

Packaging Partnerships & Engagement

August 2018

- [Bioplastic Feedstock Alliance](#) - Global
- [Canadian Beverage Container Recycled Association \(CBCRA\)](#) – Canada
- [Circular Economy for Flexible Packaging \(CEFLEX\)](#) – Europe
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- [Materials Recovery for the Future Collaborative](#) - USA
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- World Festival of Youth and Students – Russia

In our work to develop a sustainable packaging value chain, we are engaged in strategic partnerships with a wide variety of organizations that have differing but complementary objectives, as follows:

- **Bioplastic Feedstock Alliance:** As research moves forward on bio-based plastics we aim to be part of the solution to source these materials responsibly. To this end, PepsiCo joined the [Bioplastic Feedstock Alliance](#), a multi-stakeholder alliance convened by the World Wildlife Fund, which aims to improve awareness around the environmental and social impacts of sources for bioplastics.
- **CBCRA:** The [Canadian Beverage Container Recycled Association \(CBCRA\)](#) was founded in 2010 by beverage producers with a goal to increase beverage container recycling rates through increased recycling and recovery. It is funded by industry and has resulted in 55% more beverage containers recycled over five years. Investments through CBCRA go towards recycling and collection infrastructure, education, and promotion. The CBCRA is one example of how PepsiCo is working with industry peers towards a stronger recycling system.
- **Circular Economy for Flexible Packaging (CEFLEX):** [CEFLEX](#) is a collaborative initiative of companies, including PepsiCo, and associations representing the entire value chain of flexible packaging. Their mission is to integrate flexible packaging into the circular economy through system redesign. Their efforts are focused in Europe.
- **Closed Loop Fund:** We are a founding partner of the [Closed Loop Fund](#), which is investing \$100 million by 2020 to raise recycling rates in the U.S., including through improved curbside recycling infrastructure and materials processing. The first 11 projects the Closed Loop Fund has supported have improved recycling access and diversion for at least 1.2 million households and have diverted 98.5K tons of waste from landfills.
- **Closed Loop Ocean:** Responding to research showing the majority of plastics found in the ocean originate from five Southeast Asian countries, Closed Loop Partners began [Closed Loop Ocean](#). This project is expected to concentrate on improving infrastructure for increased recycling, sorting, and collection, particularly focused on plastic. PepsiCo is an investor in this project.
- **Materials Recovery for the Future Collaborative (MRFF):** To improve recovery and recyclability of flexible packaging in the U.S.A., PepsiCo joined the [MRFF Collaborative](#). MRFF is dedicated to creating a system where flexible packaging can be recycled curbside and bring value in its post-consumer life.
- **New Plastics Economy:** We are a Core Partner of [New Plastics Economy](#), a three-year initiative to build momentum towards a system in which plastics do not become waste. Applying the principles of a circular economy, this initiative, led by the Ellen MacArthur Foundation, brings together industry, government, non-governmental organizations (NGOs), scientists, and students to rethink and redesign our plastics economy, starting with packaging.

- **The Recycling Partnership (TRP):** We are a partner of [The Recycling Partnership](#), a grassroots organization with the goal of increasing curbside recycling rates across the U.S. through residential home bin placement. TRP utilizes public-private partnerships to support these programs.
- **Regional Inclusive Recycling Initiative (IRR):** In 2015, PepsiCo joined [IRR](#), an initiative created by the Inter-American Development Bank (IDB) together with other companies and organizations. The IRR was founded with the objective of improving waste pickers' access to the formal recycling market in Latin America and the Caribbean by designing and implementing activities to (1) improve the socioeconomic situation of waste pickers, (2) facilitate their access to the formal recycling market, (3) promote the creation of public policies for integrated waste management which include waste pickers. Since its creation in 2011, IRR has increased the amount of material recovered by waste picker organizations and has seen an increase in the average monthly income of waste pickers.
- **Sustainable Packaging Coalition (SPC):** PepsiCo has joined businesses across the packaging supply chain as a member of the [SPC](#). SPC is a membership based collaborative that works to create packaging that is good for consumers and the environment. The SPC believes that together, industry can make packaging more sustainable.
- **Trash Free Seas Alliance:** We believe it is important to address the litter problem at sea as well as on land. To that end, we have joined the [Trash Free Seas Alliance](#), an alliance joining industry, academia, and conservation leaders with a common goal of a healthy ocean free of trash.
- **UK Plastics Pact:** In April, 2018 we became a signatory of the [UK Plastics Pact](#). The UK Plastics Pact is a bold and unique initiative that is intended to transform the UK's plastic system. By bringing together the entire plastics value chain behind a common set of ambitious targets, it aims to move us towards a system which keeps plastic in the economy and out of the environment. The pact encompasses innovation, research and new business models to rethink and redesign what packaging we put on the market in the first place, and how we can encourage more re-use of packaging. The UK Plastics Pact, led by [WRAP UK](#), is the first of a global network of such pacts, enabled by the Ellen MacArthur Foundation's New Plastics Economy initiative.
- **We Care:** In India, we formed a consortium of industries to conduct a pilot project, [WE CARE](#) (waste efficient collection and recycling), with the objective of recovering, segregating, and managing post-consumer multi-layer packaging (MLP) waste. The pilot demonstrated that businesses' collective action to recover, segregate, and generate energy from MLP waste is feasible; the collected waste was used as fuel to generate electricity at municipal waste-to-energy plants, co-processed in cement-kilns, and used to form fiber-board for furniture making.
- **World Festival of Youth:** In 2017, PepsiCo introduced a recyclable waste collection initiative for the World Festival of Youth and Students in Sochi, Russia. We worked with local collection and processing organizations to accommodate the recyclable waste. More than 8,000kg of recyclable waste were collected during the event. Separate stream recycling containers produced for the event are expected to live on at PepsiCo Russia sites.