

How2Recycle® Fact Sheet



What is the How2Recycle® program?

There's a great deal of confusion among consumers in regards to how and where certain household items can be properly recycled. The How2Recycle program was created by the Sustainable Packaging Coalition® (SPC) in order to:

- Reduce confusion by creating a clear, well-understood, and nationally harmonized label which enables companies to convey to consumers how to recycle a package.
- Improve the reliability, completeness and transparency of recyclability claims.
- Provide a labeling system which follows Federal Trade Commission® Green Guides.
- Increase the availability and quality of recycled material.

What does "recyclable" mean?

Packaging is recyclable if it can be collected, sorted, reprocessed and ultimately reused in manufacturing or making another item.

What that means is that just because some local recycling programs accept a material, that doesn't automatically make that package recyclable. Just because a package could be sorted or separated from other packages to potentially be recycled, that doesn't make that package recyclable. Just because a material could technically be reprocessed in order to make something new, that doesn't necessarily mean that package is recyclable. Just because you could sell the material to become something new, doesn't mean it's recyclable.

A package is recyclable only if there is a substantial likelihood that it can do all of those things in the majority of communities where an item is sold.

How does the How2Recycle program fit into the larger overall picture?

Recycling still has big problems that need solving, like increasing the quantity of valuable materials getting into the recycling cart, reducing contamination from nonrecyclable packaging that does not belong there and the economic disparities between virgin and recycled material pricing. Packaging is a reality of our daily lives - How2Recycle is influencing companies to make their packaging more recyclable, and believes in the power of labeling for recyclability so people know what to do.

What are the benefits for an organization?

How2Recycle membership demonstrates a commitment towards sustainability, leadership in your field and helps businesses connect with their customers in a new and meaningful way. Becoming a member of How2Recycle means that you're taking a real step towards leadership and transparency in recycling and sustainability. By making an authentic commitment to better recycling information on your packaging and products, you're showing that you walk the walk.

What are the benefits for our dedicated partners?

As more and more consumers seek sustainable alternatives when making purchasing decisions, membership in the How2Recycle program allows HC to satisfy the demands being placed on our industry partners by retail. It also demonstrates our continued commitment to overall sustainability within the organization.

For more information on the How2Recycle program, visit their website - how2recycle.info.

