



California Manufacturers' Challenge



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Our Mission:

***To enable informed decisions for packaging
and the environment***



As the leading voice in the U.S. packaging supply chain, AMERIPEN drives action by:

- Advocating for effective policies.
- Aligning key stakeholders across the value chain.
- Defining the role of packaging in a circular economy.
- Enabling science based decision making.
- Fostering a responsible supply chain.
- Leveraging lifecycle thinking to ensure sustainable materials management.
- Promoting the value of packaging.





Sustainable Materials Management Framework



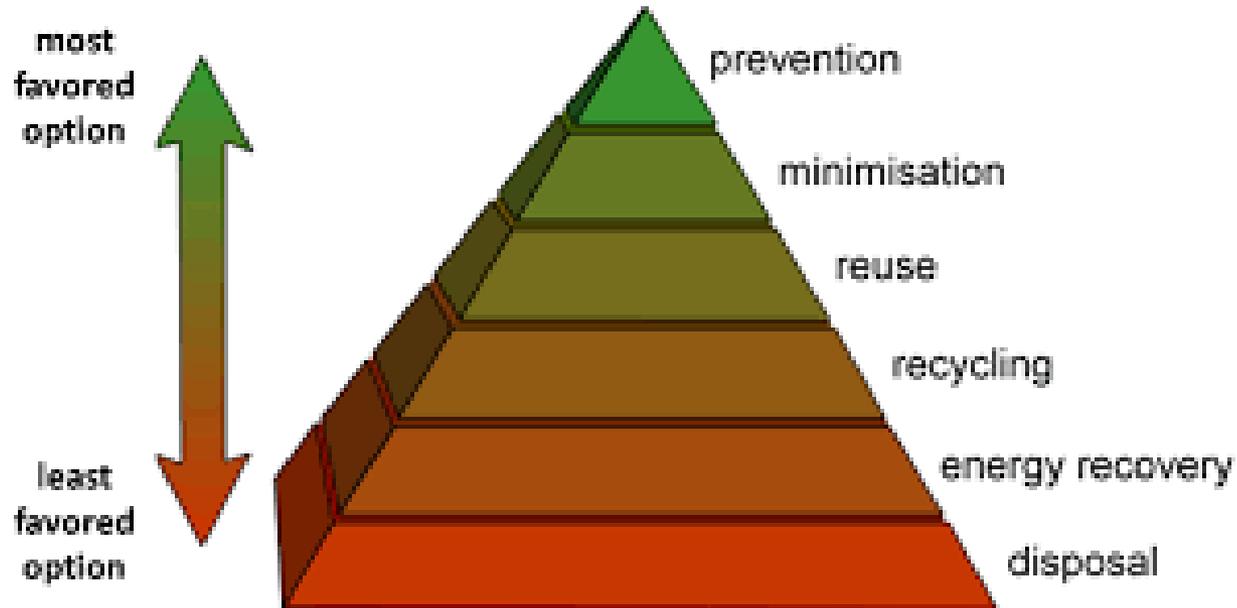


Packaging and Food Waste Relationship



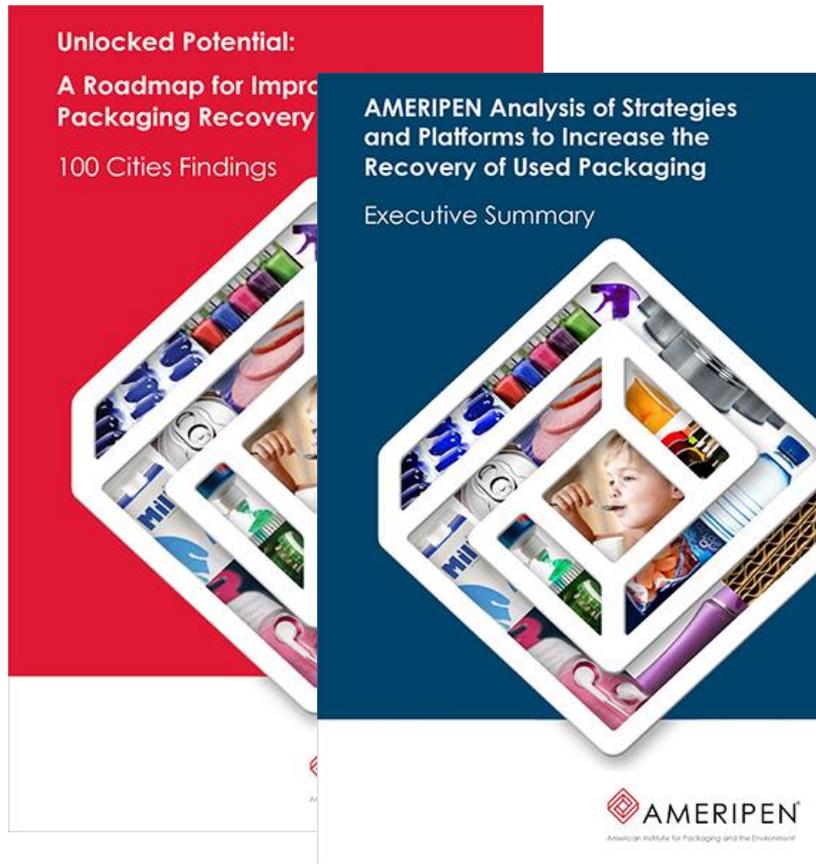


Waste Hierarchy





Best Practices in Recovery





Simplified Consumer Messaging

Mixed Recyclables	Foodscraps & Soiled Paper	Trash
 <p>EMPTY CANS & GLASS BOTTLES</p> <p>CLEAN, EMPTY PLASTIC BOTTLES</p> <p>EMPTY PLASTIC CUPS</p> <p>ALUMINUM FOIL</p> <p>JUICE BOXES</p> <p>SHelf-STABLE CONTAINERS</p> <p>ANY METAL</p> <p>CLEAN PAPER</p> <p>NO FLUORIDED</p> <p>NO liquid - empty your recyclables</p>	 <p>PIZZA BOXES</p> <p>PAPER BAGS</p> <p>CUT FLOWERS</p> <p>SOILED PAPER & TISSUES</p> <p>TEA BAGS</p> <p>COMPOSTABLE DISHES & LEFTOVERS</p> <p>COMPOSTABLE BAGS</p> <p>ALL FOODSCRAPS INCLUDING BONES AND SHELLS</p>	 <p>STYROFOAM</p> <p>STRAWS</p> <p>CERAMICS</p> <p>JUICE POUCHES</p> <p>GLOVES</p> <p>FABRICS</p> <p>TRASH BAGS</p> <p>SOILED PLASTICS</p> <p>CHIP BAGS</p>
<p>City Trash & Recycling</p> <p>SantaBarbaraCA.gov/foodscraps SantaBarbaraCA.gov/basura</p>	<p>(805) 564-5631</p>	

**Recycle if
Clean & Dry**



**Store
Drop-off**

PLASTIC

BAGS / FILM / WRAP

how2recycle.info



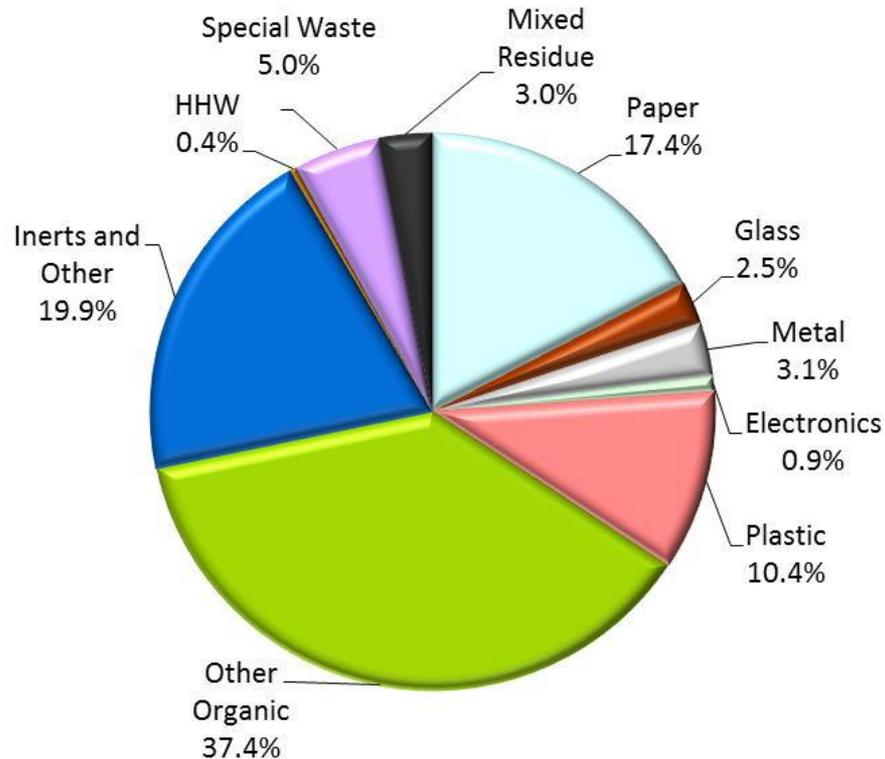


Data Informs Interventions





Interpreting the 2014 Waste Characterization Study





Snapshot: Industry-Led Recovery Initiatives

Program	Materials Involved	Partners Engaged
Recycling Partnership	All curbside packaging materials	Alcoa, Amcor, ACC, AF&PA, APR, Ball, Carton Council, Coca-Cola, SPI, Sonoco
Closed Loop Fund	All packaging materials	Walmart, Coca-Cola, PepsiCo, J&J, P&G, Unilever, Keurig/GreenMtn, GoldmanSachs, 3M, Colgate Palmolive
How to Recycle Label	All Packaging materials	SPC
Materials Recovery for the Future	All Packaging materials	Dow, ACC, FPA, PepsiCo, P&G, Nestle, SealedAir, SC Johnson, APR, SPI
Energy Bag Initiative	Plastic Films	Dow, FPA, Reynolds
Recycle Your Plastics	Plastic Films	ACC
WRAP Program		ACC
Thermoform Recovery		SPI, NAPCOR
Paper Cup Recovery	Food service paper cups	FPI, AF&PA
Carton Council	Cartons	Elopak, Evergreen Packaging, SIG, TetraPack



In Conclusion

- SMM framework
 - Food waste/packaging nexus
 - Energy recovery strategy
- Harmonized and simplified consumer messaging
- Measure, monitor, report and refine

