The Goals Database

For products and product packaging of our core range products made of paper or cardboard, we have set the goal to only use certified or recycled materials by the end of 2020.

ALDI SOUTH Group Corporate Responsibility Report 2017

Recycled Content

ALDI, Inc.

For products and product packaging of our core range products made of paper or cardboard, we have set the goal to only use certified or recycled materials by the end of 2020.

ALDI SOUTH Group Corporate Responsibility Report 2017

Albertsons Companies

Own Brands plastic packaging will include 20% recycled content by 2025

Press Release

Anheuser-Busch InBev

View Profile
Anheuser-Busch InBev - Sustainability Goals

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

Beiersdorf AG

Amongst the key factors we evaluate at Beiersdorf are the amount of certified sustainable raw materials, the impact on water toxicology, the reduction in packaging materials achieved, and the use of recycled materials used.

Beiersdorf Commitments 2020/2025

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)

Source all paper and board packaging from recycled material and/or sustainably managed forests by end of 2020.

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.

By 2020, we seek to use only recycled or certified virgin fiber.
By 2030, the Coca-Cola system also aims to make bottles with an average of 50% recycled content.

The Coca-Cola Company Announces New Global Vision to Help Create a World Without Waste

Colgate's 2020 goal is to increase recycled content in our packaging to 50 percent.

Colgate 2017 Corporate Social Responsibility Sustainability Report

We also seek opportunities to reuse packaging, identifying the materials used so the package can be recycled or composted, as well as sourcing already recycled content.

Costco - Environmental Impacts

By 2021, we will launch 100% recycled PET bottles in all our major water markets. By 2025, we will reach 25% of recycled material on average in our plastic packaging; 50% on average for our water and beverage bottles; and 100% for evian bottles.

Danone is committed to eliminating the deforestation risks of its virgin paper & board packaging supply chain by 2020. The commitment targets three concrete objectives: actively reduce the weight of paper and board packaging for each product, prefer the use of recycled fibers and, where this is not
Danone Circular Economy for Packaging
Danone Packaging Policy

Packaging material should:

• Be beneficial, safe and healthy for individuals and communities/environment throughout its lifecycle

• Come from either recycled or rapidly renewable sources

• Be processed, manufactured and used in efficient and environmentally safe ways

Dell 2020 Legacy of Good Plan

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.

Achieve 40% average recycled content in our plastic bottles [by 2025] – and 100% by 2030.

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.

Achieve 40% average recycled content in our plastic bottles [by 2025] – and 100% by 2030.

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

Disney Consumer Products

Disney seeks to maximize the use of recycled content, FSC content and paper products processed without chlorine or chlorine compounds.
Disney's Paper Sourcing and Use Policy

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

Eco-Products

By 2020, discontinue legacy products that do not meet current standards for renewable resources or post-consumer recycled content.

Eco-Products 2018 Sustainability 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.

Estée 2017 Progress on Sustainability and Citizenship Report
We provide excellent quality while using renewable, plant-based resources and post-consumer recycled materials.

Fabri-Kal Sustainability

The FedEx Office forest-based product procurement policy includes vendor requirements for responsible forest-management practices as well as recycled-content standards.

FedEx 2018 Global Citizenship Report

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

Frontier Co-Op 2017 Sustainability Report

General Mills has a target to source 100 percent of our fiber packaging by 2020 from recycled material or from virgin wood fiber regions that do not contribute to deforestation.

General Mills Global Responsibility 2018

Whether it’s Preserve toothbrush handles made from recycled yogurt cups or Seventh Generation...
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.

Grove Collaborative Healthy Home, Healthy Planet

Hewlett-Packard Company (HP)

Our environmental packaging strategy focuses on using less material, optimizing shipping densities, and increasing recycled and recyclable content.

2017 Sustainable Impact Report

Home Depot

We source recycled content for our shopping bags, signage, and office supplies.

Home Depot Operations

IBM

Corrugated fiberboard packaging should be manufactured using a minimum of 25% recycled fiber content using the maximum available post-consumer material where adequate supplies exist.

In addition to specifying the use of easily recyclable materials, IBM Corporation promotes recycling through its purchase of products that contain recycled materials. To assist in achieving this objective, IBM requires that plastic packaging must be manufactured using the maximum possible post-consumer recycled resin.

Recyclable Packaging Materials Selection and Identification

IKEA

We are committed to ... sourcing and producing renewable and recycled materials with a positive environmental impact.
Johnson & Johnson

We continuously explore opportunities to reduce environmental impacts of our packaging by focusing on the following:

Reducing material use by decreasing packaging size, weight or thickness; Using packaging materials with more recycled content; Designing for recyclability by selecting materials that are already widely recycled in the given market; Purchasing responsibly sourced packaging materials; Influencing recycling rates by raising consumer and customer awareness.

J&J 2017 Health for Humanity Report

Kao USA, Inc.

Recycle initiatives include proactive efforts to introduce and use recycled materials, including recycled paper and resin.

KAO 2017 Sustainability Data Book

Kellogg Company, The

Continue commitment to ensure that 100% of all timber-based packaging is either recycled or certified as sustainably sourced.

Kellogg 2018 Corporate Responsibility Report

Keurig Dr Pepper

We've committed to increasing the amount of post-consumer recycled content (PCR) in products that we purchase.

Keurig Green Mountain 2017 Sustainability Report
2022 Goal: Innovate our tissue products to reduce their natural forest footprint by 50% while increasing our use of environmentally-preferred fibers (EPF) by 2025.

Note that EPF include FSC-certified virgin fibers, recycled fibers and sustainable alternative fibers in tissue products.

Deliver sustainable alternative fiber innovation to reduce our use of fiber sourced from natural forests.

Kimberly-Clark Forests and Fiber
Kimberly-Clark 2016 Sustainability Report

Kroger Co., The

[By 2020] Kroger will utilize at least 20% post-consumer recycled content in its packaging for corporate brand manufactured products.

Kroger 2020 Sustainability Goals

LG Electronics

Packaging boxes shall be made from pulp consisting of at least 50% of recycled paper, also packaging papers are 80% at least. In addition, LGE encourages our supplier to use FSC (Forest Stewardship Council) or PEFC (Programme for the Endorsement for Forest Certification Schemes) certified packaging papers.

LG Green Product Strategy

Mars, Incorporated

100 percent of pulp and paper-based packaging from certified, verified or recycled sources by the end of 2020.
McDonald's

By 2025, 100% of McDonald’s guest packaging will come from renewable, recycled or certified sources.

McDonald's - Progress and Performance

Microsoft

2020 plan to minimize environmental impact of product packaging: Increase recycled paper content from 70 percent to more than 90 percent.

Achieve a minimum of 25 percent recycled content for all plastics and/or 20 percent of plastics to be bio-based alternatives.

Ten percent average YOY individual programs increase in recycled content.

Microsoft Sustainable Devices and Packaging

Nestlé USA

By 2020 – Develop the next generation of our recyclable water bottles, with a lighter environmental footprint, made from post-consumer recycled or renewable materials.

Nestlé is committed to... promoting a market for recycled plastics by continuing to increase the proportion of recycled plastics in our packaging.

We are committed to increase the proportion of recycled plastics in our packaging by 2025. In the European Union we will start with:

- Pledge*: 25% rPET in bottles by 2025
- Pledge*: 25% rPET in PET layer in laminates by 2025
- Pledge*: 30% rPP in caps on glass jars and tins by 2025
- Pledge*: 50% rPET in trays of meat product by 2025
- Pledge*: 50% rPE in shrink films for display trays by 2025
PVH Corp.

Our internal Sustainable Packaging Roundtable ... is working to drive the use of more recycled and recyclable content across PVH business units.

PVH 2017 Corporate Responsibility Report

PepsiCo

- Strive to use 25 percent recycled content in its plastic packaging by 2025
- Achieve 33% recycled PET content by 2025

PepsiCo Press Release

Procter & Gamble

We have committed to double the use of recycled resin in our plastic packaging [by 2020].

Have 100% of our paper packaging contain either recycled or third-party-certified virgin content by 2020.

P&G 2018 Citizenship Report
Where we will continue to use plastic in packaging we will ensure that at least 25 percent of its content is recycled plastic by 2025, where possible or allowed by regulators.

RB Reduce, reuse, replace, recycle - our statement on plastics
RB - Sourcing

SC Johnson

SC Johnson will source 100 percent of our pulp, paper and packaging from certified, sustainably managed sources (FSC, PEFC or other credible standards) or from recycled material by 2020.

Ecover has set itself the bold ambition to use 100% recycled plastic in all bottles by 2020, to introduce recycled content into its caps from 2018 and to trial new, non-plastic, fully biodegradable materials that are still recyclable by 2020.

SC Johnson will increase its use of PCR plastic in its packaging from 10 million kilograms to more than 30 million kilograms by 2025. As part of this, SC Johnson will increase the percentage of PCR plastic that it uses in its North American and European bottles from 20 percent today to 40 percent by 2025.

Forest Conservation: SC Johnson Continues Efforts to Stop Deforestation
Companies Take Major Step Towards a New Plastic Economy
SC Johnson Press Release

Scotts Miracle-Gro

Including 30 percent recycled and renewable content in overall packaging by 2018.

Scotts Miracle-Gro Corporate Responsibility 2014

Seventh Generation

100% products and packaging biobased or post-consumer recycled content [by 2020]
Staples

Our long term goals are to only procure paper products that are:

• Certified under the Forest Stewardship Council (FSC) standard, or if market conditions do not support sourcing of FSC certified paper products, certified to an alternative certification standard listed in this policy;

• Made with post-consumer recycled or sustainable alternative fibers where market conditions allow, and;

• Harvested, manufactured, and distributed to minimize life-cycle environmental and social impacts.

Staples Inc. Paper and Wood-Based Product Sourcing Policy

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

We continue to look for ways to increase the recycled content, recyclability, degradability and compostability of our packaging where feasible and cost effective.

Subway - Our Plan

Target

Create more demand for recycled packaging by creating three new end markets for recycled materials by 2020.
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

By the end of 2019, 50% of the plastic used in Unilever North America packaging will come from post-consumer recycled (PCR) content.

By 2025 we will increase the recycled plastic material content in our packaging to 25%.

We will source 75% of the paper and board for our packaging from certified sustainably managed forests or from recycled material by 2015. We will reach 100% by 2020.

Press Release
Unilever - Waste & Packaging
Unilever - Sustainable Sourcing

Verizon will source at least 50% of our paper annually that includes 10% PCW content.

Verizon Paper Sourcing and Use Policy
Target at least 20 percent post-consumer recycled content in private brand packaging by 2025. Maximize recycled and sustainably sourced renewable content.

Walmart Sustainable Packaging Playbook
Press Release

Wegmans Food Markets, Inc.

To improve the sustainability of its packaging, Wegmans is focused on reducing the amount of virgin materials – new plastic or paper made from non-renewable fossil fuels – and replacing it with mineral fillers, and renewable and recycled materials.

Sustainable Packaging: When Less is More at Wegmans
Sustainability at Wegmans