



# The ABCs of EPR:

What consumers REALLY expect from companies on packaging end-of-use

Sustainability is our business

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# EPR is having a moment.

And that moment is about to become much more than a moment as EPR continues to expand. Not only is EPR here to stay, but its regulations will influence and shape packaging innovation and end-of-use management for decades to come.

**SUSTAINABILITY**  
**Maryland Passes Packaging EPR Law; Industry Groups Weigh In**  
Maryland becomes the sixth state to adopt packaging EPR legislation, prompting a range of



Policy Update  
**Producer Responsibility for Plastics: 2024 State Policy Trends**  
May 7, 2024



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**The Impact Of EPR (Extended Producer Responsibility) Regulations On Businesses**



**Extended Producer Responsibility 101**

- What is EPR?
- How Does EPR Work?
- What is the Main Function of the EPR System?
- The Difference Between EPR and Product Stewardship
- Types of Waste Addressed by EPR Policy
- How EPR Impacts Taxpayers, Communities, MSW and More
- Why Do We Need EPR?
- Pros of EPR Policy
- Perceived Cons of EPR Policy

**Commentary: How EPR is transforming the packaging industry**  
EPR initiatives are encouraging packaging firms to rethink their operations, incorporate greater volumes of recycled materials and closely manage their product life cycles.

**Packaging groups eye federal changes, state EPR evolution in 2025**  
The structure of anticipated tariffs is front of mind for some packaging and material organizations. They're also gearing up for more mature EPR and deposit return policy negotiations this year.  
Published Jan. 28, 2025

**MINNESOTA POLLUTION CONTROL AGENCY**  
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**MPCA confirms registration of Minnesota's initial packaging producer responsibility organization**

**Gov. Polis signs Colorado's EPR for packaging bill**  
Published May 12, 2022 • Updated June 3, 2022



**Maryland Gov. Moore signs packaging EPR into law**  
Maryland becomes the sixth state with an EPR for packaging law. It ramps up reimbursement between 2028 and 2030.

**Extended Producer Responsibility for Packaging: Taking Stock for 2025**  
by: Rachel Saltzman, Samuel L. Brown, Alexandra Hamilton, Abigail Contreras of Hunton Andrews Kurth - *The Nickel Report*  
© Posted On Tuesday, January 14, 2025



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**Extended Producer Responsibility**  
September 26, 2024 • 34 min read  
By: Adam Hoffer, Jacob Macumber-Rosin

But before we dig into the insights, let's take a moment to explain the basics of what EPR is for those who might not know.

(If you're already an EPR expert, feel free to jump ahead to page 9).

# EPR:

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What is it? How is it?  
And where is it?

# EPR: *What is it?*

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Although the specifics vary by state, Extended Producer Responsibility (EPR) is a policy that places legal and financial responsibility for managing a material throughout its entire lifecycle on the companies that produce the material.

# EPR: *What is it?*

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In other words, companies can no longer just  
*“make it, sell it, and forget about it.”*

Companies in the U.S. are now obligated to design and produce products and packaging with reduced environmental impact.\*

\*(E.g., increased recyclability, recycled content, renewably sourced and lighter weight)

# EPR: *How* is it?

Depending on the state, EPR requirements include things like:

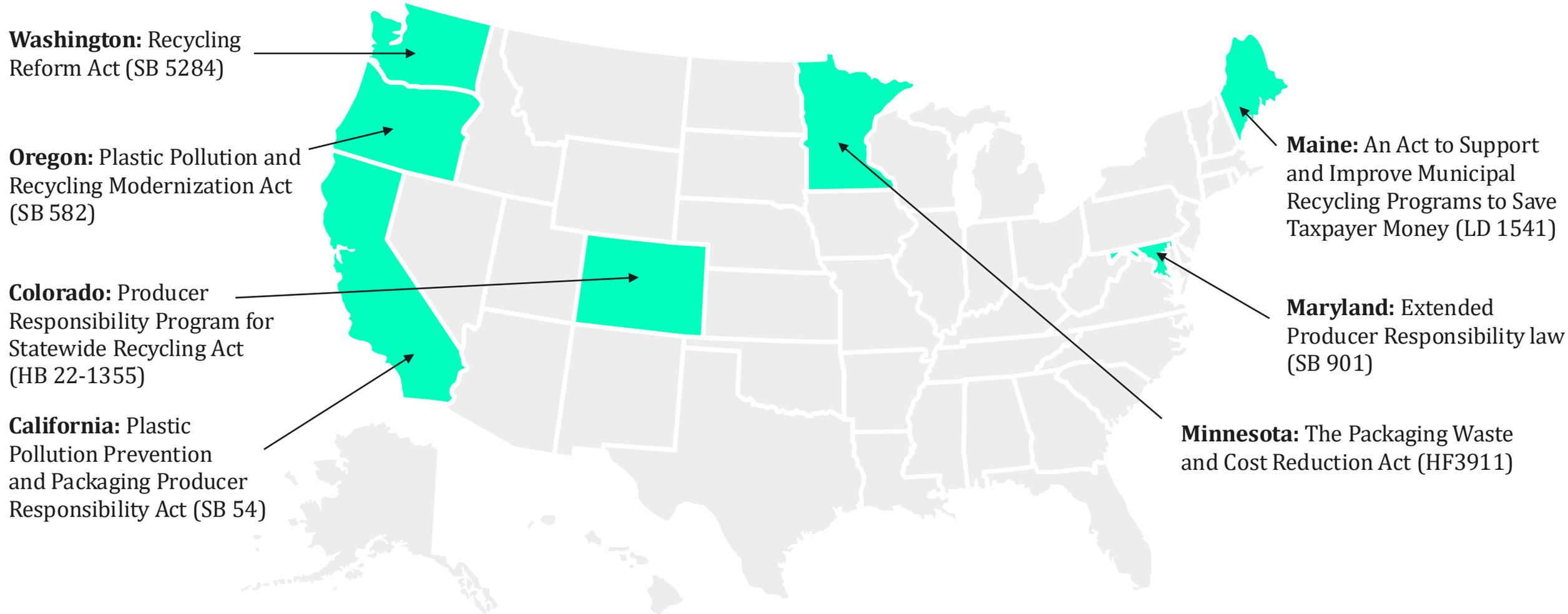
- Joining the **state PRO** (Producer Responsibility Organization) — or, sometimes, an SO (Stewardship Organization). These are producer-led nonprofits that develop programs for management of the packaging lifecycle under EPR laws
- Meeting **specific targets** for recyclable, compostable or reusable packaging, and/or improve collection rates
- Providing **detailed data** on packaging materials, weights and volumes
- Providing record-keeping **audits** and educational **outreach**
- **Reimbursing** municipalities for the costs of managing the end of use of materials
- **Paying PRO fees** based on a variety of factors such as weight, type and sustainability impact of packaging materials

And failure to comply could lead to:

- **Daily fines** of up to \$50,000 per day (up to \$100,000 for subsequent violations within 5 years)
- **Regulatory action** from state bodies
- **Lawsuits** from environmental advocacy groups
- Legal actions or **forced shutdowns** for injunctive relief
- Inclusion on **PRO list of non-compliant** member organizations

# EPR: *Where is it?*

As of 2025, seven states have active EPR or similar packaging laws:



Now that we've level set, let's get into how your company can use this EPR moment — while you're redesigning packaging to reduce costs — to bake in the wish list of things consumers want in that packaging ... so you can increase brand favorability.

That's the purpose of this report: to pinpoint the consumer opportunity amidst the cost and hassle of managing EPR.

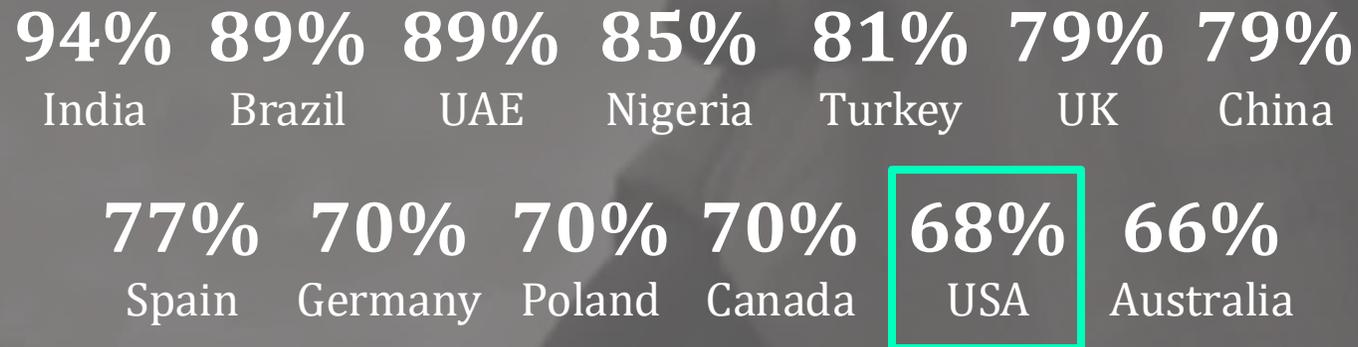
To do that, let's first examine what consumers are concerned about regarding the environment, and what they specifically want from packaging.

Let's start with insights  
from our latest Global  
Eco Pulse<sup>®</sup> study.



# 85% agree

that global warming, or climate change, is occurring,  
and it is primarily caused by human activity



Source: Global Eco Pulse® 2024 – Globally weighted by subregion  
How much do you agree or disagree with the following statement: Global warming, or  
climate change, is occurring, and it is primarily caused by human activity. (n=7,140)



# 72%

of people we surveyed from around the globe  
say they are very/extremely interested in  
hearing from companies about their efforts to  
**reduce GHG emissions**



# 80%

of people we surveyed from around the globe say knowing a company is a leader in reducing GHG emissions **improves** their opinion of that company

# 8%

of people we surveyed from around the globe say knowing a company is a leader in reducing GHG emissions **decreases** their opinion of that company

But as concerned as they are about climate change, it isn't in the top three list of worries ...other environmental and economic issues are, including plastic waste.

TOP 3 CONCERNED ABOUT

 USA	Top 2 Box
Inflation	72%
Political unrest/war	64%
Plastics in oceans/rivers/streams	63%

 Canada	Top 2 Box
Inflation	74%
Water pollution	68%
Plastics in oceans/rivers/streams	67%

 Brazil	Top 2 Box
Water pollution	87%
Air pollution	85%
Deforestation/environmental destruction	84%

 United Kingdom	Top 2 Box
Inflation	66%
Water pollution	65%
Plastics in oceans/rivers/streams	65%

 Spain	Top 2 Box
Water pollution	69%
Plastics in oceans/rivers/streams	68%
Water shortages	67%

 Germany	Top 2 Box
Plastics in oceans/rivers/streams	74%
Political unrest/war	74%
Plastic waste	65%

 Poland	Top 2 Box
Inflation	70%
Water pollution	70%
Political unrest/war	70%

 UAE	Top 2 Box
Use of harmful chemicals	74%
Air pollution	74%
Water pollution	73%

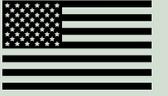
 Nigeria	Top 2 Box
Food shortages	92%
Water pollution	90%
Use of harmful chemicals	89%

 China	Top 2 Box
Water pollution	61%
Use of harmful chemicals	58%
Deforestation/environmental destruction	53%

 India	Top 2 Box
Air pollution	91%
Water pollution	89%
Plastic waste	88%

 Australia	Top 2 Box
Inflation	69%
Plastics in oceans/rivers/streams	61%
Plastic waste	58%

 Turkey	Top 2 Box
Water pollution	82%
Inflation	82%
Use of harmful chemicals	81%



In fact,

# 86%

of people in America are somewhat to extremely concerned about the packaging they use ending up in the environment

Source: The ABCs of EPR 2025 – How concerned are you about the packaging you use (food, personal care, etc.) ending up in the environment? (n=1,001) Somewhat, very, and extremely concerned

The truth is:  
**people are  
concerned  
about a lot.**



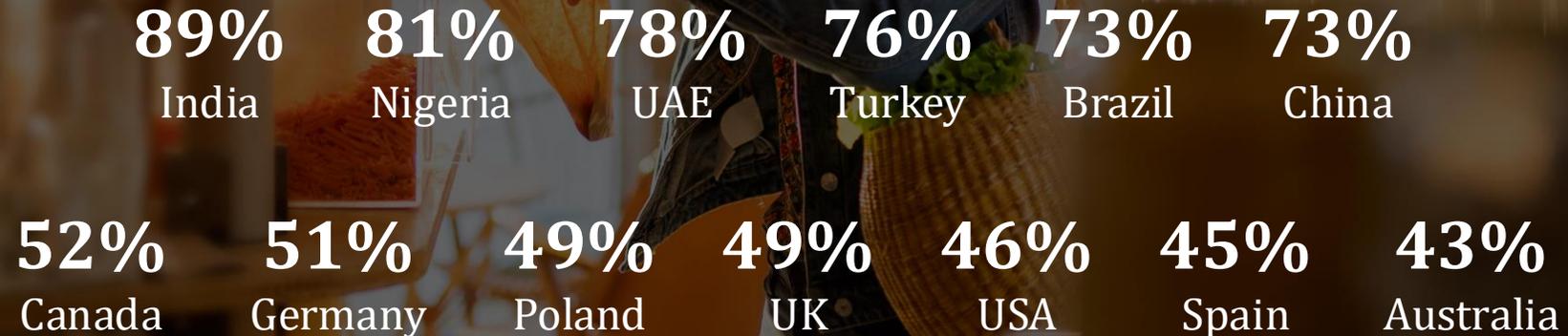
A woman with her hair in a bun, wearing a denim jacket, is seen from the side, filling a reusable bag in a bulk food store. She is standing in front of a wooden counter with various bulk food containers. The background shows shelves filled with more bulk food containers. The overall atmosphere is warm and natural, with soft lighting.

And indeed, most  
people want to  
be **eco-friendly**  
(and buy that way) ...



# 75%

want to be seen as someone who buys and uses eco-friendly products



Source: Global Eco Pulse® 2024 – Globally weighted by subregion

How much do you agree or disagree with the following statement: Buying/using eco-friendly products is an important part of my personal image?  
(n= 7,140)



# 44%

can name a product or brand they've purchased — or not purchased — because of the environmental or social record of the manufacturer

Source: Global Eco Pulse® 2024 – Globally weighted by subregion  
Have you ever chosen one brand or product over another or stopped purchasing a brand or product based on the environmental or social record of its manufacturer? Name the brand. (n=7,140)

But at the end of the day, they're really looking to companies to solve many of our **biggest environmental problems.**



# 76%

hold companies strongly/very strongly responsible for making changes that positively impact the environment



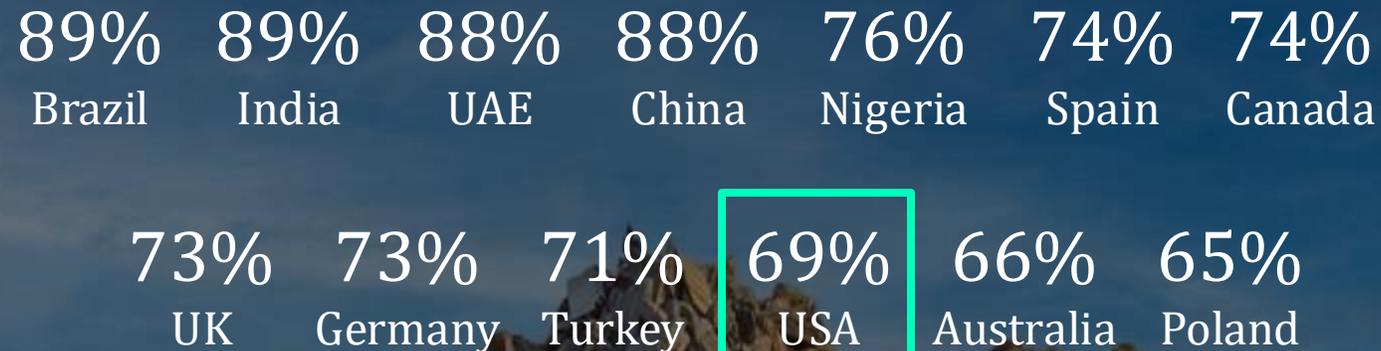
Source: Global Eco Pulse® 2024 – Globally weighted by subregion

How responsible do you feel each of the following are to change practices to positively impact the environment?  
(n=7,140)



# 83% believe

companies should have some to very much responsibility for the end-of-life disposal of their products



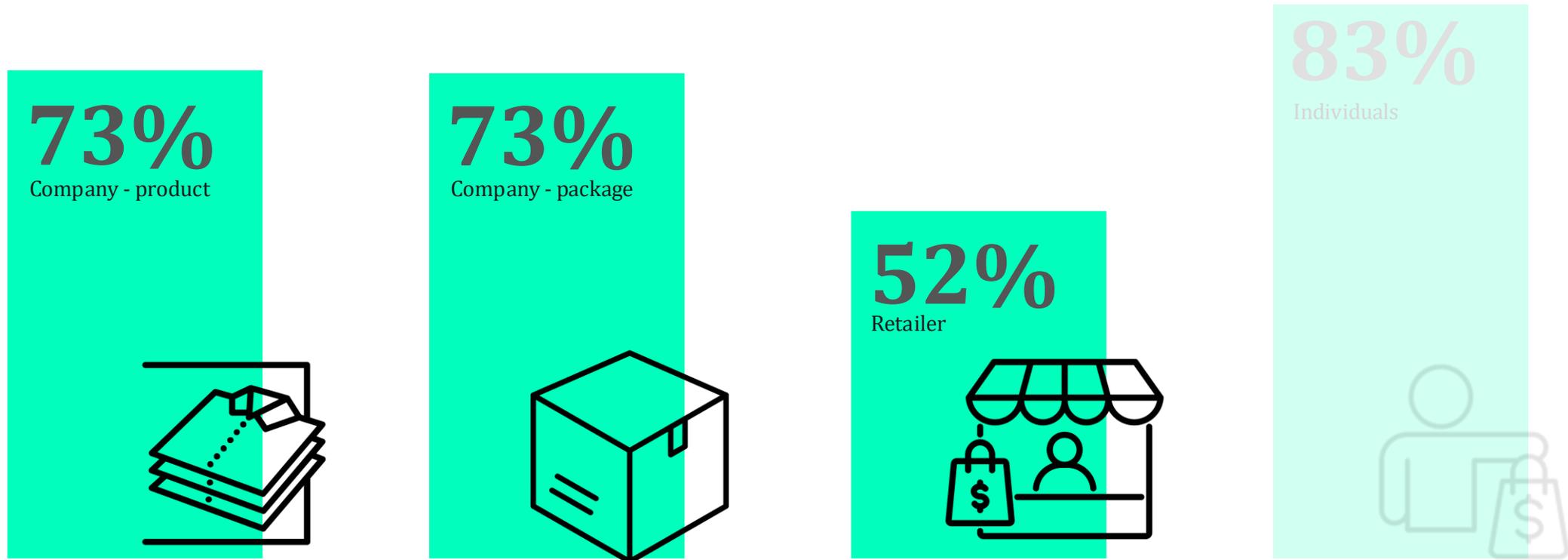
Source: Global Eco Pulse® 2024 – Globally weighted by subregion

How responsible do you feel each of the following are to change practices to positively impact the environment?  
(n=7,140)



73% believe both the company who made the product and the company who made the package **hold responsibility for proper disposal**, and half even believe the retailer who sold it bears responsibility

*% some/very much responsibility*



So based on these stats, it's clear that consumers want companies to be responsible for what ultimately happens to the products they produce.



Yet still, this  
data has been  
bugging us.

If somebody buys the product and the package it's in, and they have it in their possession, how is the manufacturer supposed to responsibly deal with its end of life?

# To answer that question, we surveyed both consumers and corporate professionals to get their perspectives.

On March 13–27, 2025, we surveyed both consumers and professionals to get perspectives on the current state of EPR, to explore what consumers believe companies should be doing, and to find out how professionals view their companies' roles in EPR.

## Consumers

1,001 participants

United States only

- Female: 53%
- Male: 47%

Representative of region, gender, age and ethnicity

Margin of error: +/-3.1%

## Professionals

46 participants

- United States: 37
- Canada: 5
- Other countries: 4

Variety of industries, including chemicals/plastics, food and beverage, paper/paper products, building products

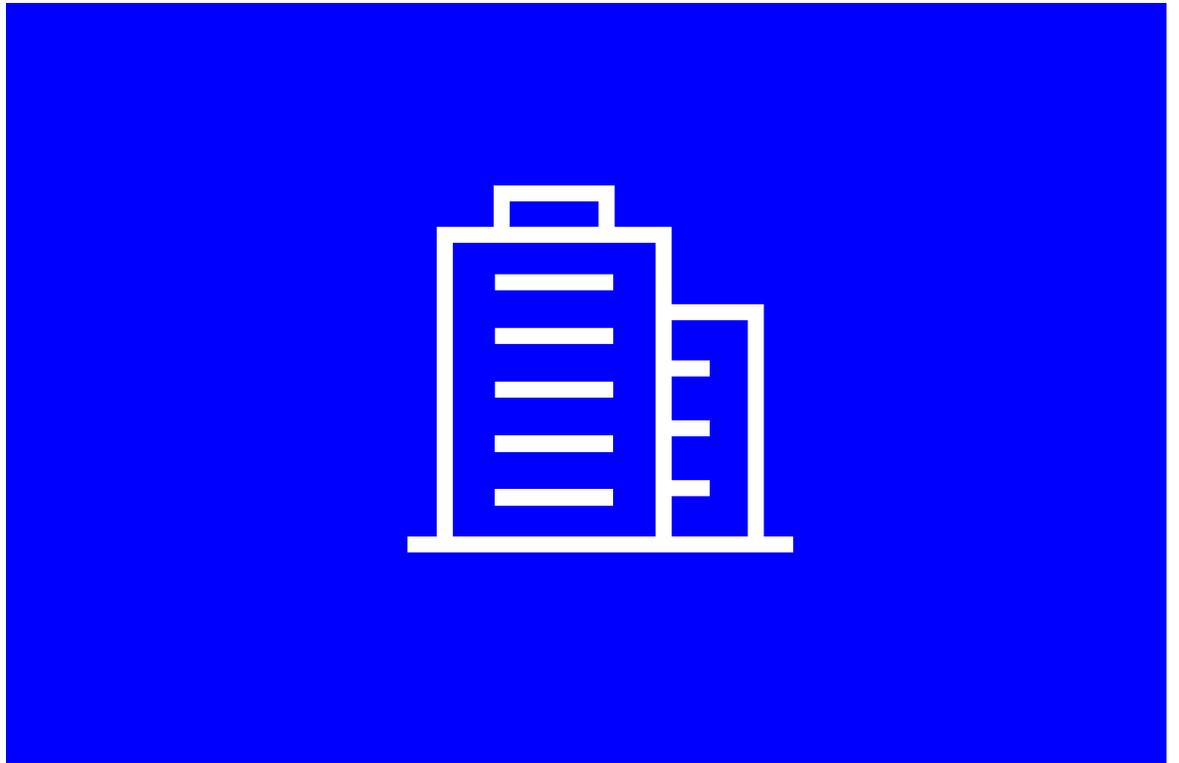
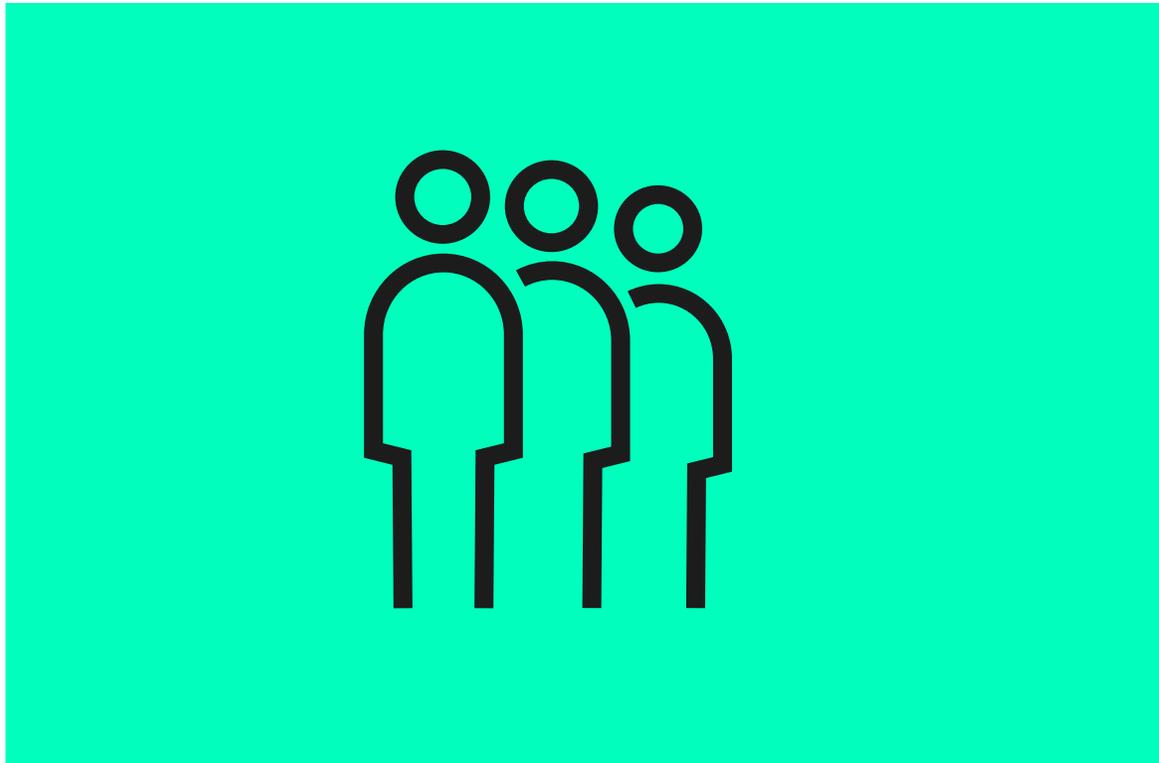
Variety of company sizes

Variety of roles, many with a sustainability focus and/or involvement in sustainability at their companies

**Note:** For the upcoming slides we use icons to delineate the two groups:

Data from the **consumer** survey will be indicated with this icon/color

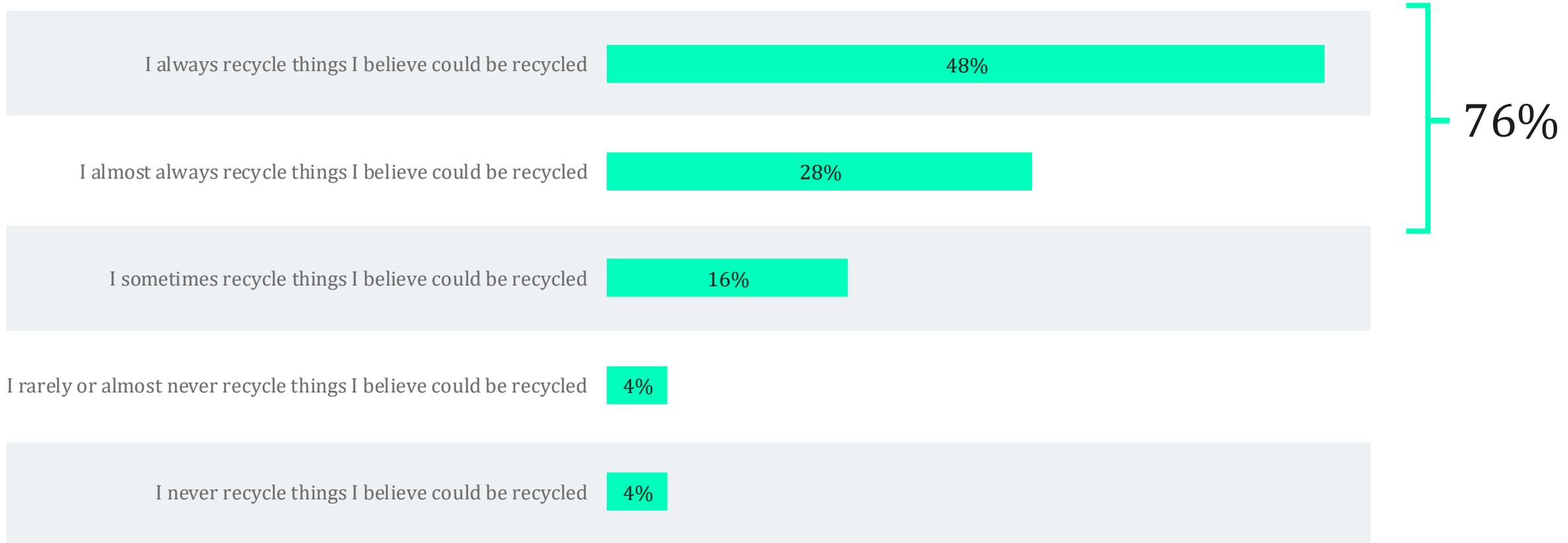
Data from the **professionals** survey will be indicated with this icon/color





# First, we looked at recycling as an end-of-life option. 76% of people in America say they're committed to recycling.

Three quarters of people always/almost always recycle things they believe could be recycled





Recycling is familiar, it's a baseline activity **they can do easily,**  
**and it makes them feel better about their consumption.**

**85%**

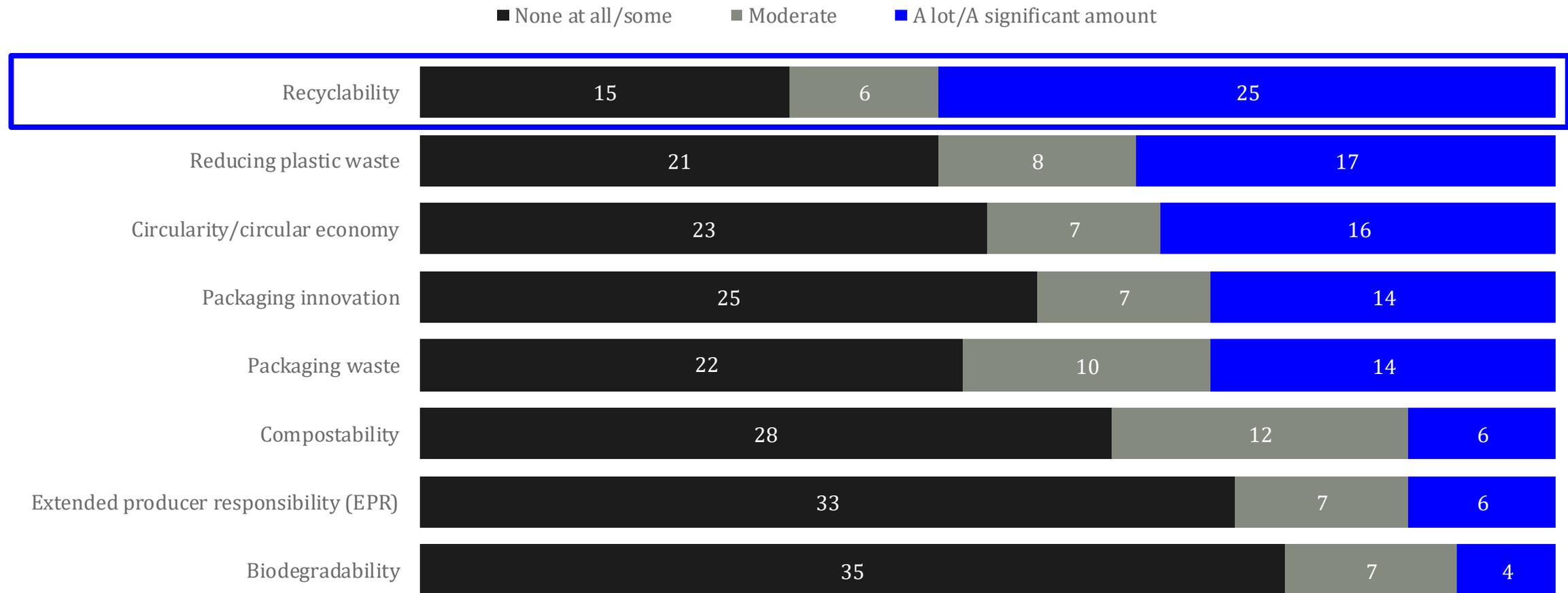
somewhat or very strongly agree that “recycling is the bare minimum I can do for the environment”

**77%**

somewhat or very strongly agree that “recycling makes me feel better about the amount of things I purchase or consume”

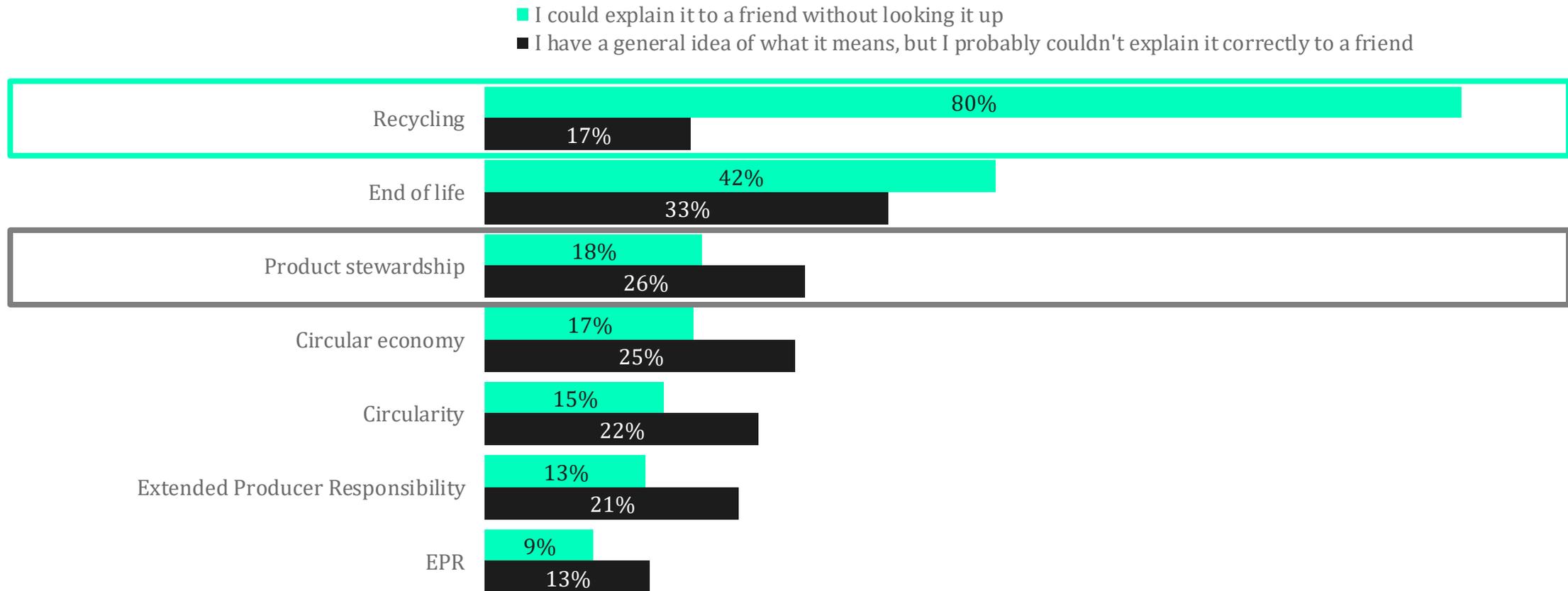


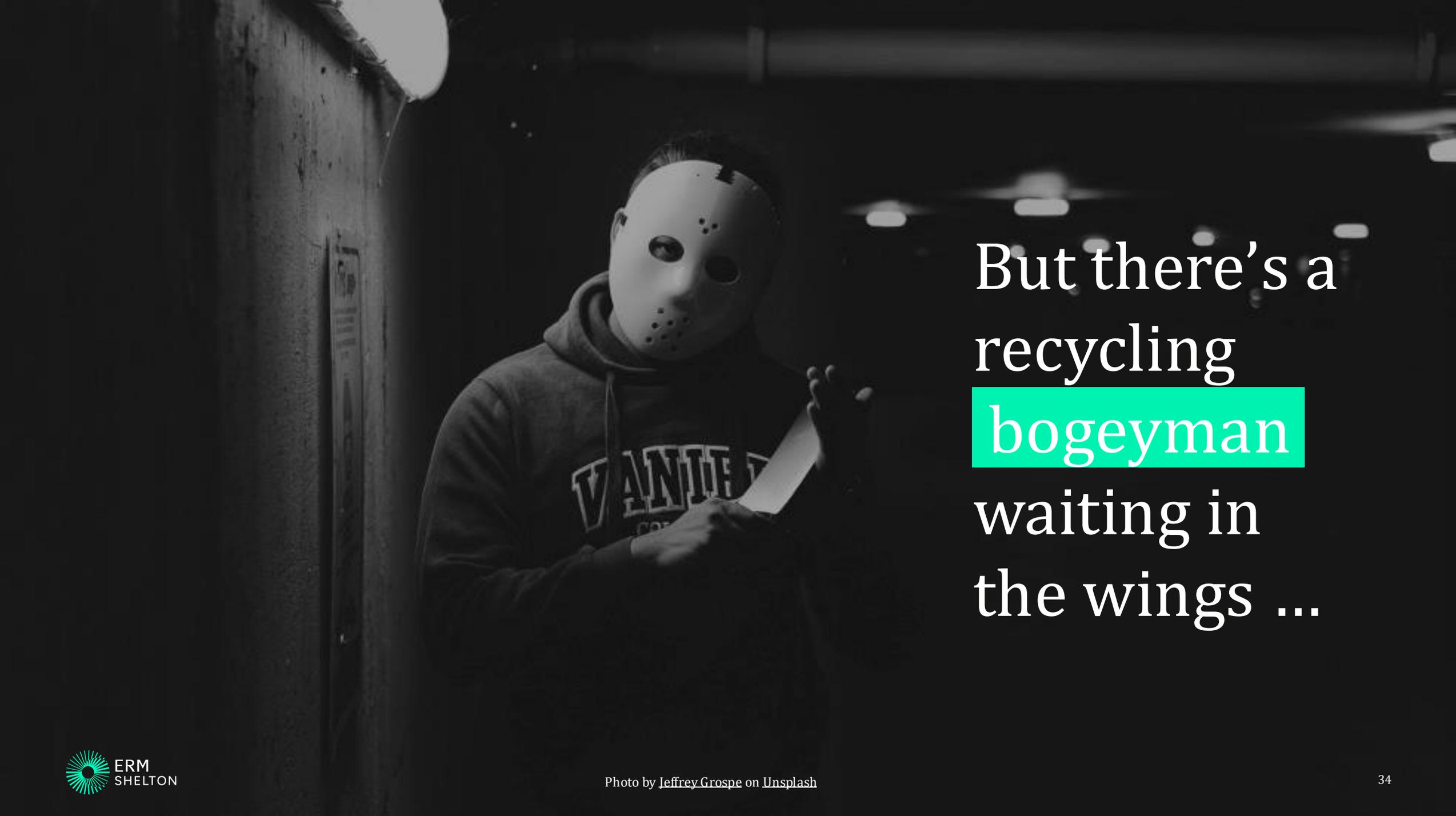
**Maybe the reason people are all about recycling is because it's far and away the topic with the most emphasis on companies' external communications (and has been for many years).**





That level of communication is no doubt a big reason why consumers report **very high understanding of “recycling,”** but very few other end-of-use terms.





But there's a  
recycling  
bogeyman  
waiting in  
the wings ...



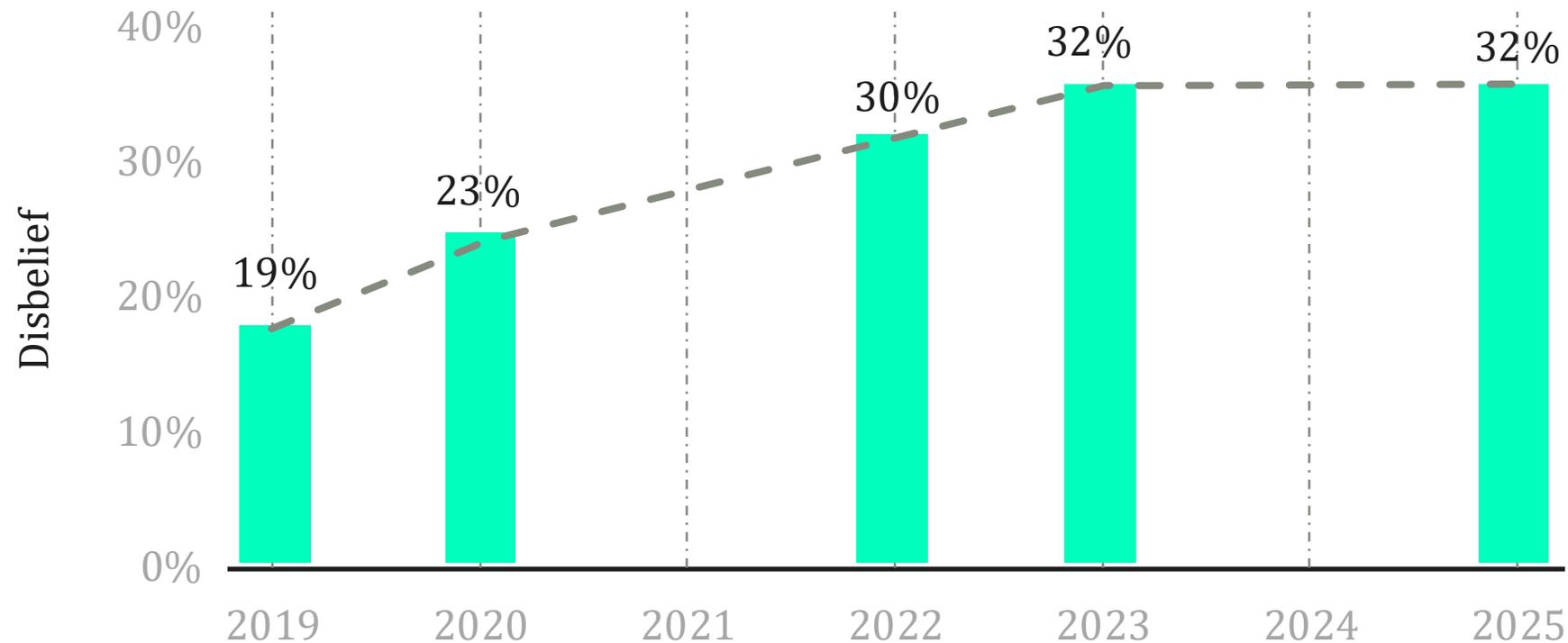
Only

# 29%

of consumers are very or extremely confident the things they toss in the recycling bin are actually getting recycled. That's not good.



We've seen that skepticism about things actually getting recycled grow over the past six years. **Today, 32% are not confident that what they put in the bin is getting recycled.**





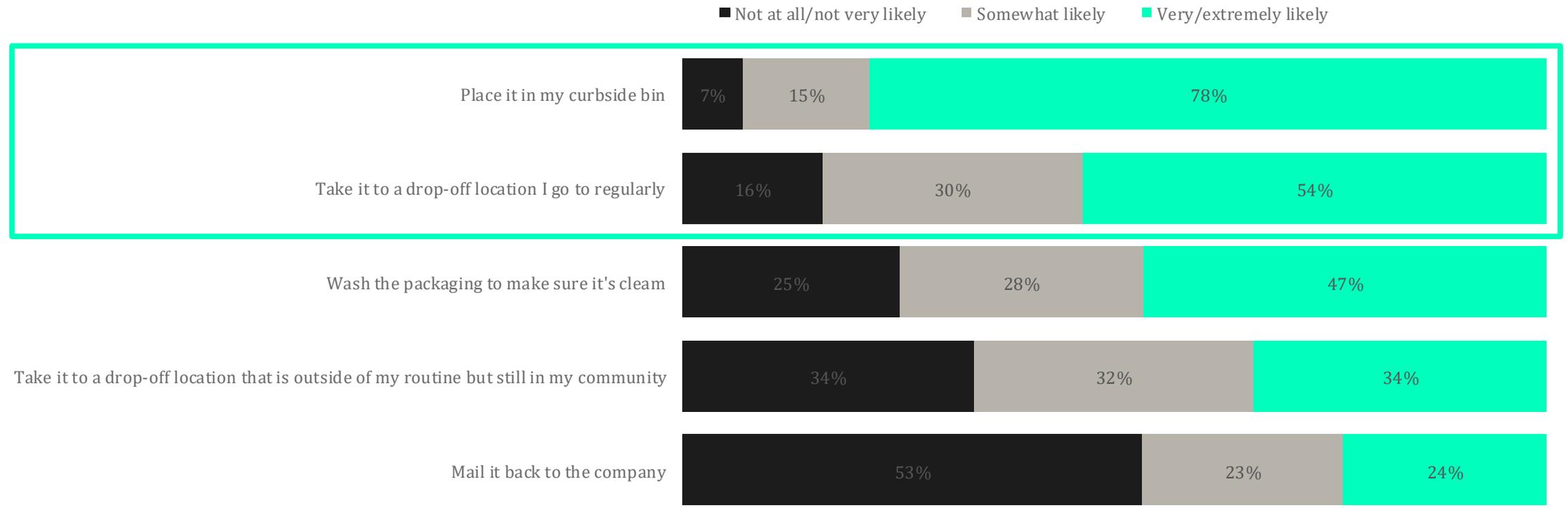
The positive flip side is:

85%

of those who feel **confident** it works are committed to recycling

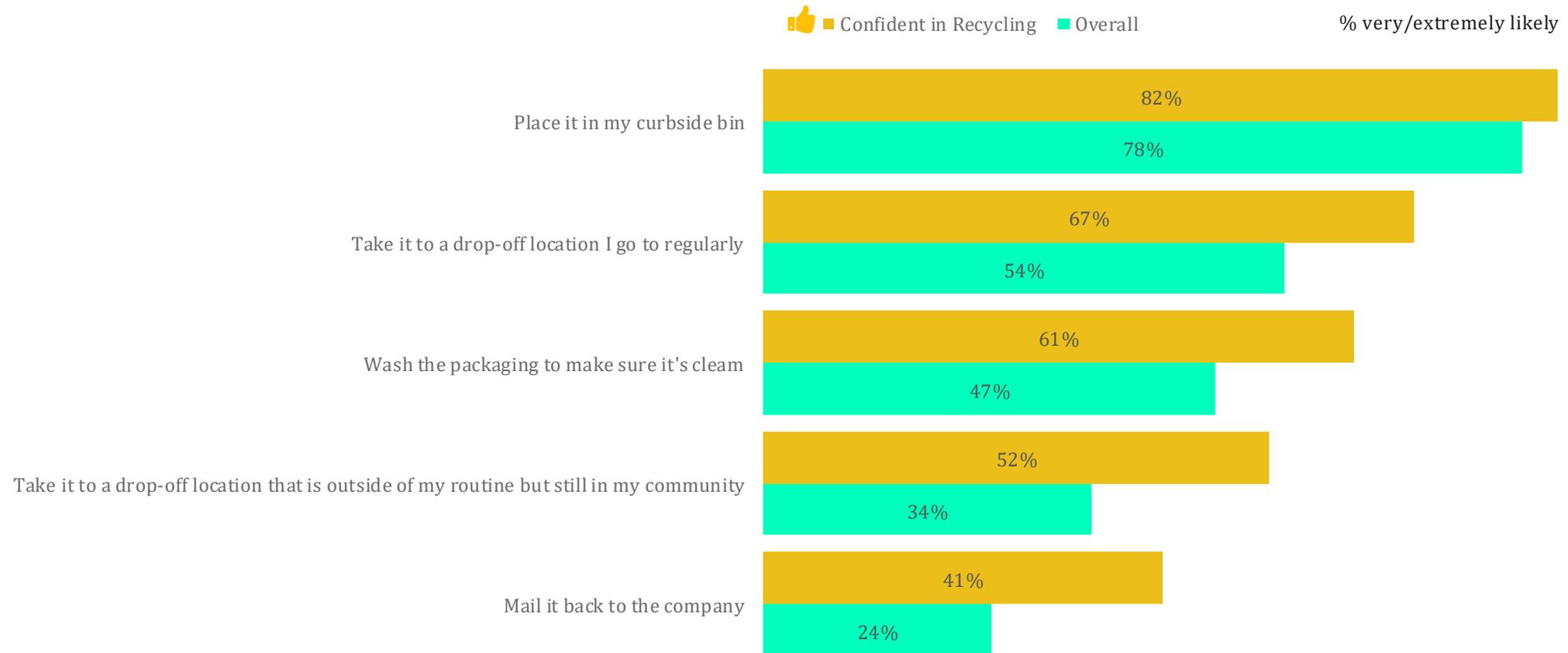


Key insight: When people *believe for sure* an item will be recycled, their likelihood to recycle goes way up, and **half are even willing to make the additional effort to take that recycling to a drop-off location.**





# And again, those who are confident in recycling are **more likely** to do all these recycling actions.



What this means is that consumers will get more involved when they believe what they're doing *is actually working*.

That suggests a big opportunity to bring consumers along in the EPR journey. But right now, companies are falling short in their communications (and even their initiatives).



We know this, because when we ask consumers how they think companies are doing at taking responsibility for waste, the results aren't great.

16%

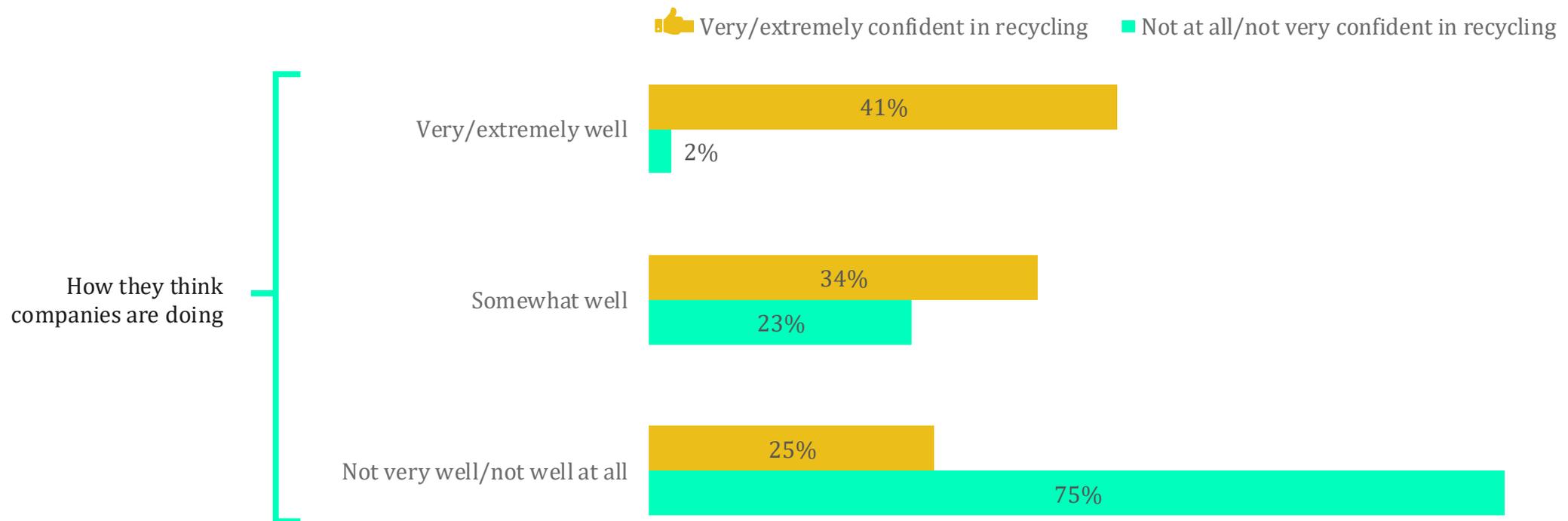
think companies and manufacturers are doing very or extremely well at taking steps to ensure their packaging waste does not end up in the environment

50%

think they're **NOT** doing well



But those who are confident in recycling **think companies are doing a much better job** at dealing with waste than those who aren't confident.





Let's **recap** for a second:

- 
1. People expect companies to take care of the proper disposal of their products and packages.
  2. Recycling feels like a good option ... but their faith in the system has been shaken.
  3. The less confident they are that recycling works, the less they believe that companies are doing a good job with item #1.

**HOWEVER ...**

... If they DO believe recycling works, they are:

- More likely to recycle (even when it's hard)
- And more likely to feel good about the companies they buy from (driving brand favorability and preference)

Which means:

Companies and brands should be demonstrating and communicating all the ways that the recycling system *IS* working, **which will boost both recycling rates *AND* brand perception!**

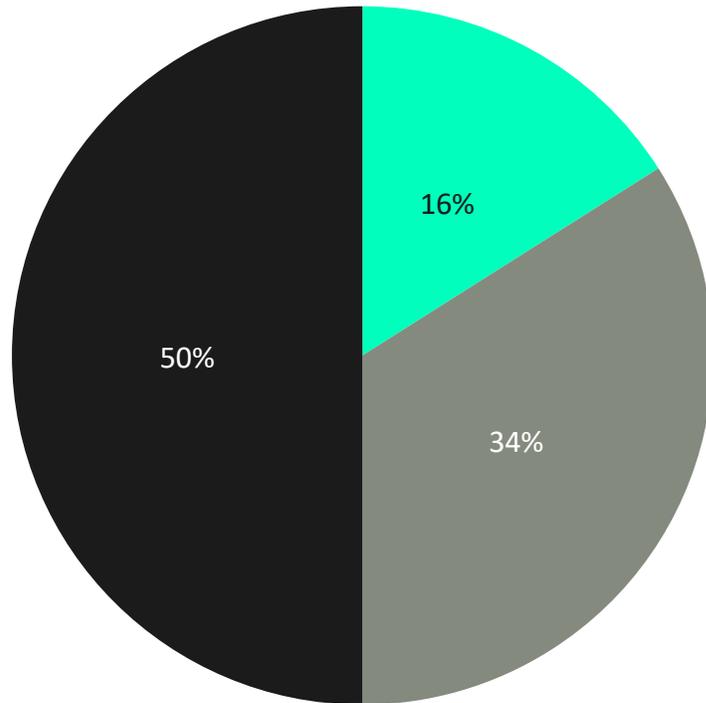
**So instead of solely communicating their own progress on recyclability, brands need to ALSO tell a story that reinforces faith in the overall recycling system.**

Our research shows that companies give themselves better marks than consumers do for ensuring packaging waste doesn't wind up in the environment:

How **consumers** think companies are doing:



**Consumers**



Very/extremely well



Somewhat well

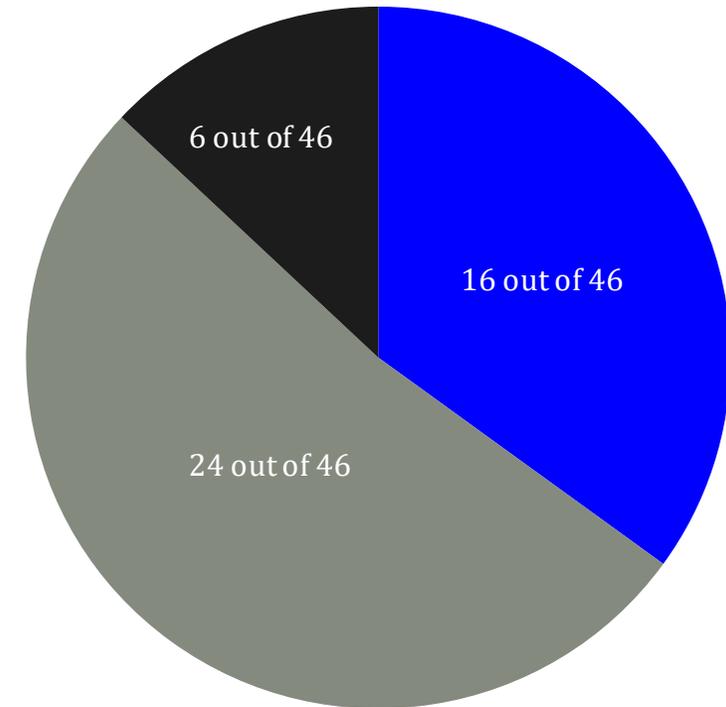


Not very well/not well at all

How **companies** think companies are doing:



**Professionals**



Another reason for this disconnect?

According to our analysis findings, companies aren't focused on **the one thing consumers say they should be focused on:**

**Biodegradability.**

Through a Max Diff approach, we determined which *end-of-life actions would improve consumer opinion of a company the most, and which would improve opinion of the company the least.*

To better understand how Max Diff works, here's an analogy:

Think back to grade school, when team captains chose players for each team. The captains took turns picking the best players.

In our Max Diff, for each turn, the **captain is evaluating players against each other and choosing the one that would help the team the most and the one who would help the team the least.** (Thank goodness it wasn't like that in school!)

Our "players" were a variety of actions a company could take to have more responsibility for the disposal of their packaging. Turn after turn, respondents (our team captains), picked a best and a worst out of a random selection of options.

The best "players" were the ones that would **increase favorability of the brand *the most.***

The worst "players" were the ones that would **increase favorability of the brand *the least.***

# Respondents went through the Max Diff exercise nine times, showing randomized combinations of the statements.

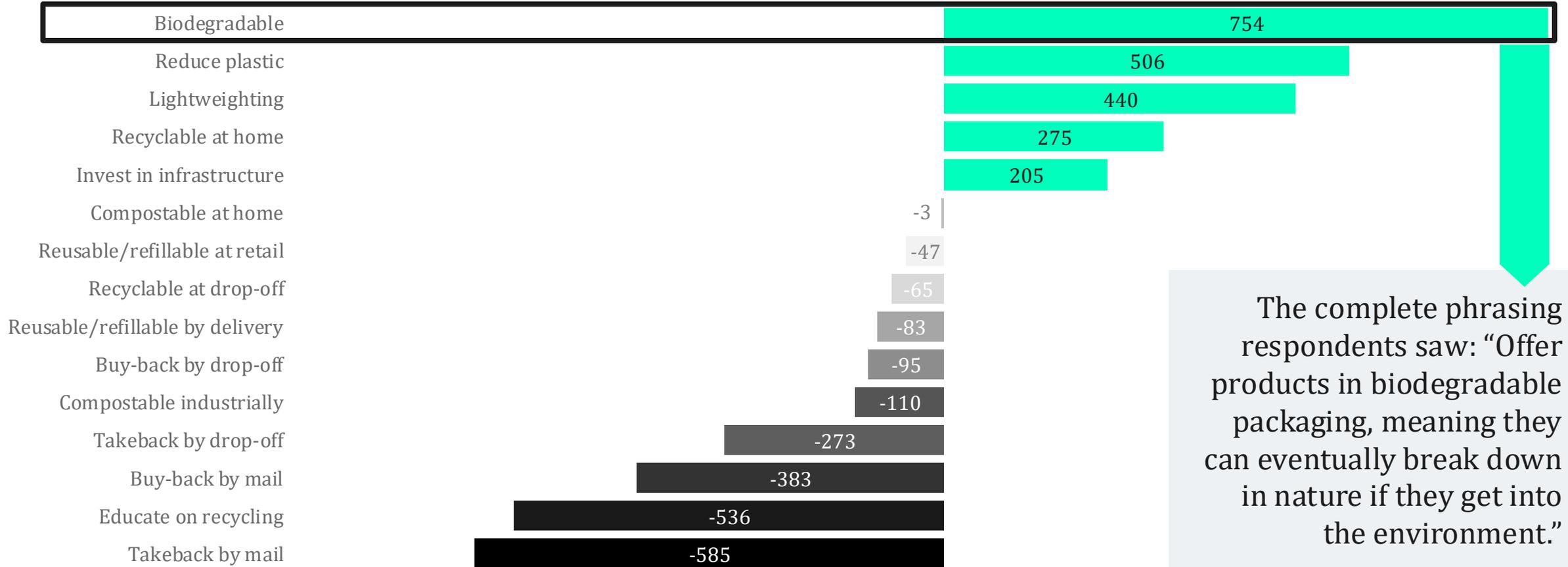
Thinking about what actions a company could do to take more responsibility for the disposal of their packaging, which of the following actions would improve your opinion of a company the most and which would improve your opinion of the company the least? You'll repeat this exercise 9 times.\*

Improve Company Opinion Least		Improve Company Opinion Most
<input type="radio"/>	Offer a buy-back or deposit program for its packaging which allows the individual to <b>mail their packaging back to the company</b>	<input type="radio"/>
<input type="radio"/>	Offer a takeback program for packaging which allows the individual to <b>bring their packaging back to a specific location</b> to be disposed of by the company	<input type="radio"/>
<input type="radio"/>	<b>Avoid using plastic</b> in its products or packaging	<input type="radio"/>
<input type="radio"/>	Offer products in reusable/refillable packaging that you could <b>take back to a retail location</b> for refill	<input type="radio"/>
<input type="radio"/>	Offer products in recyclable packaging which can be <b>recycled by bringing it to a store drop-off</b> location	<input type="radio"/>

# Exact wording of all Max Diff options, unabbreviated

- Offer a takeback program for packaging which allows the individual to bring their packaging back to a specific location to be disposed of by the company
  - Offer a takeback program for its packaging which allows the individual to mail their packaging back to the company
  - Offer products in reusable/refillable packaging that you could take back to a retail location for refill
  - Offer products in reusable/refillable packaging that you could refill at home via routine delivery of a bulk amount
  - Offer products in biodegradable packaging, meaning they can eventually break down in nature if they get into the environment
  - Offer products in compostable packaging which can be put in a home composting bin
  - Offer products in compostable packaging which can be industrially composted, if available
- Offer products in recyclable packaging which can be put in an individual's curbside bin at home
  - Offer products in recyclable packaging which can be recycled by bringing it to a store drop-off location
  - Offer a buy-back or deposit program for its packaging which allows the individual to bring their packaging back to a specific location to be disposed of by the company
  - Offer a buy-back or deposit program for its packaging which allows the individual to mail their packaging back to the company
  - Avoid using plastic in its products or packaging
  - Reduce the amount of material used in its packaging
  - Invest money in recycling infrastructure, which helps make sure municipalities can successfully accept and recycle a wide variety of materials
  - Work to educate individuals on how to recycle properly

# Here you can see how the biodegradability end-of-life option drove favorability the most with consumers.

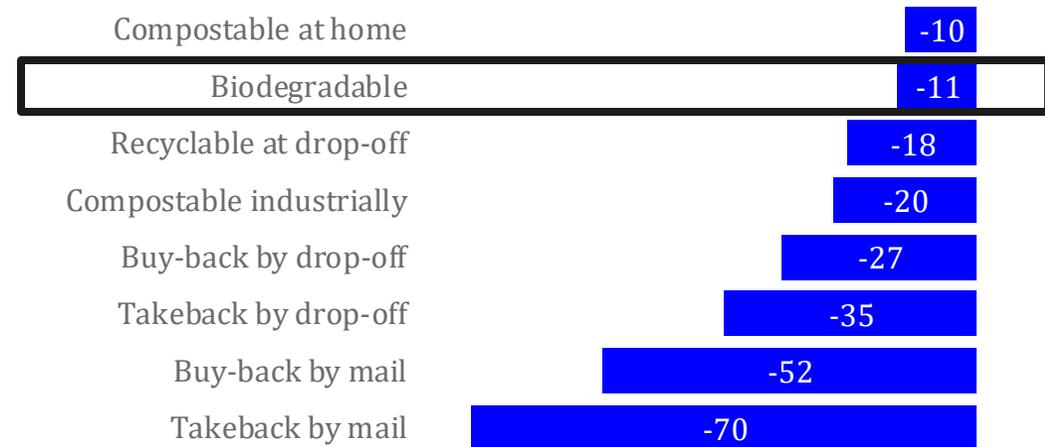




# No wonder consumers don't think companies are doing well at end-of-life disposal (it's way down companies' lists!)



Consumers chose biodegradability as the top thing companies could do to take more responsibility for the disposal of their packaging



And companies place biodegradability and other end-of-life disposals down their list of external communications emphasis

# We get it. Biodegradability is a complicated topic. For one thing, it's not easy to achieve. And two, companies face legal limitations with this claim.

## **FTC Green Guides say:**

*"A marketer making an unqualified degradable claim should have competent and reliable scientific evidence that the entire item will completely break down and return to nature (i.e., decompose into elements found in nature) within a reasonably short period of time after customary disposal (within one year)."*

One year after customary disposal?  
Unfortunately, that may be dependent on where the material is — Alaska vs. Hawaii, for instance.

## **EU Green Claims Directive says (among MANY other things which apply to all claims):**

*"A comparative environmental claim needs to ensure that also for products with very different raw materials, uses and process chains. For example, agriculture or forestry is relevant for bio-based plastics while raw oil extraction is relevant for fossil-based plastics and the question whether a relevant share of the product ends up in landfill is highly relevant to plastics that biodegrade well under landfill conditions but maybe less relevant for plastics that do not biodegrade under such conditions."*

Yikes.

## **UK Green Claims says:**

*"If a product will only biodegrade or compost in certain conditions, for example requiring specialist equipment or processes that are not commonly used, this should be explained. Otherwise, consumers are liable to assume the claim applies to the typical methods for disposing of the product."*

Hmmm, there's that pesky disposal issue again ...

# Yet clearly consumers appear hyper-focused on biodegradability. Why is that?

It's likely biodegradability is such a favorable option because people believe the packaging will end up in the environment anyway (remember, 86% believe this). They see biodegradability as a safety net.

What if, rather than responding positively to this idea ...

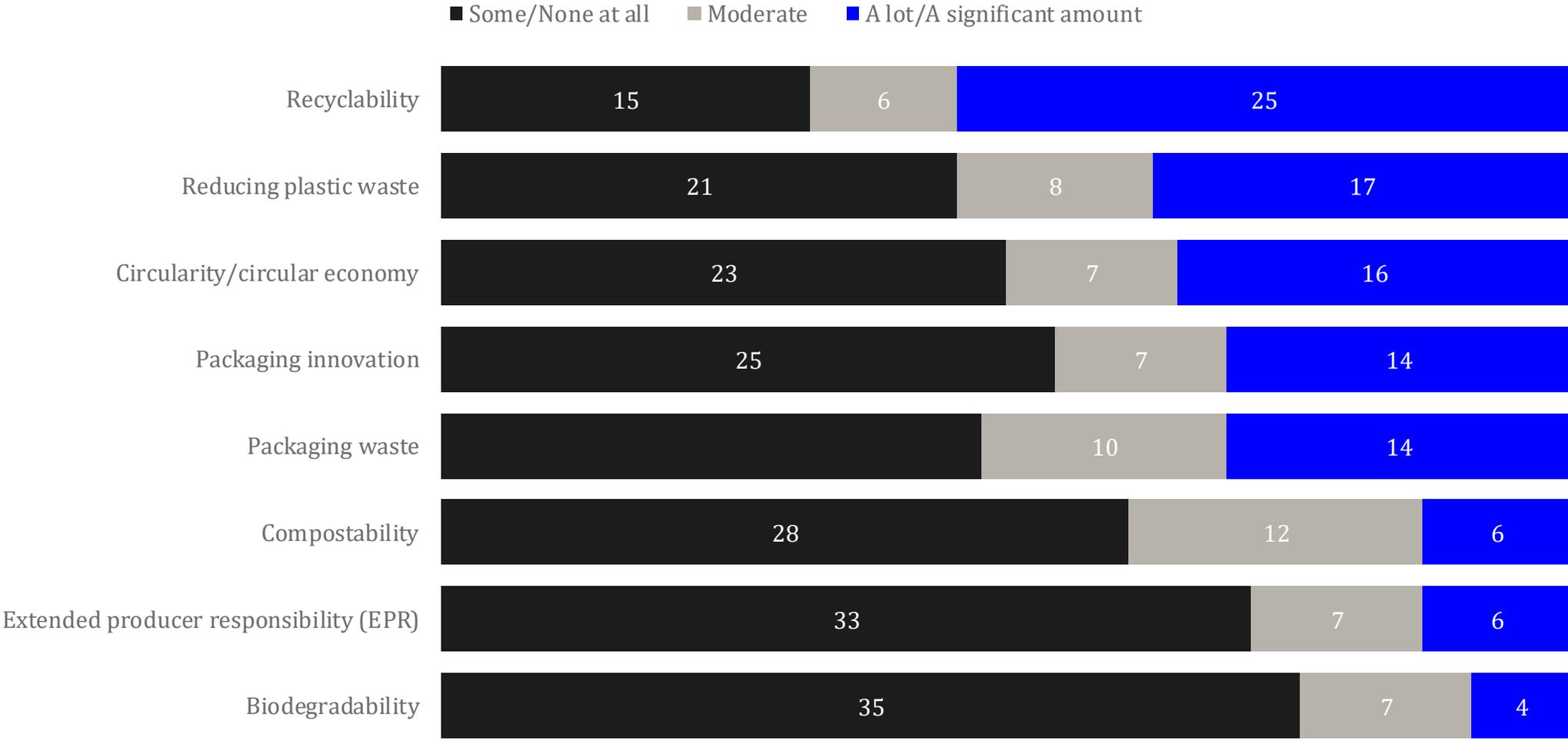
... they're really responding to this one?

“Offer products in biodegradable packaging, meaning they can eventually break down in nature if they get into the environment.”

Another way to interpret the data is that right now, consumers are looking to companies to *design in sustainability* at the beginning, rather than relying on EOL solutions.



# But only 14 companies we surveyed said they place a significant emphasis on packaging innovation beyond recyclability ...





... even though

34 out of 46

companies are somewhat to  
extremely concerned about EPR  
regulations ...



... and even though

40 out of 46

agree their companies have **responsibility**  
**for the end-of-life disposal** of their  
products

To drive consumer engagement in EOL solutions AND build brand affinity, companies will need to reassure consumers there are other ways to **handle waste successfully.**

Let's explore what else companies *should* be doing (and talking about) to increase brand affinity with consumers and give them that reassurance.

Overall, consumers' main angst is figuring out **how they're supposed to dispose of waste properly**, and they need lots of help from companies.



“Make it easy, help us, educate us.”



You can see their angst coming through in their *unaided* answers to what companies should be doing to take responsibility for the disposal of the packaging they manufacture.

Consumers clearly showed a **hunger for guidance and help with EOL.**

Source: The ABCs of EPR 2025 – If a company is going to take responsibility for the disposal of the packaging it manufactures, what do you think that means they should be doing? (n=1,001)

They want companies and retailers to figure out how to **make disposal easy and environmentally friendly**, and to help consumers play their parts successfully as well.

“Consumer should be able to give packaging back to retailer and manufacturers should pick it up and re-use or recycle the packaging.”

“Return it back to the company or store it was bought from.”

“Being charged for the waste they produce or there should be requirements for using the most eco friendly packaging possible.”

“Investing in more efficient recycling centers where products are sold.”

“Ensure it’s safe for the environment should the end user not dispose of it properly, make it as easy as possible to dispose of and recycle.”

Let's look at how brands and companies can prioritize EOL initiatives to prove they're doing their part, and to bring consumers along for the journey.



Overall, consumers are looking to companies to make packaging more sustainable when they originally design and create it. This puts the responsibility on the company first, building consumer trust.



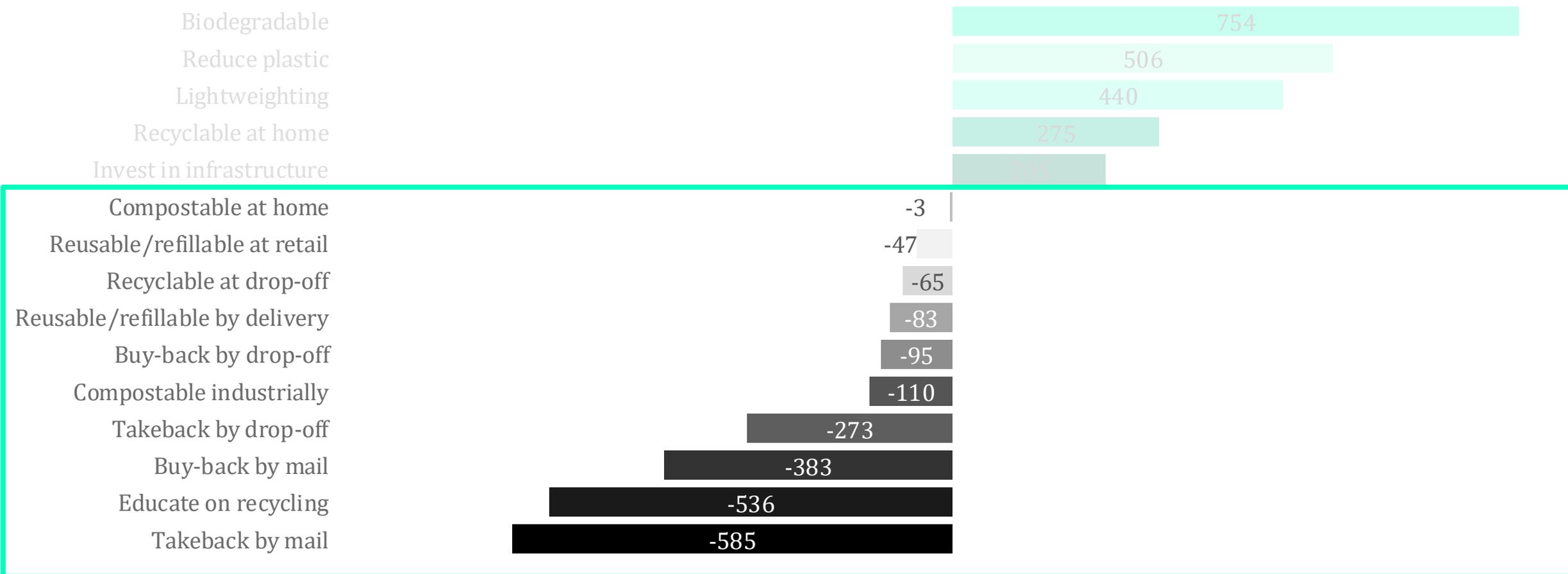
**The complete phrasing respondents saw:**

- Offer products in biodegradable packaging, meaning they can eventually break down in nature if they get into the environment
- Avoid using plastic in its products or packaging
- Reduce the amount of material used in its packaging
- Offer products in recyclable packaging which can be put in an individual's curbside bin at home
- Invest money in recycling infrastructure, which helps make sure municipalities can successfully accept and recycle a wide variety of materials

Source: The ABCs of EPR 2025 – *Thinking about what actions a company could do to take more responsibility for the disposal of their packaging, which of the following actions would increase your opinion of a company the most and which would increase your opinion of the company the least?. (n=1,001)*



If companies don't start with their own responsibility first, consumer perception won't increase when companies offer solutions that put the onus on the consumer.

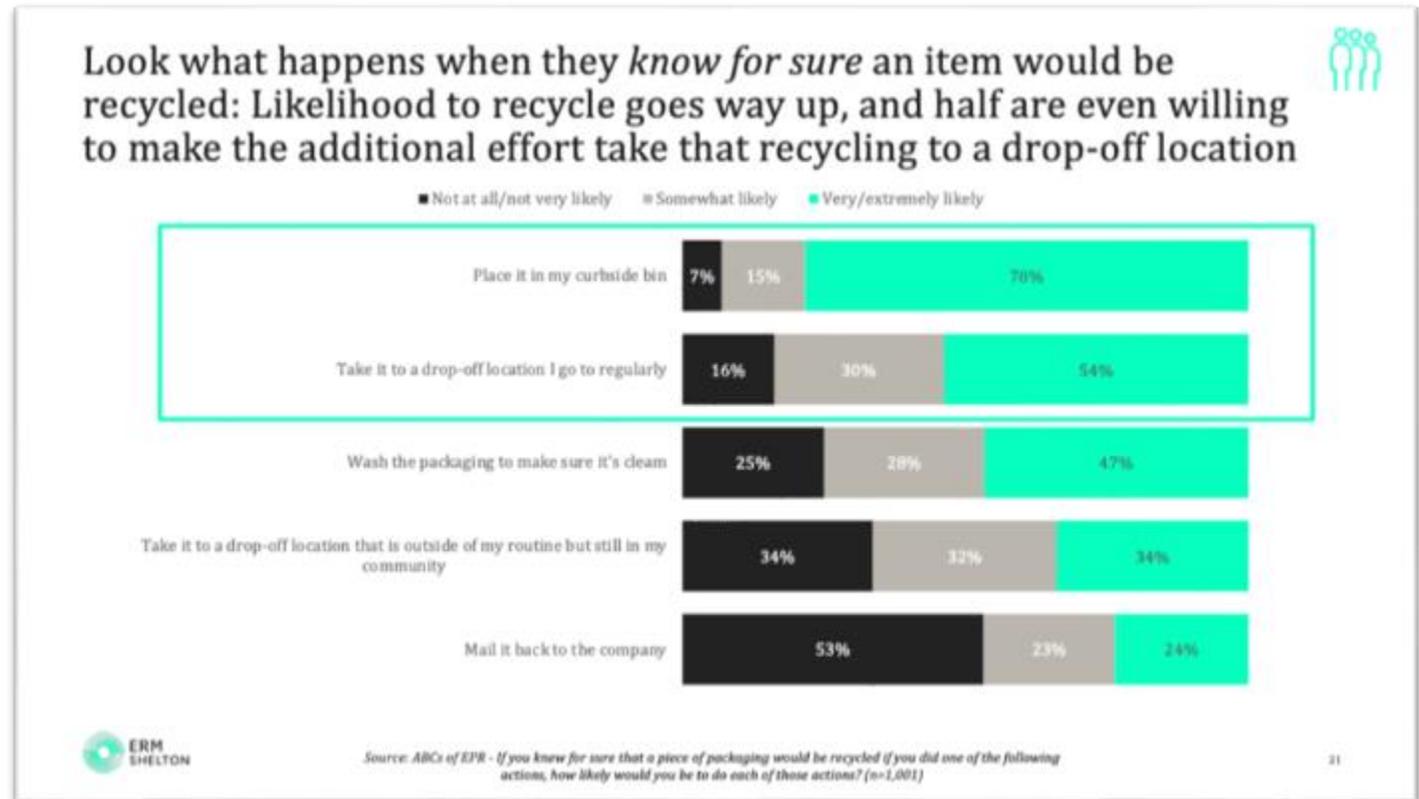


Source: The ABCs of EPR 2025 – *Thinking about what actions a company could do to take more responsibility for the disposal of their packaging, which of the following actions would improve your opinion of a company the most and which would improve your opinion of the company the least?* (n=1,001)

So start by getting your company's house in order, then you can move on to encouraging consumers to embrace various EOL solutions the way they've embraced recycling.

## Actions consumers say they're willing to do for recyclables:

We know about half are willing to take recyclables to a drop-off *if* they were assured the items would be recycled.





The same success may be found with other retail/drop-off options once trust is established, so these types of initiatives are a good place to start.

**Actions a company could do which require consumer effort:**



**The complete phrasing respondents saw:**

- Offer products in reusable/refillable packaging that you could take back to a retail location for refill
- Offer products in recyclable packaging which can be recycled by bringing it to a store drop-off location

Source: The ABCs of EPR 2025 – *Thinking about what actions a company could do to take more responsibility for the disposal of their packaging, which of the following actions would increase your opinion of a company the most and which would increase your opinion of the company the least?* (n=1,001)

Knowing no company can do everything all at once, we used a TURF analysis to figure out which combinations of a few key initiatives would do the most for a brand's positive perception.

# What is a TURF?

*Total Unduplicated Reach and Frequency*

Going back to the grade school playground analogy ...

When you (the captain) are thinking of who to pick for your team, you are assessing skills, thinking about who works well together, and more.

A TURF can be viewed similarly:

You (the captain) want to see the optimal group of people to pick for your team. Similarly, TURF allows you to see **optimal combinations of actions that would increase the favorability of your brand *the most*.**

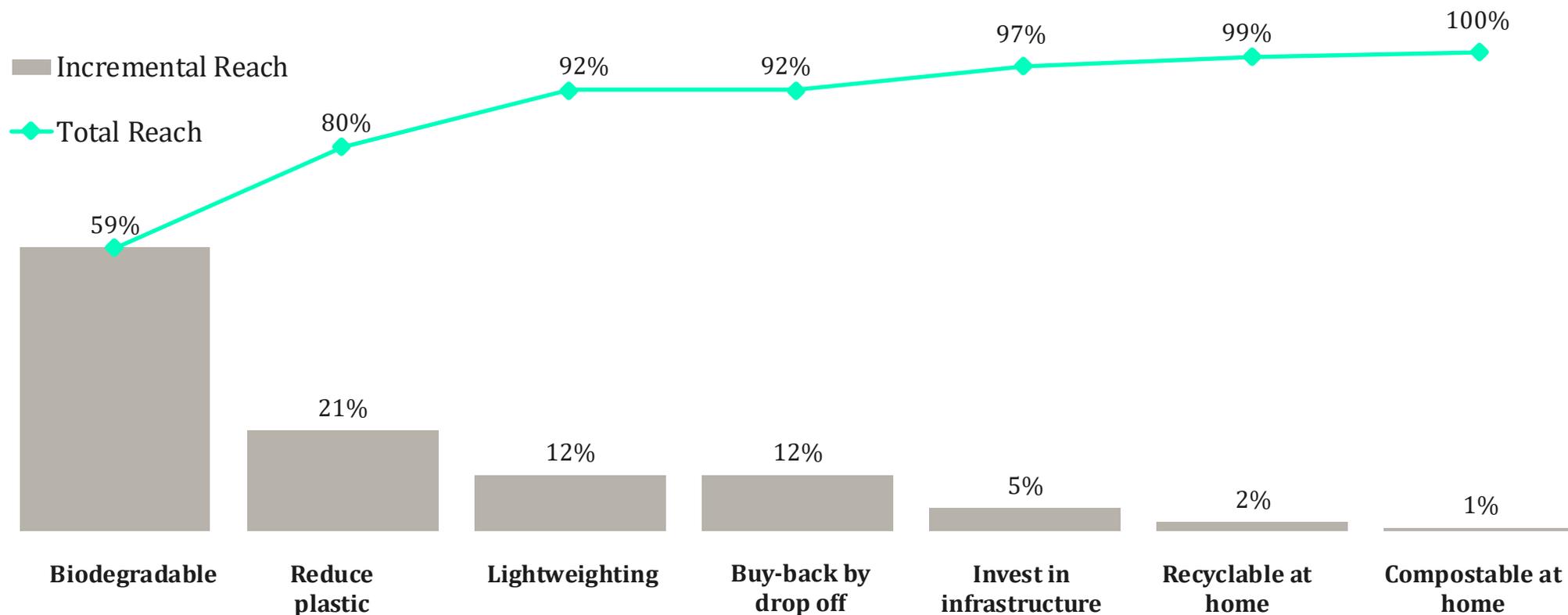
This is done through “reach.”

If you were playing a game of basketball on the playground, 100% reach would be the ultimate team. Starting with the first person you (the captain) pick, they provide some percent of reach toward putting together the ultimate team. As you start to pick more people, the combination of all the teammates together increases the amount of reach until you obtain 100% reach (the ultimate team).

In this TURF it works the same way, but instead it is the **optimal combination of actions that would increase the favorability of your brand *the most*.**



A team with only one player (biodegradability) would appeal to 59% of consumers. If we added a second player (reducing plastic), we'd appeal to 21% *more* consumers who hadn't *already* responded positively to player one, and so forth.

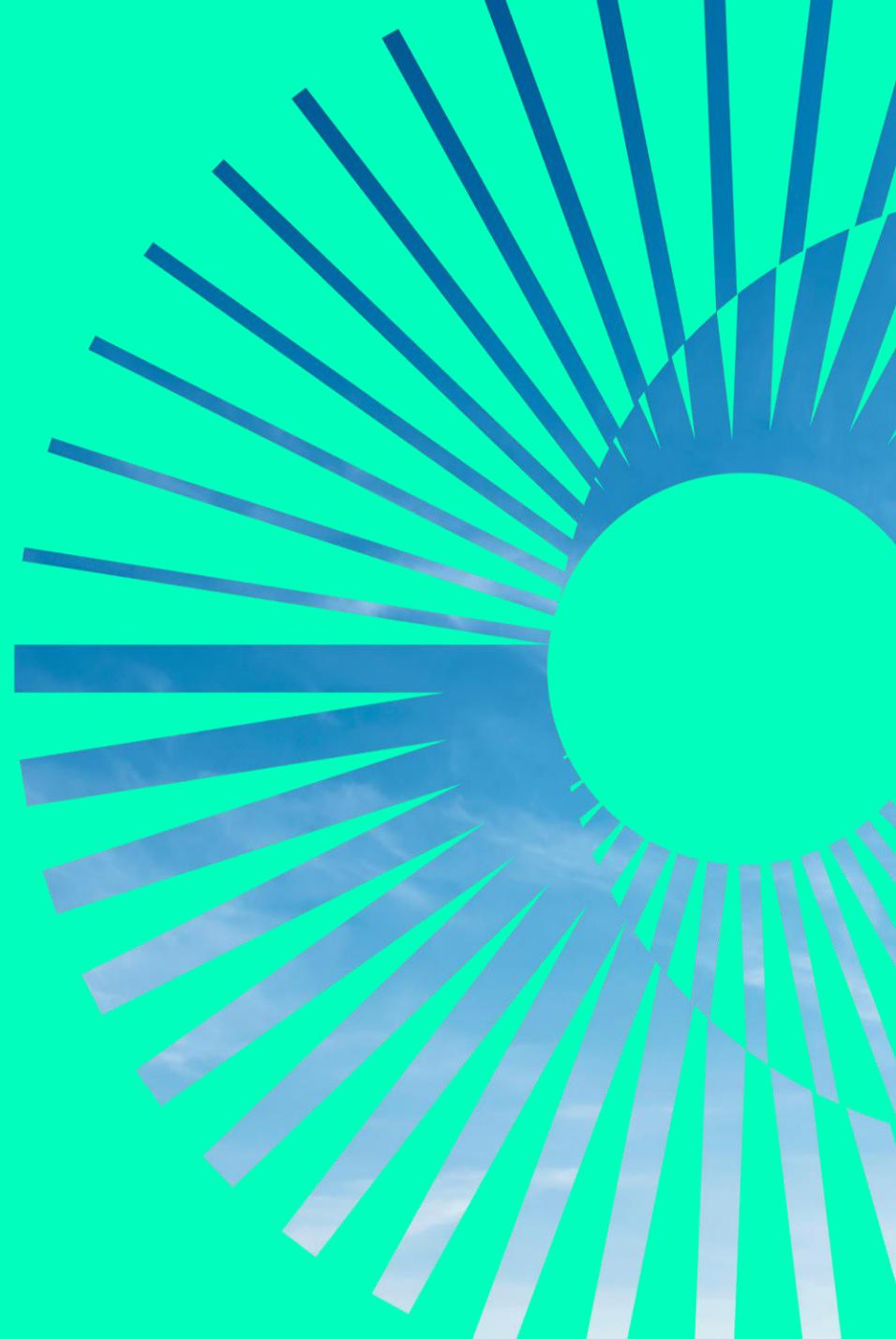


The following features provide no additional reach:

- Takeback by drop-off
- Takeback by mail
- Reusable/refillable at retail
- Compostable industrially
- Reusable/recyclable by delivery
- Recyclable at drop-off
- Buy-back by mail
- Educate on recycling

For this team, either lightweighting OR buy-back by drop-off could get us to 92% reach

Now that we understand consumer beliefs and behaviors, and know what they expect from companies, we can create a step-by-step plan to address EPR successfully.



# Step 1:

## Do everything you can to **keep waste out of the environment** at the beginning of product development/design

- Design packaging that is recyclable or biodegradable\*
- Make packaging as light and simple as you can

\*If you're lucky enough to be one of the companies who have already cracked the biodegradability code in your packaging, kudos. Ride that biodegradability wave as hard as you can by communicating it everywhere. It's the single best way to drive brand favorability.



# Step 2:

## Continue to make efforts to improve recycling rates

- Invest in recycling infrastructure
- Educate consumers on how to dispose of packaging the right way
- Show and tell the story that recycling IS working!
- Motivate and engage consumers in recycling
- Until the plastic waste problem is addressed and plastic recycling rates increase substantially from the current 6% globally, plastic content will continue to be a negative for consumers. So communicate why you're still using it. You have legit reasons; tell the story



## Step 3: Get consumers involved once you've built this trust, starting with things they can do at home, then moving on to things they can do at a convenient nearby location

- Make it easy for them to do it at home, through recycling or composting
- Explore programs that allow all types of packaging to be reclaimed by the manufacturer or retailer
- Aside from at-home activities, consumers appear most willing to drop materials off at convenient locations they already visit



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