

# Packaging Partnerships & Engagement

May 2019

Underpinning the strategic pillars of our sustainable packaging strategy is broad engagement with partners and other stakeholders to collectively drive change. We develop partnerships within and across all three of our pillars: reduce, recycle and reinvent. These partnerships range from consumer awareness and education programs to research partnerships around innovative technologies and materials. Additionally, PepsiCo engages with stakeholders such as trade associations, industry coalitions, producer responsibility organizations, policy makers, and community-based organizations globally to advocate for and create a circular economy.

Our partners are key to inspiring sustainable change in the packaging waste value chain. Due to the breadth of our global, regional and local partnerships, we cannot list every initiative in all markets and focus here on a representative sample of our work and commitment to collaboration.

## Cross Cutting Partnerships: To transform the value chain

- **Consumer Goods Forum (CGF):** PepsiCo is a member of the [Consumer Goods Forum](#), a global industry network working to support *Better Lives Through Better Business*. CGF brings together retailers and manufacturers to address key problems such as plastic waste, fostering success through collective action.
- **New Plastics Economy:** PepsiCo is a core partner of the Ellen MacArthur Foundation's [New Plastics Economy](#). This global initiative brings together industry, government, non-governmental organizations (NGOs), scientists, and students with the goal of creating a circular economy for plastics, starting with packaging. In October 2018 at the Our Oceans Conference, PepsiCo announced that it would be a New Plastics Economy Global Commitment signatory, becoming a founding member of a network of leading businesses and governments, receiving global recognition as front-runners in the shift towards a circular economy for plastics
- **Ocean Conservancy's Trash Free Seas Alliance:** At PepsiCo we recognize that many materials found in the ocean today should not have become waste in the first place and instead could be a valuable economic resource. As a result, we have joined the [Trash Free Seas Alliance](#), an alliance joining industry, academia, and conservation thought leaders with a common goal of reducing the amount of plastic waste leaking into the ocean annually by 50% by 2025.
- **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.
- **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 will transform the UK's plastic system. By bringing together the entire plastics value chain behind a common set of ambitious targets, it will 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.
- **World Economic Forum (WEF) Global Plastic Action Partnership (GPAP):** PepsiCo is a founding member of the [Global Plastics Action Partnership](#), launched by WEF in 2018, as a packaging-specific initiative under the Platform for Accelerating the Circular Economy (PACE). The initiative aims to facilitate collaboration on tackling plastic pollution and promoting circular economy solutions by championing a public-private partnership model involving the national governments and stakeholders in coastal countries.

## Reduce & Recycle:

- **Circulate Capital:** In October 2018, the PepsiCo Foundation announced that it was the founding investor in [Circulate Capital](#), which aims to catalyze investment in solutions to reduce ocean plastic pollution in South and Southeast Asia. The fund, created with Closed Loop Partners and The Ocean Conservancy, among other partners, will finance initiatives that aim to improve on waste collection and processing.
- **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.

- **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. We recently made a \$10 million investment, the largest-ever single-gift to a recycling nonprofit which will initiate the biggest-ever U.S. residential recycling initiative.
- **Regional Inclusive Recycling Initiative (IRR):** In 2015, PepsiCo joined [IRR](#), an initiative created by the Inter-American Development Bank (IDB) together with AVINA, RED-LACRE (Latin America Recyclers Association), and Coca-Cola. 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, and (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 a demonstrable increase in the average monthly income of waste pickers.
- **WE CARE:** In India, we formed a consortium of industries to conduct a pilot project, [WE CARE](#) (waste efficient collection and recycling), to recover, segregate, and manage 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. Other members of the consortium are Nestle, DS group, Dabur, and Petfetti Van.

#### Reinvent:

- **Bioplastic Feedstock Alliance:** As research moves forward on bio-based plastics, we know we must 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 is committed to improving awareness around the environmental and social impacts of sources for bioplastics.
- **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.
- **Materials Recovery for the Future Collaborative (MRFF):** To improve recovery and recyclability of flexible packaging in the U.S., 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.
- **NaturALL Bottle Alliance:** In 2018 PepsiCo joined The NaturALL Bottle Alliance, a research consortium with consumer packaged goods industry leaders and a bio-based materials development company, Origin Materials, to accelerate the development of innovative packaging solutions made with sustainable and renewable resources, including post-consumer cardboard, thus creating additional end market demand for this material.
- **TerraCycle Loop:** In January 2019, PepsiCo announced a partnership with TerraCycle to launch a new initiative called [Loop](#). The Loop initiative will pilot a model that delivers products in redesigned durable containers to consumers that will later be picked up to be cleaned and refilled. This initiative exemplifies PepsiCo's commitment to a circular economy and a shift towards innovative packaging models.

## WE ARE WORKING TO BUILD RELATIONSHIPS ACROSS THE GLOBE TO HELP INCREASE RECYCLING

### CROSS CUTTING PARTNERSHIPS



### REDUCE, RECYCLE & REINVENT PARTNERSHIPS



### ORGANIZATIONS REFERENCED IN MAP\*

#### CROSS CUTTING

Consumer Goods Forum - Global  
 New Plastics Economy - Global  
 Ocean Conservancy's Trash Free Seas Alliance - Global  
 Sustainable Packaging Coalition - Global  
 World Economic Forum (WEF) Global Plastic Action Partnership (CPAP) - Global  
 The UK Plastics Pact - United Kingdom

#### REDUCE & RECYCLE

Circulate Capital - Southeast Asia  
 Closed Loop Fund - USA  
 The Recycling Partnership (TRP) - USA  
 Regional Inclusive Recycling Initiative (IRR) - Latin America and the Caribbean  
 WE CARE - India

#### REINVENT

BioPlastic Feedstock Alliance - Global  
 Circular Economy for Flexible Packaging (CEFLEX) - Europe  
 Material Recovery for Future Collaborative (MRF) - USA  
 NaturALL Bottle Alliance - Global  
 TerraCycle Loop - New York and Paris

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