The Goals Database

By 2020, 100 percent of ALDI-exclusive consumable packaging to include How2Recycle label.

Press Release

ALDI, Inc.

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Albertsons Companies

Provide clear recycling communications on Own Brands product packaging, including the use of QR Codes, by 2022. The company is working with How2Recycle to standardize its labeling system and improve the reliability, completeness, and transparency of recyclability claims.

Press Release

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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

In 2018, we plan to partner on a recycling initiative to help our customers properly dispose of difficult-to-recycle items such as toothpaste tubes.

CVS Health 2017 Corporate Social Responsibility Report

By 2020, we seek to include clear recycling instructions on all packaging.

Sustainability in Our Products and Packaging - Goals and Progress

Work with our partners to recover and recycle bottles and cans equivalent to 75% of the bottles and cans we introduce into developed markets by 2020.

By 2030, for every bottle or can the Coca-Cola system sells globally, we aim to help take one back so it has more than one life. The Company is investing its marketing dollars and skills behind this 100% collection goal to help people understand what, how and where to recycle.

The Coca-Cola Company Announces New Global Vision to Help Create a World Without Waste
Coca-Cola Press Release
In 2018, Colgate will introduce the How2Recycle® label to our consumers on products sold in stores across the U.S.

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

We will sharpen our focus on consumer education in markets with a high risk of leakage.

- In Indonesia, Danone AQUA is committed to leading a nationwide educational campaign on recycling, with dedicated programs in 20 major cities by 2020. To contribute to raising awareness, it aims to scale up the use of special drop-boxes for plastic bottles, to reach up to 100 million consumers by 2025.

Danone Packaging Policy

Diageo

Encouraging consumers to recycle more, by including recycling symbols on our product labels where applicable; and to recycle better, by properly segregating their used plastics to make it easier to recycle and to produce higher quality material.

Diageo Sustainable Packaging Commitments: Supplementary Guideline on Plastics

Eco-Products
By 2018, collaborate to develop a scalable model for foodservice film recycling.

Eco-Products 2018 Sustainability Report

Our waste management strategies will help ensure we recycle more of our own waste and encourage customers to recycle our packaging.

FedEx 2018 Global Citizenship Report

We partner with industry and community organizations such as the Sustainable Packaging Coalition (SPC) and The Association of Plastic Recyclers to improve recycling effectiveness and availability.

General Mills Global Responsibility 2018

We continue to help increase consumer recycling of personal care products through our CARE TO RECYCLE® program, which aims to increase consumer awareness of the recyclability of personal care product packaging, and ultimately increase recycling of those items.

J&J Health for Humanity

Kroger will recycle over 200 million pounds more plastic by the end of 2020, from a baseline of 2016.

Kroger will recover over 3.3 billion tons of cardboard annually by the end of 2020.

Kroger is committed to enabling customer sustainability and increasing the recyclability communication on all applicable Our Brands packaging by 2020. We forecast that each year we will
Kroger 2020 Sustainability Goals

Lowe's

Lowe's will strive to... educate and engage employees, customers and others on the importance of conserving resources, reducing waste and recycling.

Mars, Incorporated

Support industry-wide adoption of initiatives that improve collection and recycling of packaging after consumer use

McDonald's

We pledge to ... engage millions of customers in the thousands of communities we call home to adopt recycling behaviors as the norm

Microsoft

We are working globally to make recycling options more accessible.
Recycling information for consumers will be provided by 2025.

Mondelēz Press Release

Lead our industry in a shared commitment to increase U.S. recycling rates to 60% for PET beverage bottles by 2018. In Canada, recycle 85% of the bottles we produce.

Nestlé is committed to... labeling our plastic product packaging with recycling information to help consumers dispose of it in the right way.

Nestle - Why Recycling Is Important
Nestle Press Release

Increase the number of bakery-cafes that offer recycling, where recycling services are available.

Panera 2014 CSR Report

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
to make recycling (at home and in public) easier than throwing something away.

P&G 2017 Citizenship Report

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

SC Johnson

SC Johnson will work with industry and NGOs to further support the circular plastic economy and keep plastic out of landfills and the environment.

SC Johnson Press Release

Subway Restaurants

In partnership across the QSR industry, work to increase container (paper cups and plastics) recycling rates both in-restaurant and for take-away/delivery.

Subway - Our Plan

Target

Support The Recycling Partnership’s mission to improve how more than 25 percent of the U.S. population recycles by 2020.

Add the How2Recycle label to all owned-brand packaging by 2020 (where space allows).
Support The Recycling Partnership’s mission to improve how more than 25 percent of the U.S.
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

Unilever

Unilever North America will add clear recycling instructions to packaging for its entire mass-market portfolio by the end of 2021. Unilever has been working with How2Recycle to add clear recycling labels and will now standardize its use on all packaging in North America.

Working in partnership with industry, governments and NGOs, we aim to increase recycling and recovery rates on average by 5% by 2015 and by 15% by 2020 in our top 14 countries.

Press Release
Unilever - Waste & Packaging

Walgreens Boots Alliance

Walgreens is committed to help break through the recycling ceiling and remove waste from the system in order to build a more circular economy.
Label 100 percent of food and consumable private brand packaging with the How2Recycle® label by 2022.

Press Release