility of responding organisations to circulate the access details and coordinate internally to ensure a single appropriate response is provided for your business.

**Q: Can I save and review progress in the platform?**

Yes, the platform will save progress as you move through the online questionnaire. You should ensure you review all responses prior to submission, by re-navigating through each section via the contents page. The platform will alert you if you have not provided responses to questions as you move through the questionnaire. Once you have submitted your response, you will be able to review and download a summary of your response for your records.

Please note: Unfortunately the online platform does not enable you to view a summary of your response within the platform prior to submission. As a result you should carefully run through all questions on the platform in sequence to ensure they are complete and correct prior to submission, and we would recommend collating and finalising answers offline (via the templates provided - see note in section A.2 above) prior to submission via the platform. If you notice a mistake after you submit, please contact us via email and we will be able to provide you with a link to edit your response.

### **A.3 Use and storage of reported data**

**Q: How will the data submitted be used?**

We rely on responding organisations to provide data accurately and in a timely fashion; data provided by your organisation will not be verified or audited. While all reasonable efforts will be made to ensure the data you provide us for public disclosure is reproduced accurately in Ellen MacArthur Foundation reports

and communications, and we will correct any errors that are pointed out to us, we are not liable for the publication of any inaccurate or incomplete information.

The majority of data submitted will be publicly reported via the Ellen MacArthur Foundation website - this disclosure is a key element of your participation in the Global Commitment. For a small number of questions, public disclosure of data reported per signatory will be optional - where this is the case, this will be clearly indicated below (with the note "PUBLIC DISCLOSURE OPTIONAL") and the questionnaire will give you the choice to opt in or out of public disclosure. For a minority of questions, the data will be kept confidential and only used by the Ellen MacArthur Foundation for its own analysis. Where this is the case, this will be clearly indicated in the guidance below (with the note "ELLEN MACARTHUR FOUNDATION INTERNAL USE ONLY"). We may also use some of the data provided in aggregate in our analysis of the data that has been reported over a particular time frame.

**Q: How will the data submitted be displayed as part of the published progress report?**

The progress reporting will include three main elements:

- Aggregated results and insights will be provided in a format and structure similar to the 2019 Progress Report Summary (available for download on this [webpage](#))
- Public individual signatory data will be accessible in spreadsheet format
- We are exploring ways to enable easy browsing through and visualisation of individual signatory data through an online platform.

**Q: How will any confidential data provided be stored and who will have access to it?**

Except where required as a matter of law or by a regulator the Ellen MacArthur Foundation (and its professional advisers and subcontractors) will be the only organisation with access to the non public data you provide the Ellen MacArthur Foundation with as a business signatory of the Global Commitment.

Data is protected while in transit and at rest by current industry standard encryption across all the platforms we use. We limit access and employ strict access controls such as strong passwords and secondary authentication mechanisms.

Non-confidential data provided by you will be publicly available via the Ellen MacArthur Foundation website from the date of publication of the 2020 progress report.

Qualtrics, the organisation providing the questionnaire platform, will not have access to reporting data submitted via the online questionnaire.

Information on companies the Ellen MacArthur Foundation uses to process and store the reporting data can be found in [Appendix III](#). This includes security, privacy, compliance information, policy and certification.

For more information on use and storage of information by the Ellen MacArthur Foundation please see the privacy notice in the terms and conditions for the Global Commitment 2020 reporting which are available on the Ellen MacArthur Foundation website via [this link](#).

#### **A.4 Further support with the questionnaire**

**Q: Who can I contact for support with the questionnaire?**

Please send any questions about the completion of the questionnaire, data which has been submitted about your business, or regarding changes to the person(s) listed as contacts for your business, to

[reportinggc@ellenmacarthurfoundation.org](mailto:reportinggc@ellenmacarthurfoundation.org), copying in your main point of contact (if applicable) within the New Plastics Economy team.

## Part B - Questions for all responding businesses

### Organisation details

#### 2.1 Provide a short (one to two sentence) description of your organisation

Format: Free text entry[max. 300 characters]

*Q: What should be included?*

Include a brief description of your organisation and its use, or production, of plastic packaging. This might include geographical reach, portfolio of products and services, customers served and types of plastic packaging used, for example:

- “Leader in detergent and personal care products in South America, with a majority of products sold in flexible packages”

If you reported in 2019 and would like to refer to your previous response, you can access it in the 2019 Progress Report available [here](#).

*Q: Why has this data been requested and how will it be used?*

This may be published alongside your reported data to introduce readers to your business.

#### 2.2 Provide your business’s main website home address (URL)

Format: URL entry

*Q: Why has this data been requested and how will it be used?*

This may be published alongside your reported data to allow readers to find out more information about your business.

#### 2.3 Indicate whether you have a web-page or public report that addresses the progress you have made on your commitments, and provide a link if available

Format: Tick box + URL entry

- **We have a web-page or report that addresses the progress we have made on our commitments (add URL below)**
- **We do not have a web-page or report that addresses the progress we have made on our commitments**

*Q: Why has this data been requested and how will it be used?*

This does not replace reporting via the online platform, but if you would like to share more detailed information on your commitments and progress made that doesn't fit this reporting format (for example due to limits on character counts), this is an opportunity for you to provide a link to where this information can be found.

## 2.4 Provide your latest annual revenue (USD million) - if you would prefer not to share your exact revenue, provide your revenue band

Format: Table - number entry and/or multiple choice (single answer)

*Q: What currency should this be provided in?*

Please convert to USD.

*Q: Why has this data been requested and how will it be used?*

Exact revenue data will not be made public per signatory. We will use this number publicly in aggregate only and internally to build the Ellen MacArthur Foundation's understanding of your business. Revenue bands may be made public per signatory, for example to group data and publish it by size of business.

## 2.5 Provide the location (country) of your headquarters

Format: Dropdown list

*Q: Why has this data been requested and how will it be used?*

This will be used internally at the Ellen MacArthur Foundation for our records and to build our understanding of your business, as well as publicly on a per signatory basis and in aggregate to demonstrate the geographical coverage of the Global Commitment.

## 2.6 Indicate which regions your organisation is active in globally

Format: Tick box (select all that apply)

*Q: What constitutes an 'active' region?*

We suggest the following definitions of 'active' for each signatory category:

- Packaged goods companies: locations in which packaged goods are sold
- Retailers and food service providers: locations in which stores or food outlets are situated or (for e-commerce) delivery is offered
- Packaging producers: locations in which your customers put your packaging on the market (to your best available knowledge)
- Raw materials producers: locations in which your plastic products are sold
- Collection and sorting: locations of collecting and sorting activities
- Recyclers: locations in which your recycling facilities are based
- Durable goods producers: locations in which your durable goods are sold
- Suppliers: locations of your customers

*Q: What are the regions that can be selected and which countries make up each of these regions?*

The regions are given in accordance with the United Nations geoscheme. Information on countries in each region can be found [here](#).

*Q: Why has this data been requested and how will it be used?*

This will be used by the Ellen MacArthur Foundation to build our understanding of your business, as well as publicly in aggregate and alongside individual reports to demonstrate the geographical coverage of the Global Commitment.

## Reporting information

### 3.1 Confirm the 12 month time frame your quantitative reported data covers

Format: Dropdown list month/year

*Q: What time period should I be reporting on?*

Provide the latest full year of actual quantitative data (forecast data should not be provided) which is available based on your existing annual reporting timelines, and indicate the month and year for that full year's end. For example, if you are reporting for the full year from January 2019 to December 2019, you will select 'December' and '2019'.

*Q: What about the time period for the qualitative data I report?*

Questions asking for qualitative data will specify where a specific time period applies. In general, this will be 'over the reporting period', but in some cases it may refer to the point in time at which you report, or 'since joining the Global Commitment'.

To enable reporting of the most recent activities, where 'over the reporting period' is specified, 'the reporting period' may not be the same as the time frame covered for your quantitative data. For example:

- Your quantitative reported data may be for the period January to December 2019
- Your qualitative data may be from June 2019 to May 2020 to enable you to include the most up to date activities and achievements in your reporting

Please note: If you reported in the 2019 reporting cycle, there should be no overlap between the time period for your reported qualitative data for last year, with the time period for your reported qualitative data for this year. This is to ensure the most accurate reflection of recent progress and avoid the actions being repeatedly reported across multiple years.

### 3.2 Indicate the verification/assurance status that applies to your reported data

Format: Multiple choice (single answer)

- **No third-party verification or assurance in place**
- **Plans to introduce or extend scope of third-party verification or assurance in development**
- **Third-party verification or assurance process in place for some of the data**
- **Third-party verification or assurance process in place for all of the data**

&

### 3.3 Provide further details on the verification/assurance status (current and/or planned) that applies to your reported data

Format: Free text entry [max. 300 characters]

*Q: What sort of information should be included here?*

Provide the name of the third party organisation who has performed or will perform the verification exercise and the timeline against which this will be completed. If only some of the data reported has been/will be verified or assured, please give details of which data falls within scope.

*Q: Why has this data been requested and how will it be used?*

We encourage third party verification or assurance of reported data where appropriate. Your answers will be included publicly alongside your reported data. Please note that the Ellen MacArthur Foundation does not verify or audit data provided to us, which is reported on an "as is" basis.

### 3.4 Provide details of the individual signing off on the data reported on behalf of your business

Format: Free text entry (form)

\*ELLEN MACARTHUR FOUNDATION INTERNAL USE ONLY\*

- **First name**
- **Surname**
- **Role title**
- **Department or division of business**
- **Email**

*Q: Who should this person be and what are their responsibilities?*

This person should have:

- Reviewed and be satisfied with the accuracy of all data provided as part of your business's reporting, and
- Have appropriate authority to sign off the final submission on behalf of your business

*Q: How will this data be stored and managed?*

Please see our privacy notice in the terms and conditions which are available on the Ellen MacArthur Foundation website [here](#).

### 3.5 Confirm that your reported data covers all plastic/plastic packaging involved in the full scope of your organisation's activities, as relevant for the category (or categories) of business under which you have signed the Global Commitment

Format: Multiple choice (yes/no) &

### 3.6 Provide more information about the limitations of the scope of your reported data, specifying which part of the plastic/plastic packaging portfolio is excluded and why

[this will only be required if you answer 'no' to 3.5]

Format: Free text entry [max 300 characters]

*Q: Why has this data been requested and how will it be used?*

On signing the Global Commitment, commitments were made for your organisation as one entity, including all of its activities (across all geographies, business units, brands, etc.). This means your commitments and related progress report cover all plastic (for plastic producers and organisations active in collection, sorting and recycling), all non-packaging plastics (for durable goods companies), all primary, secondary and tertiary plastic packaging (for packaging producers and packaged goods companies), and all own-brand plastic packaging (for retailers and food service providers) that is under the control of the Global Commitment signatory that you are responding on behalf of ('your organisation').

Where there are limitations to the scope of your reported data, you must provide full details of what will be excluded, the reason for this and plans to expand your reporting to cover the full scope going forward.

**IMPORTANT:** If there are limitations to the scope of your reported data, you must contact the Ellen MacArthur Foundation to provide these details in advance of submitting your response.

This information will be shown alongside your reported data.



### 3.7 Indicate whether your organisation is a member of any Plastics Pacts as of 4th May 2020

Format: Tick box

- Chile
- France
- Netherlands
- Portugal
- South Africa
- United Kingdom
- Europe (EEA)
- N/A (not part of any Pacts)

*Q: What sort of information should be included here?*

In this question, we ask you to select the Plastics Pacts you are part of amongst the list provided above. If you are not part of any Pact select 'N/A'.

*Q: Where could I provide feedback on the Plastic Pacts?*

If you are interested in providing feedback regarding the Plastic Pact that you are part of, feel free to do so in the question 23.2 on additional information. The feedback will only be used internally at the Ellen MacArthur Foundation.

*Q: My organisation is a member of a Plastics Pact that is not listed here. Why is that?*

The Plastics Pacts listed are those that have been officially launched as part of the Ellen MacArthur Foundation's global Plastics Pact network as of 4th May. If your organisation is part of an initiative that is not listed here it may be because it is still in development, or it is not part of the Plastics Pact network and the Ellen MacArthur Foundation is not involved. For any questions about Plastics Pacts not listed here please contact [plastics.pact@emf.org](mailto:plastics.pact@emf.org).

*Q: Why has this data been requested and how will it be used?*

The Plastics Pact is a network of initiatives bringing together businesses, governments and NGOs in a country or region to drive ambitious collective action towards a circular economy for plastics. This information helps to understand where Global Commitment signatories have taken action in local markets through Plastics Pacts. This data might be shared in the progress report. If you are interested in joining a Plastics Pact, please contact [plastics.pact@emf.org](mailto:plastics.pact@emf.org).

## Investments

**PLEASE NOTE:** This section will appear for all reporting signatories at the end of the questionnaire and subsequent to questions detailed throughout Part C of this guidelines document on progress on commitments by signatory category.

**21.1** Indicate whether you have made/committed any investment(s) towards achieving your commitments over the reporting period in any of the following areas, and provide the total sum (USD million)

Format: Number entry

- **Knowledge (research and IP)**
- **Fixed assets (plants and/or equipment, including technology)**
- **Capabilities (additional specialised staff, employee training and skills)**
- **Inventory (procurement, feedstock)** - this includes premiums paid for use of recycled plastic content over virgin content.
- **M&A (joint ventures, participations, acquisitions)**
- **Other (please specify below)**

*Q: What sort of information should be included here?*

This question asks you to provide the sum invested or committed towards achieving your commitments broken down by the above six categories. If you made investment(s) that were not included above or if you are unable to provide a split, please select “other” and provide further details in the next question. If you have no investments to report, leave the answers for each line as ‘0’ in the questionnaire.

**21.2** Provide further details of investments made/committed towards achieving your commitments

[this will be required if you provided any investment amount in question 21.1.]

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be included here?*

This question asks for both a total sum invested (USD) and some more details about the investment(s), such as the specific focus of research, equipment or capabilities invested in, quantification of the investment relative to wider spend within your organisation (for example as a percentage of total R&D or CAPEX) as well as providing details of what time period it has been - or will be - made. Examples from the 2019 Progress Report include:

- In Brazil, The Coca-Cola Company invested USD 25 million to design reusable PET bottles and USD 400 million in expanding reuse infrastructure, to fulfil its aspiration to scale up reusable packaging to 50% by 2030 in Brazil, up from the current 20%.
- Indorama Ventures pledged USD 1.5 billion towards achieving its target to increase recycled content volumes by at least 750,000 tonnes respectively
- Industria Mexicana de Reciclaje invested USD 1.5 million to improve its recycling facilities.

*Q: Why has this data been requested and how will it be used?*

After a number of organisations reported significant investments committed towards achieving their commitments as part of the 2019 reporting, this year we are providing a dedicated space for all respondents to highlight these types of investments. Besides adding to the completeness of individual

reporting, importantly this will enable us to easily quantify, and report on, the size of collective efforts across the entire signatory group.

## Other information

**PLEASE NOTE: This section will appear for all reporting signatories at the end of the questionnaire and subsequent to questions detailed throughout Part C of this guidelines document on progress on commitments by signatory category.**

### 22.1 If you would like to submit any images which may be used in the report, please upload them here

Format: File upload and free text

*Q: What sort of information should be included here?*

You will be asked to upload a file (or a zip file, where uploading multiple images) and provide a description of what is shown in the images uploaded (via a follow up question).

We are looking for high-quality photography showing products (for example reusable packaging)/ materials: in-use; close-up (macro); being produced / manufactured). Equally, if you have any team photography showing your colleagues or departments innovating to progress your commitments: workshops, laboratories, prototyping, for example, they are also welcomed.

Diagrams or illustrations that show innovation through new flows, business models, or a systems-perspective may be able to be integrated, but we would prefer high-quality photography where possible. Corporate diagrams, and images with logos overlaid (unless we can easily crop out overtly branded elements) are less helpful and are unlikely to be used.

Images are best shared as PNGs or JPEGs, and must be at least 1MB, lower than this will be too low quality to be featured. If you want to upload more than one picture, please upload them as a ZIP file.

*Q: Why has this data been requested and how will it be used?*

For this year's report, we would like to take the opportunity to showcase examples of the commitments in action, and how they have been realised at your organisation. These images may be selected to be shared in our progress report.

### 22.2 If you would like to provide the Ellen MacArthur Foundation with any additional information relevant to your 2020 reporting submission, please do so here

Format: Free text entry [max. 1000 characters]

\*ELLEN MACARTHUR FOUNDATION INTERNAL USE ONLY\*

*Q: What sort of information should be included here?*

You can add any information here you feel is relevant regarding the achievement of your commitments and that were not captured through the previous questions.

*Q: Why has this data been requested and how will it be used?*

This question is to ensure that you have the ability to share with the Ellen MacArthur Foundation all information you feel is relevant to describe your progress towards achieving your commitments. It will not be communicated in the progress report.

## Part C - Questions by signatory category

### C.1. - Packaging producers, packaged goods companies, retailers and food service providers

#### Product applications of packaging

##### 4.1 Indicate the product applications of your packaging (select all that apply)

Format: Tick box (select all that apply)

- Alcoholic beverages
- Chemicals in a B2B context (for example for industrial or agricultural use)
- Cleaning products (for example home care, dishwashing, fabric care)
- Clothing & apparel
- Cosmetics & personal care
- Electronics
- Food & nutrition
- Furniture, furnishings & household items
- Home improvement & gardening
- Non-alcoholic beverages
- Pet & animal supplies
- Pharmaceutical & medical goods
- Tobacco
- Toys
- Product-agnostic packaging (e.g. shrink wrap, pallets)
- Other (please specify below)

Note: List based on adapted Statista Consumer Goods and FMCG industry sub-sector list.<sup>2</sup>

*Q: Why has this data been requested and how will it be used?*

This data will give context to your packaging portfolio and reporting, and allow us to better understand trends across the signatory group based on product range. It may also be used for analysis to provide insights for the 2020 Progress Report.

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<sup>2</sup> Statista list available at <https://www.statista.com/markets/415/consumer-goods-fmcc/>

## Packaging portfolio: volumes and sourcing

### 5.1 Provide the total volume (weight) of your plastic packaging (metric tonnes)

Format: Number entry (form)

\*PUBLIC DISCLOSURE OPTIONAL\*

- **‘New’ plastic packaging (including that with recycled content)**
- **Reused plastic packaging (optional)**

*Q: What is the difference between ‘new’ and ‘reused’ packaging?*

**‘New’ plastic packaging** is any packaging that is, over the course of the reporting cycle, put on the market or used for the first time. The weight of ‘new’ plastic packaging is counted once at the point it is used or placed on the market. Reusable packaging should be included in this total only on its first use cycle. If you reported in the 2019 reporting cycle, ‘new’ plastic packaging is the same metric that you were asked to report as your volume metric during that reporting cycle. This is also the total number which should be used as the base for calculating the percentages asked for in questions 5.4 (on material sourcing - recycled and renewable content) and 5.5 (on packaging design - reusable, recyclable or compostable).

**Reused plastic packaging** refers to reusable plastic packaging that is on a second or subsequent use cycle. This will cover both reusable B2B or supply chain packaging as well as reusable B2C packaging that uses a ‘return’ model - i.e. is collected, cleaned and placed back on the market again by your organisation (i.e. not packaging owned by consumers and refilled with your products such as reusable cups brought into food stores or their own containers filled through your dispensers). The weight of reused plastic packaging is counted once for each use cycle subsequent to the first. This differs from the volume of ‘reusable’ packaging (to be provided in answer to question 5.5), as the latter is the share of ‘new’ packaging that is designed as reusable and put into a system for reuse.

*Q: What constitutes plastic packaging (primary, secondary and tertiary)?*

Please see the definition provided in [Appendix I Section 1](#).

*Q: What packaging should we consider to be plastic packaging?*

A plastic packaging is a packaging in which the main structural element is made of plastic.

*Q: Are there any types of plastic packaging that should be excluded from this calculation?*

For retailers and food service providers, the commitments cover own-branded products only. Otherwise, this should cover all plastic packaging used by your business, including B2B or supply chain plastic packaging.

*Q: Why has the ‘reused plastic packaging’ metric been added this year?*

This metric has been added to enable reused packaging to be accounted for in volumes data, thereby improving recognition of the full impact of efforts made by signatories on reuse.

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes over time for individual organisations, categories of signatories and the signatory group as a whole. It will also be used in conjunction with other metrics, for example to understand demand for recycled content in (metric) tonnages. We may use the data you provide in this section in the aggregate, anonymously. Public disclosure of this data on a per-organisation basis remains optional (see next question).

## 5.2 Confirm whether you consent to your volume data (provided in question 5.1) being made public as part of the Ellen MacArthur Foundation's reporting

Format: Multiple choice (yes/no) and free text

- **Yes, we consent to our volume data being published**
- **No, we do not want details of our volume data to be published (please specify reason below)**

*Q: Why has this data been requested and how will it be used?*

Public disclosure of plastic packaging volumes is strongly encouraged. In the 2019 Progress Report, 29% of reporting packaged goods companies, packaging producers, and retailers and hospitality (34 in total) created transparency on their plastic usage by disclosing their total plastic packaging volumes in metric tonnes. As this group included many signatories with the largest packaging volumes, jointly, they reported annual volumes of plastic packaging in excess of 9 million metric tonnes. However, the Ellen MacArthur Foundation will not make details of volumes public unless permission is given by you in the reporting form. If no permission is given, and your organisation is above the threshold for inclusion in our report, the report will state: 'Not disclosed'. The reason for non-disclosure will be used by the Ellen MacArthur Foundation only to help us better understand the drivers of non-disclosure, and will not be published by us alongside your reported data.

Please note: Due to the \$500 million revenue or 10,000 annual tonnage threshold used to determine eligibility for inclusion in the Ellen MacArthur Foundation's report, if your revenue falls below the \$500 million threshold but your organisation is included in our report, readers of the report will be able to deduce that your volumes sit above 10,000 tonnes, hence complete confidentiality of volumes is not possible. If this poses an issue for your organisation, please contact us.

## 5.3 Indicate which of the following categories of plastic packaging are in your organisation's portfolio

Format: Tick box and number entry (percentage of weight)

*Q: What information is being requested here?*

This is a simple tick box question to indicate which types of packaging are in your portfolio. Approximate percentages (by weight) are also asked for and it is strongly encouraged to provide them, but are optional and will only be shown in your reporting if provided. The categories provided align with those used in the Recyclability Assessment tool and in the New Plastics Economy 2020 Recycling Rate Survey and are given as follows:

- PET bottles
- PET thermoforms
- Other PET rigids
- HDPE bottles
- HDPE other rigids
- PP bottles
- PP other rigids
- LDPE tubes
- PS rigids
- EPS rigids
- PVC rigids
- >A4 mono-material LDPE flexibles in B2B context
- >A4 mono-material LDPE flexibles in B2C context
- Other >A4 flexibles

- <A4 flexibles LDPE
- <A4 flexibles PP
- <A4 flexibles, multimaterial
- Other

*Q: Why has this data been requested and how will it be used?*

This data will provide context to your reporting and targets, as different portfolios present different challenges. It will also enable the Ellen MacArthur Foundation to draw aggregated insights about portfolio composition and its relationship with targets and progress made across the group.

#### **5.4 Provide details of the source of the plastic in your packaging (percentage of total new plastic packaging weight)**

Format: Number entry

- **Percentage post-consumer recycled content**
- **Percentage pre-consumer recycled content**
- **Percentage virgin renewable content**
- **Percentage virgin fossil-based content**

*Q: How should the percentages be calculated?*

These numbers should be calculated as a percentage of total weight of 'new' plastic packaging, as provided in response to the first part of question 5.1. Assuming responses are provided for all four metrics, answers must sum to 100%.

*Q: What counts as post-consumer recycled content?*

Please see the definition provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as pre-consumer recycled content?*

Please see the definitions provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as renewable content?*

Please see the definition provided in [Appendix I Section 4](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as virgin fossil-based content?*

This should be the remaining content of your plastic once post-consumer recycled, pre-consumer recycled and renewable content are removed. All four percentages together for this question should add up to 100%.

*Q: Why has this data been requested and how will it be used?*

This enables tracking of progress against the percentage post-consumer recycled content (PCR) content target you have set as part of your participation in the Global Commitment. Tracking the use of post-consumer recycled content is an important measure of true progress towards the development of a circular system. We have also given signatories the opportunity to report on efforts on pre-consumer and renewable content. It is strongly encouraged to report on these metrics, as well as virgin fossil-based content, to give a complete overview of material sourcing.



### 5.5 Provide the percentage of plastic packaging volume reusable, recyclable, compostable over the reporting period (percentage of total 'new' plastic packaging weight, latest year)

Format: Number entry

- Overall percentage reusable, recyclable or compostable
- Percentage reusable
- Percentage recyclable
- Percentage compostable

*Q: What data is required here?*

You will be required to submit both the overall percentage of your plastic packaging (by weight) that was reusable, recyclable or compostable for the period, as well as the individual percentages for each - percentage recyclable, percentage reusable, and percentage compostable. If you reported in the 2019 reporting cycle you will have the opportunity to update the percentages provided last year via questions 5.9 and 5.10.

*Q: How should the overall percentage be calculated?*

This number should be calculated as a percentage of the total weight of 'new' plastic packaging (as provided in answer to the first part of question 5.1), by weight, that can be classified as one or more of the following: reusable, recyclable or compostable.

Please note: Because packaging can fall into more than one category (for example, being both reusable and recyclable) the sum of the individual percentages (percentage reusable, percentage recyclable and percentage compostable) may be higher than the overall percentage reusable, recyclable or compostable.

*Q: What counts as reusable plastic packaging?*

Please see the definition of reusable packaging provided in [Appendix I Section 2](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack. Packaging that is reused several times should only be counted once (when put on the market for the first time). In other words, what is needed is to report the share of all 'new' plastic packaging put on the market that is reusable.

*Q: What counts as recyclable plastic packaging?*

Please see the definition as well as additional guidance on its interpretation and application in [Appendix I - Section 3](#).

*Q: What counts as compostable plastic packaging?*

Please see [Appendix I - Section 4](#) for the definition - which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack - and additional guidance on its interpretation and application.

*Q: Why has this data been requested and how will it be used?*

This data will be used to show progress on your commitment to reach 100% reusable, recyclable or compostable plastic packaging by 2025.

### 5.6 Upload the completed recyclability assessment tool for 2020 (available to download [here](#))

Format: File upload

\*ELLEN MACARTHUR FOUNDATION INTERNAL USE ONLY\*

*Q: What data is required here?*

To support your recyclability analysis, an Excel template will be made available for download [here](#).

The guidance on how to apply the recyclability definition can be found in [Appendix II](#) and specific instructions on how to use the Excel template are provided in the template itself.

It is highly encouraged for all signatories to submit not only the resulting percentage figure but also the supporting Excel template. This can be done by uploading the file via the online reporting platform.

*Q: Why has this data been requested and how will it be used?*

The completed templates will not be made public and are for internal use only. It will help derive aggregate insights across the signatory group and provides the Foundation insights in the consistency of recyclability reporting across signatories. More context and information is provided in [Appendix II](#).

### **5.7 Does your 2020 recyclability assessment (1) align with the New Plastics Economy 2020 Recycling Survey output table findings (2) apply the methodology and definitions in the Global Commitment reporting guidelines?**

Format: Multiple choice (select all that apply)

- Yes
- No - we have deviated from the Recycling Survey output table findings
- No - we have applied a different assessment methodology
- No - we have used different definitions

*Q: What data is required here?*

If your recyclability assessment has deviated from the Recycling Survey output table findings or uses methodology or definitions other than those in the Global Commitment reporting guidelines, you should indicate this here by selecting the appropriate 'no' options. If you select any of the 'no' options you will be asked to provide more details in a follow up question (5.8).

*Q: Why has this data been requested and how will it be used?*

The Global Commitment aims to drive consistency in reporting across all its signatories. To help achieve consistency in assessments of recyclability across the signatory group, every effort is being made to ensure the same definitions, data and methodology are applied by all signatories.

In response to feedback from signatories, and to help assist in the assessment of whether the recyclability of a given category of plastic packaging is proven 'in practice and at scale' we have collated data on recycling rates by packaging category across a broad range of geographies through our 2020 Recycling Rate Survey, the output of which should help inform 'step 1' of your recyclability assessment and will be available for reference in the reporting template. To maximise the quality of reporting, and to help ensure reports are consistently interpreted across the signatory group by all readers of the Progress Report, we are asking all reporting organisations to confirm that they have applied this survey output, as well as the definitions and assessment methodology. However, if your own investigation and assessment leads to different results and you do not believe the survey output is applicable to your organisation, or if you believe the data or aggregated opinions in the table are incorrect, you can continue to report based on your own assessment, while being transparent about the assumptions and data used for your reporting (see next question).

Transparency on how your recyclability assessment was conducted will also increase the credibility of your reported percentage of recyclable plastic packaging and anticipate questions about how the percentage was determined.

### 5.8 Provide details of and rationale for alternative assumptions used in your 2020 recyclability assessment

Format: Free text entry [max. 500 characters]

Note: this question will only be shown if selected “no” to the previous question (5.7)

*Q: What sort of information should be included here?*

Please provide a few sentences explaining where and how your recyclability deviates from the 2020 Recycling Survey output table findings and/or application of the given methodology or definitions, and the reason for this deviation. For example:

- “Packaging type x (x% of plastic packaging portfolio) is considered recyclable in practice and at scale based on >30% recycling rates in countries a, b, c, d and e with a total population of >400 million as evidenced by sources X and Y.”

*Q: Why has this data been requested and how will it be used?*

In general, transparency on how your recyclability assessment was conducted will increase the credibility of your reported percentage of recyclable plastic packaging and anticipate questions about how the percentage was determined. Being clear about where your assessment deviates from those of the wider signatory group is part of this. If you are able to point to new, robust sources of evidence on recycling rates that we are not aware of and which drive you to provide a different answer to any of those given in the 2020 Recycling Survey output table, we would welcome sight of it.

### 5.9 Indicate whether you would like to update the data you provided on your percentage reusable, recyclable or compostable for the 2019 reporting cycle

Format: Multiple choice (yes/no)

- **Yes, we would like to update the data provided**
- **No, we have no updates to make**

*Q: Why is this data being requested and how will it be used?*

In the 2019 reporting cycle, reporting signatories were given the opportunity to postpone public reporting on the overall percentage reusable, recyclable or compostable, as well as the individual metrics of the percentages recyclable and compostable. This was in recognition of the fact that it was the first time the assessment methodology was being applied and to give more time for data relevant for the assessment to be collated and shared, and for signatories to update their assessments if necessary. If you reported last year and chose to postpone public reporting of these metrics, they will automatically be published in the 2020 Progress Report. If you would like to update the data you provided in the 2019 reporting prior to its publication, please indicate this in your response to this question.

### 5.10 Provide updated percentages of plastic packaging volumes reusable, recyclable or compostable previously reported in the 2019 reporting cycle (percentage of total reported weight)

[This will be required if you select the option ‘yes’ in question 5.9]

Format: Number entry (form)

- Overall percentage reusable, recyclable or compostable
- Percentage reusable
- Percentage recyclable
- Percentage compostable

*Q: Why is this data being requested and how will it be used?*

This data will be requested if you indicated you wanted to provide updated percentages in your response to question 5.9. We will not use this data to change the 2019 Progress Report, but will use these updated numbers going forward (for example, when showing progress this year versus last year). We will provide the necessary context in the report explaining why last year's data might have changed for several signatories.

#### **5.11 Provide any additional information that is important to correctly interpret any of the quantitative data submitted in this section (question 5.1 onwards)**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be provided here?*

Include any methodology used to gather this data or any other information you feel may be of relevance to your reported volumes, for example, if you have undergone or foresee any changes to/within your organisation likely to significantly affect your volumes including acquisitions or divestments, a shift in material choices or other.

#### **5.12 Indicate whether you have published other data related to your plastic packaging volumes, and provide a link if available**

Format: Tick box and URL entry

- We have published other data related to our plastic volumes (add URL below)
- We have not published other data related to our plastic volumes

*Q: What sort of information could be provided here?*

Additional data on your packaging portfolio (beyond tonnages): Several signatories have published additional data on their packaging portfolio (beyond tonnages). If you have done so or want to do this now, you can add a link to such data published on your website or in a report. Relevant metrics could include:

- Plastic packaging split by region and material-format type (for example, PET bottles, LDPE film, PP pots), as these have a significant influence on the after-use fate of packaging
- Plastic packaging number of units. Unit data is important as, in conjunction with weight data, it provides more transparency around the plastic packaging mix of reporting organisations: for example 30 units of 1 gram could have a different impact than 1 unit of 30 grams
- Share of business in reuse or packaging-free models
- Actual fate (for example: percentage reused, percentage recycled, percentage landfilled, percentage ending up in the environment) of plastic packaging put on the market
- Similar data for other (non-plastic) packaging materials, such as paper, aluminium, and glass (in order not to simply shift issues to other materials), and ideally also for non-packaging plastic products in your portfolio

Additional transparency on your recyclability assessment: As well as sharing a completed Excel template for your recyclability assessment for the Ellen MacArthur Foundation's internal use, signatories are encouraged to provide public transparency about the data and assumptions used in their recyclability

assessment. This can be done by providing a link to a web page or online document where you provide information about the data and assumptions used in your recyclability assessment. Ideally this would include most of the information provided in the Excel template, represented in a more visually appealing format for publication.

*Q: Why has this data been requested and how will it be used?*

The Global Commitment encourages all signatories to increase transparency on their packaging footprints given their importance in tracking progress on contributions to global plastics waste and pollution issues and solutions. You have already taken a first step in creating transparency by joining the Global Commitment and agreeing to report publicly on your progress annually. You may have also taken a significant step in choosing to disclose publicly your annual tonnage plastic packaging footprint as part of this reporting.

The Global Commitment also recognises that, due to the inherent complexities of the plastics debate, a business's contribution to plastic waste and pollution cannot be simply measured by global tonnage alone. For example, as referenced above, the waste and pollution impact of a tonne of plastic packaging can vary significantly depending on its material-format type and on where it was put on the market.

As such, to provide full transparency on your business's contribution to plastic waste and pollution issues and solutions, you are encouraged to extend the provided data on tonnage and commitments with the list of metrics provided in the guidance above.

## **Progress on elimination of problematic and unnecessary packaging**

### **6.1 Indicate whether, since joining the Global Commitment, your organisation has completed whole or partial elimination of any problematic or unnecessary materials, formats or components of plastic packaging (select all that apply)**

Format: Tick box (select all that apply)

- A. Materials**
- B. Formats**
- C. Components**
- D. None of the above**

*Q: What data is being requested here?*

You will be asked to select from four options - materials; formats; components; or none of the above. If you select any of the first three options, you will be asked to provide more information via follow up questions 6.2, 6.3 and 6.4. For an indication of what is meant by materials, formats and components, refer to the lists provided in questions 6.2, 6.3 and 6.4.

*Q: Why has this data been requested and how will it be used?*

This data will help build our understanding of trends in elimination across the signatory group and facilitate the ease of communicating these trends.

### **6.2 Provide information about your elimination of problematic or unnecessary packaging materials**

[this will only be required if you answered A. in question 6.1] &

### 6.3 Provide information about your elimination of problematic or unnecessary packaging formats

[this will only be required if you answered B. in question 6.1] &

### 6.4 Provide information about your elimination of problematic or unnecessary packaging components

[this will only be required if you answered C. in question 6.1]

Format: Dropdown list/number entry/free text entry

*Q: What data is being requested here?*

If you selected 'materials', 'formats' or 'components' in your answer to question 6.1, you will be asked these questions to provide more information about your elimination activity. In each of these questions you will have the opportunity to provide up to ten examples of elimination activity. For each example you will be asked:

- What have you eliminated? Select the category of packaging eliminated (wholly or partially) from a dropdown list. There will be an option to select 'other' for each
- How much have you eliminated?
  - Provide the proportion of the category (percentage of total weight) eliminated
  - Provide the volume of packaging eliminated in metric tonnes and units (where relevant)
- How did you eliminate it? Select the primary method through which the elimination was achieved from a dropdown list (more information below). If you have used more than one method of elimination for the same category of packaging and would like to highlight both, please enter these as separate examples
- When did you eliminate it? Provide the year in which this elimination was delivered - you may go as far back as the launch of the Global Commitment in 2018
- More information: Provide any (brief) additional details such as the specific category of packaging, including if 'other', technologies used or specific brands or products involved.

*Q: What if we have more or less than ten examples?*

There is no expectation that you provide the maximum number of examples (ten) for each question - the option is there to provide flexibility for those organisations who may have more to report. If you have more than ten examples please select the most impactful or innovative examples that you would like to share. There is flexibility to provide an overview of other examples not included here in your answer to question 6.5.

*Q: What is in this list of packaging materials, formats and components and how was this list compiled?*

A long list of common categories is provided as follows (categories provided in the questionnaire are indicated, with additional explanation, not included in the online questionnaire options, in brackets):

- Materials:
  - PS
  - EPS
  - PVC
  - PVDC
  - Undetectable carbon black
  - Metallised films
  - Multilayer materials
  - Other
- Formats:
  - Primary film - polybags
  - Primary film - fruit & veg
  - Primary film - individual wrappers (*for example for candy, ice cream etc.*)
  - Primary film - other
  - Secondary film - cellophane (*wrap around a box*)

- Secondary film - multibuy (*for example around aluminium cans or magazines*)
- Secondary film - other
- Primary rigids - shampoo (*bottles*)
- Primary rigids - beverage (*bottles*)
- Primary rigids - other
- Secondary rigids
- B2B films
- B2B rigids
- Sachets
- Single use carrier bags
- Single use cutlery/serveware
- Single use hangers (*for clothing*)
- Single use straws
- Other
- Components:
  - Plastic windows (*in cardboard boxes*)
  - Labels/stickers
  - Tear-offs
  - Pumps/trigger sprays
  - Other

Last year, the list of materials and formats included in the equivalent question was based on the categories organisations most commonly identified themselves as problematic and/or unnecessary (through their own reporting, through specifically published lists, through 1:1 conversations, etc.). This year, to allow us to capture broader elimination activities, i.e. going beyond common materials and formats, in a structured way, we have extended the list of packaging categories provided in questions on elimination and split it into three groups: materials, formats and components. This approach will enable us to draw much clearer insights on the types of plastic packaging being eliminated, at what scale and by what means.

Please note, the list of materials, formats and components does not constitute a set of categories that the Ellen MacArthur Foundation has identified as being problematic and/or unnecessary, nor a list recommended for elimination by the Ellen MacArthur Foundation. The list is based on the range of categories that the New Plastics Economy Innovation team has found examples of organisations working to eliminate. The Ellen MacArthur Foundation makes no claims or assertions regarding the accuracy, completeness or appropriateness of this list.

If you believe your organisation has other relevant categories, we would welcome details from you.

*Q: What if we used more than one method to achieve reduction?*

If you have used more than one method of elimination for the same category of packaging and would like to highlight both, please enter these as separate examples.

*Q: What are the given methods of elimination from which we will need to select?*

The following options are offered (additional explanation provided in non-bold text):

- **Elimination: removal** - complete removal of a material/format/component without replacing with another material/format/component.
- **Elimination: innovation** - this involves rethinking the product, packaging, and delivery model in order to eliminate.
- **Elimination: reuse - refill** - where packaging is eliminated through switching to a refill model (for more information on refill and other reuse models please see our [Reuse](#) book).

- **Elimination: reuse - return** - where packaging is eliminated through switching to a return model (for more information on return and other reuse models please see our [Reuse](#) book).
- **Substitution: monomaterial** - switching from multi to mono-material
- **Substitution: compostable plastic**
- **Substitution: other plastic**
- **Substitution: paper**
- **Substitution: aluminium/glass**
- **Substitution: other**
- **Partial removal: lightweighting** (applicable for material removal only)
- **Other**

*Q: What constitutes problematic or unnecessary plastic packaging?*

As set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack, the following list of criteria is provided to help identify problematic or unnecessary plastic packaging materials, formats or components:

1. It is not reusable, recyclable or compostable (as per the definitions provided in the appendices of this document)
2. It contains, or its manufacturing requires, hazardous chemicals that pose a significant risk to human<sup>3</sup> health or the environment (applying the precautionary principle)
3. It can be avoided (or replaced by a reuse model) while maintaining utility
4. It hinders or disrupts the recyclability or compostability of other items
5. It has a high likelihood of being littered or ending up in the natural environment

*Q: Why has this data been requested and how will it be used?*

This data will provide transparency on your business's individual actions on elimination and help build our understanding of trends in elimination across the Global Commitment signatory group, including which items are being eliminated most commonly and/or in the highest volumes, and by what means. The structured format of the question will improve the ease of deriving and communicating these trends across the signatory group.

## **6.5 Describe the activities and progress you have made against your commitment to take action to eliminate problematic or unnecessary plastic packaging by 2025**

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- "In Q2 2020 we started piloting dry misting technology to keep vegetables fresh without the need for plastic packaging. If successful, this would eliminate [x] tonnes of plastic packaging annually"
- "We revised the way we package our goods across all e-commerce delivery, eliminating unnecessary layers and saving [x] tonnes of plastic packaging per year."

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<sup>3</sup> Hazardous chemicals are those that show intrinsically hazardous properties: persistent, bio-accumulative and toxic (PBT); very persistent and very bio-accumulative (vPvB); carcinogenic, mutagenic, and toxic for reproduction (CMR); endocrine disruptors (ED); or equivalent concern, not just those that have been regulated or restricted in other regions (Source: Roadmap to Zero, definition based on EU REACH regulation - <http://www.roadmaptozero.com/>).



## 6.6 Indicate which of the following plastic packaging formats, materials and components your organisation currently has in its portfolio

Format: Tick box (select all that apply)

*Q: What is in this list of packaging formats and materials and how was this list compiled?*

The list is provided as follows (categories provided in the questionnaire are indicated in bold, with additional explanation, where relevant alongside in brackets):

- **Materials:**
  - PS
  - EPS
  - PVC
  - PVDC
  - Undetectable carbon black
  - Metallised films
  - Multilayer materials
- **Formats:**
  - Primary film - polybags
  - Secondary film - multibuy (*for example around aluminium cans or magazines*)
  - Sachets
  - Single use carrier bags
  - Single use cutlery/serveware
  - Single use hangers (*for clothing*)
  - Single use straws
- **Components:**
  - Plastic windows (*in cardboard boxes*)
  - Labels/stickers
  - Tear-offs
  - Pumps/trigger sprays

Last year, the list of materials and formats included in the equivalent question was based on the categories organisations most commonly identified themselves as problematic and/or unnecessary (through their own reporting, through specifically published lists, through 1:1 conversations, etc.). This year, to allow us to capture broader elimination activities, i.e. going beyond common materials and formats, in a structured way, we have extended the list of packaging categories provided in questions on elimination and split it into three groups: materials, formats and components. This approach will enable us to draw much clearer insights on the types of plastic packaging being eliminated, at what scale and by what means.

Please note, the list of materials, formats and components does not constitute a set of categories that the Ellen MacArthur Foundation has identified as being problematic and/or unnecessary, nor a list recommended for elimination by the Ellen MacArthur Foundation. The list is based on the range of categories that the New Plastics Economy Innovation team has found examples of organisations working to eliminate. The Ellen MacArthur Foundation makes no claims or assertions regarding the accuracy, completeness or appropriateness of this list.

*Q: Why has this data been requested and how will it be used?*

This data will help build our understanding of trends in elimination across the signatory group and facilitate the ease of communicating these trends. It will not be published on an individual signatory basis.

### 6.7 Indicate whether you have plans to wholly or partially eliminate any of the following categories of plastic packaging, prior to the end of 2025

Format: Tick box, dropdown and number entry

- Do you have plans to partially or wholly eliminate this category? (select all that apply)
- Proportion of the category (percentage of total weight) to be eliminated
- Year by which this elimination is planned to be achieved
- Volume of packaging to be eliminated in metric tonnes and units (if available, and where relevant)

*Q: What data is being requested here?*

The above data will be requested for each of the categories of packaging identified as being in your portfolio in your answer to question 6.6. You will also be able to provide details for two 'other' categories, for which you should make clear what packaging is in scope. If you do not select any categories in your answer to 6.6 you will just see these two rows to enter 'other' categories.

*Q: Why has this data been requested and how will it be used?*

This data will help build our understanding of your individual activity on elimination as well as trends in elimination across the signatory group, including which items are most commonly being planned to be eliminated, and facilitate the ease of communicating these trends. Your responses will only be made public if you indicate you have plans to eliminate any of the given categories of packaging. Where you indicate you have no plans to eliminate the given categories, no information will be made public.

### 6.8 Provide an overview of your planned future actions against your commitment to take action to eliminate problematic or unnecessary plastic packaging by 2025

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be provided here?*

Provide an overview of your future plans, investments and targets relating to elimination, being as concrete and specific as possible. All forward looking statements should ideally be time-bound, and expected impact quantified wherever possible.

## Progress on moving from single use towards reuse models, where relevant

### 7.1 Actions taken against your commitment to move from single use towards reuse models, where relevant - indicate the stage of implementing reuse models your organisation has reached over the reporting period (select all that apply)

Format: Tick box (select all that apply)

- A. Recent or in-progress pilots of reuse models for new products or packaging
- B. Reuse models in place for non-consumer facing packaging
- C. Reuse models in place for consumer facing products or packaging
- D. None of the above

*Q: Why has this data been requested and how will it be used?*

If you select either of A, B or C you will be asked further questions (7.2 to 7.5) to enable you to share more details about your relevant activities on reuse. Recognising signatories are at different stages of a journey to shift from single-use towards reuse business models, this data will be used to publicly show progress on that journey for individual organisations. It will also be aggregated to show trends for the full signatory group.

### 7.2 Provide the number of pilots of reuse delivery models you have launched over the reporting period

Format: Number entry

[this will only be required if you answered A. in question 7.1]

*Q: What information is being requested here?*

For this question you will simply be asked to state the number of pilots you have launched over the reporting period. More information about your pilots should be provided in your answer to question 7.6.

*Q: Why has this data been requested and how will it be used?*

This data will provide some insight into the extent of your piloting activities and will also be aggregated across the signatory group to give readers of the 2020 Progress Report a sense of current scale of exploration of reuse models, including tracking vs last year.

### 7.3 Provide the number of product lines for which you offer reuse solutions to your customers today (consumer facing packaging only)

[this will only be required if you answered C. in question 7.1]

Format: Number entry and free text entry (definition of 'product line') [max. 500 characters]

*Q: What information is being requested here?*

For this question you will be asked to provide the number of product lines across which you offer reuse solutions to your customers today, as well as the total number of product lines across your entire portfolio, and how these product lines have been defined (recognising this may differ by sector).

*Q: Why has this data been requested and how will it be used?*

This enables an understanding of availability of reuse models in terms of product portfolio coverage.

#### **7.4 Indicate where (in which regions) you offer reuse solutions to your customers today (select all that apply)**

[this will only be required if you answered A. or C. in question 7.1]

Format: Tick box (select all that apply)

*Q: What information is being requested here?*

This is a simple tick box exercise against a list of regions which will be provided based on your answers to question 2.6. Details about which countries (as opposed to supra-national regions) your reuse solutions are available should be provided in as part of your answer to question 7.5. You should only include information about reuse models in place at the time of reporting. Pilots and trials that are not currently running, or have a confirmed end point with no plans for expansion or further roll out, should not be included.

*Q: Why has this data been requested and how will it be used?*

This data will provide transparency on where your business's individual actions on reuse are focused geographically and, looking at trends more broadly across the signatory group, where in the world reuse models are most commonly in place today, and where there may be less activity.

#### **7.5 Confirm which types of reuse models you have in place today for different products, and in which markets**

[this will only be required if you answered B. or C. in question 7.1]

Format: Table (multiple choice/free text entry)

*Q: What information is being requested here?*

This question will ask you, for each product application relevant for your portfolio, as identified as part of your answer to question 2.7, what type of reuse models you have in place (if any), and in which markets (specifying countries) those models are available today. You will select from the following reuse model types (selecting all that apply):

- B2B
- Refill on the go
- Refill at home
- Return on the go
- Return from home
- N/A (no reuse models in place)

For more information on the different reuse models, please refer to our [Reuse](#) book.

You should only include information here about reuse models in place at the time of reporting. Pilots and trials that are not currently running, or have a confirmed end point, should not be included.

*Q: Why has this data been requested and how will it be used?*

This question enables us to capture data about the reuse models you have in place in a structured way, to ensure it is both easy to understand as part of your individual report, and also possible to easily identify and communicate trends on reuse activity across the entire signatory group.

**7.6 Provide any other information about activities and progress you have made over the reporting period against your commitment to take action to move from single-use towards reuse models where relevant by 2025**

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements that you have not provided in response to the questions above. You may wish to refer here to any partners you are working with on reuse. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- “Total revenues from reuse models increased by 300% in the first quarter of 2020 vs the prior year.”
- “In 2019 we established two new partnerships with [organisation x] and [organisation y] to explore reuse opportunities in [geography z].
- “We launched a home-refill reuse model for [5] products last year and as a result saved [x] mln tonnes of packaging in 2018”
- “We piloted reuse models for [3] products in personal care in 2019 in the UK, India and South Africa.

Further information could include any details of the models in place or being piloted (including products in scope and channels), any delivery partners and the markets they are located in. Any indication of growth and performance or other insights gathered are also valuable to include.

You may also want to provide information on the share of your business derived from reuse models. We encourage you to make this as quantitative as possible. Potential metrics against which to measure this share of business could be: share of total revenues from reuse business models; share of total units sold via reuse business models; etc.

*Q: What counts as reusable plastic packaging and reuse models?*

Please see [Appendix I Section 2](#) for definitions of reuse of and reusable packaging, which are as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: Why has this data been requested and how will it be used?*

This will inform the ongoing work by the Ellen MacArthur Foundation around reuse models. The Ellen MacArthur Foundation might reach out to you to learn more from your pilots and reuse business models and/or to share our knowledge to support your reuse work where relevant.

**7.7 Indicate which of the following future actions and targets you plan to take up (before end of 2025) against your commitment to move from single use towards reuse models, where relevant (select all that apply)**

Format: Tick box (select all that apply)

*Q: What information is being requested here?*

You will be asked to select from the following options:

- A. Piloting reuse models for new products or packaging
- B. Introducing or expanding reuse models for non-consumer facing packaging
- C. Introducing or expanding reuse models for consumer facing products/packaging
- D. Implementing reuse models across a minimum number of product lines
- E. Implementing reuse models across a minimum number of stores (only for retailers)

- F. Achieving a target percentage of packaging reused in practice (via return or B2B models)
- G. Achieving a target percentage of revenue derived from reuse models
- H. Achieving a target percentage of units sold via reuse models
- I. None of the above

If you select any of options A-H you will be asked further questions (7.8 to 7.15) to enable you to share more details about your relevant plans, investments and targets on reuse.

*Q: Why has this data been requested and how will it be used?*

Your answer to this question provides us with data about your planned activities and targets on reuse in a structured way, to ensure it is both easy to understand as part of your individual report, and also possible to easily identify and communicate trends on reuse activity across the entire Global Commitment signatory group. The options have been designed to be flexible to different business types and different ways of engaging with reuse, and to enable the Ellen MacArthur Foundation to better understand how organisations are approaching target and ambition setting with regard to reuse.

### **7.8 Provide the number of pilots of reuse delivery models you plan to deliver by the end of 2025**

[this will only be required if you selected option A. in question 7.7]

Format: Number entry

*Q: What information is being requested here?*

For this question you will simply be asked to state the number of pilots you have plans to launch prior to the end of 2025. More information about your planned pilots can be provided in your answer to question 7.16.

*Q: Why has this data been requested and how will it be used?*

This data will provide some insight into the extent of your planned piloting activities and will also be aggregated across the signatory group to give readers of the 2020 Progress Report a sense of current level of interest/investment in exploration of reuse models.

### **7.9 Indicate where (in which regions) you have plans to introduce or expand availability of reuse solutions for your customers by 2025**

[this will only be required if you selected option C. in question 7.7]

Format: Tick box (select all that apply)

*Q: What information is being requested here?*

This is a simple tick box exercise against a list of regions which will be provided based on your answers to question 2.6. You should provide more details about which specific countries (as opposed to supra-national regions) your reuse solutions are available in as part of your answer to question 7.10.

*Q: Why has this data been requested and how will it be used?*

This data will help build our understanding of where your reuse activity is focusing and, looking at trends more broadly across the signatory group, where in the world there is most and least activity on reuse.

### 7.10 Confirm which types of reuse models, and for which products and markets, you plan to introduce or expand availability of by the end of 2025

[this will only be required if you selected options B. or C. in question 7.7]

Format: Tick box (select all that apply) and free text entry (countries)

*Q: What information is being requested here?*

This question will ask you, for each product application relevant for your portfolio, as identified as part of your answer to question 2.7, what type of reuse models you plan to put in place or expand availability of (if any), and in which markets (specifying countries). You will select from the following reuse model types (selecting all that apply):

- B2B
- Refill on the go
- Refill at home
- Return on the go
- Return from home
- Not yet known
- N/A (no plans to introduce/expand)

For more information on the different reuse models, please refer to our [Reuse](#) book.

*Q: Why has this data been requested and how will it be used?*

This question enables us to capture data about the plans you have to introduce reuse models in a structured way, to ensure it is both easy to understand as part of your individual report, and also possible to easily identify and communicate trends on reuse activity across the entire signatory group.

### 7.11 Indicate how many product lines you aim to offer reuse solutions for by the end of 2025 (consumer facing packaging only)

[this will only be required if you selected option D. in question 7.7]

Format: Number entry and free text entry (definition of 'product line' used) [max. 500 characters]

*Q: What information is being requested here?*

You will be asked to provide the number of product lines across which you aim to offer reuse solutions to your customers in 2025, as well as the total number of product lines across your entire portfolio, and how these product lines have been defined (recognising this may differ by sector).

### 7.12 Indicate how many stores you aim to offer reuse solutions in by the end of 2025

[this will only be required if you selected option E. in question 7.7]

Format: Number entry

*Q: What information is being requested here?*

You will be asked to provide the number of retail stores across which you aim to offer reuse solutions to your customers in 2025, as well as your organisation's total number of retail stores.

### 7.13 Provide your target percentage of packaging to be reused in practice by the end of 2025

[this will only be required if you selected option F. in question 7.7]

Format: Number entry and free text entry [max. 500 characters]

*Q: What information is being requested here?*

You will be asked to provide a target percentage of packaging to be reused in practice as well as an explanation of any assumptions used in your calculations. This percentage should be calculated taking the volume (metric tonnes) of plastic that is reused (counted once per use cycle after the first) as a proportion of total plastic used i.e. the volume of 'old' plastic packaging, divided by the total volume of 'new' and 'old' plastic packaging, as provided in response to question 5.1.

### 7.14 Provide your target percentage of revenue to be derived from reuse models by the end of 2025

[this will only be required if you selected option G. in question 7.7]

Format: Number entry and free text entry [max. 500 characters]

*Q: What information is being requested here?*

You will be asked to provide a target percentage of revenue to be derived from reuse models as well as an explanation of how this will be calculated, and how you expect to achieve it (for example, focus on particular markets or models, uptake and expected volumes to be sold as a result). Please note: any target percentage should be expressed as a percentage of total revenues of your business.

### 7.15 Provide your target percentage of units to be sold through reuse models by the end of 2025

[this will only be required if you selected option H. in question 7.7]

Format: Number entry and free text entry [max. 500 characters]

*Q: What information is being requested here?*

You will be asked to provide a target percentage of units to be delivered through reuse as well as an explanation of how this will be calculated, and how you expect to achieve it (for example, focus on particular markets or models, uptake and expected volumes to be sold as a result).

### 7.16 Provide any other information about your planned future actions against your commitment to move from single use towards reuse models

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Provide an overview of any future plans, investments and targets relating to reuse that you have not provided in response to the questions above, being as concrete and specific as possible. All forward looking statements should ideally be time-bound, with expected impact quantified wherever possible. For example:

- “We plan to launch reuse models for [x] products in 2020, aiming to save [y] tonnes of packaging per year as of 2020”
- “We plan to invest \$X million USD in scaling up reuse solutions in North America, with the aim of generating [y]% of our total revenues from products in reuse business models by [2025]”



## Progress on making 100% of plastic packaging reusable, recyclable or compostable

### 8.1 Provide an overview of actions taken and progress made over the reporting period against your commitment to make 100% of your packaging reusable, recyclable or compostable by 2025

Format: Free text entry

- **Progress on making packaging recyclable or compostable by design** [max. 750 characters]
- **Progress on collaborating towards increasing recycling and composting rates for plastic packaging** [max. 750 characters]

Please note, actions on reuse should be covered in response to questions on reuse.

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. You may wish to refer here to any partners you are working with to make progress on recyclability and/or compostability. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- “In 2019, we transitioned from opaque to clear PET bottles to improve their recyclability. This was implemented across our beverage range and enabled us to improve our PET bottle/overall recyclability by [X] percentage points to [Y]%.”
- “At the beginning of 2020, all our bottle dispensing systems were redesigned to improve their recyclability, which enabled us to increase recyclability of our HDPE shampoo bottles by [X]%.”
- “In 2019 we launched four city-partnerships in [country x] through which we have collected 200,000 tonnes of waste including 40,000 tonnes of plastic waste, in the first year.”
- “In Q1 2020 we launched a new open source technology with [partner x] which will enable/improve recycling of [packaging category y]

### 8.2 Provide an overview of your planned future actions against your commitment to make 100% of your packaging reusable, recyclable or compostable by 2025

Format: Free text entry

- **Planned future actions on making packaging recyclable or compostable by design** [max. 750 characters]
- **Planned future actions on collaborating towards increasing recycling and composting rates for plastic packaging** [max. 750 characters]

Please note, actions on reuse should be covered in questions on reuse.

*Q: What sort of information should be included here?*

Provide an overview of your future plans, investments and targets relating to achieving 100% reusable, recyclable or compostable packaging by 2025, being as concrete and specific as possible. All forward looking statements should ideally be time-bound, and expected impact quantified wherever possible. For example:

- “We are evaluating the use of digital watermarks to improve the ability of sorting equipment to identify our packaging, with trials planned for 2021”
- “We are working with industry partners to find alternatives to sachets which we have identified as being non-recyclable, with the first pilots from this collaboration due to launch in Q4 2020.”

- “In 2020 we will increase funding of our waste collection initiative through new partners to reach an investment of USD 50 million in [country x] waste systems.”

## Progress on increasing post-consumer recycled content in plastic packaging

### 9.1 Describe the activities and progress you have made against your commitment to reach your target percentage of post-consumer recycled content (on average and by weight) across all plastic packaging by 2025

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. You may wish to refer here to progress on any sub-targets you have set on reuse, or to highlight the materials driving your targets or progress. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- “In [country X], we increased recycled content in PET bottles from [x]% in 2018 to [y]% in 2020. This allowed us to increase post-consumer recycled content to [z]% of total packaging weight”
- “We changed packaging for all our online delivery from virgin to recycled plastic, which enabled us to increase post-consumer recycled content by [z]% from 2019 to 2020”
- “Through partnering with [X], we co-invested in a recycling plant in [country X], securing [y] tonnes recycled content supply per annum”

### 9.2 Provide an overview of your planned future actions against your commitment to reach your target percentage of post-consumer recycled content on average (by weight) across all plastic packaging used by 2025

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe achievements and future plans. You may wish to refer here to any sub-targets you have set for particular categories of packaging. Ensure that the measures and activities you refer to are concrete and specific. Forward-looking statements should be time-bound, with impact and scale quantified wherever possible. For example:

- “By the end of 2020 we will have replaced virgin plastic with post-consumer recycled plastic for all our inner polybags.”
- “To reach our goal of 40% recycled material across all our plastic packaging by 2025, we aim to use an average of 60% recycled material for our beverage bottles.”
- “We are investing in [x] to help increase our PP recycled content supply in [region x]. The first supply of recycled material is expected for 2022.”

## Additional targets on packaging

### 10.1 Confirm whether you have any additional quantitative public targets relevant to your use of plastics (select all that apply)

Format: Tick box (select all that apply)

- **A reduction target for (virgin) plastic use in packaging**
- **A target to contribute to the collection, recycling or composting of a specific quantity of plastics**
- **A different type of target**
- **No current additional targets**

*Q: Why has this data been requested and how will it be used?*

This question and the questions that follow aim to provide signatories with an opportunity to showcase any additional relevant targets on plastics. This information will be published in the report.

### 10.2 Provide details of your (virgin) plastic reduction target

[this will only be required if you select 'a reduction target for plastic packaging' in question 10.1]

Format: Dropdown and number entry

- **Type of plastic packaging content to be reduced (all virgin / all virgin fossil based / all plastic)**
- **Type of reduction: absolute (reduction on a fixed volume baseline) or relative (for example reduction per \$ revenue or per 'unit sold')**
- **Percentage reduction**
- **Baseline volume**
- **Target year**
- **Scope (full scope of packaging/ limited scope of packaging)**

*Q: What is the difference between 'absolute' and 'relative' reduction?*

An absolute target expresses an absolute reduction of the tonnage of (virgin) plastic used in comparison to a baseline year (e.g reduction of [x] tonnes or [x]% of (virgin) plastic usage in packaging versus baseline year 2019) while a relative target is expressed using a metric correcting for (organic and inorganic) growth (for example tonnage per revenues, tonnage per units sold, etc.).

We strongly recommend that any target to reduce (virgin) plastic usage is expressed as an absolute reduction, i.e. a percentage of today's total tonnages. This means:

- A percentage reduction using current or recent (for example, 2019) total tonnage as baseline, rather than using an estimated, assumption-based 2025 'business-as usual tonnage' as baseline
- A reduction percentage using absolute tonnage as a metric, rather than 'tonnage per units of goods sold' (or other normalisations correcting for the organic growth of the business)

*Q: Why has this data been requested and how will it be used?*

This data will help us better understand the type and likely impact of the target you have set to reduce plastic packaging. It will be published as part of your individual progress report.

### 10.3 Provide details of how your relative reduction is calculated

[this will only be required if you select 'relative' as the type of reduction target in question 10.2]

Format: Free text entry [max. 250 characters]

*Q: Why has this data been requested and how will it be used?*

This information will help us better understand the type and likely impact of the target you have set to reduce plastic packaging. It will be published alongside your reduction target as part of your individual progress report.

#### **10.4 Specify which part of your portfolio is excluded from your reduction target and the reason for its exclusion**

[this will only be required if you select 'limited scope of packaging' in question 10.2]

Format: Free text entry [max. 250 characters]

*Q: Why has this data been requested and how will it be used?*

This information will help us better understand the type and likely impact of the target you have set to reduce plastic packaging. It will be published alongside your reduction target as part of your individual progress report.

#### **10.5 Indicate whether you have plans to publish a reduction target in future**

\*ELLEN MACARTHUR FOUNDATION INFORMATION ONLY\*

[this will only be asked if you do not select 'a reduction target for (virgin) plastic packaging' in question 10.1]

Format: Multiple choice (yes/no)

- **Yes (please give brief details below)**
- **We're exploring it**
- **No, not currently**

*Q: Why has this data been requested and how will it be used?*

This data will only be for internal use at the Ellen MacArthur Foundation to understand which organisations have future plans to set reduction targets. We are in the process of developing technical guidance on how to set (virgin) plastic reduction targets. Please reach out to [reportingggc@ellenmacarthurfoundation.com](mailto:reportingggc@ellenmacarthurfoundation.com) for more information.

#### **10.6 Provide details of your target to contribute to the collection, recycling or composting of a specific quantity of plastics**

[this will only be required if you select 'a target to contribute to the collection, recycling or composting of a specific quantity of plastics' in question 10.1]

Format: Free text entry [max. 300 characters]

*Q: Why has this data been requested and how will it be used?*

As we have seen an increase in the number of organisations in adopting targets of this type, this information will enable us to obtain more information about it and potentially communicate about this trend in the progress report.

#### **10.7 Provide details of your other quantitative targets on plastics**

[this will only be asked if you select 'a different type of target' in question 10.1]

Format: Free text entry [max. 300 characters]

*Q: Why has this data been requested and how will it be used?*

This will help us better understand the type of targets (other than reduction targets) your organisation put in place, and will be disclosed in the progress report.

## C.2 - Raw material producers - non-compostable plastics

### Portfolio: volumes and sourcing

#### 11.1 Provide the total volume (weight) of plastics sold (metric tonnes)

Format: Number entry

\*PUBLIC DISCLOSURE OPTIONAL\*

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes over time for individual organisations, categories of signatories and the signatory group as a whole. It will also be used in conjunction with other metrics, for example to understand demand for recycled content in (metric) tonnages.

#### 11.2 Confirm whether you consent to your volume data (provided in question 11.1) being made public as part of the Ellen MacArthur Foundation's reporting

Format: Multiple choice (yes/no)

- **Yes, we consent to our volume data being published**
- **No, we do not want details of our volume data to be published (please specify reason below)**

*Q: Why has this data been requested and how will it be used?*

Public disclosure of this information is strongly encouraged; however, the Ellen MacArthur Foundation will not make it public unless permission is given by you in the reporting form. If no permission is given the report will state: 'Not disclosed'. The reason for non-disclosure will be used by the Ellen MacArthur Foundation only to help us better understand the drivers of non-disclosure, and will not be published by us alongside your reported data.

Please note: Due to the \$500 million revenue or 10,000 annual tonnage threshold used to determine eligibility for inclusion in the Ellen MacArthur Foundation's report, if your revenue falls below the \$500 million threshold but your organisation is included in our report, readers of the report will be able to deduce that your volumes sit above 10,000 tonnes, hence complete confidentiality of volumes is not possible. If this poses an issue for your organisation, please contact us.

#### 11.3 Indicate which polymer types your organisation sells

Format: Tick box with option to add percentage

*Q: Why has this data been requested and how will it be used?*

This data enables us to better understand the market coverage of the Global Commitment by material type (HDPE, LDPE, PET, PP, PS, PVC or other) as well as changes in volumes produced over time for the signatory group as a whole.

#### 11.4 Provide details of the source of the plastics sold (percentage of total plastic weight)

Format: Number entry

- **Percentage post-consumer recycled content**

- **Percentage pre-consumer recycled content**

*Q: What counts as post-consumer recycled content?*

Please see the definition provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as pre-consumer recycled content?*

Please see the definitions provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: Why has this data been requested and how will it be used?*

This enables tracking of progress against the percentage post-consumer recycled content (PCR) content target you have set as part of your participation in the Global Commitment. Tracking the use of post-consumer recycled content is an important measure of true progress towards the development of a circular system. We have also given signatories the opportunity to report on efforts on pre-consumer content.

### **11.5 Provide the percentage of post-consumer recycled content produced from mechanical vs chemical recycling (percentage of total post-consumer recycled plastic weight)**

Format: Number entry

- **Post-consumer recycled content for the latest year - produced from mechanical recycling**
- **Post-consumer recycled content for the latest year - produced from chemical recycling**

*Q: What counts as post-consumer recycled content?*

Please see the definition provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: Why has this data been requested and how will it be used?*

This enables tracking of progress against the percentage PCR content target you have set as part of your participation in the Global Commitment. Tracking the use of post-consumer recycled content is an important measure of true progress towards the development of a circular system. We have also given the option for you to provide prior year data here to demonstrate progress on this metric.

### **11.6 Provide the percentage of plastics produced that goes into packaging (percentage of total plastic weight)**

\*ELLEN MACARTHUR FOUNDATION INFORMATION ONLY\*

Format: Number entry

- **Percentage of post-consumer recycled plastics to packaging**
- **Percentage of other plastics to packaging**

*Q: What constitutes plastic packaging (primary, secondary and tertiary)?*

Please see the definition provided in [Appendix I Section 1](#).

*Q: Why has this data been requested and how will it be used?*

The Global Commitment has a primary focus on plastic packaging, knowing the proportion of signatories' plastic volumes that go into packaging enables us to better understand the Global Commitment signatory group's share of the plastic packaging market.



### 11.7 Provide any additional information that is important to correctly interpret any of the quantitative data submitted in this section (question 11.1 onwards)

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be provided here?*

Please include any methodology used to gather this data or any other information you feel may be relevant to your reported volumes.

### 11.8 Indicate whether you have published other data related to your plastic volumes, and provide a link if available

Format: Tick box + URL entry

- We have published other data related to our plastic volumes (add URL below)
- We have not published other data related to our plastic volumes

*Q: What sort of information should be provided here?*

This is for data which has been published elsewhere - on your website, in a report or as part of another reporting commitment - which is relevant to your plastic volumes. Examples include providing your volumes split by geography (where placed on the market) or by material.

*Q: Why has this data been requested and how will it be used?*

This is to enable you to further demonstrate transparency on your plastic volumes, where you have published data that is not included in our reporting framework.

## Description of progress on commitments

### 12.1 Confirm your 2025 target percentage of post-consumer recycled plastic (percentage of total 2025 plastics weight sold)

Format: Number entry

*Q: Why has this data been requested and how will it be used?*

All signatories in the 'raw materials - non-compostable plastics' category are required to provide a target for post-consumer recycled content in percentage terms. This target must be expressed as a percentage of your total 2025 sales volume by weight.

### 12.2 Describe the activities and progress you have made against your 2025 target to increase the use of post-consumer recycled plastic

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- "Our investment in three recycling plants in Europe enabled us to increase our production of post-consumer recycled plastic from [x]% in 2018 to [y]% in 2019."

### **12.3 Provide an overview of your planned future actions against your 2025 target to increase the use of post-consumer recycled plastic**

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible. For example:

- “In 2020, we will start to produce and market 100% recycled PET pellets made from post-consumer recycled PET bottles, increasing the sale of rPET by [x]% ([y] tonnes) from 2019 by 2021.”

### **12.4 Describe the activities and progress you have made against any additional optional commitments made**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be included here?*

Describe achievements and future plans. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible.

## C.3 - Raw material producers - compostable plastics

### Portfolio: volumes and sourcing

#### 13.1 Provide the total volume (weight) of plastic sold (metric tonnes)

Format: Number entry

\*PUBLIC DISCLOSURE OPTIONAL\*

- **Compostable plastics**
- **Non-compostable plastics**

*Q: How is compostable defined?*

Please see the definition provided in [Appendix I Section 4](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

Compostability is not a material characteristic, but also dependent on the product's format, the dimensions, and usage of inks and colourants. However, given you are producing materials, not packaging or products, in the context of this question compostable plastics are plastics that could be used to produce compostable items or packaging (without claiming that all items produced using this material are compostable).

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes over time for individual organisations, categories of signatories and the signatory group as a whole. It will also be used in conjunction with other metrics, for example to understand total renewable content in (metric) tonnages.

#### 13.2 Confirm whether you consent to your volume data (provided in question 13.1) being made public as part of the Ellen MacArthur Foundation's reporting

Format: Multiple choice (yes/no)

- **Yes, we consent to our volume data being published**
- **No, we do not want details of our volume data to be published (please specify reason below)**

*Q: Why has this data been requested and how will it be used?*

Public disclosure of this information is strongly encouraged; however, the Ellen MacArthur Foundation will not make it public unless permission is given by you in the reporting form. If no permission is given the report will state: 'Not disclosed'. The reason for non-disclosure will be used by the Ellen MacArthur Foundation only to help us better understand the drivers of non-disclosure, and will not be published by us alongside your reported data.

Please note: Due to the \$500 million revenue or 10,000 annual tonnage threshold used to determine eligibility for inclusion in the Ellen MacArthur Foundation's report, if your revenue falls below the \$500 million threshold but your organisation is included in our report, readers of the report will be able to deduce that your volumes sit above 10,000 tonnes, hence complete confidentiality of volumes is not possible. If this poses an issue for your organisation, please contact us.

### 13.3 Indicate which polymer types your organisation sells

Format: Tick box with option to add percentage of volumes

*Q: Why has this data been requested and how will it be used?*

This data enables us to better understand the market coverage of the Global Commitment by material type (cellulose-based polymers, PBAT, PCL, PHAs (such as PHB or any other polymers in the PHA class), PLA, protein-based polymers, other polysaccharide based polymers or other) as well as changes in volumes produced over time for the signatory group as a whole.

### 13.4 Provide the percentage of renewable content, and the percentage of renewable content from responsibly managed sources, in plastics sold (percentage of total plastic weight)

Format: Number entry

*Q: What counts as renewable content?*

Please see the definition provided in [Appendix I Section 4](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: How are responsibly managed sources defined?*

To the Ellen MacArthur Foundation's knowledge, as at the date of publication of these Guidelines, no comprehensive and widely accepted definition, standard or certification scheme for responsibly managed sources exists. Question 14.2 will ask you to clarify how you have determined which of your feedstocks are from responsibly managed sources.

*Q: Why has this data been requested and how will it be used?*

This enables tracking of progress against your target to increase the share of renewable content to at least 75%, set as part of your participation in the Global Commitment.

### 13.5 Provide the percentage of plastics sold that goes into packaging (percentage of weight)

\*ELLEN MACARTHUR FOUNDATION INFORMATION ONLY\*

Format: Number entry

- **Percentage of compostable plastics that go into packaging**
- **Percentage of non-compostable plastics go into packaging**

*Q: What constitutes plastic packaging (primary, secondary and tertiary)?*

Please see the definition provided in [Appendix I Section 1](#).

*Q: Why has this data been requested and how will it be used?*

The Global Commitment has a primary focus on plastic packaging, knowing the proportion of signatories' plastic volumes that go into packaging enables us to better understand the Global Commitment signatory group's share of the plastic packaging market.

### 13.6 Provide any additional information that is important to correctly interpret any of the quantitative data submitted in this section (question 13.1 onwards)

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be provided here?*

Please include any methodology used to gather this data or any other information you feel may be of relevance to your reported volumes.

### 13.7 Indicate whether you have published other data related to your plastic volumes, and provide a link if available

Format: Tick box and URL entry

- We have published other data related to our plastic volumes (add URL below)
- We have not published other data related to our plastic volumes

*Q: What sort of information should be provided here?*

This is for data which has been published elsewhere - on your website, in a report or as part of another reporting commitment - which is relevant to your plastic volumes. Examples include providing your volumes split by geography (where placed on the market) or by material.

*Q: Why has this data been requested and how will it be used?*

This is to enable you to further demonstrate transparency on your plastic volumes, where you have published data that is not included in our reporting framework.

## Description of progress on commitments

### 14.1 Describe the activities and progress you have made over the reporting period against your commitment to increase the share of renewable content to at least 75%, all of it from responsibly managed sources

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be provided here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- “In the past year, we have established three new partnerships with suppliers of bio-based polymers to replace petroleum derived polymers.”

### 14.2 Provide a short description of how you have determined that your renewable material sources are responsibly managed

Format: Free text entry [max. 500 characters]

*Q: Why has this data been requested and how will it be used?*

Recognising the lack of comprehensive and widely accepted existing definition for ‘responsibly managed sources’, the Ellen MacArthur Foundation encourages increasing transparency on definitions used, in order to help drive industry-wide convergence on ‘responsibly managed sources’ over time. The data provided by you will be made publicly available, published alongside your publicly reported data.

### 14.3 Provide an overview of your planned future actions against your commitment to increase the share of renewable content to at least 75%, all of it from responsibly managed sources

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be provided here?*

Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible. For example:

- “In the next year we are planning to partner with suppliers to increase traceability of their renewable resources to ensure that 100% of our renewable content is from responsible managed sources.”

#### **14.4 Describe the activities and progress you have made against each additional optional commitment made**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be provided here?*

Describe achievements and future plans. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible.

## C.4 - Recyclers and other after-use companies

### Activities

#### 15.1 Indicate which activities your organisation conducts (select all that apply)

Format: Tick box (select all that apply)

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand your business's activities within the after-use category, and to ensure you are only requested volumes data that is relevant to those activities. Those activities are: collecting; sorting; and recycling.

### Volumes

#### 16.1 Provide the total volume (weight) of plastic collected for recycling (metric tonnes)

[This question will only appear if you selected "collecting" in question 15.1]

Format: Number entry

\*PUBLIC DISCLOSURE OPTIONAL\*

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes over time for individual organisations, categories of signatories and the signatory group as a whole. It will also be used in conjunction with other metrics, for example to understand demand for recycled content in (metric) tonnages.

#### 16.2 Provide the total volume (weight) of plastic sorted to go for recycling (metric tonnes)

[This question will only appear if you selected "sorting" in question 15.1]

Format: Number entry

\*PUBLIC DISCLOSURE OPTIONAL\*

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes over time for individual organisations, categories of signatories and the signatory group as a whole.

#### 16.3 Provide the total volume (weight) of plastic recycled (metric tonnes)

[This question will only appear if you selected "recycling" in question 15.1]

Format: Number entry

\*PUBLIC DISCLOSURE OPTIONAL\*

- **Output from facility**
- **Input to facility (optional)**

*Q: Can I just provide my input volumes or capacity?*

No - output volumes are a mandatory data requirement here because they provide the truest indication of the supply of recycled content. Providing both output and input data enables us to understand plastic recycling yields and how they change over time for individual organisations, categories of signatories and the signatory group as a whole.

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in supply of recycled content over time for individual organisations, categories of signatories and the signatory group as a whole.

#### **16.4 Confirm whether you consent to your collection/sorting/recycling volume data (provided in questions 16.1-16.3) being made public as part of the Ellen MacArthur Foundation's reporting**

Format: Multiple choice (yes/no)

- **Yes, we consent to our volume data being published**
- **No, we do not want details of our volume data to be published (please specify reason below)**

*Q: Why has this data been requested and how will it be used?*

Public disclosure of this information is strongly encouraged; however, the Ellen MacArthur Foundation will not make it public unless permission is given by you in the reporting form. If no permission is given the report will state: 'Not disclosed'. The reason for non-disclosure will be used by the Ellen MacArthur Foundation only to help us better understand the drivers of non-disclosure, and will not be published by us alongside your reported data.

Please note: Due to the \$500 million revenue or 10,000 annual tonnage threshold used to determine eligibility for inclusion in the Ellen MacArthur Foundation's report, if your revenue falls below the \$500 million threshold but your organisation is included in our report, readers of the report will be able to deduce that your volumes sit above 10,000 tonnes, hence complete confidentiality of volumes is not possible. If this poses an issue for your organisation, please contact us.

#### **16.5 Provide the percentage of recycling output volumes that are post-consumer vs pre-consumer recycled materials (percentage of weight)**

Format: Number entry

- **Percentage post-consumer**
- **Percentage pre-consumer**

*Q: What counts as post-consumer recycled content?*

Please see the definition provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: Why has this data been requested and how will it be used?*

Tracking the availability of post-consumer recycled content is an important measure of true progress towards the development of a circular system.

#### **16.6 Provide the percentage of recycled plastic which goes into packaging (percentage of weight)**

\*ELLEN MACARTHUR FOUNDATION INFORMATION ONLY\*

Format: Number entry



- **Percentage of post-consumer recycled plastic which goes into packaging**
- **Percentage pre-consumer recycled plastic which goes into packaging**

*Q: Why has this data been requested and how will it be used?*

Tracking the proportion of packaging being recycled back into packaging helps us measure true progress towards the development of a circular system for plastic packaging. If you are unsure of the proportion, please provide your best estimate. This data will be used only for analysis by the Foundation to draw insights on trends across the group, and will not be published as part of individual reports.

### **16.7 Provide any additional information that is important to correctly interpret any of the quantitative data submitted in this section (question 16.1 onwards)**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be provided here?*

Please include any methodology used to gather this data or any other information you feel may be of relevance to your reported volumes. For example, details of how these volumes have been measured such as:

- For collection volumes: total weight of all content of the plastic recycling bin including dirt and moisture; or estimated net and dry plastic weight; or any other methodology.
- For sorting volumes: how these volumes have been measured: total weight of bales sold to recyclers including dirt and moisture, or estimated net and dry plastic weight sold to recyclers, or any other methodology.
- For recycling volumes: any information about how this number has been calculated.

### **16.8 Indicate whether you have published other data related to your collecting/sorting/recycling volumes, and provide a link if available**

Format: Tick box and URL entry

- **We have published other data related to our plastic volumes (add URL below)**
- **We have not published other data related to our plastic volumes**

*Q: What sort of information should be provided here?*

This is for data which has been published elsewhere - on your website, in a report or as part of another reporting commitment - which is relevant to your plastic volumes. Examples include providing your volumes or yields split by geography, material or packaging/product type.

*Q: Why has this data been requested and how will it be used?*

This is to enable you to further demonstrate transparency on your plastic volumes, where you have published data that is not included in our reporting framework.

## Description of progress on commitments

### 17.1 Describe the activities and progress you have made against your 2025 target to grow the volume and quality of recycled/composted plastic, and accordingly increase the ratio of recycled and composted over landfilled and incinerated plastic volumes

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative.

Examples:

- “In 2019, we installed [x] reserve vending machines in France and Germany to improve collection of PET bottles, enabling us to collect an additional [x] tons of plastic in addition to 2018”
- “We opened two new recycling companies in Australia and Thailand in 2019, which increased the volume of recycled plastic by [y] tons over the year”

### 17.2 Provide an overview of your planned future actions against your 2025 target to grow the volume and quality of recycled/composted plastic, and accordingly increase the ratio of recycled and composted over landfilled and incinerated plastic volumes

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, with impact and scale quantified wherever possible.

Examples

- “We are working alongside packaged goods producers to trial innovative recycling methods to improve our ability to recycle complex or mixed plastics, with launch planned for Q3 of 2020”
- “We are developing a project to improve the collection rate of PET bottles in Thailand, with a target to collect [x] thousand tonnes per annum by 2023”
- “Our recycling capacity will increase by [x] metric tonnes per annum with the completion of [y] new plants in Brazil and Mexico in 2021.”

## C.5 - Durable goods producers

### Portfolio: volumes and sourcing

#### 18.1 Provide the total volume (weight) of plastic in goods and components produced (metric tonnes)

Format: Number entry and option to choose public disclosure

\*PUBLIC DISCLOSURE OPTIONAL\*

*Q: Why has this data been requested and how will it be used?*

This data enables us to understand the market coverage of the Global Commitment and changes in volumes of plastic used over time for individual organisations, categories of signatories and the signatory group as a whole. It will also be used in conjunction with other metrics, for example to understand demand for recycled content in (metric) tonnages.

Public disclosure of this information is strongly encouraged; however, the Ellen MacArthur Foundation will not make it public unless permission is given by you in the reporting form. If no permission is given the report will state: 'Not disclosed'.

#### 18.2 Confirm whether you consent to your volume data (provided in question 18.1) being made public as part of the Ellen MacArthur Foundation's reporting

Format: Multiple choice (yes/no)

- **Yes, we consent to our volume data being published**
- **No, we do not want details of our volume data to be published (please specify reason below)**

*Q: Why has this data been requested and how will it be used?*

Public disclosure of this information is strongly encouraged; however, the Ellen MacArthur Foundation will not make it public unless permission is given by you in the reporting form. If no permission is given the report will state: 'Not disclosed'. The reason for non-disclosure will be used by the Ellen MacArthur Foundation only to help us better understand the drivers of non-disclosure, and will not be published by us alongside your reported data.

Please note: Due to the \$500 million revenue or 10,000 annual tonnage threshold used to determine eligibility for inclusion in the Ellen MacArthur Foundation's report, if your revenue falls below the \$500 million threshold but your organisation is included in our report, readers of the report will be able to deduce that your volumes sit above 10,000 tonnes, hence complete confidentiality of volumes is not possible. If this poses an issue for your organisation, please contact us.

#### 18.3 Provide details of the source of the plastic in your products and components (percentage of total plastic weight)

Format: Number entry

- **Percentage post-consumer recycled content**
- **Percentage pre-consumer recycled content**
- **Percentage virgin renewable content**
- **Percentage virgin fossil-based content**

*Q: How should the percentages be calculated?*

These numbers should be calculated as a percentage of total weight plastic in goods and components. Assuming responses are provided for all four metrics, answers must sum to 100%.

*Q: What counts as post-consumer recycled content?*

Please see the definition provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as pre-consumer recycled content?*

Please see the definitions provided in [Appendix I Section 5](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as renewable content?*

Please see the definition provided in [Appendix I Section 4](#), which is as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

*Q: What counts as virgin fossil-based content?*

This should be the remaining content of your plastic once post-consumer recycled, pre-consumer recycled and renewable content are removed. All four percentages together for this question should add up to 100%.

*Q: Why has this data been requested and how will it be used?*

This enables tracking of progress against the percentage post-consumer recycled content (PCR) content target you have set as part of your participation in the Global Commitment. Tracking the use of post-consumer recycled content is an important measure of true progress towards the development of a circular system. We are aware that some organisations want to also report on their efforts on pre-consumer and renewable content, and it is encouraged to report on these metrics, as well as virgin fossil-based content, to give a complete overview of material sourcing.

#### **18.4 Provide any additional information that is important to correctly interpret any of the quantitative data submitted in this section (questions 18.1 and 18.3)**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be provided here?*

Please include any methodology used to gather this data or any other information you feel may be of relevance to your reported volumes.

#### **18.5 Indicate whether you have published other data related to your plastic volumes (for example unit, geographical or material split), and provide a link if available**

Format: Tick box and URL entry

- **We have published other data related to our plastic volumes (add URL below)**
- **We have not published other data related to our plastic volumes**

*Q: What sort of information should be provided here?*

This is for data which has been published elsewhere - on your website, in a report or as part of another reporting commitment - which is relevant to your plastic volumes. Examples include providing your volumes split by geography, material or product type.

*Q: Why has this data been requested and how will it be used?*

This is to enable you to further demonstrate on your plastic volumes, where you have published data that is not included in the reporting framework.

## **Description of progress on commitments**

### **19.1 Describe the activities and progress you have made over the reporting period against your 2025 post-consumer recycled content target across all plastic used in products and components**

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. For example:

- “We are exploring recycled plastic alternatives for different types of product needs. In 2019, we have identified [x] recycled alternatives for [y] different grades of plastic which we estimate will enable us to increase recycled content by [z].”

### **19.2 Provide an overview of your planned future actions against your 2025 post-consumer recycled content target across all plastic used in products and components**

Format: Free text entry [max. 1000 characters]

*Q: What sort of information should be included here?*

Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible. For example:

- “In 2020, we will switch to PCR PP for [x] products, increasing recycled content across our portfolio by [y].”

### **19.3 Describe the activities and progress you have made against each additional optional commitment made**

Format: Free text entry [max. 500 characters]

*Q: What sort of information should be included here?*

Describe actions taken and highlight achievements. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative.

## C.6 - Suppliers to the plastic packaging industry

### 20.1 Describe activities and progress against each of your individual commitments to help the businesses in the plastics industry to achieve their commitments

Format: Free text entry

- **Progress made over the reporting period**
- **Planned future actions and targets**

*Q: What sort of information should be included here?*

List out each commitment made and describe progress made and, separately, future plans alongside each one. Describe achievements and future plans. Ensure that the measures and activities you refer to are concrete and specific, and where possible quantitative. Forward-looking statements should ideally be time-bound, and impact and scale quantified wherever possible.

# Appendix I - Definitions

## Section 1 - Packaging

### Definition: Packaging

Product to be used for the containment, protection, handling, delivery, storage, transport and presentation of goods, from raw materials to processed goods, from the producer to the user or consumer, including processor, assembler or other intermediary.

Source: ISO 21067-1:2016, *Packaging — Vocabulary — Part 1: General terms*

## Section 2 - Reuse of packaging and reusable packaging

### Reuse

**Definition:** Reuse of packaging

Operation by which packaging is refilled or used for the same purpose for which it was conceived, with or without the support of auxiliary products (1) present on the market, enabling the packaging to be refilled.

Source: ISO 18603:2013, *Packaging and the environment - Reuse*, modified (clarification in note 1 below).

**Note**

1. An auxiliary product is a product used to support the refilling/loading of reusable packaging. (...) An example of an auxiliary product is a detergent pouch used to refill a reusable container at home (ISO 18603). As per ISO 18603, auxiliary products that are one-way products (i.e. designed to be used once) are not considered reusable packaging

### Further explanatory notes

- a. Attention should be paid to the intended use and function of the packaging, in order to verify whether it is being reused for the same purpose or a secondary use. In the latter case the packaging is not considered as reusable packaging (ISO 18603, '*Packaging used for the same purpose*'), for example the use of a package as a pen-holder or as decoration cannot be qualified as reuse
- b. A package is considered reusable if the design of the packaging enables the principal components to accomplish a number of trips or rotations in normally predictable conditions of use (ISO 18603). According to ISO 18601, a packaging component is a part of packaging that can be separated by hand or by using simple physical means (for example a cap, a lid, a (non-in-mould) label)

### Examples

Packaging can be reused in different ways:

- Business-to-business applications: packaging is reused through a redistribution system between one or more companies<sup>4</sup> (for example pallets loaded with the same or different product,<sup>5</sup> crates, pallet wraps)
- Business-to-consumer applications: packaging returned to the supplier or a third party to be cleaned and reused for the distribution and sale of an identical or similar product (for example a container that is part of a deposit return or refund system for reuse, a returnable transportation packaging item, a reusable container in the food service industry) or packaging not returned to the supplier, but instead reused by the user as a container or as a dispenser for the same product supplied by the manufacturer for the same purpose (such as a reusable spray bottle for cleaning products for which the manufacturer provides refills)
- The booklet '[Reuse - rethinking plastics](#)', created by the Foundation, offers a framework to understand reuse models, identification of six major benefits of reuse, and mapping of 69 reuse business examples

### Reusable packaging

**Definition:** Reusable packaging

Packaging which has been designed to accomplish or proves its ability to accomplish a minimum number of trips or rotations (1,2) in a system for reuse (3,4).

Source: ISO 18603:2013 - *Packaging and the environment - Reuse*, modified (packaging component mentioned in notes)

<sup>4</sup> ISO 18603:2013, '*Closed-loop system*'/'*Open-loop system*' definitions: Reuse can take place within a company or a cooperating group of companies (closed-loop) or amongst unspecified companies (open-loop).

<sup>5</sup> ISO 18603:2013, '*Packaging used for the same purpose*' definition: Reuse of pallets, loaded originally with dairy products and now loaded with house bricks is reuse for the same purpose.



### **Notes**

1. A trip is defined as transfer of packaging, from filling/loading to emptying/unloading. A rotation is defined as a cycle undergone by reusable packaging from filling/loading to filling/loading (ISO 18603)
2. The minimum number of trips or rotations refers to the fact that the 'system for reuse' in place should be proven to work in practice, i.e. that a significant share of the package is actually reused (measured for example by an average reuse rate or an average number of use-cycles per package)
3. A system for reuse is defined as established arrangements (organisational, technical or financial) which ensure the possibility of reuse, in closed-loop, open-loop or in a hybrid system (ISO 18603)
4. See above for the definition of reuse, which stresses amongst other things the need for the packaging to be refilled or used again for the same purpose for which it was conceived

### **Further explanatory notes**

- a. For a container to qualify as reusable, there needs to be a 'system for reuse' in place that enables the user of the package to ensure it is reused *in practice* where the item is placed on the market. Such a system for reuse should be able to prove a significant actual reuse rate, or average number of use-cycles of a package, in normal conditions of use
- b. A package is considered reusable if the design of the packaging enables the principal components to accomplish a number of trips or rotations in normally predictable conditions of use (ISO 18603:2013). According to ISO 18601, a packaging component is a part of packaging that can be separated by hand or by using simple physical means<sup>6</sup> (for example a cap, a lid, a (non in-mould) label)
- c. Single-use packaging (i.e. designed to be used once) aimed at delivering a refill for a reusable package is not considered reusable packaging
- d. A reusable item can undergo reconditioning, that is operations necessary to restore a reusable packaging to a functional state for further reuse (ISO 18603:2013)
- e. Reusable packaging should be designed to be recyclable, as it will inevitably reach the maximum number of reuse cycles at some point, after which recycling ensures the material is kept in the economy

<sup>6</sup> ISO 18601:2013, Packaging component definition.

### Section 3 - Recycling and recyclable packaging

#### Recycling

References to 'recycling' in this appendix always refer to 'material recycling'.

**Definition:** Material recycling

Reprocessing, by means of a manufacturing process, of a used packaging material into a product, a component incorporated into a product, or a secondary (recycled) raw material; excluding energy recovery and the use of the product as a fuel.

Source: ISO 18604:2013 - *Packaging and the environment — Material recycling*, modified (note to entry not applicable).

#### Further explanatory notes

- a. This includes both mechanical (maintaining polymer structure) and chemical (breaking down polymer structure into more basic building blocks, for example via chemical or enzymatic processes) recycling processes
- b. It explicitly excludes technologies that do not reprocess materials back into materials but instead into fuels or energy.  
Chemical recycling can be considered in line with a circular economy if the technology is used to create feedstock that is then used to produce new materials. However, if these same processes are used for plastics-to-energy or plastics-to-fuel applications, these activities cannot be considered as recycling (according to ISO definitions), nor as part of a circular economy. For a chemical recycling process, just like for the production of virgin plastics, no hazardous chemicals<sup>7</sup> should be used that pose a significant risk to human health or the environment, applying the precautionary principle
- c. A high quality of recycling and of recycled materials is essential in a circular economy, where one aim is to keep materials at their highest utility at all times. This maximises the value retained in the economy, the range of possible applications for which the material can be used, and the number of possible future life-cycles. It therefore minimises material losses and the need for virgin material input.
  - Maximising the quality and value of materials during recycling is made possible through a combination of packaging design and high-quality collection, sorting, cleaning, and recycling technologies and systems
  - On the design side, organisations such as APR, PRE, EPBP, RECOUP and others have design-for-recyclability guidelines for plastic packaging that, as well as recyclability, often indicate the quality of the recycled output (for example through traffic light systems or classifications such as 'preferred for recycling' versus 'detrimental for recycling')

#### Recyclable packaging

Recyclability is perhaps the most ambiguous term amongst all packaging circularity terminology. 'Recyclable' means different things to different people in different contexts.

In the context of the Global Commitment, where the term 'recyclable' is used for global commitments by businesses that put packaging on the market (for example packaging producers, fast-moving consumer goods companies, retailers, hospitality and food service companies), 'technically recyclable'<sup>8</sup> is clearly not

<sup>7</sup> Hazardous chemicals are those that show intrinsically hazardous properties: persistent, bio-accumulative and toxic (PBT); very persistent and very bio-accumulative (vPvB); carcinogenic, mutagenic, and toxic for reproduction (CMR); endocrine disruptors (ED); or equivalent concern, not just those that have been regulated or restricted in other regions (Source: Roadmap to Zero, definition based on EU REACH regulation - <http://www.roadmaptozero.com/>).

<sup>8</sup> Technical recyclability considers the technical possibility to recycle a package, but does not take into account if the collection, sorting, and recycling of the package happens in practice, at scale, and with reasonable economics (for example it could work in a lab or in one (pilot) facility but not be economically viable to replicate at scale). Therefore, such a definition does not directly correlate to what is actually recycled in practice, and it would result in almost all packaging being considered 'recyclable'.

enough: recycling does not just need to work in a lab. Instead it should be proven that packaging can be recycled in practice and at scale.

**‘At scale’** means that the proof needs to be more than a lab test, a pilot, or a single small region. It means that recycling of a certain packaging type needs to be proven to work in practice in multiple regions, collectively representing a significant geographical area in terms of population size, ideally across different country and city archetypes. This to indicate that the recycling in practice is replicable, and that the design of the packaging is not the barrier to realise recycling in practice in other countries.

**‘In practice’** means that within each of these regions, the recycling system (end-to-end system from consumer to recycled material) effectively recycles a significant share of all packaging of that type put on the market. In other words, in that area a significant recycling rate is achieved for that type of packaging.

The suggested test and threshold to assess if the recyclability of a packaging design is proven ‘in practice and at scale’ is: Does that packaging achieve a 30% post-consumer recycling rate in multiple regions<sup>9</sup>, collectively representing at least 400 million inhabitants? A possible alternative, especially relevant for more local players, is to check if a 30% post-consumer recycling rate is achieved in all the markets where your packaging is sold.

Moving towards only using ‘recyclable’ packaging as described above is a necessary first step, but is one that should happen in conjunction with other efforts to ensure all packaging is actually recycled in practice in every market where it is used.

#### Definition: Recyclable packaging

A packaging (1) or packaging component (2,3) is recyclable if its successful post-consumer (4) collection, sorting, and recycling (5) is proven to work in practice and at scale (7).

#### **Notes**

1. In the context of a 2025 timeframe and the Global Commitment, a package can be considered recyclable if its main packaging components, together representing >95% of the entire packaging weight, are recyclable according to the above definition, and if the remaining minor components are compatible with the recycling process and do not hinder the recyclability of the main components. Otherwise, only the recyclable components of a package (or the recyclable parts of components - see footnote 3) can be counted towards achieving this commitment, and only when other components do not hinder or contaminate their recyclability.

#### Examples:

- If a bottle and its cap are recyclable, the packaging can be claimed to be recyclable if it has a label (<5% of total weight) that does not hinder the recyclability of the bottle and cap.
- If that same bottle has a label that hinders or contaminates the recycling of the bottle and cap, the entire packaging is non-recyclable
- If a package has (a) certain component(s) that are not recyclable and that make up >5% of the total packaging weight (for example 12%) and that do not hinder or contaminate the recycling of the remaining recyclable components of the package, then only that recyclable part (for example 88%) can be counted towards this commitment

Longer-term, the aim should be for all packaging components (for example including labels) to be recyclable according to the above definition

2. A packaging component is a part of packaging that can be separated by hand or by using simple physical means (ISO 18601), for example a cap, a lid and (non in-mould) labels

<sup>9</sup> Regions can be any geographic area (countries, states, provinces, ....), anywhere in the world

3. A packaging component can only be considered recyclable if that entire component, excluding minor incidental constituents (6), is recyclable according to the definition above. If just one material of a multi-material component is recyclable, one can only claim recyclability of that material, not of the component as a whole (in line with US FTC Green Guides<sup>10</sup> and ISO 14021)
4. ISO 14021 defines post-consumer material as material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain. It excludes pre-consumer material (for example production scrap)
5. Packaging for which the *only* proven way of recycling is recycling into applications that do not allow any further use-cycles (for example plastics-to-roads) cannot be considered 'recyclable packaging'.
6. ISO 18601:2013: A packaging constituent is a part from which packaging or its components are made and which cannot be separated by hand or by using simple physical means (for example a layer of a multi-layered pack or an in-mould label)
7. The suggested test and threshold to assess if the recyclability of a packaging design is proven 'in practice and at scale' is: Does that packaging achieve a 30% post-consumer recycling rate in multiple regions<sup>11</sup>, collectively representing at least 400 million inhabitants? A possible alternative, especially relevant for more local players, is to check if a 30% post-consumer recycling rate is achieved in all the markets where your packaging is sold

#### Further explanatory notes

- a. By being based on the principle that recycling needs to be proven to work in practice and at scale, the definition requires the entire system to be proven to work: material choices, packaging design, the manufacturing process, the most likely way of using, disposing and collecting the packaging, and the availability, compatibility, and performance of infrastructure for collection, sorting and recycling. It also implicitly requires the system to work technically, conveniently (if it works in practice and at scale, it must be convenient enough for actors in the system to participate) and economically (if it works in practice and at scale, it must be that the economics are reasonable and that there are end markets for the resulting material)
- b. By being based on the principle that recycling needs to work in practice and at scale, the definition of recyclable packaging allows for innovation. A packaging item that is not currently recyclable could be so in future (for example by putting in place effective collection, sorting and recycling technologies at scale)
- c. It is important to assess the recyclability of each package separately, taking into account its design, manufacturing processes and most likely way of using, disposing and collecting it, which all have a significant impact on the possibility and probability of the package being recycled in practice. For example:
  - Design: For example choices of materials, the shape and size of the packaging, additives and colourants, glues, inks, caps, labels
  - Manufacturing process: For example, sometimes additives are added to facilitate the manufacturing process or residual amounts of catalysts or other products end up in the packaging during the manufacturing process
  - Most likely way of using and disposing: One should assume the most likely way of using and disposing of the packaging and not assume unlikely conditions. For example, in most countries one cannot assume that a significant share of households will disassemble packaging before disposing of it. Other questions to consider include: Would the package be disposed most often with or without the label or cap still attached? Would it most likely be disposed of empty and clean, or contaminated with product residues, glue or lid residues?
  - Most likely way of collecting: Is the pack most likely to end up in a collection system for business-to-business bulk materials or in that for household materials? A package could be recycled in practice and at scale in business-to-business but not in business-to-consumer applications (for example PE pallet wraps usually end up in different collection systems than PE wraps around consumer products)

<sup>10</sup> US Federal Trade Commission (2012), Guides for the Use of Environmental Marketing Claims ("Green Guides"), Part 260.

<sup>11</sup> Regions can be any geographic area (countries, states, provinces, ...), anywhere in the world

- d. While the definition does not specify where a package is recycled (i.e. allowing for the export and import of materials), businesses should ensure any exported packaging actually gets recycled before considering the recycling pathway to work in practice
- e. The available technical design-for-recycling guidelines by organisations such as APR, PRE, EPBP, RECOUP and others bring a more technical and in-depth analysis of design for recycling prerequisites. As such, these guidelines are complementary to the 'recyclable' definition of this appendix, and businesses are encouraged to refer to and apply these design-for-recyclability guidelines

The thresholds to assess if the recyclability of a packaging design is proven 'in practice and at scale' (i.e. the 30% post-consumer recycling rate in multiple regions, collectively representing at least 400 million inhabitants - see note 7 in the recyclability definition box) are not intended to be achieved *today*, but aim to define an ambitious yet realistic target to reach by 2025.

Please see [Appendix II](#) outlining a methodology and providing support for the assessment of recyclability of plastic packaging based on these thresholds.

The 'recyclable' definition above applies at a global level for global commitments: it is a characteristic of packaging and is not linked to any local context or specific geographical area. As such, this definition does not apply to claims linked to specific geographical areas (for example on-pack recycling labels, customer communications), as these should always take into account the local context and systems in place (in line with ISO 14021 and US FTC), and be in line with the local regulations that apply to such claims.

Finally, it is important to stress once more that, while the commitment to make all packaging recyclable by 2025, according to the definition above, is a necessary first step, it is not an end goal in itself. The target state to aim for is one in which all packaging is actually recycled in all markets where it is put on the market (ideally after several reuse cycles and not including some targeted applications where compostability might be the preferred solution).

## Section 4 - Composting and compostable packaging

In a circular economy, all (plastic) packaging should be designed to be recyclable, or where relevant compostable<sup>12</sup> (or both)<sup>13</sup>, ideally after several reuse cycles. As designing packaging for recycling comes with the advantage of keeping the value of the material in the economy, it is in many cases preferred over designing for composting. However, the latter can be valuable for targeted applications where considered appropriate and beneficial, if coupled with the relevant collection and composting infrastructure to ensure it gets composted in practice.

These targeted applications include packaging items for which composting offers a mechanism to return biological nutrients from the product the packaging contains, which would otherwise have been lost, back to the soil in the form of fertiliser or soil improver. Examples could include tea bags, compostable bags for compost collection in cities, or packaging materials that often end up in organic waste streams (for example fruit/vegetable labels). Applications for which compostable plastic packaging is used are ideally harmonised across the industry and clearly indicated, to avoid cross-contamination of compostable and recyclable material streams.

Recognising that compostable plastic packaging is not a blanket solution but rather one for specific, targeted applications, shifting to compostable packaging where reusable and/or recyclable alternatives would be preferred purely to achieve a commitment is not in line with the vision and intention of the Global Commitment.

Compostable packaging needs to go hand in hand with appropriate collection and composting infrastructure in order for it to be composted in practice. Therefore, when claiming compostability in the context of a specific geographical area (for example on-pack recycling labels, public communications), it is important to take into account the local context and available systems in place as outlined in ISO 14021, and be in line with the local regulations that apply to such claims.<sup>14</sup>

Composting can take place in an industrial facility, following a controlled process managed by professionals, as well as in a collective or at home, where the process is subject to the householder's skills and other environmental conditions. The terms 'composting' and 'compostable' as referred to in this appendix mainly refer to industrial composting.

### Composting

**Definition:** Composting

Aerobic process designed to produce compost.

Note 1 to entry: Compost is a soil conditioner obtained by biodegradation of a mixture consisting principally of vegetable residues, occasionally with other organic material and having a limited mineral content.

Source: ISO 472:2013, *Plastics - Vocabulary*.

<sup>12</sup> Organic recycling includes composting and anaerobic digestion. Along with composting, anaerobic digestion can also be considered as a circular after-use pathway for plastics packaging, in line with ISO 18606. However, as the Foundation believes the use of anaerobic digestion is currently limited for plastic packaging as at the date of publication, this appendix focuses on composting.

<sup>13</sup> While the Foundation believes (based on research conducted to date) that no compostable plastic packaging is currently recycled at sufficient scale to be also 'recyclable' according to the definitions in this appendix, certain plastic packaging that is compostable and could technically be recycled, has been developed, such as packaging made with PLA, PBS and PHA. It is important for packaging aimed to be recycled and packaging aimed to be composted to be separated, so the material streams do not contaminate each other.

<sup>14</sup> See note d. under "compostable packaging" definition.

### **Further explanatory note**

- a. Composting can take place in an industrial facility, a collective, or at home:<sup>15</sup>
- Industrial composting: Municipal or industrial composting is a professionally managed and controlled, aerobic thermophilic waste treatment process covered by international standards and certification schemes, which results in compost, a valuable soil improver<sup>16</sup>
  - Home composting: Designing packaging so that it is home-compostable means it adheres to more stringent conditions than industrially compostable packaging and increases the range of possible composting processes (both industrial and home composting). The home-composting process remains subject to the variability of householders' skills and experience, and the final product is not standardised

### **Compostable packaging**

Compostability is a characteristic of packaging or of a product, not of a material. As testing standards require packaging to disintegrate and biodegrade in a certain time frame, compostability is influenced not only by the material choice but also by, for example, the format, the dimensions, and usage of inks and colourants. For example, while a thin PLA film might be compostable, a solid block of the exact same material might not degrade fast enough to be considered compostable.

Care should therefore be taken when claiming 'compostability' for a material. When materials are referred to as compostable, it most often means that the material could be used to produce compostable items or packaging. It does not mean that all items produced using this material are compostable.

Similar to how recyclability is defined, also for compostability the Global Commitment moves beyond 'technical compostability' (i.e. meeting relevant international compostability standards) to compostability proven to work in practice and at scale.

#### Definition: Compostable packaging

A packaging or packaging component (1) is compostable if it is in compliance with relevant international compostability standards (2) and if its successful post-consumer (3) collection, (sorting), and composting is proven to work in practice and at scale (4).

#### **Notes**

1. ISO 18601:2013: A packaging component is a part of packaging that can be separated by hand or by using simple physical means (for example a cap, a lid and (non in-mould) labels).
2. Including ISO 18606, ISO 14021, EN13432, ASTM D-6400 and AS4736
3. ISO 14021's usage of term clarifies post-consumer material as material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain.
4. 'At scale' implies that there are significant and relevant geographical areas, as measured by population size, where the packaging is actually composted in practice

### **Further explanatory notes**

- a. As per ISO 18606, a package is industrially compostable if it meets the following criteria:
- Characterisation: identification and characterisation of components prior to testing
  - Biodegradation: conversion of at least 90% of organic carbon to CO<sub>2</sub> within 26 weeks under controlled composting conditions (at +58°C +/-2°C)
  - Disintegration: disintegration is considered satisfactory if within 12 weeks under controlled

<sup>15</sup> Along with composting, anaerobic digestion can also be considered as a circular after-use pathway for plastic packaging, in line with ISO 18606. However, as the Foundation believes the use of anaerobic digestion is currently limited for plastics packaging as at the date of publication, this appendix focuses on composting.

<sup>16</sup> European Bioplastics, Factsheet *Bioplastics – Industry standards & labels, Relevant standards and labels for bio-based and biodegradable plastics* (2017).

composting conditions, no more than 10% of the original dry mass of a package remains in the oversize fraction after sieving through a 2,0 mm sieve (at +58°C +/-2°C)

- Compost quality: the compost obtained at the end of the process does not cause any negative effects
  - Maximum concentration of regulated metals: it does not exceed a given concentration. of regulated heavy metals and other substances hazardous to the environment
- b.** As per ISO 18606, a package is considered compostable only if all the individual components of the package meet the compostability requirements specified. If the components can be easily, physically separated before disposal, then the physically separated components can be individually considered for composting
  - c.** Compostable plastic can be composted in a municipal or industrial facility as well as, if it is designed to be home compostable, in a collective or at home as a complementary after-use option where relevant - see *'Composting' definition*
  - d.** In line with ISO 14021 and US FTC Green claims, a marketer should clearly qualify compostability claims to the extent necessary to avoid deception, for example taking into account if one component is not compostable or if the item cannot be composted safely or in a timely manner in a home compost pile or device. For example, the US FTC Green guide states: "§ 260.7 Compostable Claims: *"To avoid deception about the limited availability of municipal or institutional composting facilities, a marketer should clearly and prominently qualify compostable claims if such facilities are not available to a substantial majority of consumers or communities where the item is sold."*
  - e.** This 'compostable' definition applies at a global level for global commitments: it is a characteristic of packaging and is not linked to any local context or specific geographical area. It does not imply that it will be composted in every geographic area where it is put on the market. Local context and available infrastructure should be taken into account when claiming compostability in a specific geographic area

In line with how 'recyclability proven in practice and at scale' was defined, the suggested test and threshold to assess if the compostability of a packaging is proven to work 'in practice and at scale' is: Does that packaging achieve a 30% post-consumer composting rate in multiple regions<sup>17</sup>, collectively representing at least 400 million inhabitants? A possible alternative, especially relevant for more local players, is to check if a 30% post-consumer composting rate is achieved in all the markets where your packaging is sold. The above thresholds might be reviewed over time as more data becomes available.

These thresholds are not intended to be achieved today, but aim to define an ambitious yet realistic target to reach by 2025. Please refer to [Appendix II](#) for an assessment methodology for the compostability of packaging.

Please note: The term 'biodegradable' should not be confused with 'compostable'. 'Biodegradability' designates a property which is needed - among others - to make a package compostable. It does not indicate whether a plastic package can in practice be collected and composted following a managed process (for example how quickly and under what conditions it can biodegrade).

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<sup>17</sup> Regions can be any geographic area (countries, states, provinces, ...), anywhere in the world (independent of where your organisation is based).



## Section 5 - Post-consumer recycled content and pre-consumer recycled content

The below definition is provided as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

### Definition: Post-consumer recycled content

Proportion, by mass, of post-consumer (1) recycled material in a product or packaging.

#### Note

1. ISO14021's usage of the term clarifies post-consumer material as material generated by households or by commercial, industrial and institutional facilities in their role as end users of the product which can no longer be used for its intended purpose. This includes returns of material from the distribution chain

Source: ISO 14021:2016 modified, *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling), Usage of terms*, modified (focus on post-consumer recycled material)

#### Further explanatory notes

- A. While in a circular economy it is encouraged that pre-consumer waste is kept in the system, the priority is to avoid such pre-consumer waste as part of an efficient production process. This definition therefore excludes pre-consumer recycled content (ISO 14021, *Usage of terms, Recycled content*: Pre-consumer recycled content includes materials diverted from the waste stream during a manufacturing process)
- B. Transparency on the nature of the recycled content (i.e. post-consumer versus pre-consumer) is to be ensured whenever possible
- C. As referred to in ISO 14021, the percentage of recycled material (by weight) shall be mentioned when a claim of recycled content is made, separately stating the percentage of recycled content used in products and packaging, without aggregating it
- D. Amounts and quality of packaging made out of recycled content should be in line with relevant food contact and health and safety regulations where a packaging is put on the market
- E. To verify or certify the use of recycled content, various verification systems from different assurance bodies exist

## Section 6 - Renewable material and renewable content

The below definitions are provided as set out in the Appendix of Common Definitions in the Global Commitment Business Signatory Pack.

### Definition: Renewable material

Material that is composed of biomass from a living source and that can be continually replenished.<sup>18</sup> When claims of renewability are made for virgin materials, those materials shall come from sources that are replenished at a rate equal to or greater than the rate of depletion.

Source: ISO 14021:2016, *Environmental labels and declarations — Self-declared environmental claims (Type II environmental labelling)* - Sections 7.14.1. Usage of term and 7.14.2. Qualifications.

Further explanatory note

- A. ISO 14021: “An unqualified claim of renewability shall only be made when the product consists of 100% renewable material, allowing for de minimis amounts of non-renewable materials being contained in that material. Otherwise, renewability claims shall be qualified as follows: a) where a claim of renewable material content is made, the percentage by mass of renewable material to the total mass shall be stated; b) the percentage of renewable material content (mass fraction) for products and packaging shall be separately stated and shall not be aggregated.”

### Definition: Renewable content

Proportion, by mass, of renewable material in a product or packaging.

Further explanatory notes

- A. The assessment of “renewable content” is done either through the direct measurement of biomass or bio-based carbon content in a product, or by a calculation. As plastic producing facilities sometimes use both fossil and renewable feedstocks at the same time, a certified mass balance approach could be applied to calculate and certify renewable content
- B. Renewable content can be made from bio-based materials (biomass or biogenic carbon), although it should be noted that bio-based materials are not always renewable
- C. Claims made on renewable content (biomass content, bio-based carbon content) should only be made in relation to the total mass or total carbon in the product
- D. Amounts and quality of packaging made out of renewable content should be in line with relevant food contact, health and safety regulations where packaging is put on the market

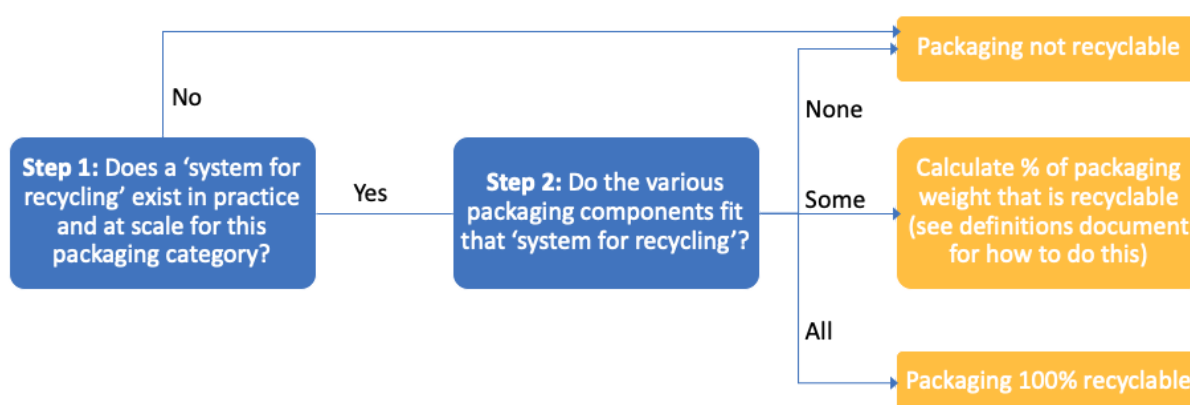
<sup>18</sup> ISO 14021:2016: Biomass is defined as a “material of biological origin excluding material embedded in geological formations or transformed to fossilised material. Note 1 to entry: This includes organic material (both living and dead) from above and below ground, for example trees, crops, grasses, tree litter, algae, animals and waste of biological origin, for example manure.(modified: part on renewable energy excluded); ISO/IEC 13273-2:2015, *Energy efficiency and renewable energy sources — Common international terminology — Part 2: Renewable energy sources*, Biomass definition: Note 1 to entry: The biomass includes waste of biological origin. Note 2 to entry: The material includes animal by-products and residues and excludes peat.

## Appendix II - Assessment methodology for recyclability and compostability

### Recyclability assessment

A two-step process can be used to assess recyclability of a packaging (portfolio) in line with the definition of ‘recyclable packaging’ and the related thresholds for ‘in practice and at scale’ described in [Appendix I - Section 3](#).

To support your assessment, Global Commitment signatories have been provided with an excel template (available [here](#)) to complete while walking through the two-step process described in this appendix.



**Step 1:** The first step makes an assessment at the level of ‘packaging categories’ and indicates for which of these packaging categories a ‘system for recycling’ exists in practice and at scale (see definition in [Appendix I](#)).

- A ‘system for recycling’ is an entire end-to-end system from consumer to recycled material, including collection, in some cases sorting, and reprocessing (which could include washing, drying, shredding, etc.) into recycled materials. This can be a formal or an informal system, as long as it works in practice and at scale
- Packaging categories can be defined by combinations of materials, packaging formats and, where relevant, customer type (business-to-consumer or B2C versus business-to-business or B2B), and/or other criteria. The main rule of thumb is that packaging items that are not treated by the same ‘system for recycling’ or are treated as separate ‘streams’ of materials in certain ‘systems for recycling’ should be split into different categories. Examples include:
  - ‘PET thermoforms’ and ‘PET bottles’ are separate categories as these are often collected, sorted and/or recycled separately. As such ‘PET packaging’ by itself is too broad a category
  - ‘LDPE flexible packaging >A4 in B2C context’ could be a category. This differentiates by size, because large and small films are often separated (with roughly A4 size used as the threshold in many regions), and by customer type because many more regions have ‘systems for recycling’ for these materials in place in a B2B context than in a B2C context

The table below lists 17 categories of packaging into which we believe the majority of plastic packaging can be divided for signatories of the Global Commitment. These categories will be pre-populated into the Excel template provided to support your recyclability assessment. However, the list may be tailored: not all plastic packaging categories may be relevant for your business, some categories might be missing and/or some categories may require further detailing.

	Plastic packaging category	Examples
<b>Rigid packaging</b>	PET bottle	Bottles for water, cooking oils, detergents, ...
	PET thermoforms	Trays, cups, blisters, ...
	Other PET rigid	Jars, ...
	HDPE bottle	Bottles for milk, yoghurt, jelly, ...
	HDPE other rigid	Pots, tubs, trays, cups, jars, ...
	PP bottle	
	PP other rigid	Pots, tubs, trays, cups, jars, ...
	LDPE tubes	
	PS rigid	Pots, trays, ...
	EPS rigid	Clamshells, ...
	PVC rigid	Blisters, bottles, trays, ...
<b>Flexible packaging</b>	>A4 monomaterial LDPE in B2B	Pallet wraps, large LDPE bags, ...
	>A4 monomaterial LDPE in B2C	Wrap around bottles, wrap around toilet paper, ...
	Other >A4 flexibles	
	<A4 flexibles, LDPE	Pouches, sachets, wrappers, small bags, ...
	<A4 flexibles, PP	Pouches, sachets, wrappers, small bags, ...
	<A4 flexibles, multimaterial	Pouches, sachets, wrappers, small bags, ...

**Table:** List of 17 common packaging categories.

The aim of Step 1 is to produce a full list of packaging categories for the signatory's packaging portfolio that indicates which categories have a 'system for recycling' existing in practice and at scale. To assess if a 'system for recycling' exists in practice and at scale, it is recommended to assess if the packaging category achieves a 30% post-consumer recycling rate in multiple regions<sup>19</sup>, collectively representing at least 400 million inhabitants.

To support you with this assessment the Ellen MacArthur Foundation and the UN Environment Programme conducted the New Plastics Economy 2020 Recycling Rate Survey (available to view in [this folder](#)). For each of the 17 packaging categories listed above, the Excel template provided to support you with your assessment will provide you with an automatic indication of whether the 30% and 400 mln thresholds are

<sup>19</sup> Regions can be any geographic area (countries, states, provinces, ...), anywhere in the world (independent of where your organisation is based).

being met, based on the outputs of the survey. You will have the option to deviate from these answers if you choose. More information is provided below in 'Information on the 2020 reporting process and the New Plastics Economy Recycling Rate Survey'.

**Step 2:** If no 'system for recycling' exists in practice and at scale for a certain packaging category, packaging in that category does not meet the definition of 'recyclable packaging' in the context of the Global Commitment at that moment in time.

If a 'system for recycling' does exist in practice and at scale for a certain packaging category, it is important to move to **step two**, which looks deeper into the detailed design (size, colourants, additives, labels, caps/lids, glues, inks, etc.) of that specific packaging and its components in order to assess if the different packaging components actually fit that system. In other words, it assesses if the different packaging components<sup>20 21</sup>, once they enter the system, will (most likely) successfully run through the 'system for recycling' and end up actually being recycled.

For example, the fact that a 'system for recycling' exists in practice and at scale for PET bottles does not imply that every single PET bottle can be considered recyclable: size, colourants, additives, labels, caps/lids, glues, inks, etc. could all hinder the recycling of a specific bottle.

This type of assessment in step two is widely known and applied. Various design-for-recycling guidelines, tools and/or testing methods are available from, for example The [Association of Plastics Recyclers \(APR\)](#), [Plastic Recyclers Europe](#), [European PET Bottle Platform](#) and many more. If there are minor differences between the different guidelines, it is encouraged to use the geographically most relevant one or the strictest one.

This assessment is done at packaging component level and for the specific 'system for recycling' the packaging would end up in. For example, assuming a PET bottle and all its components end up in the 'system for recycling' for PET bottles, one should assess for each packaging component (for example bottle, cap and label) if they are (most likely) going to be recycled in practice through that system.

Once the assessment at component level is done, the percentage by weight of the packaging that is 'recyclable' can be calculated by dividing the weight of recyclable components over the total packaging weight. 100% of the packaging weight can be considered recyclable if its main packaging components, together representing >95% of the entire packaging weight, are recyclable according to the above definition, and if the remaining minor components are compatible with the recycling process and do not hinder the recyclability of the main components.

Otherwise, only the (weight of the) recyclable components of a package (or the recyclable parts of components) can be counted towards achieving the recyclability commitment, and only when other components do not hinder or contaminate their recyclability.

For example:

- If a bottle and its cap are recyclable, the packaging can be claimed to be recyclable if it has a label (<5% of total weight) that does not hinder the recyclability of the bottle and cap.

<sup>20</sup> A packaging component is a part of packaging that can be separated by hand or by using simple physical means (ISO 18601), for example a cap, a lid and (non in-mould) labels.

<sup>21</sup> For packaging producers, it suffices to only assess the components they produce and sell. For example if your organisation produces bottles, and the caps and labels are selected and applied by your customers, you might not decide about the design of the other components. Your commitment on and assessment of recyclability is in that case limited to the bottle itself (i.e. your packaging portfolio).

- If that same bottle has a label that hinders or contaminates the recycling of the bottle and cap, the entire packaging is non-recyclable.
- If a package has (a) certain component(s) that are not recyclable and that make up >5% of the total packaging weight (for example 12%) and that do not hinder or contaminate the recycling of the remaining recyclable components of the package, then only that recyclable part (for example 88%) can be counted towards this commitment.

### **The 2020 recyclability reporting process and the New Plastics Economy 2020 Recycling Rate Survey**

All Global Commitment signatories that have committed to 100% reusable, recyclable or compostable plastic packaging by 2025 are asked to apply the definition and methodology above to their packaging portfolio and submit the resulting percentage of reusable, recyclable, or compostable plastic packaging by 7th August 2020.

An Excel template (the Recyclability Assessment tool) - available to download [here](#) - is provided to support and guide you in completing your recyclability assessment.

We recognise that a lack of consistent, publicly available data on recycling rates by plastic packaging category can present a challenge for organisations to assess and report on the recyclability of their plastic packaging portfolio as part of the annual Global Commitment reporting process. To help increase data availability and consistency in recyclability assessments across various organisations, the Ellen MacArthur Foundation has conducted a survey on global recycling rates for different categories of plastic packaging and has shared the output of this survey in a document available [in this folder](#). The output of the survey indicates whether, for each of 17 common plastic packaging categories, evidence for the existence of a 'system for recycling' was found. This data has been pre-populated into the Excel template provided to support you with your recyclability assessment - however, all signatories have the option to deviate from the output of the survey and should provide their rationale and evidence for doing so (more information is provided in the Excel template).

Please note: With one exception, the responses to the 2020 Recycling Rate Survey have pointed to conclusions on which packaging categories a 'system for recycling' exists for which are entirely aligned with a previous exercise conducted by the Ellen MacArthur Foundation during the 2019 reporting cycle to provide support for the recyclability assessment process. That is, the same plastic packaging categories are supported by responses as being recyclable in practice and at scale, apart from one category of plastic packaging - 'PP other rigid':

- In the 2019 exercise, the output table gave a 'yes' to the question of whether a 'system for recycling' existed for the 'PP other rigid' category. It should be noted this was supported by 'mixed opinions' among the group contributing to the 2019 exercise, as opposed to majority or consensus view
- In the 2020 Recycling Rate Survey, responses indicated with a unanimous or majority view that the category is currently recycled at a rate of 30% or more for only two countries, collectively not meeting the 400 million inhabitants threshold (details are provided in the full output document, available [in this folder](#))
- For signatories who, reporting in 2019, followed the indications given by the 2019 exercise and opted to publish their recyclability assessment, the above difference may result in a decrease in the assessed recyclability of the overall portfolio between 2019 and 2020 (assuming the 2020 assessment is made in line with the outputs of the 2020 Recycling Rate Survey). Given this, it should be noted:

- All signatories will have the option to update the percentage provided in 2019 as part of this year's reporting, alongside those who postponed reporting of the percentage in 2019
- As stated above, if you disagree with the outputs of the 2020 Recycling Rate Survey, you will have the opportunity to deviate from these, and to provide your rationale for doing so as part of your reporting
- The Ellen MacArthur Foundation will look to provide context to this change and impact on assessments in the 2020 Progress Report, including through publishing the summary output table of the 2020 Recycling Rate Survey within the Progress Report

In order to further improve data availability and harmonisation of estimates and assumptions over the coming months and years, the Ellen MacArthur Foundation:

- Encourages all signatories to submit by 7th August 2020 not only the resulting percentage figure for recyclability but also the supporting Excel template
- Encourages all signatories to publish the results of their recyclability assessment. This could mean publishing (a more accessible and visually attractive version of) the Excel template provided

### Compostability assessment

The assessment method for compostable packaging is similar, but less complex, compared to the 2-step process to assess recyclability:

- **Step 1:** A split by packaging category is less complex. The main categorisation of packaging categories could be based on the environment in which the packaging is used/collected:
  - Technically compostable packaging in closed systems (for example stadiums, events, kitchens) - these typically have higher collection and effective composting rates
  - Technically compostable packaging in certain B2B applications - these might have high collection and effective composting rates
  - Technically compostable packaging in certain B2C applications - these typically have low collection and even lower effective composting rates today
- **Step 2:** of the assessment would in this case be part of testing the 'technical compostability' based on relevant international compostability standards for each component

In other words, if your packaging is in line with relevant international compostability standards, the only remaining requirement is to prove a 30% post-consumer composting rate is achieved in multiple regions, collectively representing at least 400 million inhabitants.

## Appendix III - Data processors

Ellen MacArthur Foundation uses third party companies to capture, analyse and store data.

Links to statements from these companies about security, privacy, compliance information, policy and certification are below.

**Qualtrics** - <https://www.qualtrics.com/uk/>

Security Statement - <https://www.qualtrics.com/security-statement/>

Privacy Statement - <https://www.qualtrics.com/privacy-statement/>

GDPR - <https://www.qualtrics.com/uk/platform/gdpr/>

**Salesforce** - <https://www.salesforce.com>

Security Statement - <https://trust.salesforce.com/en/>

Privacy Statement - <https://www.salesforce.com/uk/company/privacy/>

Trust and Compliance -

<https://trust.salesforce.com/en/trust-and-compliance-documentation/salesforce-services/>

GDPR -

[https://www.salesforce.com/content/dam/web/en\\_us/www/documents/legal/Agreements/data-processing-addendum.pdf](https://www.salesforce.com/content/dam/web/en_us/www/documents/legal/Agreements/data-processing-addendum.pdf)

**Google** - <https://www.google.com/>

Security Statement - <https://safety.google/security/built-in-protection/>

Privacy Statement - <https://policies.google.com/privacy?hl=en>

Compliance - [https://privacy.google.com/businesses/compliance/#!?modal\\_active=none](https://privacy.google.com/businesses/compliance/#!?modal_active=none)

GDPR - <https://cloud.google.com/security/gdpr/>