



GREENBLUE[®]

MAY NEWS & UPDATES

UPDATES



How2Recycle[®]

Measuring end markets

[How2Recycle Announces Updated Criteria for Assessing End Markets to Determine Whether a Package is Recyclable](#)

The How2Recycle program has developed new criteria to assess end markets within the definition of recyclability.

This new rule seeks to bring more meaning and precision to this concept of end markets in a way that (a) increases the accuracy of recyclability claims and (b) also provides feedback to the packaging industry to drive improvements in the recycling system.

EVENTS



[SPC Engage](#)

Registration for our summer event is now open! Centered around Design for a Circular Economy and Bringing Down Barriers to Advance Chemical Recycling, this 2-day event will feature great examples on these topics being done around the world. More information and registration details [here](#).



SPC Spring Sessions

The SPC is pleased to share a selection of sessions from our spring event, SPC Impact 2021, open to all, available on-demand on our webinar [platform](#).

Food Waste Repackaged

Our next week of sessions will feature organizations like WRAP UK, denkstatt group, and the Australian Packaging Institute who are leading the research into food waste and packaging and will share fascinating data and examples of how common packaging formats may be causing more food waste. A complete schedule of the learning series can be found [here](#).

LEARNING OPPORTUNITIES



The Essentials of Packaging and Food Waste

Take a closer look at the nuanced relationship between food waste and packaging in our new [Essentials of Packaging and Food Waste](#) course. In it, we review where and why food waste takes

place, examine the connection between packaging and food waste, explore opportunities for improved packaging design, and look at new innovations such as sensors, coatings, and smart packaging that reduce food waste.

Guide to Verifying Responsible Sourcing of Fiber

Meet the VRS Guide: An educational resource to help companies reach responsible sourcing goals, implement due diligence strategies, and verify their fiber supply. With more companies adopting responsible sourcing commitments - there's never been a better time to get started!

The Waste-Free World

"If you only read one book about the environment this year—*The Waste-Free World* should be it!" —Jeffrey Hollender, Co-founder and former CEO of Seventh Generation, and Co-founder and CEO of the American Sustainable Business Council

[UVA McIntire Sustainable Business Certification](#)

A holistic and thorough approach to how sustainability is both influencing and influenced by the business world; this course is an excellent foundation if you are aiming to make sustainability a priority for your company.

GREENBLUE IN THE NEWS

[Packaging Possibilities: How Packaging Sustainability Connects to Climate Change](#)

Packaging Digest

"In my mind, the thing that sits on top - our North Star - is always going to be climate. I think that is driving how we start to think about sustainability and packaging."

[A Growing Responsibility for Sustainable Packaging](#)

Beauty Packaging

"Reusable and refillable packaging is an opportunity to build. Beauty brands can consider offering inserts or refills for products, while retailers might consider offering in-store refill stations."

[The Beauty of Recycling](#)

WWD

"Given the challenges surrounding cosmetics packaging recycling, it's important to innovate new systems to find success."

[Looking to Go More Sustainable with Your Packaging?](#)

Beauty Packaging

Check out these 5 questions to ask if you want your packaging to be more sustainable.

WHAT WE ARE READING

[How Local Grocery Stores And Retailers Recycle Plastic Bags](#)

Wort Eight Nine.Nine

"We send plastic bags to secondary processors, who use them to make resin pellets. Those resin pellets are then used to make new products, including plastic garbage bags. We are also in the process of testing an alternative to use the bags to make plastic lumber."

[Reusable Solutions Become Mandatory](#)

Food Service

"The Federal Cabinet has confirmed the push by Federal Environment Minister Svenja Schulze (SPD) for the Packaging Act. According to this, restaurants will in future have to offer reusable containers for drinks and meals to take away."

NWRA Announces Formation of U.S. Composting Infrastructure Coalition

Waste 360

"Implementing innovative and responsible waste solutions like composting serves as an opportunity to address key environmental challenges and bring economic impact to people and communities."

The World's First 'Infinite' Plastic

BBC Future Planet

"The way we normally recycle plastics is a downward spiral of waste and degraded materials, but there is another option – turning plastic back into the oil it was made from."

RECYCLING TIP

RECYCLING TIP:

No need to be an expert

Look for instructions on How2Recycle labels to see specific steps to take to prepare a package before disposal.

Not sure what a label means? Visit our site, how2recycle.info to learn more about the labels we issue.



NEW SPC MEMBERS





Circularity 21

June 15 - 17

As the largest online convening of professionals building the circular economy, Circularity 21 offers thought-provoking keynotes, engaging breakouts, an interactive expo, and valuable networking opportunities. Join the growing global community of thousands of visionaries and practitioners to learn, connect and accelerate the circular economy.



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