



RECYCLING AS A PART OF THE SOLUTION FOR MARINE DEBRIS – MARCH 2019

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A better way.™



SOLVING MARINE DEBRIS

- 
- » **Recyclability**
 - » **Compostability**
 - » **Marine degradability**

SOLVING MARINE DEBRIS

A clear plastic bottle lies on a sandy beach, partially buried in the sand. The bottle is crumpled and appears to be a piece of marine debris. In the background, white waves are crashing onto the shore, creating a stark contrast with the blue water and the brown sand. The overall scene is a visual representation of environmental pollution in a natural setting.

**We need a multi-faceted solution and
EVERYONE must do their part**

SUPPORT IS GROWING TO FIND SOLUTIONS



INDUSTRY CHALLENGES

- » Infrastructure
- » Materials
- » Consumer education
- » \$\$\$



65% of consumers don't understand where to recycle plastics

66% of Americans admit that they will recycle a product only if it's easy & convenient to do so

WHAT ARE THE CURRENT GAPS?

- » Recycling participation is **low**
- » **Demand** for recycled material does not **drive incentives** for higher collection
- » **Collaborative** efforts like MRFF are making all types of flexible packaging film more recyclable and reusable



WHAT DOES GOOD LOOK LIKE?

- » **Common traits in top recycling countries:**
 - Wide access to recycling infrastructure
 - National recycling goals with supporting policies
 - Robust recycling funding
 - Citizen incentives



BEMIS' FOCUS

- » Designing for recyclability: today & tomorrow
- » Industry advocacy: make partnerships = make a difference



- » Customer education: transparent & consistent

CLOSING THE GAP TO NON-RECYCLABLE FILMS

» Bemis Encore™ recyclable films are designed to be accepted in the PE film recycling stream while meeting performance needs

» Others should be commended for their own recyclable film developments:

- Amcor, Accredo, ProAmpac, TC Transcontinental, etc.



WORK TO BE DONE



» Infrastructure improvements



» Alternative recycling streams



» Present your customers with **all** the facts as the recycling ecosystem evolves