

# Responsible Recycling Task Force

---

Meeting #8 – November 15, 2018



# Agenda

- **10:00 – 10:05:** Welcome & Introduction  
*(Julie Colehour)*
- **10:05 – 10:35:** Creating Demand for Recycled Content:  
Target and the Demand Champions  
*(Kim Carswell)*
- **10:35 – 11:50:** RRTF Final Outcome – Recommendations  
Report Review  
*(Julie Colehour)*
- **11:55 – 12:00:** Wrap Up & Next Steps  
*(Julie Colehour)*



# Task Force Goals

- **Short Term Goal:** To help identify near-, mid- and long-term actions in response to reduction in export markets for mixed recyclable materials due to China National Sword policies.
- **Longer Term Goal:** To help establish commitment across the region to responsible recycling and domestic sorting/processing of curbside recyclables.
- **Outcomes:** Prepare a report with actionable items and recommendations for future action by all; if possible, develop interim tools for communications and other topics that are more immediately available.
- **Role of Task Force:** Not to make decisions, rather to learn about the problem, understand activities that are being implemented elsewhere and opportunities for change. They will provide guidance on next steps that will be brought back to county advisory committees and decision makers.

# Revisit Previous Meetings

- Approve 10/26 Meeting Minutes



# Target + Packaging + Sustainability

---

Kim Carswell

Director of Packaging, Target

---



# Our journey

- Why we are doing this work?
- What information has shaped our thinking?
- What are we doing?
- What are we looking at next?



# Rising Consumer Expectations

**84% of millennials** will consider a brand's values before making a purchase

*Fortune 2015*

**91% of consumers** expect F&B brands to take actions to increase the recycling of their packaging

*Carton Council of NA 2016*

More than **50% of consumers globally** – are likely to be more loyal to brands that are responsible, ethical and sustainable

*Accenture*

**40%** of 'aspirational consumers' want to **choose brands** that "have a **clear purpose** and act in the best interests of society"

*Globescan, 2016*

More than half of Americans are inspired to **choose green retailers**, and 75 percent say they do so now more than they did five years ago

*Optoro, 2017*

**52%** of consumers have taken it upon themselves to **boycott a brand that doesn't share their values** — political, environmental or otherwise (eg. #grabyourwallet).

*Optoro, 2017*

**57%** of shoppers have made a purchase in the past year **because of a retailer's commitment to sustainability**

*Optoro, 2017*

**66%** of Millennials are willing to pay more for sustainable product offerings

*Nielsen 2015*

Packaging is the first thing a consumer sees and the last thing they touch.

Kelly Murosky - 7th Gen



**Consumers believe recycling is  
one key thing they can actually  
DO to help the planet**



94% of consumers expect to  
recycle

90% of consumers believe  
recycling is important

95% of consumers believe  
recycling helps the environment

91% of consumers expect food  
and bev brands to take actions to  
increase the recycling of their  
pkg

## Millennials + packaging



84% consider a brand's public and implied values before making a purchase

Millennials want to buy into something not buy something

Very skeptical - 1/3 are not sure what they place in their recycling bin is actually recycled

We all have evolving customers who are becoming more purpose driven

**Recycling in the U.S.  
is facing  
significant challenges today**



Over \$11 B of recyclable pkg  
ends up in landfill every year

Less than 75% of Americans  
have access to curb side  
recycling

Packaging is a physical  
manifestation of a brand that  
becomes branded litter

The business case to recycle  
needs our help



imagine this...





## GOALS

### TARGET'S SUSTAINABLE PACKAGING GOALS:

- Source all owned brand paper-based packaging from sustainably managed forests by 2022
- Work to eliminate expanded polystyrene from our owned brand packaging by 2022
- 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% of the U.S. population recycles by 2020
- Create more demand for recycled packaging by creating three new end markets for recycled materials by 2020

# Where is Target engaging in industry?





# RECYCLING REQUIRES COLLABORATION



Empowering consumers with How2Recycle® and helping brands design for recycling.



THE RECYCLING  
PARTNERSHIP

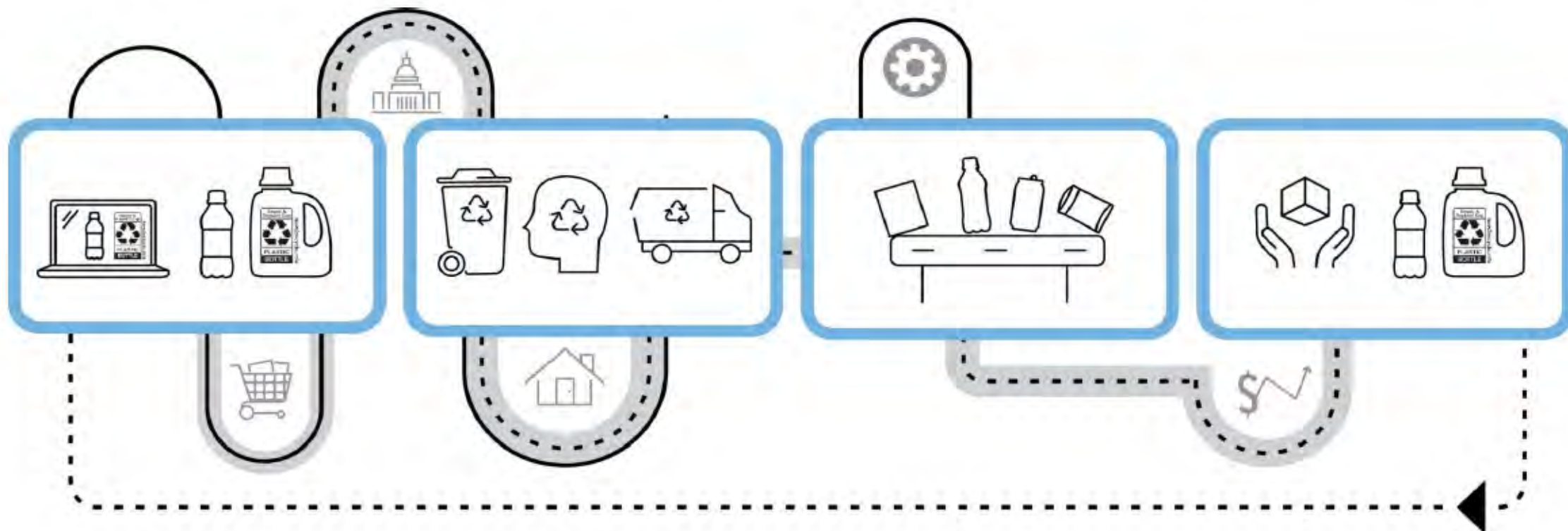
Engaging communities and MRFs to grow access and improve recycling rates.



Testing and designing new technologies for expanded recyclability.



Guiding brands to design for recyclability and utilize recovered plastics in new products.

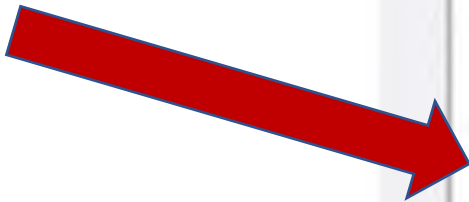




## GOALS

### TARGET'S SUSTAINABLE PACKAGING GOALS:

- Source all owned brand paper-based packaging from sustainably managed forests by 2022
- Work to eliminate expanded polystyrene from our owned brand packaging by 2022
- 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% of the U.S. population recycles by 2020
- Create more demand for recycled packaging by creating three new end markets for recycled materials by 2020





- Through making this independent and voluntary commitment, these companies recognize that:
  - Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant and sustainable.
  - A strong “demand-pull” for recycled plastics is needed to maintain and continue the building of a robust plastic recycling supply chain.
  - APR Recycling Demand Champions commit to purchase new volume PCR through “work in process” (WIP) durable goods, or other applications for PCR, and thereby play a prominent role in expanding the market for mixed residential plastics, driving investment, increasing supply and producing more high quality PCR. This campaign also includes any and all NEW applications for PCR.



# APR Demand Champions 2018



**CLEAN TECH**  
INCORPORATED

*Plastipak*

Berry



 **Denton  
Plastics Inc.**  
*A legacy of plastics for the planet.*

**KEURIG**  
GREEN MOUNTAIN



ENVISION  
PLASTICS



**Merlin Plastics**

*Coca-Cola*

**Champion**<sup>TM</sup>  
POLYMER RECYCLING  
*A Division of Infiltrator Water Technologies*

We recently signed the Ellen MacArthur Foundation's New Plastics Economy (NPE) commitment to address the challenges w/plastics



# The vision has six key points:

- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority
- Reuse models are applied where relevant, reducing the need for single-use packaging
- All plastic packaging is 100% reusable, recyclable, or compostable
- All plastic packaging is reused, recycled, or composted in practice
- The use of plastic is fully decoupled from the consumption of finite resources
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.



# ACC WRAP Program

- Target offers bag/film recycling in all of our 1800 stores across the US
- We are included on the WRAP website as locations to recycle bags and film
- We are looking at ways to use this material in new ways



# Key takeaways

- As a retailer and brand owner find out what your consumers expect and want
- Listen and learn
- Share your learnings and keep learning 😊
- Collaborate



# Final Report: Recommendations Review – *Regional Policy Alignment*

REGIONAL POLICY ALIGNMENT: <i>Coordinated efforts by local government and organizations in King County in support of Responsible Recycling.</i>					
Goal	Recommendation	Actions to achieve	Implementing Parties	Timeframe	RR Framework relevance
Clean & Marketable Feedstocks	A. Local governments and their service providers should require that the collecting, sorting and processing of recyclable materials does not contribute to environmental pollution or endanger human health and safety and that materials are clean and suitable for remanufacture before being exported.	#1: Update City and County Recycling Contracts and Codes to: <ul style="list-style-type: none"> <li>• <b>Prioritize that sorting and processing take place in the US or Canada</b></li> <li>• Require that no mixed bales that contain non-recyclable materials are exported</li> <li>• Require downstream due diligence, document sale to end market</li> <li>• Consider risk sharing on commodity prices</li> </ul>	King County/ Cities/ Haulers	Begin in 2019 Short-term	Domestic Processing and Markets
		#2: Measure real recycling by tracking and documenting MRF residuals monthly.	King County/ Seattle/ Haulers	2019 Short-term	Measure Real Recycling
		#3: Track recyclable materials market price and conditions on a monthly basis.	King County/ Seattle/ Haulers	2019 Short-term	Measure Real Recycling
		#4: Conduct periodic MRF materials characterization studies	King County/ Seattle/ Haulers	2019	Measure Real Recycling
		#5: Develop a methodology for documenting the chain of custody to monitor adherence to recognized environmental and human health and safety standards.	TBD	TBD Short-term	Domestic Processing and Markets
		#6: Develop a consistent process for evaluating and granting surcharges/waivers	King County/ Cities	TBD Short-term	Regional Policy Alignment
		#7: All regional curbside programs should remove plastic bags and shredded paper from the recycling bin. <ul style="list-style-type: none"> <li>• Coordinate the process and messaging for removing these materials from the curbside recycling system</li> <li>• Amend recycling contracts if required</li> </ul>	King County/ Cities/ Haulers	2018-19 Short-term	Quality vs. Quantity & Regional Policy Alignment

# Final Report: Recommendations Review – *Regional Policy Alignment cont.*

REGIONAL POLICY ALIGNMENT: <i>Coordinated efforts by local government and organizations in King County in support of Responsible Recycling.</i>					
Goal	Recommendation	Actions to achieve	Implementing Parties	Timeframe	RR Framework relevance
Harmonized Recycling Programs and Messaging	B. All regional curbside programs should use consistent messaging about what is recyclable and not recyclable in the curbside recycling bin	#1: Continue the Communications Consortium <ul style="list-style-type: none"> <li>Develop and implement consistent, regional messaging around “empty, clean and dry”</li> <li>Develop messaging for removing materials from the curbside bin and other future changes to the system.</li> </ul>	King County/ Seattle/ Participating Cities/ Haulers	2019-20 Short-term	Harmonized Messaging & Quality vs. Quantity
		#2: Develop criteria and a process for adding/removing materials in the curbside recycling programs. Discuss annually at SWAC & MSWMAC. <ul style="list-style-type: none"> <li>Include a process to evaluate the benefits and costs for when there is a cost associated with collecting/sorting/processing a recyclable material (example: #3-7 plastics).</li> </ul>	King County/ Seattle	2019 Short-term	Quality vs. Quantity & Recycling is Not Free
		#3: Establish a mechanism to continue coordination with the City of Seattle on harmonization of materials and messaging	King County/ Seattle	2019 Short-term	Harmonized Messaging

# Final Report: Recommendations Review – Infrastructure

INFRASTRUCTURE: Supporting the development of new sorting, processing and manufacturing technologies and startups in the Pacific Northwest and the U.S.					
Goal	Recommendation	Actions to achieve	Implementing Parties	Timeframe	RR Framework relevance
Local Recycling Infrastructure	C. Our region should support the development of our local recycling infrastructure to build resiliency, create local jobs, minimize greenhouse gases from transportation and production, and increase the ability to document and measure real recycling.	#1: Prioritize that sorting and processing take place in the US or Canada <ul style="list-style-type: none"> <li>Conduct a pilot program to process #3-7 plastics at viable sorter/processors, such as Renewlogy and Merlin Plastics to test the feasibility of sorting and processing plastics domestically.</li> </ul>	TBD	2019-20 Mid-term	Domestic Processing and Markets
		#2: Support legislation that encourages local recycling infrastructure and market development (such as the WA Recycling Development Center legislation).	King County/ Cities	2019 Short-term	Create Demand for Recycled Feedstock & Regional Policy Alignment
		#3: Increase resources to assist with development of markets for paper, plastic and compost.	King County	2019-21 Mid-term	Recycling is not Free
Increased Demand for Recyclable Materials	D. Our region should create demand for products made with recyclable commodities.	#1: Establish procurement ordinances that require the purchase of products made with post-consumer recyclable materials.	King County/ Cities	2020 Mid to Long-term	Create Demand for Recycled Feedstock
		#2: Establish recycled content legislation that requires that certain products be made with a certain amount of recyclable materials.	TBD	2020 Mid to Long-term	Create Demand for Recycled Feedstock

# Final Report: Recommendations Review – *Statewide Policy*

STATEWIDE POLICY: <i>Supporting and developing statewide policy that supports Responsible Recycling</i>					
Goal	Recommendation	Actions to achieve	Implementing Parties	Timeframe	RR Framework relevance
Responsible Recycling Policies	E. Our region should support, create, and advocate for policies that establish a statewide system of responsible recycling.	#1: Support and refine Plastics Stewardship legislation.	Seattle/ King County/ Cities	2019 Short to mid-term	Recycling is Not Free Regional Policy Alignment
		#2: Advocate for Responsible Recycling policies.	King County/ Cities	2019 Short-term	All
		#3: Support legislation that promotes the use of innovative technologies/processes to help develop and build local recycling infrastructure.	TBD	TBD Short to mid-term	Domestic Processing Infrastructure
		#4: Explore the feasibility of beverage stewardship/deposit legislation/programming in Washington similar to the ORBC model.	King County/ Cities/ Other Stakeholders	2020 Mid-term	Recycling is not Free & Domestic Processing and Markets
		#5: Develop a comprehensive, statewide stewardship policy approach that helps achieve a funded, robust and harmonized curbside recycling system throughout Washington State <ul style="list-style-type: none"> <li>Study Recycle BC stewardship system to understand how elements could be applied to Washington state to address issues of financing, consistency of programming/messaging, and contamination.</li> </ul>	King County/ Cities/ Other Stakeholders	2021-24 Short & Mid-term	Quality vs Quantity Regional Policy Alignment Recycling is not Free Harmonized Messaging
		#6: Support Reusable Bag legislation (bag ban) to reduce the amount of plastic bags entering the system	King County/ Cities/ private sector	2019 – 2020 Short-term	Quality vs. Quantity Regional Policy Alignment
		#7 Advocate for the WRAP bag/film recycling program statewide to capture remaining bags/film.	King County/ Cities/ private sector	2019 – 2020 Short-term	Quality vs. Quantity Regional Policy Alignment



# Final Report: Recommendations Review – *Design for Recycling*

<b>DESIGN FOR RECYCLING:</b> <i>Supporting the development of products and packaging that contain recycled content or are recyclable in the current recycling system.</i>					
Goal	Recommendation	Actions to achieve	Implementing Parties	Timeframe	RR Framework relevance
Improved Upstream Design	F. Local government and organizations should engage producers in developing product messaging and package design that supports a system of responsible recycling.	#1: Engage with the Sustainable Packaging Coalition and their How2Recycle brands to help educate brands and package designers on <ul style="list-style-type: none"> <li>The types of packaging that can and cannot be sorted and processed.</li> <li>Promote the use of recycled feedstock in packaging</li> <li>Promote materials that are less toxic and more recyclable (no PVC plastic for example)</li> </ul>	TBD	TBD	Create Demand for Recycled Feedstock
		#2: Establish recycled content legislation that requires that certain products be made with a certain amount of recyclable materials.	King County/ Cities	2020 Mid to Long-term	Create Demand for Recycled Feedstock
	<b>NEW</b> G. Local government should partner with national groups like the Demand Champions to get local companies to commit to purchase new products made with recycled materials thereby expanding the market for recycled materials, driving investment, increasing supply and producing more high-quality recyclable and recycled materials.	#1: Work with the Demand Champions program to develop a plan for engaging King County companies in the program	King County/ Seattle/ Cities	Short-term	Create Demand for Recycled Feedstock

# Wrap Up & Next Steps

- Action items and next steps
  - Final report draft will be sent to RRTF after Thanksgiving for full review
- Next meeting:
  - Date:** December 14, 11:00am – 1:15pm
  - Location:** King Street Center, 8<sup>th</sup> Floor Conference Room
  - Lunch** will be served!

# Future Meeting Schedule

Date	Topics Covered
April 30	<i>Task Force Introduction; Responsible Recycling Framework</i>
June 1	<i>What's in the Bin?</i>
June 18	<i>Contracts, Waivers, Surcharges</i>
July 18	<i>Domestic Processing Infrastructure: Fiber &amp; Plastics</i>
August 24	<i>Working with Producers</i>
September 19	<i>Policy Approaches in Support of Responsible Recycling</i>
October 26	<i>Recycling Systems and New Technologies</i>
November 15	<i>Creating Demand; Recommendations and Final Outcome Draft Review</i>
<b>December 14</b>	<b>Final Outcome Document Review</b>