

GUIDELINES FOR RECYCLABLE PACKAGING IN NORTH AMERICA



A Major Player in the Health and Hygiene Supply Space

With a far-reaching presence across the globe, the Client was looking to reduce their carbon footprint by using sustainable packaging and wanted to understand if they could claim that their packaging was recyclable according to regulations in Canada and the United States.



CHALLENGE

In this Research Support Service Project, the Client engaged PreScouter to characterize the recycling processes in each region where they were selling their products. Hence, PreScouter's goal was to compile information on collection for recycling availability as well as recycling rates for packaging in the United States and Canada.



APPROACH

PreScouter's team of Advanced Degree Researchers searched government databases in the United States and Canada and performed outreach to stewardship organizations within the region. A Subject Matter Expert on recycling was also engaged to validate the collected data and bring a broader perspective and understanding of the North American recycling landscape. The team conducted a multi-step study to characterize the overall recycling infrastructures of the United States and Canada nationally and recommend regional solutions. PreScouter also investigated the data availability for different regions of the United States and Canada and then characterized exemplary states and provinces, respectively, as regional representatives.



OUTCOME

The PreScouter team identified the requirements for labeling packaging "recyclable" for Canada and the United States that could be used to back up recyclability claims for some of the Client's packaging.

