

2021

CORPORATE  
**PLASTIC POLLUTION**  
SCORECARD



AS YOU SOW<sup>®</sup>

# CONTRIBUTORS

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## About *As You Sow*

*As You Sow* is a nonprofit organization dedicated to increasing environmental and social corporate responsibility. Founded in 1992, *As You Sow* works to create a safe, just, and sustainable world in which environmental health and human rights are central to corporate decision making. Its Waste, Energy, Environmental Health, and Social Justice programs create positive, industry-wide change through corporate dialogue, shareholder advocacy, coalition building, and innovative legal strategies. For more information, visit [www.asyousow.org](http://www.asyousow.org).

## Disclaimer

This data was company-reported to *As You Sow* directly or collected from publicly available documents and is not exhaustive. This data has not been verified by a third party and is not intended as investment advice. Please contact individual companies with questions regarding the corporate data presented in this report.

If you are a company representative and believe there has been an error in the data collected and ranked or would like to submit updates of new information, please contact us at [sustainablepackaging@asyousow.org](mailto:sustainablepackaging@asyousow.org), so we can update our information.

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# INTRODUCTION

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With plastic pollution now ranking as one of the greatest issues of public concern in the U.S.,<sup>1</sup> it is imperative that corporations act with urgency and transparency in curbing plastic packaging waste.

Annual plastic flows to the ocean are expected to increase from 11 million metric tons to 29 million metric tons per year by 2040 if business continues as usual, according to a groundbreaking 2020 report by Pew Charitable Trusts and SystemIQ, *Breaking the Plastic Wave*.<sup>2</sup> Plastic pollution in the ocean is estimated to negatively impact more than 800 marine species,<sup>3</sup> while plastic use generally is now known to be toxic to humans at every stage of its lifecycle,<sup>4</sup> from raw material extraction, to use as packaging and elsewhere, to its ultimate mismanagement as waste.

Beyond its threats to human and environmental health, plastic pollution equates to between \$80-\$120 billion in lost economic value.<sup>5</sup> This take-make-waste model fails to adequately capture plastic for reuse and recycling within a circular economy.

*Breaking the Plastic Wave* asserts that existing corporate and governmental commitments to address plastic waste do not go nearly far enough, concluding that if every present commitment were met, plastic deposition to the ocean would decrease by a mere 7%. As the public and legislators express increasing levels of concern about this global plastic pollution crisis, the report estimates that corporations could face an annual financial risk of approximately \$100 billion should governments require them to cover the waste management costs associated with the packaging they produce, a policy that is increasingly being enacted throughout the globe.

In the United States, corporations produce and sell more plastic packaging that ultimately becomes plastic waste than any other nation in the world,<sup>6</sup> most of which has been historically shipped overseas for management by other countries. In fact, the U.S. is one of greatest perpetrators of outsourcing its plastic waste burden, particularly to lower income and coastal nations that do not have sufficient infrastructure to sustainably manage it. Today, just 13.6% of plastic containers and packaging generated in the U.S. is recycled, leaving the remainder to be landfilled or burned or to enter the environment.<sup>7</sup>

As *You Sow* worked with industry leaders to establish 44 metrics on which corporations must take action across six identified pillars of corporate responsibility on plastic packaging in order to comprehensively and earnestly address their share of the plastic pollution crisis. The six pillars of responsible corporate plastic packaging use are as follows:

1. **PACKAGING DESIGN** – Use less plastic and use it better
2. **REUSABLE PACKAGING** – Disrupt the traditional take-make-waste model
3. **RECYCLED CONTENT** – Close the loop on recycling
4. **PUBLIC DATA TRANSPARENCY** – Facilitate external analysis and industry goal setting
5. **SUPPORTING RECYCLING** – Fund enough infrastructure to capture all packaging that is produced
6. **EXTENDED PRODUCER RESPONSIBILITY** – Acknowledge responsibility for the plastic pollution crisis and finance effective solutions

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1. "Waking the Sleeping Giant," Shelton Group, <https://sheltongrp.com/work/circularity-2019-special-report-waking-the-sleeping-giant>.

2. The Pew Charitable Trusts and SYSTEMIQ, *Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution*, 2020, [https://www.pewtrusts.org/-/media/assets/2020/07/breakingtheplasticwave\\_report.pdf](https://www.pewtrusts.org/-/media/assets/2020/07/breakingtheplasticwave_report.pdf).

3. UN News, "New UN Report Finds Marine Debris Harming More than 800 Species, Costing Countries Millions." United Nations, <https://news.un.org/en/story/2016/12/547032-new-un-report-finds-marine-debris-harming-more-800-species-costing-countries>.

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5. Ellen MacArthur Foundation, *The New Plastics Economy: Rethinking the Future of Plastics*, 2016, [https://www.ellenmacarthurfoundation.org/assets/downloads/EllenMacArthurFoundation\\_TheNewPlasticsEconomy\\_Pages.pdf](https://www.ellenmacarthurfoundation.org/assets/downloads/EllenMacArthurFoundation_TheNewPlasticsEconomy_Pages.pdf).

6. Kara Lavender Law et al., "The United States' Contribution of Plastic Waste to Land and Ocean," *ScienceAdvances* 6, no. 44 (October 2020). <https://www.science.org/doi/10.1126/sciadv.abd0288>.

7. "Facts and Figures about Materials, Waste and Recycling," U.S. Environmental Protection Agency, last modified February 25, 2020, <https://www.epa.gov/facts-and-figures-about-materials-waste-and-recycling>.

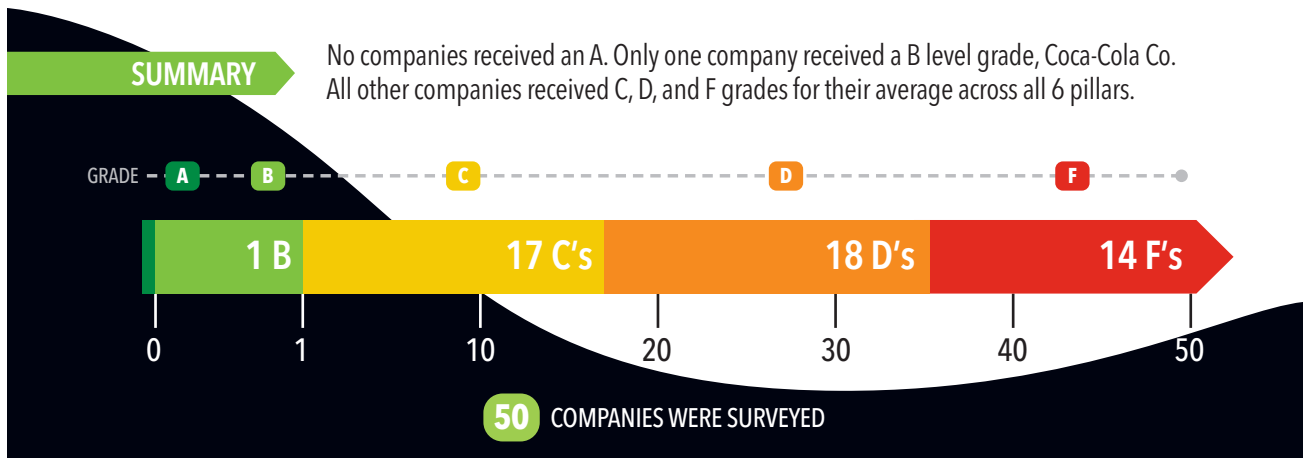
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It is time for corporations doing business in the United States to take greater responsibility in creating a circular economy for plastics, where raw material use is minimized, resources are recycled in practice, and collection systems are robust enough to handle all waste domestically.

**Methodology:** The packaging practices of 50 of the largest consumer-facing and publicly traded corporations with operations in North America – specifically consumer packaged goods companies, beverage companies, retailers, and quick service restaurants – were assessed against the 44 metrics. Each company was determined to either have “Met” or “Not Met” each metric through independent research conducted by *As You Sow* and through direct communication with corporate representatives. Each company was invited to review its scores and comment upon and/or provide additional information for consideration prior to publication. Every company was assigned an Individual Pillar score, as well as an Overall score, ranking its effectiveness in tackling plastic packaging pollution. A full list of individual company scores and details on the grade methodology are set forth in Appendix B and Appendix C.

*The Corporate Plastic Packaging Scorecard, 2021* metrics build upon those in *As You Sow’s 2020* publication, [\*Waste & Opportunity 2020: Searching for Corporate Leadership\*](#), which ranked companies on general packaging sustainability across the same six pillars. While several metrics remain the same, the *Corporate Plastic Packaging Scorecard, 2021* sharpened the focus of those general metrics to more specifically address plastic packaging. The overall number of metrics has increased to better capture the complexity of the plastic pollution crisis. Due to the degree of revisions, the *Waste & Opportunity* overall rankings are not directly comparable to the *Corporate Plastic Pollution Scorecard* overall rankings. What direct comparisons can be made year over year between the two reports have been highlighted and discussed in this text.

# EXECUTIVE SUMMARY



Although the *Corporate Plastic Pollution Scorecard, 2021* differs in focus from *Waste & Opportunity 2020*, it is evident from company scores that corporations are beginning to step up to the plate to tackle plastic pollution, both individually and collectively, through partnerships like the Ellen MacArthur Foundation's New Plastics Economy Global Commitment and the U.S. Plastics Pact.

However, the top grade of B earned by only one company shows that all companies can, and should, be doing much more to stave off the immense predictions of ocean plastic deposition and corporate financial repercussions. It is critical to keep in mind that the *Corporate Plastic Pollution Scorecard, 2021* ranks companies positively for the presence of goals; it is up to investors, policy makers, and the public to hold Coca-Cola and other companies in this report accountable for actually meeting their targets and taking tangible action to reduce the enormous plastic mess already in our oceans and avert the chilling predictions of massive future pollution.

**FIGURE 1: Top Scoring Companies**

<b>B</b>	
<b>C+</b>	
<b>C</b>	
<b>C-</b>	

These highest scoring companies still have much work to do to effectively tackle plastic pollution, but they are ahead of many of their peers and moving in the right direction.

Below are some key highlights regarding all 50 companies researched for this report, which will be discussed in greater detail throughout the text.

## NOTABLE IMPROVEMENTS

- Ninefold increase in plastic reduction goals (page 6)
- Nearly fourfold increase in support for extended producer responsibility (page 18)

## AREAS OF CONCERN

- The improvements noted above still represent less than 1/3 of the 50 companies included in this report
- Only six companies have reuse-specific goals, a key part of transitioning from a take-make-waste linear economy to a circular economy (page 9)
- Only one company, Coca-Cola is publicly reporting the units of plastic packaging sold (page 14)
- Only 5% of funds necessary to expand and update U.S. recycling infrastructure has been secured (page 17)
- Zero companies are currently donating their fair share of funding to support recycling infrastructure (page 17)

## THE SIX PILLARS OF SUSTAINABLE PLASTIC PACKAGING



### 1: PACKAGING DESIGN

Prioritize sustainable delivery systems, alternatives to plastic packaging, and designing packaging to be reusable, recyclable, and compostable. Packaging must be compatible with collection and recycling systems.



### 2: REUSABLE PACKAGING

Prioritize reusable or refillable packaging systems and low to zero-waste models for single use packaging.



### 3: RECYCLED CONTENT

Establish programs and commitments to increase the use of recycled content in plastic packaging.



### 4: PACKAGING TRANSPARENCY

Disclose key metrics: weight and units of all packaging and all plastic packaging generated; use of recycled content.



### 5: SUPPORTING RECYCLING

Support research and funding for fixing recycling infrastructure. Work towards reducing packaging impacts within the broader systems of collection and processing.



### 6. PRODUCER RESPONSIBILITY

Support deposit and producer responsibility programs to dramatically increase recycling rates and provide adequate feedstock for recycled content goals.



## Big Companies, Low Grades

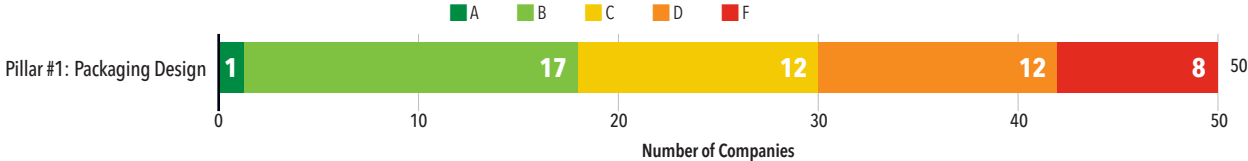
All the companies surveyed have significant work to do to achieve the metrics presented in the six pillars that form the basis for this report. However, we identified six laggards that are far behind some peers and, given their size, should be investing far greater resources on plastic packaging reduction, packaging redesign, commitments to recycled content, and support for recycling. The six largest companies surveyed based on revenue that received either a D or an F are Amazon, Costco, Kraft Heinz, Kroger, Procter & Gamble, and Walgreens. For more details, see Figure 19 in Conclusion.

**FIGURE 2: Overall Grade Summary**

COMPANY	OVERALL GRADE	COMPANY	OVERALL GRADE
The Coca-Cola Company	<b>B</b>	The Procter & Gamble Company	<b>D</b>
Keurig Dr Pepper Inc	<b>C+</b>	Kraft Heinz Company	<b>D</b>
Nestlé S.A.	<b>C+</b>	Conagra Brands Inc	<b>D</b>
Walmart Inc	<b>C+</b>	The J.M. Smucker Company	<b>D</b>
Colgate-Palmolive Company	<b>C+</b>	Shiseido Company, Limited	<b>D</b>
Target Corporation	<b>C+</b>	Anheuser-Busch InBev SA/NV	<b>D-</b>
Henkel AG & Co KGaA	<b>C</b>	Heineken Holding NV	<b>D-</b>
L'Oréal S.A.	<b>C</b>	McDonald's	<b>D-</b>
The Clorox Company	<b>C</b>	Amazon.com Inc	<b>D-</b>
Unilever plc	<b>C</b>	Tyson Foods Inc	<b>D-</b>
The Kellogg Company	<b>C</b>	Walgreens	<b>D-</b>
Starbucks Corporation	<b>C</b>	Yum! Brands Inc	<b>F</b>
Danone SA	<b>C</b>	Restaurant Brands International Inc	<b>F</b>
Diageo plc	<b>C-</b>	Costco Wholesale Corporation	<b>F</b>
McCormick & Co Inc	<b>C-</b>	Hormel Foods Corporation	<b>F</b>
Mondelēz International, Inc	<b>C-</b>	Pilgrim's Pride Corporation	<b>F</b>
Johnson & Johnson Consumer Health	<b>C-</b>	Grupo Bimbo SAB de CV	<b>F</b>
Kimberly-Clark Corporation	<b>C-</b>	The Hershey Company	<b>F</b>
General Mills Inc	<b>D+</b>	JBS USA	<b>F</b>
PepsiCo, Inc	<b>D+</b>	United Natural Foods, Inc	<b>F</b>
Campbell Soup Company	<b>D+</b>	Whole Foods Market, Inc	<b>F</b>
Church & Dwight Co Inc	<b>D+</b>	Coty Inc	<b>F</b>
The Molson Coors Beverage Company	<b>D+</b>	Smithfield Foods, Inc	<b>F</b>
The Estee Lauder Companies Inc	<b>D+</b>	Constellation Brands Inc	<b>F</b>
The Kroger Company	<b>D</b>	Dean Foods	<b>F</b>

# PILLAR 1: PACKAGING DESIGN

**FIGURE 3: Number of Companies Receiving each Grade**



Consumers are increasingly holding corporations accountable for designing packaging with its end of life in mind. Many corporations, however, have limited their pursuit of sustainable packaging to merely improving recyclability. Pillar 1 in the *Corporate Plastic Pollution Scorecard* credits actions taken to improve recyclability while also highlighting corporate efforts to go further, recognizing that recyclability alone cannot solve the plastic pollution crisis and that innovation beyond recycling is necessary.

Leaders in this pillar have set goals to limit the amount of new, or virgin, plastic used. This is often accomplished through use of recycled plastic, also known as recycled content, an action that supports recycling markets and promotes a circular economy. Some companies have gone further by setting absolute plastic elimination goals that prioritize redesign over substitution with recycled content, including shifting from disposable to reusable packaging models, redesigning packaging to use less or no material, and substituting plastic for alternative materials where environmentally beneficial.

## Positive Trends

**Ninefold Increase in Plastic Reduction Goals** In 2019, just two companies held goals to reduce virgin plastic use: Procter & Gamble, with a goal to reduce global use of virgin petroleum plastic in packaging by 50% by 2030, and Unilever, which continues to be a leader in this space as the only company with both a virgin reduction and elimination goal, pledging to reduce virgin plastic in packaging by 50% by 2025 and eliminate 100,000 tons of plastic, or about 1/7 of the company’s total plastic use. Today, 18 companies now hold a virgin plastic packaging reduction goal, but just Unilever and Conagra hold absolute plastic elimination goals. Conagra has pledged to reduce fossil-fuel based plastic by 33 million pounds by 2025 through increased exploration of plant-based packaging options and other packaging innovations. However, the company does not publicly disclose its annual tonnage of plastic used, so the relative size of this goal cannot be established.

**FIGURE 4: Companies With Announced, or Soon to be Announced, Virgin Fossil-fuel Based Plastic Reduction Goals**



**Majority of Companies Now Have Sustainable Design Goals** Nearly 2/3 of companies in the report, 29 companies in total, have set goals for 100% of their packaging to be recyclable, compostable, or reusable. This is a notable improvement from 2019, when just 19 of 50 companies held this goal. All but three of these 29 companies are in accord with the Ellen MacArthur Foundation New Plastics Economy Global Commitment, pledging to meet the target by 2025. The goal of the three remaining companies is to achieve this goal by 2030.

## Corporate Leaders

 Unilever	 Henkel	 L'ORÉAL
Goal to reduce virgin plastic by 50% by 2025, including the absolute elimination of 100,000 tons of plastic.	Goal to reduce virgin plastic packaging use by 50% by 2025.	Goal to use zero fossil-fuel-based virgin plastic packaging by 2030.

## Recommendations

**Greater Packaging Innovation** Substitution of virgin plastic with recycled plastic, while a laudable and important step, does not change the principal driver of plastic pollution – disposability. Producers must decouple product delivery from disposability and make greater explorations into reusable packaging, packaging elimination through redesign, and other solutions. Companies can demonstrate their commitment to exploring these opportunities by matching Unilever’s work to set an absolute plastic elimination goal that centers around innovation over material substitution.

**Certify Recyclability** With the majority of companies now pledging 100% recyclable, compostable, or reusable packaging, it will be all the more important that companies employ the services of third-party certification bodies to verify that their packaging is recyclable in practice and at scale. While 22 companies report following some third-party guidelines for ensuring recyclability, not one company reports that 100% of its packaging is certified.

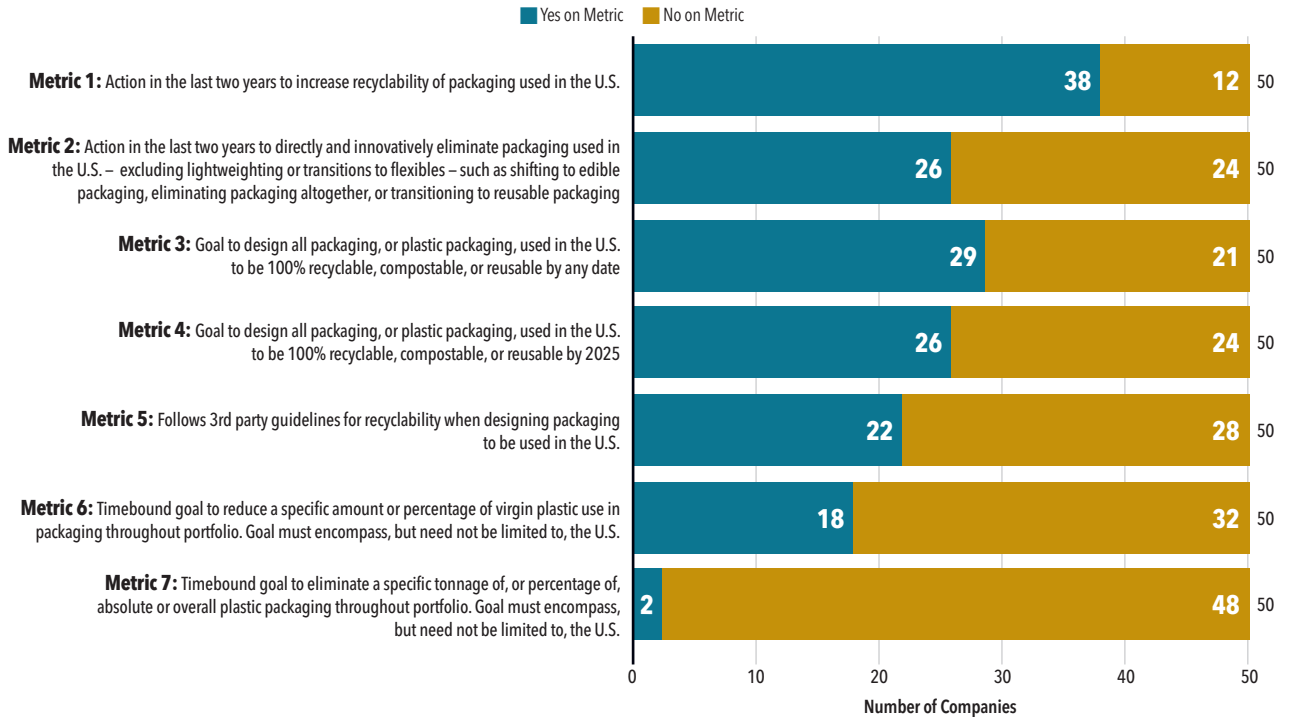
**Recycle, Reduce, or Eliminate Flexible Packaging** Multilaminate and flexible plastic packages have yet to be collected and recycled at scale. Continued use of this packaging type is contingent upon it being recycled at scale by 2025 for companies to meet recyclability goals set under the New Plastics Economy Global Commitment. Recyclability at scale in the next four years seems highly unlikely; in the interim, companies need to reduce use and plan for the likelihood of its upcoming phase out.

## PACKAGING DESIGN METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

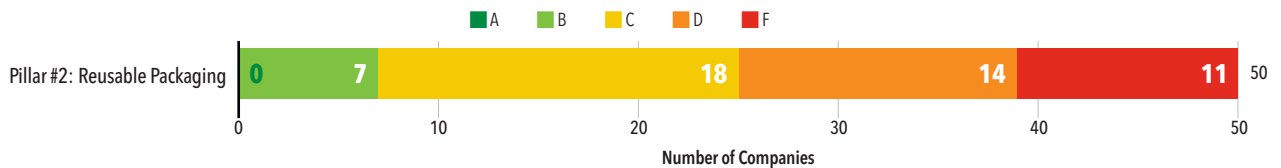
A summary of how companies performed on Packaging Design metrics follows in Figure 5.

**FIGURE 5: Pillar #1 – Packaging Design Grades**



# PILLAR 2: REUSABLE PACKAGING

**FIGURE 6: Number of Companies Receiving each Grade**





Reusable packaging is one of the fastest growing trends in product delivery and also one of the most essential in solving the plastic pollution crisis. This pillar seeks to assess which companies are laying a foundation to support their expanded use of reusable packaging in the future, those that have stated their commitment to expanding reusability by setting a reuse-specific goal, and those that are currently utilizing reusable packaging as a significant part of their portfolio.

## Positive Trends

**Majority of Companies Exploring Reuse** Of the 50 companies surveyed in this report, 31 have completed or will complete an assessment of their packaging to indicate opportunities for reuse. Of these, 30 have active pilot projects to trial new technology and gauge consumer reaction.

## Corporate Leaders

 Goal to pilot 75 reuse projects by 2025.	 Reports that 61% of global packaging is currently reusable.
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## Recommendations

**Set Reuse-Specific Targets** Reusable and refillable packaging goals remain the exception among companies surveyed; only six companies, or approximately 10% of those researched, have set reuse targets of any kind. Public-facing reuse goals will be essential in spurring the collaborative research and joint technology investment necessary to see this packaging format gain a significant foothold. While many companies are piloting reusables, few have incorporated them into their portfolios in a significant way. At only six companies do reusables represent at least 2% of their global packaging by weight, and only two companies generate 15% or more annual of global revenue from products sold in reusable or refillable packaging.

**FIGURE 7: Companies that have a timebound goal to increase their use of reusable packaging by any measure.**



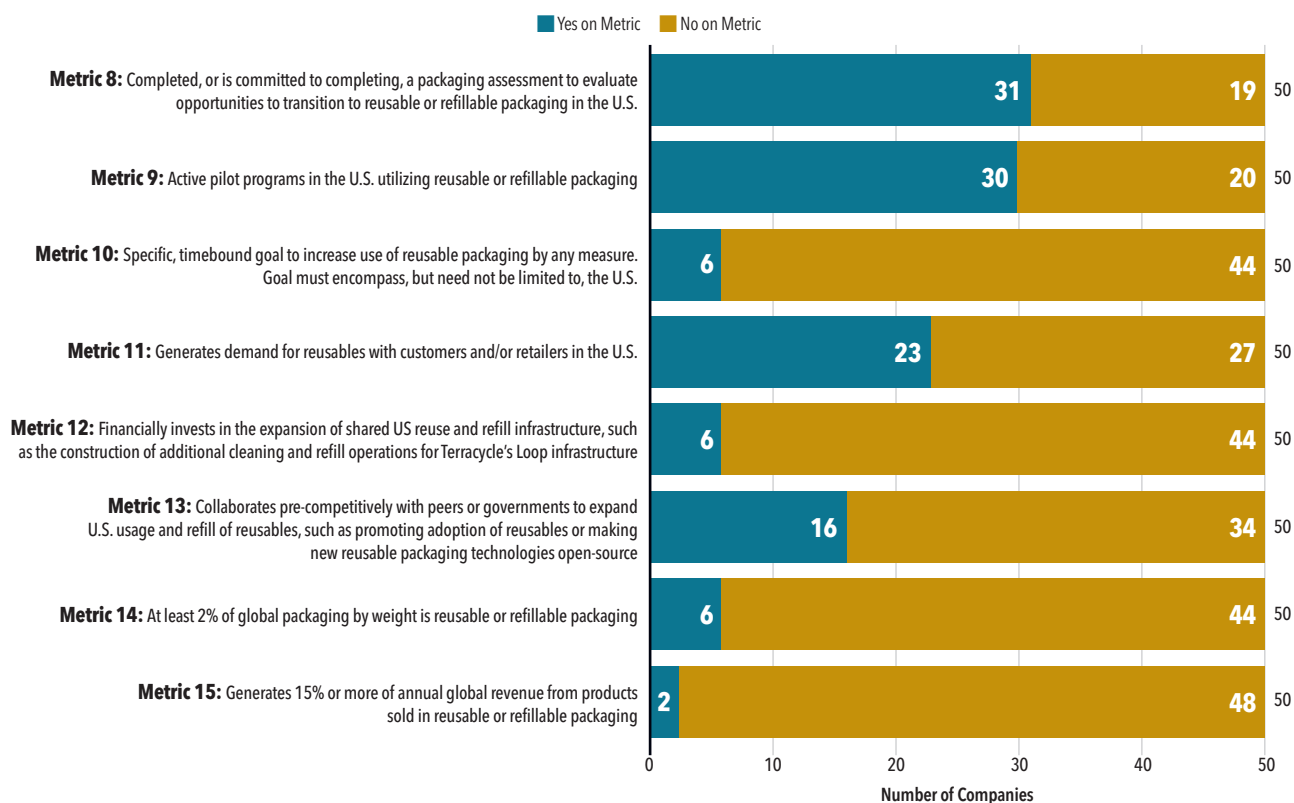
**Improve Data Tracking and Data Transparency on Reusables** Our research revealed that most companies do not track indicators on reusable packaging, such as the proportion of overall revenue generated from sales in reusables or the proportion of individual units of goods sold in reusables. Companies must begin to construct internal processes to capture this data and report it to investors in order to track progress.

## REUSABLE PACKAGING METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

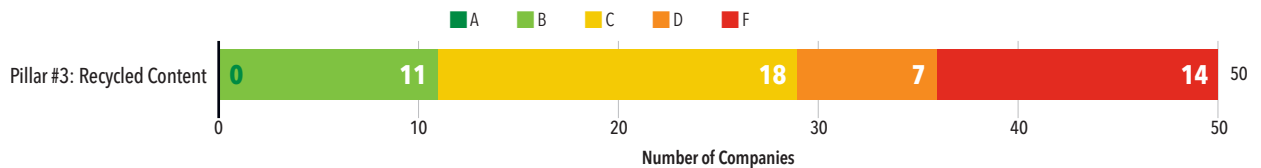
A summary of how companies performed on Reusable Packaging metrics follows in Figure 8.

**FIGURE 8: Pillar #2 – Reusable Packaging Grades**



# PILLAR 3: RECYCLED CONTENT

**FIGURE 9: Number of Companies Receiving each Grade**



Using the highest level of recycled content possible is essential to creating a circular economy for plastics. When producers commit to goals to incorporate a specific tonnage of recycled material into their packaging and are prepared to couple those goals with long-term purchasing contracts with recycling processors, the market stability necessary to sustain and grow domestic recycling rates is created.

## Positive Trends

**Ten Percent Increase in Recycled Plastic Content Goals** Since our *Waste & Opportunity 2020* publication, five additional companies have set targets to increase the use of post-consumer or pre-consumer recycled content in plastics for a total of 23, nearly half of all companies surveyed.

**Near Unified Recognition of the Importance of Prioritizing Post-Consumer Content** Impressively, all but one of the 23 companies in our scorecard with goals to increase the amount of recycled content in plastic packaging include a stipulation that their recycled content will be post-consumer, not pre-consumer – scrap material from the manufacturing process that never reaches the end-user. This action sends a signal to recyclers that if they collect, sort, and bale the material they process from blue bins, they will have buyers on the other end to secure a profit.

**Action Towards Achieving Recycled Content Goals** Roughly half of companies with recycled content goals (12 companies) currently use at least 5% recycled plastic content. Though these companies each have different recycled content goals, use of at least 5% recycled content is more than current use by their peers and suggests that these companies are on track to meet their recycled content goals by having existing processes and practices in place to do so. This is an increase from only five companies that met this metric in our *Waste & Opportunity 2020* report.

## Corporate Leaders



Goal for 50% post-consumer content in plastic packaging by 2025.



Increased recycled PET use in primary packaging by more than 60% over just two years (26% overall).

**FIGURE 10:** Companies that report using at least 5.0% recycled content by weight throughout their global plastic packaging portfolios.



## Recommendations

**Support Policy to Improve Recycled Content Availability** Commitments to use increased recycled content are growing rapidly but may be hampered by the fact that the U.S. still does not have nearly enough supply to meet demand. Container deposit laws are a proven method of increasing recycling rates while generating high-value and high-quality material. Packaged goods companies must embrace and advocate for state and national deposit laws to improve the availability of recycled material and meet their recycled content goals.

**Explore Recycled Content Certification** Corporate pledges to incorporate recycled content are rapidly increasing demand and pricing for recycled content. With a limited recycled content supply, it will be increasingly important that companies use a third-party service to verify that they are purchasing actual recycled material, rather than virgin material that has been improperly marketed as recycled to fill demand. Only one company, Amazon, is currently taking any action to verify some of its recycled content as authentic.

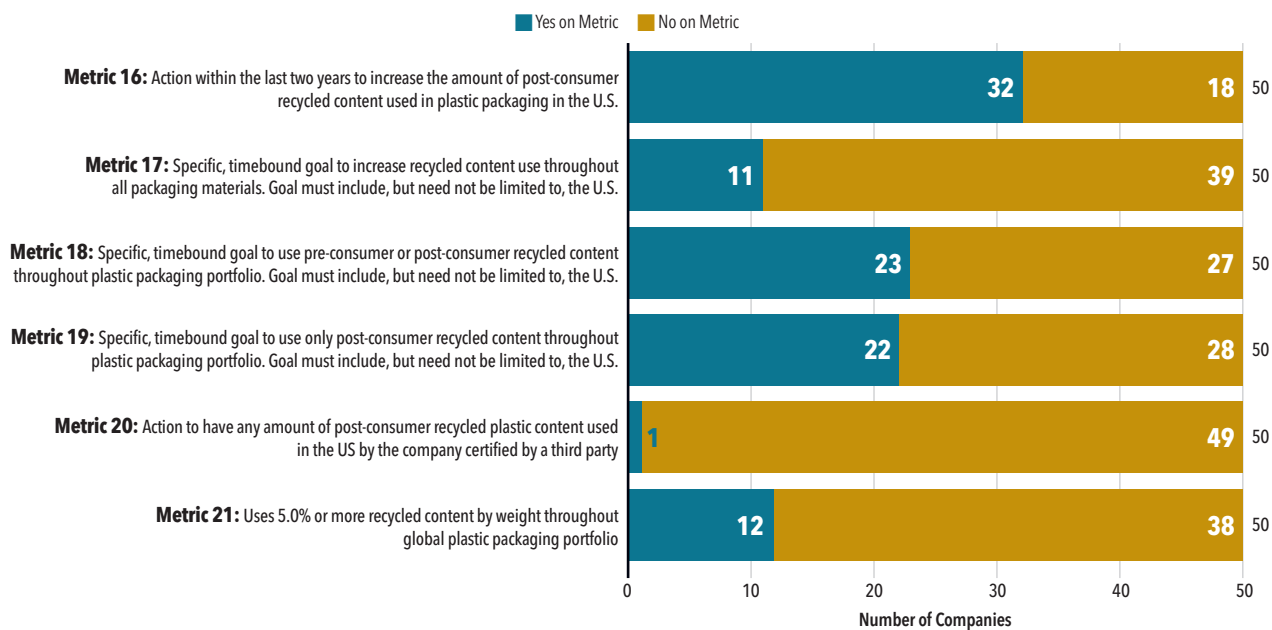


## RECYCLED CONTENT METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

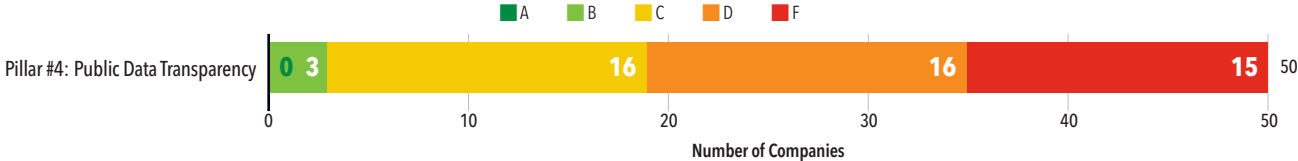
A summary of how companies performed on Recycled Content metrics follows in Figure 11.

**FIGURE 11: Pillar #3 – Recycled Content Grades**



# PILLAR 4: PUBLIC DATA TRANSPARENCY

**FIGURE 12: Number of Companies Receiving each Grade**



For investors to assess the effectiveness of corporate policies to address the plastic pollution crisis, companies must annually disclose key sustainability indicators including the tonnage of annual plastic packaging used, the number of units of plastic packaging produced and sold, and annual revenue percentages contributed to recycling infrastructure. In the next few years, investors will be able to detect companies that are committed to decreasing their plastic pollution footprint by tracking growth generated from lower overall plastic usage and disposable units produced as a result of an increased percentage of goods being sold package-free and in reusable packaging.

## Positive Trends

**Growth in Plastic Usage Reporting** Nearly half of the companies in our report, 24, currently report annual plastic packaging tonnage or volume, allowing investors to better understand plastics exposure and also track progress on commitments to reduce plastic use. *As You Sow’s Waste & Opportunity 2020* publication found that only 11 companies reported their annual plastic use at that time.

**Doubling in Plastic Recycled Content Reporting** In 2021, the number of companies annually reporting their plastic recycled content use has doubled from 12 companies to 24 companies.

## Corporate Leaders



**Coca-Cola annually reports nine of our 10 data transparency pillars, 1/3 more than the next highest scoring companies in this pillar.**

## Recommendations

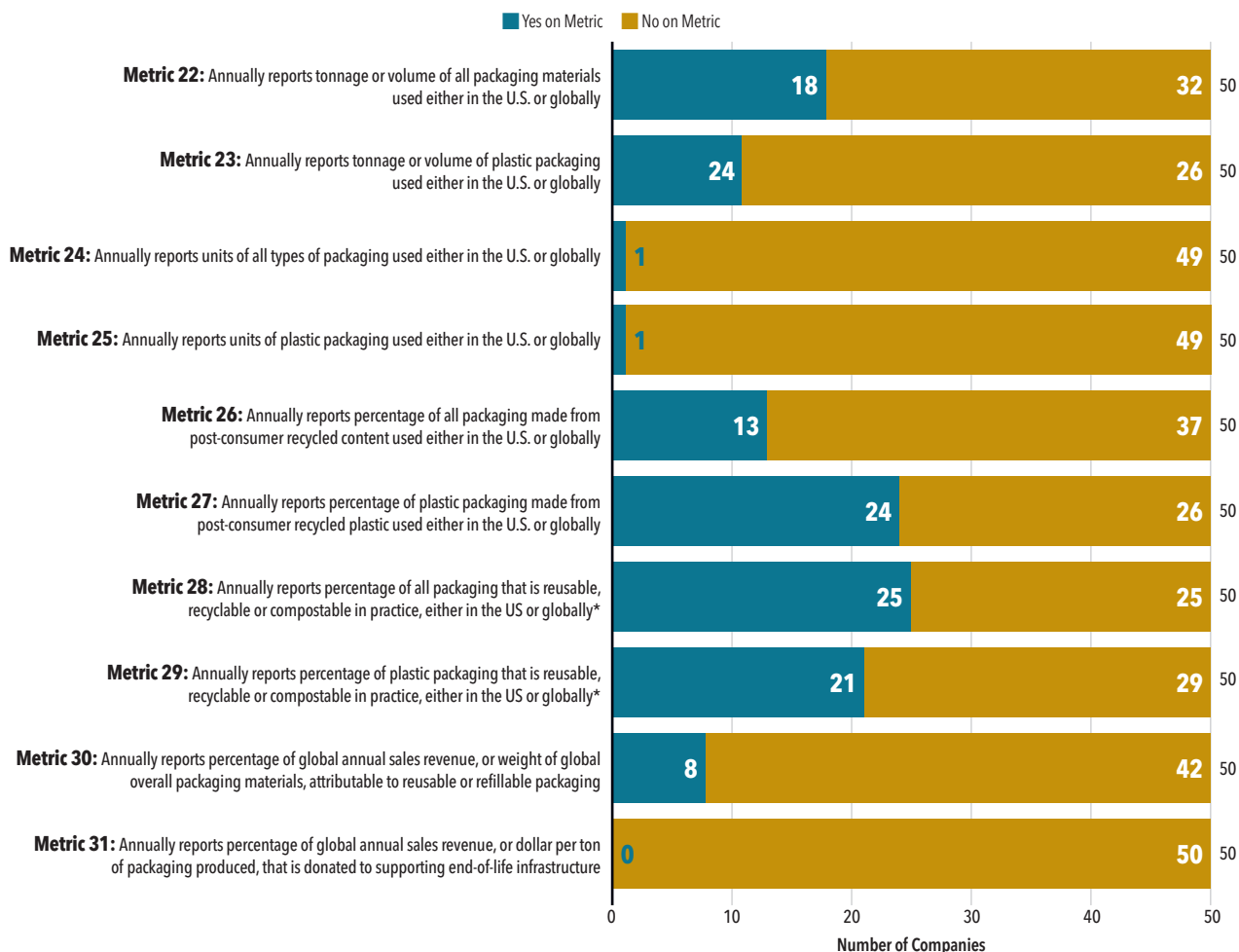
**Disclose Units of Packaging Sold** Coca-Cola is the only company that publicly reports the number of plastic units and the number of overall packaging units it produces and sells. Disclosure of units is a fundamental metric to track corporate progress on ramping up reusables and taking substantive action to reduce plastic pollution. For companies to fundamentally address the plastic pollution crisis, they must develop innovative solutions that provide goods to consumers using fewer disposable units of packaging.

## PUBLIC DATA TRANSPARENCY METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

A summary of how companies performed on Public Data Transparency metrics follows in Figure 13.

**FIGURE 13: Pillar #4 – Public Data Transparency Grades**



\* Acceptable reporting under these metrics will meet the Ellen MacArthur Foundation New Plastics Economy Global Commitment definition of recyclable, wherein 30% of people across a region representing 400 million persons have access to recycle a particular material.

# PILLAR 5: SUPPORTING RECYCLING

**FIGURE 14: Number of Companies Receiving each Grade**



In 2020, *As You Sow's Waste & Opportunity* report found that just 7% of the funding needed to modernize and expand U.S. recycling infrastructure had been secured. Since that time, The Recycling Partnership has released an updated report<sup>8</sup> clarifying an even larger financial need of \$17 billion to expand and improve U.S. recycling infrastructure, suggesting that known private funding to-date meets only 5% of what is needed.

Despite growing corporate action to make packaging recyclable, there has been no meaningful change in individual corporate financial contributions to ensure that efficient and effective recycling infrastructure exists to make use of the increasing amounts of recyclable packaging. Corporations must drastically increase financial contributions to recycling infrastructure to ensure that the packaging they design and intend to be recycled will actually be recycled.

**ONLY 5%**  
OF NEEDED FUNDING SECURED

**CORPORATIONS ARE FAR BEHIND  
IN DONATING THEIR FAIR SHARE  
OF FUNDING TO SUPPORT RECYCLING.**

**\$17 BILLION**

**SPOTLIGHT**

## Positive Trends

**Rising Efforts to Improve U.S. Recycling Infrastructure** More than twice as many companies (32, previously 15) participate in or finance research activities to improve U.S. recycling infrastructure as did in 2020. Similarly, a nearly 50% increase in companies (29, previously 19) report making some donations to support U.S. recycling infrastructure. However, these contributions are paltry when compared with the \$17 billion that is needed to actually facilitate recycling at scale. Corporations are heading in the right direction but must greatly and rapidly increase their efforts.

## Corporate Leaders

**Companies that earned the highest grade of "B" in this pillar, all by meeting every metric with the exception of Metric 36.**

8. The Recycling Partnership, *Paying It Forward: How Investment in Recycling Will Pay Dividends*, 2021, <https://recyclingpartnership.org/paying-it-forward/>.

# Recommendations

**Align Recycling Contributions with Packaging Footprint** Plastics IQ, a tool developed by The Recycling Partnership to assist companies in building a sustainable plastic packaging strategy, estimates that for every metric ton of plastic packaging they put on the U.S. market, companies should contribute \$354 - \$564 to U.S. recycling infrastructure. This number is an average of existing fees charged to packaging companies in areas where extended producer responsibility (EPR) laws for packaging are present. These fees are designed to incentivize companies to use more sustainable packaging by charging the lowest amount for the most highly recyclable packaging and vice versa. In the absence of such EPR legislation, companies that do business in the United States must voluntarily contribute the funds necessary to ensure that they pay their fair share in order to keep their packaging from becoming waste.

To date, *As You Sow* is unaware of even a single company that voluntarily donates at this rate for its full line of packaging, demonstrating a severe absence of corporate responsibility in ensuring adequate recycling infrastructure. In the absence of EPR laws in the United States, corporations must step up to the plate and voluntarily invest their fair share of the funds necessary to make recycling work. Without adequate recycling infrastructure, it will be impossible to close the loop on recycling and for companies to meet the recycled content goals they have already set.

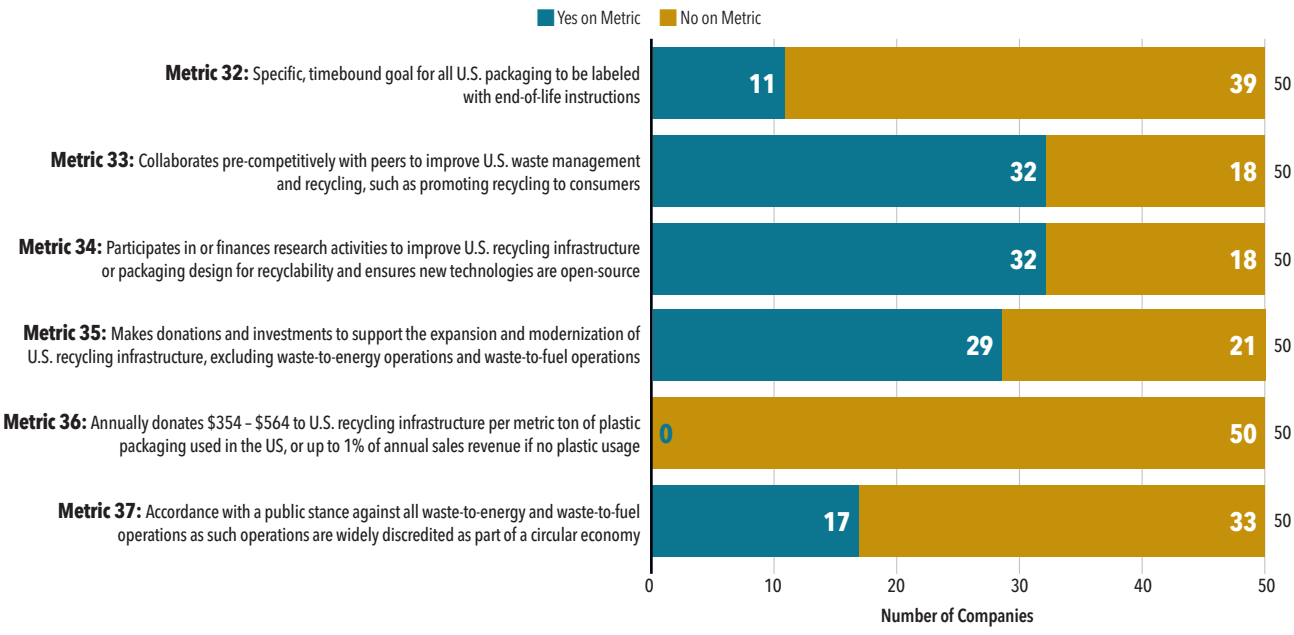
**Begin Reporting Contextual Recycling Donation Data** Companies tout lump sum, one-time investments to support recycling infrastructure and provide little context about the scale or significance of their contribution, which often is a negligible amount compared to annual company revenue. Companies should begin to report the percentage of their global annual sales revenue, or dollar per ton of packaging produced as discussed above, that is donated to supporting end-of-life recycling infrastructure. Zero companies in our research publicly report this information while four companies disclosed this information privately to *As You Sow* in 2020.

## SUPPORTING RECYCLING METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

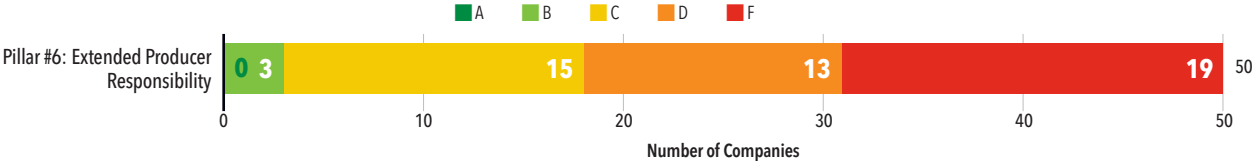
A summary of how companies performed on Supporting Recycling metrics follows in Figure 15.

**FIGURE 15: Pillar #5 – Supporting Recycling Grades**



# PILLAR 6: EXTENDED PRODUCER RESPONSIBILITY

**FIGURE 16: Number of Companies Receiving each Grade**



Extended producer responsibility (EPR) shifts the financial responsibility to safely and effectively manage end-of-life packaging away from local governments and consumers and onto the producer companies, usually by charging companies a modulated fee based on the units or tonnage of packaging they put into the market and the recyclability and sustainability of the packaging. Packaging designs that are simple to recycle are sometimes charged less while packaging designs that cannot be effectively recycled are charged more in order to incentivize sustainable design.

We are pleased to note that after advocating for producer responsibility for packaging legislation for nearly a decade, 2021 marked the first year that state-level EPR for packaging legislation was signed into law in the United States in Maine and Oregon, and more states may soon follow. Corporations should be proactive in advocating for the passage of similar legislation nationwide to promote an even playing field and greater certainty in policies.

## Positive Trends

**Nearly Fourfold Increase in Support for EPR** Thanks to the leadership of the New Plastics Economy Global Commitment, which published a 2021 Position Paper on EPR<sup>9</sup> and coordinated corporate endorsements, 11 companies featured in the *Corporate Plastic Pollution Scorecard, 2021* now publicly support EPR, up from just three companies when *Waste & Opportunity* was published just one year ago.

The Position Paper calls for implementation of EPR policies for packaging, recognizes EPR as a necessary part of the solution to creating a circular economy for packaging, and acknowledges that EPR policies are the “only proven and likely pathways to provide the required funding [for a circular economy]. Without such policies, packaging collection and recycling is unlikely to be meaningfully scaled and tens of millions of tonnes of packaging will continue to end up in the environment every year.”

## Corporate Leaders

**Companies that support Extended Producer Responsibility schemes whereby the producer is responsible for all, or the majority, of financing.**

9. Ellen MacArthur Foundation, Extended Producer Responsibility - a necessary part of the solution to packaging waste and pollution, 2021, <https://plastics.ellenmacarthurfoundation.org/epr>.

# Recommendations

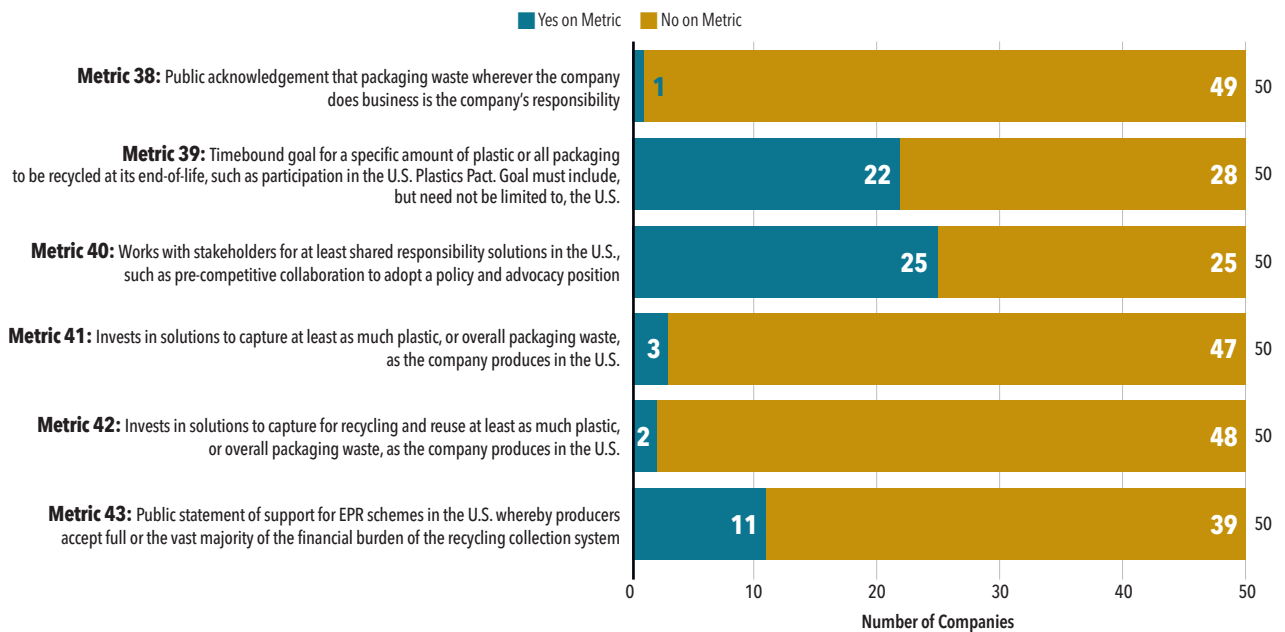
**Adopt Public-Facing Support Positions on Extended Producer Responsibility** Only approximately one in five of the 50 companies *As You Sow* researched currently has a public-facing support position on EPR whereby the majority of the necessary costs are shouldered by the producers. Though several more companies support structures where the burden is shared more equally between corporations and government, it is essential that producers – those with the ability to change packaging design – accept all or most of the financial responsibility. Many more companies must recognize this form of EPR as the most effective strategy for addressing the growing plastic pollution problem and collaborate pre-competitively with peers to implement effective legislative policy.

## EXTENDED PRODUCER RESPONSIBILITY METRICS SUMMARY

For full details on scores attained by each company surveyed, and to compare companies to one another, visit our online [data visualization tool](#).

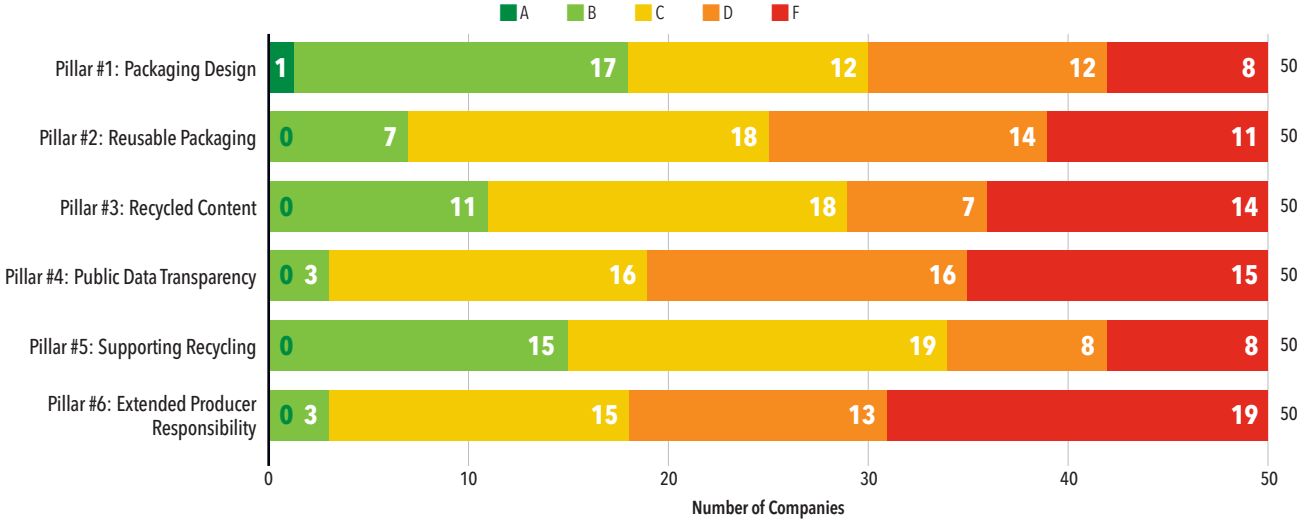
A summary of how companies performed on Extended Producer Responsibility metrics follows in Figure 17.

**FIGURE 17: Pillar #6 – Extended Producer Responsibility Grades**



# CONCLUSION

**FIGURE 18: Number of Companies Receiving each Grade**



Overall, company scores were highest in Packaging Design, Recycled Content, and Support for Recycling, respectively, followed by Reusable Packaging, Waste Transparency, and Extended Producer Responsibility.

With an entirely empty grade scale above the top score of B, this report finds that no corporation is taking comprehensive action on plastic pollution prevention. Every corporation we researched can and should be taking greater action to prevent plastic pollution, including building up reusable packaging to be a significant part of packaging portfolios, drastically increasing voluntary contributions to support recycling infrastructure, and making bold statements, backed by action, in support of producer responsibility policies.

Unilever was the top scoring company in *Waste & Opportunity 2020: Searching for Corporate Leadership* with a grade of B-. This year, Unilever was subject to the grading penalty (Metric 44) discussed in Appendix C for failing to meet a sustainable packaging target, and Coca-Cola, which was subject to the grading penalty last year but not this year, has risen to be the top scoring company with a B.

The corporations that scored highest in this report have made notable commitments to improve plastic packaging, such as Coca-Cola's pledge to capture and recycle one bottle or can for each that it sells by 2030, but the real test of corporate responsibility will be whether Coca-Cola and other companies follow through on their pledges with tangible and sufficient action.



The six companies highlighted in the figure below stand out for receiving particularly low grades for companies of their size.

**FIGURE 19: Largest Companies by Revenue That Received a D or F Grade**

<b>Amazon.com Inc</b>	No goal for overall cuts in plastic use nor in virgin plastic use. No goals nor action on reusable packaging. No goals to increase use of recycled plastic content. Zero public packaging data transparency. Minimal financial contributions to support recycling infrastructure and no efforts on producer responsibility.
Revenue: \$386 billion Grade: D-	
<b>Costco Wholesale Corporation</b>	No goal for overall cuts in plastic use nor in virgin plastic use. No goals nor action on reusable packaging. No goals to increase use of recycled plastic content. Zero public packaging data transparency. No financial contributions to support recycling infrastructure and no efforts on producer responsibility.
Revenue: \$167 billion Grade: F	
<b>Walgreens</b>	No goal for overall cuts in plastic use nor in virgin plastic use. No goals to improve use of reusable packaging. No goals to increase use of recycled plastic content. Zero public packaging data transparency. Minimal financial contributions to support recycling infrastructure and minimal efforts on producer responsibility.
Revenue: \$140 billion Grade: D-	
<b>The Kroger Company</b>	No goals for overall cuts to plastic. No goal to increase use of reusable packaging. No goals to increase use of recycled plastic content, specifically. Limited public packaging data transparency. Minimal efforts on producer responsibility.
Revenue: \$122 billion Grade: D	
<b>The Procter &amp; Gamble Company</b>	No goals for overall cuts to plastic. No goals to increase use of reusable packaging. No goals to increase use of recycled plastic content, specifically. Limited public packaging data transparency. Minimal efforts on producer responsibility.
Revenue: \$71 billion Grade: D	
<b>Kraft Heinz Company</b>	No goal for overall cuts in plastic use nor in virgin plastic use. No goals nor action on reusable packaging. No goals to increase use of recycled plastic content. Limited public packaging data transparency. Minimal financial contributions to support recycling infrastructure and minimal efforts on producer responsibility.
Revenue: \$26 billion Grade: D	

# APPENDIX A: RECOMMENDATIONS SUMMARY

---

## PILLAR #1: PACKAGING DESIGN

- ➔ Invest in new packaging innovation to use no, better, and less disposable packaging.
- ➔ Employ third-party certification of packaging recyclability.
- ➔ Prepare for the phase-out of flexible packaging in the absence of substantial flexible packaging recycling capacity by 2025.

## PILLAR #2: REUSABLE PACKAGING

- ➔ Set reuse-specific targets.
- ➔ Begin internal reuse data tracking.

## PILLAR #3: RECYCLED CONTENT

- ➔ Support policies such as container deposit laws to increase availability of recycled material.
- ➔ Explore third-party material certification.

## PILLAR #4: PUBLIC DATA TRANSPARENCY

- ➔ Increase packaging data disclosure, specifically the number of units of plastic packaging produced and the number of overall units of packaging produced in order to track corporate progress in shifting away from disposables and into reusables.

## PILLAR #5: SUPPORTING RECYCLING

- ➔ Align financial contributions to recycling infrastructure with the amount of packaging used.
- ➔ Begin reporting contextual recycling infrastructure contribution data, such as the ratio of packaging tonnage used to dollar donated or the overall percentage of annual revenue donated.

## PILLAR #6: EXTENDED PRODUCER RESPONSIBILITY

- ➔ Adopt public-facing support positions on Extended Producer Responsibility whereby producers adopt all or a vast majority of the financial responsibility.

# APPENDIX B: INDIVIDUAL COMPANY GRADES BY PILLAR

For a full list of company grades on specific metrics, refer to the online [data visualization tool](#). For a description of the grade methodology, including the application of the grade penalty, see Appendix C.

## CORPORATE PLASTIC POLLUTION SCORECARD, 2021: COMPANY SCORES

COMPANY	GRADE PENALTY	GPA	OVERALL GRADE	PILLAR #1: PACKAGING DESIGN	PILLAR #2: REUSABLE PACKAGING	PILLAR #3: RECYCLED CONTENT	PILLAR #4: PACKAGING TRANSPARENCY	PILLAR #5: SUPPORTING RECYCLING	PILLAR #6: PRODUCER RESPONSIBILITY
The Coca-Cola Company		3.00	B	B	B	B	B+	B-	B
Keurig Dr Pepper Inc		2.57	C+	B	C	B-	C-	B	B
Nestlé S.A.		2.57	C+	B	B	C	B-	B-	C
Walmart Inc		2.52	C+	B	B-	B-	C-	B	C
Colgate-Palmolive Company		2.50	C+	B	C	B	C+	B	C-
Target Corporation		2.50	C+	B	B	C	C+	B	C-
Henkel AG & Co KGaA		2.28	C	B	C-	B	C	C	C
L'Oréal S.A.		2.28	C	B-	C	B	D+	B-	C
The Clorox Company		2.18	C	B	B-	B-	C-	C	D
Unilever plc	X	2.17	C	A	C	B-	D+	B	B
The Kellogg Company		2.13	C	B-	C-	C	C	B-	C-
Starbucks Corporation		2.12	C	C	B-	C	C+	B-	D
Danone SA		2.07	C	C-	D	B-	C+	B-	C
Diageo plc		1.97	C-	C	C-	B-	B-	C-	D
McCormick & Co Inc		1.90	C-	B-	C	C	C	C-	D
Mondelēz International, Inc		1.90	C-	C	D	C-	C	B-	C
Johnson & Johnson Consumer Health		1.85	C-	B-	D	C	C-	B-	D
Kimberly-Clark Corporation		1.80	C-	B-	D-	C-	C	C	C-
General Mills Inc		1.68	D+	B-	C-	D	D	C	C-
PepsiCo, Inc	X	1.63	D+	B	C-	C	C-	B-	C-
Campbell Soup Company		1.58	D+	D	D-	C-	C-	B-	C-
Church & Dwight Co Inc		1.57	D+	D	D-	B	D+	C-	C-
The Molson Coors Beverage Company		1.57	D+	C-	C-	C	C	C	F
The Estee Lauder Companies Inc		1.35	D+	C-	D	C-	D	C-	D
The Kroger Company	X	1.28	D	C	B-	C-	D+	C	D

(Continued on next page.)

COMPANY	GRADE PENALTY	GPA	OVERALL GRADE	PILLAR #1: PACKAGING DESIGN	PILLAR #2: REUSABLE PACKAGING	PILLAR #3: RECYCLED CONTENT	PILLAR #4: PACKAGING TRANSPARENCY	PILLAR #5: SUPPORTING RECYCLING	PILLAR #6: PRODUCER RESPONSIBILITY
The Procter & Gamble Company	X	1.28	D	B-	C	C-	D+	C	D
Kraft Heinz Company		1.25	D	C-	D-	D	D-	C-	C-
Conagra Brands Inc		1.12	D	B	D-	D	D	D	F
The J.M. Smucker Company		1.07	D	C	D	C-	F	C-	F
Shiseido Company, Limited		1.02	D	C-	D	F	D-	C-	D
Anheuser-Busch InBev SA/NV		0.90	D-	F	C-	C	D-	F	D
Heineken Holding NV		0.90	D-	D-	C-	F	F	C	D
McDonald's		0.90	D-	D-	C-	F	F	C	D
Amazon.com Inc		0.78	D-	D	F	C-	F	C	F
Tyson Foods Inc		0.78	D-	D	C-	D	F	D	F
Walgreens		0.78	D-	F	C	F	F	C-	D
Yum! Brands Inc		0.67	F	D-	D	F	D+	D	F
Restaurant Brands International Inc		0.62	F	D	C-	F	F	D	F
Costco Wholesale Corporation		0.57	F	D-	F	D	F	C-	F
Hormel Foods Corporation		0.57	F	C-	F	C-	F	F	F
Pilgrim's Pride Corporation		0.57	F	D-	D-	D	D	F	F
Grupo Bimbo SAB de CV		0.40	F	C-	F	F	D-	F	F
The Hershey Company		0.33	F	F	F	D	D	F	F
JBS USA		0.33	F	F	F	F	D	D	F
United Natural Foods, Inc		0.28	F	F	D-	F	F	D	F
Whole Foods Market, Inc		0.28	F	D-	F	F	F	D	F
Coty Inc		0.17	F	F	F	F	F	D	F
Smithfield Foods, Inc		0.17	F	D	F	F	F	F	F
Constellation Brands Inc		0.00	F	F	F	F	F	F	F
Dean Foods		0.00	F	F	F	F	F	F	F

# APPENDIX C: GRADE METHODOLOGY

The overall grade is the average of all the pillars. The grading criteria of each pillar are:

## PILLAR #1: PACKAGING DESIGN

**METRIC 1:** Action in the last two years to increase recyclability of packaging used in the U.S.

**METRIC 2:** Action in the last two years to directly and innovatively eliminate packaging used in the U.S. – excluding lightweighting or transitions to flexibles – such as shifting to edible packaging, eliminating packaging altogether, or transitioning to reusable packaging

**METRIC 3:** Goal to design all packaging, or plastic packaging, used in the US to be 100% recyclable, compostable, or reusable by any date

**METRIC 4:** Goal to design all packaging, or plastic packaging, used in the U.S. to be 100% recyclable, compostable, or reusable by 2025

**METRIC 5:** Follows 3rd party guidelines for recyclability when designing packaging to be used in the U.S.

**METRIC 6:** Timebound goal to reduce a specific amount or percentage of virgin plastic use in packaging throughout portfolio. Goal must encompass, but need not be limited to, the U.S.

**METRIC 7:** Timebound goal to eliminate a specific tonnage of, or percentage of, absolute or overall plastic packaging throughout portfolio. Goal must encompass, but need not be limited to, the U.S.

### GRADING METHODOLOGY

- A:** Yes on all 7 metrics (Metrics #1 - #7)
- B:** Yes on any 6 metrics (Metrics #1 - #7)
- B-:** Yes on any 5 metrics (Metrics #1 - #7)
- C:** Yes on any 4 metrics (Metrics #1 - #7)
- C-:** Yes on any 3 metrics (Metrics #1 - #7)
- D:** Yes on any 2 metrics (Metrics #1 - #7)
- D-:** Yes on any 1 metric (Metrics #1 - #7)
- F:** No on all pillar metrics

## PILLAR #2: REUSABLE PACKAGING

**METRIC 8:** Completed, or is committed to completing, a packaging assessment to evaluate opportunities for transition to reusable or refillable packaging in the U.S.

**METRIC 9:** Active pilot programs in the U.S. utilizing reusable or refillable packaging

**METRIC 10:** Specific, timebound goal to increase use of reusable packaging by any measure. Goal must encompass, but need not be limited to, the U.S.

**METRIC 11:** Generates demand for reusables with customers and/or retailers in the U.S.

**METRIC 12:** Financially invests in the expansion of shared U.S. reuse and refill infrastructure, such as the construction of additional cleaning and refill operations for Terracycle's Loop infrastructure

**METRIC 13:** Collaborates pre-competitively with peers or governments to expand U.S. usage and refill of reusables, such as promoting adoption of reusables or making new reusable packaging technologies open-source

**METRIC 14:** At least 2% of global packaging by weight is reusable or refillable packaging

**METRIC 15:** Generates 15% or more of annual global revenue from products sold in reusable or refillable packaging

### GRADING METHODOLOGY

- A:** Yes on all 8 metrics (Metrics #8 - #15)
- B+:** Yes on any 7 metrics (Metrics #8 - #15)
- B:** Yes on any 6 metrics (Metrics #8 - #15)
- B-:** Yes on any 5 metrics (Metrics #8 - #15)
- C:** Yes on any 4 metrics (Metrics #8 - #15)
- C-:** Yes on any 3 metrics (Metrics #8 - #15)
- D:** Yes on any 2 metrics (Metrics #8 - #15)
- D-:** Yes on any 1 metric (Metrics #8 - #15)
- F:** No on all pillar metrics

## PILLAR #3: RECYCLED CONTENT

**METRIC 16:** Action within the last two years to increase the amount of post-consumer recycled content used in plastic packaging in the U.S.

**METRIC 17:** Specific, timebound goal to increase recycled content use throughout all packaging materials. Goal must include, but need not be limited to, the U.S.

**METRIC 18:** Specific, timebound goal to use pre-consumer or post-consumer recycled content throughout plastic packaging portfolio. Goal must include, but need not be limited to, the U.S.

**METRIC 19:** Specific, timebound goal to use only post-consumer recycled content throughout plastic packaging portfolio. Goal must include, but need not be limited to, the U.S.

**METRIC 20:** Action to have any amount of post-consumer recycled plastic content used in the U.S. by the company certified by a third party

**METRIC 21:** Uses 5.0% or more recycled content by weight throughout global plastic packaging portfolio

### GRADING METHODOLOGY

- A:** Yes on all 6 metrics (Metrics #16 - #21)
- B:** Yes on any 5 metrics (Metrics #16 - #21)
- B-:** Yes on any 4 metrics (Metrics #16 - #21)
- C:** Yes on any 3 metrics (Metrics #16 - #21)
- C-:** Yes on any 2 metrics (Metrics #16 - #21)
- D:** Yes on any 1 metric (Metrics #16 - #21)
- F:** No on all pillar metrics

(Continued on next page.)

## PILLAR #4: PUBLIC DATA TRANSPARENCY

**METRIC 22:** Annually reports tonnage or volume of all packaging materials used either in the U.S. or globally

**METRIC 23:** Annually reports tonnage or volume of plastic packaging used either in the U.S. or globally

**METRIC 24:** Annually reports units of all types of packaging used either in the U.S. or globally

**METRIC 25:** Annually reports units of plastic packaging used either in the U.S. or globally

**METRIC 26:** Annually reports percentage of all packaging made from post-consumer recycled content used either in the U.S. or globally

**METRIC 27:** Annually reports percentage of plastic packaging made from post-consumer recycled plastic used either in the U.S. or globally

**METRIC 28:** Annually reports percentage of all packaging that is reusable, recyclable or compostable in practice, either in the U.S. or globally. Acceptable reporting will meet the New Plastics Economy Global Commitment definition of recyclable wherein 30% of people across a region representing 400 million persons have access to recycle a particular material

**METRIC 29:** Annually reports percentage of plastic packaging that is reusable, recyclable or compostable in practice, either in the U.S. or globally. Acceptable reporting will meet the New Plastics Economy Global Commitment definition of recyclable wherein 30% of people across a region representing 400 million persons have access to recycle a particular material

**METRIC 30:** Annually reports percentage of global annual sales revenue, or weight of global overall packaging materials, attributable to reusable or refillable packaging

**METRIC 31:** Annually reports percentage of global annual sales revenue, or dollar per ton of packaging produced, that is donated to supporting end-of-life infrastructure

### GRADING METHODOLOGY

- A:** Yes on all 10 metrics (Metrics #22 - #31)
- B+:** Yes on any 9 metrics (Metrics #22 - #31)
- B:** Yes on any 8 metrics (Metrics #22 - #31)
- B-:** Yes on any 7 metrics (Metrics #22 - #31)
- C+:** Yes on any 6 metrics (Metrics #22 - #31)
- C:** Yes on any 5 metrics (Metrics #22 - #31)
- C-:** Yes on any 4 metrics (Metrics #22 - #31)
- D+:** Yes on any 3 metrics (Metrics #22 - #31)
- D:** Yes on any 2 metrics (Metrics #22 - #31)
- D-:** Yes on any 1 metric (Metrics #22 - #31)
- F:** No on all pillar metrics

## PILLAR #5: SUPPORTING RECYCLING

**METRIC 32:** Specific, timebound goal for all US packaging to be labeled with end-of-life instructions

**METRIC 33:** Collaborates pre-competitively with peers to improve U.S. waste management and recycling, such as promoting recycling to consumers

**METRIC 34:** Participates in or finances research activities to improve U.S. recycling infrastructure or packaging design for recyclability and ensures new technologies are open-source

**METRIC 35:** Makes donations and investments to support the expansion and modernization of U.S. recycling infrastructure, excluding waste to energy operations and waste to fuel operations

**METRIC 36:** Annually donates \$354 - \$564 to U.S. recycling infrastructure per metric ton of plastic packaging used in the U.S., or up to 1% of annual sales revenue if no plastic usage

**METRIC 37:** Accordance with a public stance against all waste to energy and waste to fuel operations. Such operations are widely discredited as part of a circular economy and adoption of such a stance reinforces a commitment to eliminate waste and pollution, regenerate resources, and keep materials in use

### GRADING METHODOLOGY

- A:** Yes on all 6 metrics (Metrics #32 - #37)
- B:** Yes on any 5 metrics (Metrics #32 - #37)
- B-:** Yes on any 4 metrics (Metrics #32 - #37)
- C:** Yes on any 3 metrics (Metrics #32 - #37)
- C-:** Yes on any 2 metrics (Metrics #32 - #37)
- D:** Yes on any 1 metric (Metrics #32 - #37)
- F:** No on all pillar metrics

(Continued on next page.)

## PILLAR #6: EXTENDED PRODUCER RESPONSIBILITY

**METRIC 38:** Public acknowledgement that packaging waste wherever the company does business is the company's responsibility

**METRIC 39:** Timebound goal for a specific amount of plastic or all packaging to be recycled at its end-of-life, such as participation in the U.S. Plastics Pact. Goal must include, but need not be limited to, the U.S.

**METRIC 40:** Works with stakeholders for at least shared responsibility solutions in the U.S., such as pre-competitive collaboration to adopt a policy and advocacy position

**METRIC 41:** Invests in solutions to capture at least as much plastic, or overall packaging waste, as the company produces in the U.S.

**METRIC 42:** Invests in solutions to capture for recycling and reuse at least as much plastic, or overall packaging waste, as the company produces in the U.S.

**METRIC 43:** Public statement of support for EPR schemes in the U.S. whereby producers accept full or the vast majority of the financial burden of the recycling collection system

### GRADING METHODOLOGY

- A:** Yes on all 6 metrics (Metrics #38 - #43)
- B:** Yes on any 5 metrics (Metrics #38 - #43)
- B-:** Yes on any 4 metrics (Metrics #38 - #43)
- C:** Yes on any 3 metrics (Metrics #38 - #43)
- C-:** Yes on any 2 metrics (Metrics #38 - #43)
- D:** Yes on any 1 metric (Metrics #38 - #43)
- F:** No on all pillar metrics

**OVERALL GRADE:** Each company's overall grade is the average of all the pillars. Each pillar is weighted equally in the overall grade.

#### Point scale used for averaging:

- A:** 4.0
- B+:** 3.3
- B:** 3.0
- B-:** 2.7
- C+:** 2.3
- C:** 2.0
- C-:** 1.7
- D+:** 1.3
- D:** 1.0
- D-:** 0.7
- F:** 0.0

#### METRIC 44: FAILED SUSTAINABLE PACKAGING COMMITMENT:

If a company has failed a major sustainable packaging commitment set for achievement within the last five years, their score has been lowered ½ a letter grade, or 0.5 GPA points. Companies receiving the penalty are indicated in Appendix B and listed below.

- **PepsiCo, Inc:** Failed a goal to increase the beverage container recycling rate in the U.S. to 50% by 2018 – The U.S. beverage container recycling rate was approximately 36% in 2018).
- **The Kroger Company:** Failed a goal to reach 20% recycled content use throughout packaging material by 2020 – Achieved 5% recycled content use by 2020.
- **The Procter & Gamble Company:** Failed two recent packaging goals: 1. Double post-consumer recycled content in plastic packaging by 2020 – Achieved 73% success towards meeting this goal. 2. Reduce packaging by 20% per consumer use – Achieved 14% reduction per consumer use by 2020.
- **Unilever plc:** Failed two recent packaging goals: 1. Halve the waste associated with the disposal of our products by 2020 – Achieved 34% by 2020. 2. Increase recycling and recovery rates (averaged across top 14 countries of sale) by 5% by 2015 and 15% by 2020 – The average recycling and recovery rate in these countries was 11% in 2020.

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