The Goals Database

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GOAL CLOSEUP

Design For Recovery

ALDI, Inc.

By 2025, 100 percent of ALDI packaging, including plastic packaging, will have reusable, recyclable or compostable packaging.

By 2020, implement an initiative to make private-label product packaging easier for customers to reuse.

Press Release

Albertsons Companies

100% of packaging will be recyclable, reusable, or industrially compostable by 2025

Press Release
We continue to pursue multi-year waste reduction initiatives under our Frustration-Free Packaging Program to promote easy-to-open, 100% recyclable packaging and to ship products in their own packages without additional shipping boxes.

Amazon Sustainability Question Bank - Packaging

Apple

In 2017, we announced our commitment to a closed-loop supply chain—where products are made using recycled or renewable materials only. And where we return an equivalent amount of material back to the market to be used by us or others.

We hold ourselves to a strict definition of closed loop: To meet our goal, we must use 100 percent responsibly sourced recycled or renewable materials and ensure the equivalent amount is returned to market.

Apple Environmental Responsibility Report 2018

Barilla America

The Group is also committed to ensuring that its packaging is recyclable, preferably by using recyclable materials, where the organoleptic characteristics of the product permit.

Barilla Sustainability Report 2018

Campbell Soup Company

Our supporting 2020 goals, which track back to a FY2008 baseline, keep us continually focused on building sustainable business models. They include:

- Deliver 100% of global packaging from sustainable materials (renewable, recyclable, or from recycled content)

Campbell’s 2017 Corporate Social Responsibility Report
Ensure greater than 95% of global product packaging is recyclable by 2025.

Cisco Systems Inc.

Once basic packaging and material requirements have been met, Cisco evaluates four additional aspects of environmental package design:

• Packaging material optimization: Designing a package that adequately protects the product from transport damage or waste while optimizing the volume of material and complying with all relevant environmental regulations.

• Space efficiency optimization: Designing a package that optimizes space/cube efficiency during transport.

• Optimizing distribution: Designing the product for distribution in order to further reduce the amount of packaging material used and/or GHG emitted in transportation.

• Environmentally friendly materials: Including recycled content and recyclability in product designs.

Clorox Company, The

By 2020, we seek to have more that 90% of all our products in recyclable primary packaging.

Coca-Cola Company, The

Make all our packaging 100% recyclable by the year 2025.
Colgate-Palmolive Company

100 percent recyclability of the plastic we use in our packaging across all categories by 2025.

Colgate 2017 Corporate Social Responsibility Sustainability Report

Costco Wholesale

We continue to explore options in every category with a solid focus on labeling for recycling, reduction of materials, compostable solutions and recyclability.

Costco Sustainability

Danone North America

Our goal for 2025 is for every piece of packaging—from bottle caps to yogurt cups—to be reusable, recyclable, or compostable.

Danone Circular Economy for Packaging

Dell

Ensure 100% of Dell packaging is either recyclable or compostable [by 2020].

Dell 2020 Legacy of Good Plan

Diageo
We have set four sustainable packaging targets to be achieved by 2020:

- Reduce total packaging weight by 15%
- Increase recycled content to 45%
- Make 100% of our packaging recyclable or reusable
- Sustainably source all our paper and board packaging to ensure zero net deforestation.

Ensure 100% of the plastic we use is designed to be widely recyclable (or reusable/compostable), using plastics that allow for increased consumer recycling rates [by 2025].

Diageo Sustainable Packaging
Diageo launches new plastics targets for 2025 and beyond

Dunkin' Brands, Inc.

We evaluate our packaging on an ongoing basis with suppliers and discuss opportunities to decrease the amount of material in our packaging; increase the amount of recycled and/or certified material in our packaging; and find packaging options that are recyclable, compostable, biodegradable or a combination of those.

2015-2016 Corporate Social Responsibility Report

Estée Lauder Companies, The

Our sustainable packaging approaches include:

- Low-impact sourcing: Making sustainability one of the essential criteria in purchasing decisions, along with quality, price and innovation. This will ensure a “least-carbon intensive” approach throughout our supply chain.
- Bio-sourcing: Taking advantage of advances in bio-sourced materials, especially as replacements for oil/gas derived plastics.
- Recycling: Substituting some part of virgin content for recycled content.
- Material substitution: Using components made from less carbon-intensive materials.
- Recyclable packaging: Identifying opportunities to pursue recyclable primary packaging, as well as inserts.
- Elimination: We are identifying and striving to eliminate components within our packaging where possible.
Greenware products are certified by the Biodegradable Products Institute (BPI) for compostability. Greenware PLA products meet international standard ASTM 6400 for compostability and Greenware Fiber products meet international standard ASTM 6868 for compostability. Greenware products are compostable in actively managed municipal or industrial facilities, which may not be available in your area. Recent data suggests that facilities that recycle PET cups and containers are available to a substantial majority of U.S. consumers.

We track the impact of our packaging with three metrics – recyclability, amount of recycled content and the total amount of packaging material we use.

100 percent of our packaging be recyclable by design by 2030.

Whether it’s Preserve toothbrush handles made from recycled yogurt cups or Seventh Generation bath tissue made from post consumer recycled content, we look for brands with a commitment to recycling.
We require HP packaging material to be recyclable, as defined by the U.S. Federal Trade Commission. While HP’s packaging is recyclable, some materials may not be recycled in specific locations due to limited collection and processing infrastructure.

IBM wishes to reduce or eliminate the use of non-recyclable packaging materials and packaging materials compositions that hinder recycling.

We strive to increase our recyclable packaging content while reducing the package-to-product ratio.

2020 Goals: Increase the recyclability of our Consumer product packaging to 90+ percent (on a weight basis) via design and partnerships in five key markets where mature recycling infrastructure exists (U.S., UK, France, Germany, Canada).

Kellogg Company, The
Kellogg Company announced [October 25th, 2018] that it is expanding its Global Sustainability Commitments to include a goal of working towards 100 percent reusable, recyclable or compostable packaging by the end of 2025.

**Kellogg Announces New Global Sustainable Packaging Goal**

- **2020 Target:** Make 100% of K-Cup® pods recyclable.

  - [Keurig Recycling - FAQ](#)
  - [Keurig Green Mountain 2017 Sustainability Report](#)

**Kimberly-Clark Corporation**

- **2022 Goals:** Extend our zero waste mindset across the value chain and deliver innovation to help keep product and packaging material out of landfills.

  - [Kimberly-Clark 2016 Sustainability Report](#)

**Kroger Co., The**

- Through the design optimized process, Kroger will strive to increase the recyclability of Our Brands manufactured plastic packaging.

  - [Kroger 2020 Sustainability Goals](#)

**LG Electronics**

- In 2012, LGE established the guidelines for reducing the weight and volume, reuse, and recycling of packaging materials.

  - [LG Green Product Strategy](#)
Design our packaging to be 100 percent recyclable or recoverable by 2025.

Mars Principles in Action

Microsoft

Global packaging 2020 goals: 20% improvement in global recyclability

Microsoft FY17 Sustainable Devices and Packaging Report

Mondelez International

All packaging will be made with recyclable material by 2025.

Mondelēz Press Release

Nestlé USA

Our ambition is to achieve 100% recyclable or reusable packaging by 2025.

Nestle Press Release

PVH Corp.

We are taking steps to reduce the amount of packaging on our products and use more recyclable materials.

PVH Sustainable Packaging - Collaborating to reduce packaging and send zero waste to landfill.
Reduce, when possible, the amount of material used in our packaging; and ensure our packaging materials are recyclable or compostable, whenever feasible.

Panera 2015-2016 Responsibility Report

PepsiCo

2025 GOAL: Strive to design 100% of our packaging to be recyclable, compostable or biodegradable, increase recycled materials in our plastic packaging, reduce packaging’s carbon impact, and in partnership with the PepsiCo Foundation, work to increase recycling rates

PepsiCo - Our Goals
In 2010, PepsiCo set a goal of partnering to increase the U.S. beverage-container recycling rate to 50 percent by 2018 PepsiCo Rallies K-12 Students, Schools to Join Recycling Program

Procter & Gamble

[By 2030] 100% of our packaging will be recyclable or reusable.

2030 goal: Ensure 90% of product packaging is recyclable.

Environmental Sustainability

RB

By 2025, 100 percent of our plastic packaging will also be recyclable or reusable, with best-in-class labeling to help consumers recycle effectively.

RB Reduce, reuse, replace, recycle - our statement on plastics
“We are committed to ... making the upgrade to recyclable packaging.

Riley’s Organics to Use How2Recycle Label on Organic Dog Treats

SC Johnson

100% of SC Johnson plastic packaging will be recyclable, reusable or compostable by 2025.

SC Johnson Press Release

Seventh Generation

All products and packaging biodegradable or recyclable by 2020

Our 2020 Goals

Starbucks Coffee Company

Double the recycled content, recyclability, and reusability of our cup by 2022.

Starbucks 2016 Global Social Impact Performance
Starbucks Press Release

Subway Restaurants

Strive to design 100% of our packaging to be recyclable, compostable or biodegradable.

Subway - Our Plan
We prefer to receive packaging made from materials that are easily accepted into the general recycling stream instead of bubble wrap or polystyrene (Styrofoam). If bubble wrap is used, we prefer to receive bio-degradable bubble wrap.

TJX Sustainable Packaging Recommendations

Target

We'll champion the cause by advancing the idea that all packaging will be recyclable one day

2018 Target Corporate Social Responsibility Report

Trader Joe's

This sustainability framework is based on the following principles:

1. Reducing and removing packaging
2. Sourcing renewable and recycled packaging materials
3. Choosing packaging that can be realistically recycled
4. Avoiding the use of harmful substances in packaging
5. Providing information to customers that increases understanding of how best to recycle or dispose of packaging

Trader Joe's Packaging Improvements

Tyson Foods, Inc.

Without compromising quality or product protection, our packaging design process prioritizes increasing the use of recyclable and renewable materials, as well as minimizing packaging where possible.
Unilever

All of our plastic packaging will be fully reusable, recyclable or compostable by 2025.

Unilever Waste & Packaging

Walmart

In FY2017, we committed to a new goal to have 100 percent of the packaging used for our private-brand products be recyclable by 2025.

Walmart 2017 Global Responsibility Report

Wegmans Food Markets, Inc.

We pledge to continually improve our packaging, with a focus on reducing food waste, increasing renewable/recycled content, and recyclability.

Sustainability at Wegmans

Wendy's

In early 2019, Wendy's committed to a multi-year partnership with the NextGen Consortium to address single-use food packaging waste. Currently, the Consortium is focused on identifying new and existing cup solutions designed to optimize the hot and cold fiber cup used by many foodservice operations, including Wendy's.

Wendy's Environmental Sustainability
Sign up for the GreenBlue Newsletter to Stay Up-To-Date on The SPC

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GreenBlue is an environmental nonprofit dedicated to the sustainable use of materials in society. www.greenblue.org

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