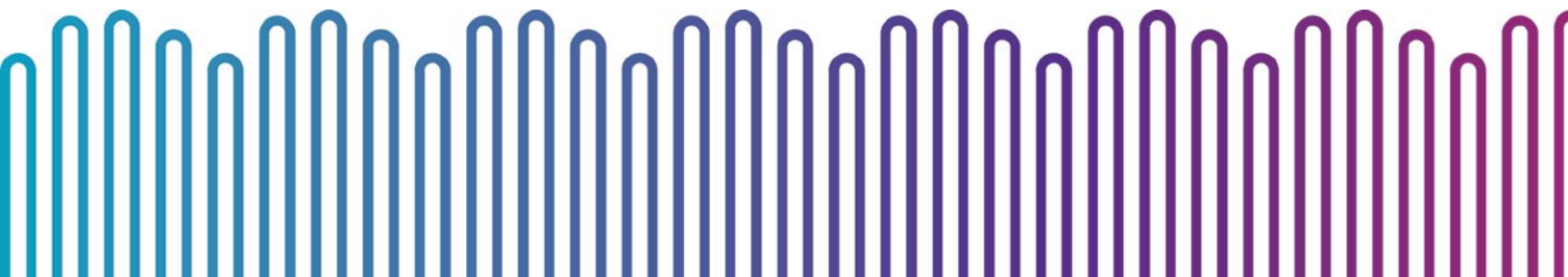




Transparent 2024

Insights from Five Years of *ReSource: Plastic*

January 2025



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Executive Summary

World Wildlife Fund (WWF) is working toward a vision of No Plastic in Nature by 2030 and is leading the charge to help reimagine how we source, design, dispose of, and reuse the plastic materials communities most depend on. As part of the effort to bring data and collaboration to the forefront of corporate action, *ReSource: Plastic* publicly reports on the progress of its Member companies year over year. The *Transparent* report series is *ReSource's* annual publication that details and tracks progress on Member activities and harnesses this new data to provide recommendations for action—both internal to company supply chains and across wider multi-stakeholder efforts.

Transparent 2024 is the fifth report from *ReSource: Plastic*, reflecting on the learnings and progress made in the past five years. This report marks the end of annual reporting through the ReSource Footprint Tracker. Moving forward, WWF will be expecting *ReSource* Members to disclose through the [plastics module in CDP's questionnaire](#) and calls on their peer companies to do the same.

MEASURE—RESULTS AND PROGRESS REPORT

Transparent 2024 expands on established opportunities for corporate action using *ReSource's* approach to systems change: eliminating unnecessary plastic, shifting to sustainable inputs for remaining plastic, and doubling global recycling and composting.

The elimination and reduction of unnecessary single-use plastic is the most important action that companies can take to directly address the plastic pollution crisis. As of 2023, four out of the eight *ReSource* Members included in this report have decreased their total plastic use relative to their baseline year. Collectively, Members reduced their use of virgin fossil-based plastic by 221,000 metric tons relative to their baseline. Between 2020 and 2023, the use of small plastics, polyvinyl chloride (PVC), and polystyrene (PS) decreased by 11.0%, and these problematic plastics now account for just 0.7% of the aggregate portfolio.

Increasing the use of recycled content is key to building circular systems for plastic and incentivizing its collection and recycling. Every *ReSource* Member had an increase in the share of sustainable inputs in 2023 compared to their baseline year. Recycled content increased to 14.5% of the aggregate portfolio in 2023, up from 7.9% in 2020. Responsibly sourced biobased content continues to make up less than 1% of the aggregate portfolio.

Eliminating hard-to-recycle polymers and components is important for aligning portfolios with the anticipated future conditions of waste management systems. Many *ReSource* Members have commitments to make all their plastic packaging recyclable, reusable, or compostable within the decade. In 2023, 75% of Members' plastic packaging was recyclable in practice and at scale. Based on WWF's waste management model, 37% of *ReSource* Members' plastic footprint was estimated to be recycled, 8% incinerated, 39% landfilled, and 16% mismanaged, globally.



MAXIMIZE—INSIGHTS FROM FIVE YEARS OF RESOURCE

Annual reporting through *ReSource* has helped inform Members' mitigation strategies, raised their level of ambition, and pushed companies to improve their data collection processes and disclose more accurately and comprehensively. As voluntary and regulatory reporting on plastic increasingly becomes an expectation of companies, it is in the best interest of all stakeholders that it happens in a coordinated and harmonized manner.

To address this, *ReSource* has, since its inception, worked with the Ellen MacArthur Foundation to align reporting with the New Plastics Economy Global Commitment. These platforms have paved the way for reporting and disclosure at a much larger scale in the coming years through the plastics module in CDP's questionnaire, which has largely been built on *ReSource* and the Global Commitment's metrics and guidance.

ReSource consists of a small group of companies that are leaders in their respective industries. Consequently, the results presented in this report are not representative of the rest of the market, where there has been considerably less progress. In order to address the plastic pollution crisis, we need the remaining companies to follow, starting with setting ambitious goals, developing and executing a strategy, and transparently reporting on progress.

Companies can only get so far by focusing on their own plastic footprints, and *ReSource* Members report that collaboration across the value chain and different industries has been crucial to meet their goals. Ultimately, voluntary action by individual companies will not be enough to address the urgency of the plastic pollution crisis on its own. To address the plastics waste crisis, companies have the responsibility to collaborate, advocate, and invest beyond their own operations.

MULTIPLY—RECOMMENDATIONS FOR FUTURE COLLABORATION

The expansion of CDP's disclosure platform to include plastics means that an increasing number of companies will be responding to the same questions and disclosing the same metrics related to their plastic footprints. However, this doesn't necessarily mean that companies are collecting their data and answering the questions in the same way. Moving forward, we need to continue to create alignment between all actors in the plastics reporting landscape on how companies should be reporting on areas like end-of-life fate and reuse.

Importantly, we need data and methodologies that enable us to understand not only how much plastic companies are using but how this plastic is impacting the environment. WWF plans to continue working on improving data collection and aligning around a centralized database of waste management data along with a widely accepted methodology for companies to apply to the plastic in their portfolios to estimate its end-of-life fate.



Companies seeking influence beyond their own operations should join platforms, coalitions, and initiatives that are working to address the systemic challenges their business is facing. For instance, The Recycling Partnership's Polypropylene Recycling Coalition brings together industry stakeholders to exchange ideas, provide funding, and take collective action to address the recycling challenges of polypropylene in the U.S.

As the impacts of plastic waste are location specific, its solutions need to be as well. Waste management infrastructure, government policies, consumer preferences and behavior, socioeconomic factors, and environmental conditions vary significantly across geographies, necessitating the application of local context and place-based strategies. Initiatives like Plastic Smart Cities and the Plastics Pact Network provide opportunities for companies to collaborate across the plastics value chain, contribute to knowledge creation and sharing, and influence local policy and investment.

Another area that requires collective action is reuse. Although many companies are undertaking reuse pilots, challenges related to infrastructure, high upfront costs, and consumer participation have meant that few are successfully implementing reuse at scale. To reach scale, companies and other stakeholders need to collaborate and establish standardized packaging and shared infrastructure so that reuse systems are interoperable across companies and easier for consumers to participate in.

While the results of five years of *ReSource* highlight the significant impact that companies can have in addressing plastic waste, they also prove the need for larger systemic change. To solve the plastic pollution crisis at the scope and scale that the planet needs, action must be taken to address the broken system that is at the root of the issue. By leveraging their immense influence, businesses can advocate for smart plastic policy on the national and global levels that will drive the necessary system change and allow their actions to have an even wider impact.

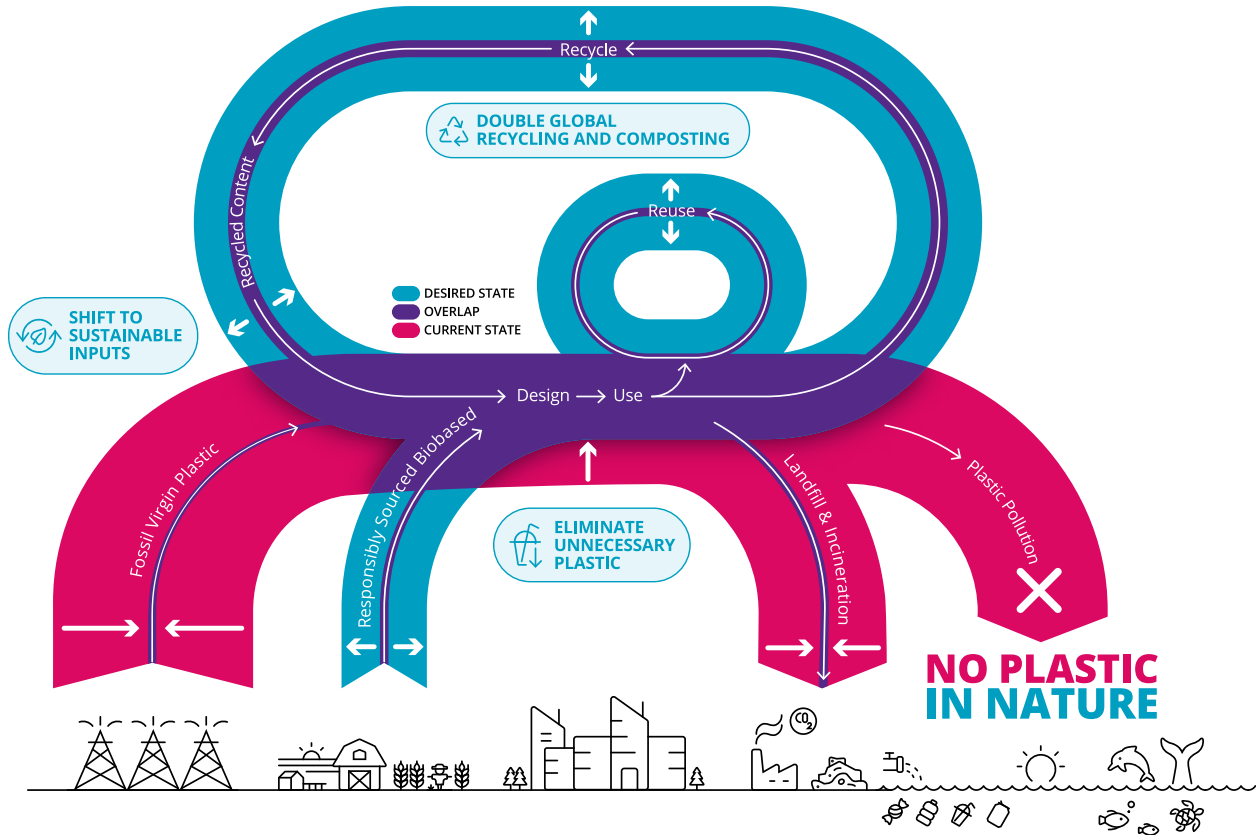


Introduction

Plastic is flowing into nature at an unprecedented rate every day, with a dump truck's worth entering our oceans every minute.¹ In one year alone, this plastic waste adds up to 11 million metric tons, devastating our natural habitats and impacting more than 2,000 species around the world.^{2,3} Without immediate intervention, this amount will nearly triple by 2040, to 29 million metric tons per year—equivalent to dumping 110 pounds (50 kilograms) of plastic on every meter of coastline around the world.⁴ As this crisis impacts every corner of the globe, World Wildlife Fund (WWF) is leading the charge to reimagine how we source, design, dispose of, and reuse the plastic materials communities most depend on—because while plastic can help make our hospitals safer, our food last longer, and our packages more efficient to ship, it has no place in nature.

WWF is fighting for a world with no plastic in nature by 2030 through tackling the root cause of the crisis: a broken material system. WWF is approaching systems change through three critical pathways: private sector action, good government policy, and public engagement. As part of this strategy, WWF is partnering with companies around the planet to engage private sector action as a key lever for transformation.

FIGURE 1. *ReSource: Plastic Theory of Change.*



While business has played a significant role in the current plastic crisis, business also plays a pivotal role in mitigating it (see Figure 1). Businesses serve as critical points of influence and catalysts for action among other stakeholders, including governments and the public. They are also uniquely positioned to reduce waste within their own supply chains through improved sourcing and design and the implementation of new business models. If businesses collaborate, advocate, and invest beyond their own operations to drive systems change, we can turn off the tap of plastic pollution flowing into nature and realize a healthier future for people and the planet.

About *ReSource: Plastic*

ReSource: Plastic is WWF’s activation hub for companies that are ready to translate plastic commitments to meaningful action but need help building a roadmap to get there. We close that “how” gap through the *ReSource* Footprint Tracker, an innovative measurement framework that tracks corporate action against *ReSource*’s three-pronged approach to leverage business as a catalyst for systems change:

- Eliminating unnecessary plastic through business model innovation, reduction, and substitution
- For plastic that is necessary, shifting from virgin fossil-based plastic sourcing to sustainable inputs, including recycled content, responsibly sourced biobased content,⁵ and advanced materials⁶
- Doubling global collection, recycling, and composting of plastic so that the plastic going into the system is circulated back.

By building a large corporate membership and helping these companies take on data-driven strategies, *ReSource* aims to prevent 50 million metric tons of plastic waste by 2030. To get there, *ReSource* is working with its Member companies to do the following:

MEASURE IMPACT of *ReSource* Members' plastic action through the ReSource Footprint Tracker, an innovative measurement framework that calculates aggregate and individual Member global plastic footprints to track progress annually and inform strategy.

MAXIMIZE IMPACT by tracking implementation and progress of activities through the ReSource Footprint Tracker to identify what interventions to reduce waste should be prioritized, scaled, or improved upon.

MULTIPLY IMPACT by catalyzing opportunities for collaboration on large-scale interventions, which is critical to bringing speed and scale to solutions and investments toward systems change.

Members

ReSource was launched in May 2019 with five Principal Members that have demonstrated ambition and sector leadership on plastic waste: Keurig Dr Pepper, McDonald's Corporation, Procter & Gamble (P&G), Starbucks, and The Coca-Cola Company. Since then, we have welcomed three additional Members: Amcor, Colgate-Palmolive, and Kimberly-Clark. CVS Health has also joined as Principal Retail Member. As Members of *ReSource*, the companies are committed to tracking and annual reporting on their plastic footprint, taking recommended actions to advance *ReSource's* goals, and, importantly, pursuing collaborative efforts with other companies and stakeholders to scale critical interventions to address plastic waste.

Unlike in previous years, McDonald's Corporation is not included in this year's report. McDonald's Corporation remains a part of the *ReSource* platform and continues to reduce plastic waste and advance circularity. The company is actively assessing how ESG disclosure regulations may require compliance in the coming years and will influence ESG reporting. As a result, in 2024 McDonald's voluntary reporting will only be focused on its [Purpose & Impact Report and website](#).



Supporting Partners and Collaborations

THOUGHT PARTNERS

The Ellen MacArthur Foundation and Ocean Conservancy are leaders in the global effort to stop plastic pollution. As our Thought Partners, they provide continued guidance that helps inform strategy and strengthen the conservation-driven objectives of *ReSource*. Our work aims to build on and align with their programs and tools, notably the New Plastics Economy Global Commitment, led by the Ellen MacArthur Foundation and UN Environment Programme (UNEP).



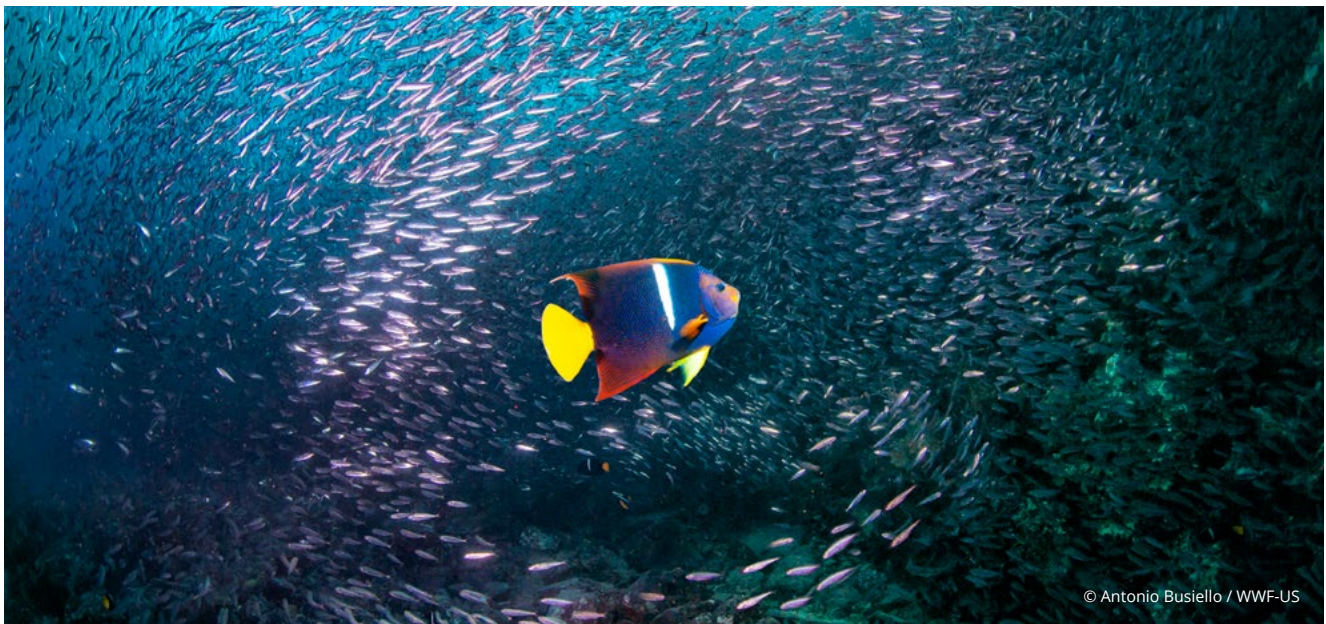
IMPLEMENTATION PARTNERS

Implementation Partners are organizations that scale the reach and impact of *ReSource* activities. The American Beverage Association (ABA) became an Implementation Partner in 2019 to align measurement methods and programmatic expertise with its Every Bottle Back initiative, focused on increasing PET recycling in the United States. In 2020, the U.S. Plastics Pact joined ABA as a *ReSource* Implementation Partner, utilizing the ReSource Footprint Tracker as a measurement tool for annual progress tracking. In 2022, the Canada Plastics Pact used the ReSource Footprint Tracker to measure its progress for the first time.



OTHER COLLABORATORS

ReSource also collaborates with peer organizations and initiatives to strengthen our methodology and amplify our efforts. A key collaborator in addition to those above is the World Economic Forum's Consumers Beyond Waste initiative. We also acknowledge and appreciate the contributions that Wood Mackenzie, The Recycling Partnership, Circulate Capital, and the Plastic Leak Project made to the design of the ReSource Footprint Tracker.



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Measure Results and Progress Report

Transparent 2024 is the fifth report in the *Transparent* series that details *ReSource* Members' plastic footprints and tracks progress on corporate actions. This publication looks back at progress over the past five years and provides recommendations for action moving forward, both internal to company supply chains and across wider multi-stakeholder efforts.

Methodology

The *ReSource* Footprint Tracker is the mechanism that enables *ReSource* Members to measure, maximize, and multiply the impact of their actions on plastic. The methodology provides insight into how much and what types of plastic companies use, the source of the material, and where it goes upon disposal—whether it circulates back into the system or becomes a wasted resource.

Detailed information about each component of the Tracker, including survey structure, data sources, assumptions, and limitations, can be found in the publication [ReSource Footprint Tracker Methodology Overview](#).

The major update for the 2023 reporting period involved creating alignment between the ReSource Footprint Tracker's waste management model and the Plastic Footprint Network's [Assessment Methodology](#). This involved incorporating recently published data from Plasteax, a data platform managed by EA – Earth Action, on mismanagement rates for both flexible and rigid plastics for 68 countries into the model. While more high-quality and publicly available data is still needed to help companies assess the end-of-life impacts of their plastic use, this effort represents an important step toward creating harmonization among waste management datasets and methodologies.

Additional minor updates included streamlining the reuse portion of the questionnaire based on feedback and learnings from piloting this past year and updating the recyclability assessment with the latest results from the Ellen MacArthur Foundation's Recycling Rate Survey.

Interpreting the Assessment

As the ReSource Footprint Tracker has been developed to bring the disparate variables that contribute to the global plastic waste problem into a single framework, there are inevitable challenges in the data collection process. Companies have very different systems for tracking plastic throughout their supply chains, and global data on plastic waste management is not consistently collected. When reviewing the findings of the assessment, please consider the following data limitations and assumptions:

- The ReSource Footprint Tracker relies on Members to provide accurate data. WWF works with Members to identify inconsistencies and fill data gaps, but the data submitted by companies for this report were not verified or audited by a third party that was engaged by WWF.
- Data collection methodologies and reporting scopes vary somewhat between Members. Detailed information about what is covered by the reported data is provided in each company's individual results section.
- Members differ significantly in size, geographic scope, and the sector or part of the plastic packaging value chain they represent, which influences the aggregate results.

- Due to the limited availability of waste management data in several key geographies, in many regions it is currently not possible to meaningfully distinguish between an individual company's plastic waste footprint and national averages. Therefore, waste management outcomes are reported in the aggregate in this report and not on an individual company basis.
- Lastly, this assessment represents a relatively small set of companies, so there are limitations on what can be concluded from the results. While these companies are well-known global companies and leaders in their respective industries, they are not necessarily representative of these industries as a whole or of the global plastic waste situation.

Aggregate Results

Results in the following sections are aggregated across *ReSource* Members and look at data from 2020 through 2023. All percentages are by weight of plastic. Since only five companies used 2018 or 2019 as their baseline years, the aggregate results for these years don't lend themselves to a direct comparison, but they are included in the respective individual company results.

Due to a change in P&G's reporting process in 2023, the company was not able to provide detailed data by country and packaging format, which is needed for some parts of the analysis. As a result, P&G is not included in the aggregate results in this report related to problematic plastics, recycled content by packaging format, reusable packaging, recyclability, and waste management outcomes.

Highlights from the aggregate results include the following:

- The total weight of plastic in the aggregate portfolio increased by 5.3% from 6.77 million metric tons in 2020 to 7.14 million metric tons in 2023 but decreased by 0.7% from 2022 to 2023.
- The average use of recycled content across the aggregate portfolio increased to 14.5% in 2023, up from 7.9% in 2020.
- Based on WWF's waste management model, 37% of *ReSource* Members' plastic footprint is estimated to be recycled, 8% incinerated, 39% landfilled, and 16% mismanaged, globally.⁷

COMPANY PORTFOLIO AND CONTEXT

ReSource Members reported a total of 4.93 million metric tons of plastic in 2023 that was sold to retailers and consumers or discarded in-house. In addition, 2.22 million metric tons of plastic were sold business-to-business. Note that whenever plastic footprints are aggregated across Members in this report, there is potential for double counting of any plastic sold between *ReSource* Members.

The global plastic packaging market was estimated to be 142 million metric tons in 2022.⁸ Using this figure, *ReSource* Members' contribution to annual global plastic packaging (excluding business-to-business volumes) is approximately 3.5%. The total plastic tonnage reported by *ReSource* Members increased by 5.3% from 6.77 million metric tons in 2020 to 7.14 million metric tons in 2023 but decreased by 0.7% from 2022 to 2023.

Table 1 presents the total plastic tonnages reported by *ReSource* Members in each year since 2020.

TABLE 1. Total aggregated plastic tonnages reported by *ReSource* Members for the 2020 through 2023 reporting periods. Tonnages have been rounded to three significant figures.

	2020	2021	2022	2023
Total Tonnage	6,770,000	7,140,000	7,190,000	7,140,000

As of 2023, four out of the eight *ReSource* Members included in this report have decreased their total plastic use relative to their baseline year. 85.3% of plastic across the aggregate portfolio is derived from virgin fossil-based inputs, totaling 6.09 million metric tons in 2023. This is 117,000 metric tons or 1.9% less than in 2020. Collectively, Members reduced their use of virgin fossil-based plastic by 221,000 metric tons relative to their baseline. Six *ReSource* Members saw an overall reduction in their virgin fossil-based plastic tonnage from their baseline year to 2023. In order to work toward a future with no plastic in nature, companies need to significantly reduce their use of virgin fossil-based plastic even as they grow, and most *ReSource* Members have committed to absolute reduction targets for virgin fossil-based plastic.

Looking at tonnage changes relative to a normalization factor provides additional context for understanding Members' tonnage changes year over year. If a company increases its sales from one year to the next, its plastic tonnage would also be expected to increase, all else

being equal. Conversely, if sales decrease, as they generally did during the COVID-19 pandemic, plastic use can drop significantly without companies necessarily making changes to their plastic portfolios. Ideally, the normalization factor would get at the concept of "plastic intensity," or the amount of plastic being used per functional unit or serving of a company's product being sold. However, finding a metric that does this across companies is difficult.

ReSource Members use a normalization factor based on either revenue or units of packaging. As of 2023, seven out of the eight reporting *ReSource* Members have decreased their plastic use relative to their normalization factor since their baseline year. Normalized changes in tonnage for each *ReSource* Member and further discussion on normalization factors can be found in Appendix A. While normalization factors can provide useful context, it is important to note that, ultimately, an absolute reduction in overall tonnage is needed to combat the plastics crisis.

ELIMINATE UNNECESSARY PLASTIC

The elimination and reduction of unnecessary single-use plastic is the most important action that companies can take to directly address the plastic pollution crisis.

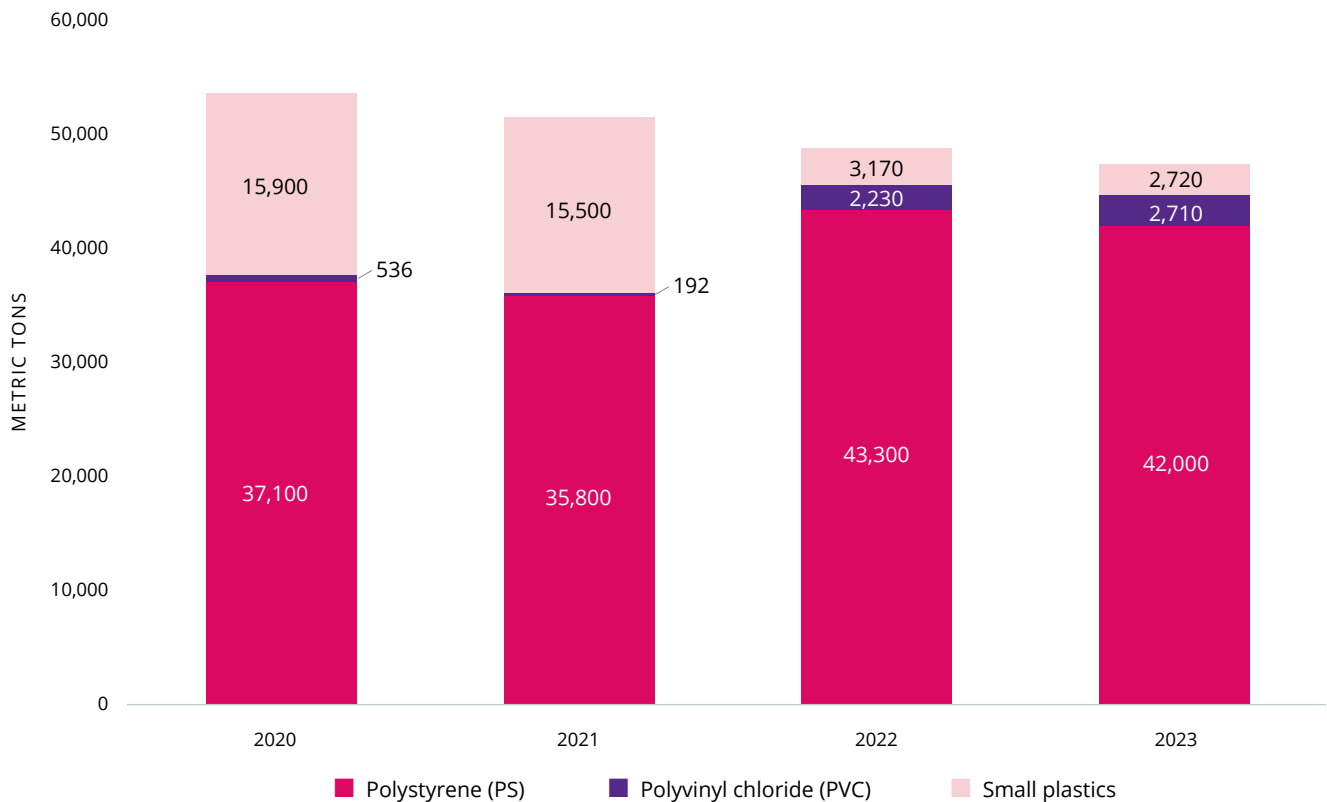
ReSource Members are working toward this goal through a wide range of actions, from eliminating specific types of plastic packaging to innovating with packaging and products, introducing new circular models, and using material substitution. Specific actions taken by *ReSource* Members to reduce plastic waste during the reporting period are detailed in the individual company sections.

ReSource Members are actively targeting elimination of problematic and unnecessary plastics. Unnecessary plastics are plastic that, if not used, would not create adverse environmental or social trade-offs related to energy use, food waste, product safety or quality, or quality of life. Problematic plastics are those that contain hazardous chemicals, hinder or disrupt the recyclability or compostability of other items, and/or have a high likelihood of leaking into the environment.

Not all problematic plastics can be identified in the data collected through the *ReSource* Footprint Tracker, so for the purposes of this analysis, WWF defines problematic plastics as polystyrene (PS), polyvinyl chloride (PVC), and small plastics. Small plastics are defined as being smaller than 2 inches in two dimensions,⁹ and for *ReSource* Members, primarily consist of straws, cutlery, beverage stirrers/plugs, and specialty containers. Small plastics are often difficult to capture in the recycling stream due to their size, and companies are urged to test their products to determine whether or not they are problematic for the recycling stream.

Overall, there has been a gradual decrease in the use of these problematic plastics since 2020, and in 2023 they made up 0.7% (47,400 metric tons) of *ReSource* Members' plastic footprint.¹⁰ Between 2021 and 2022, there was a significant decrease in small plastics and an increase in polystyrene, which appears to be due in part to changes in how these items were categorized.

FIGURE 2. Tonnage of problematic plastics reported by *ReSource* Members from 2020 to 2023. PVC and PS tonnages include small plastics made of those materials.



A majority of the plastic portfolios of *ReSource* Members continue to be single-use. Only 0.8% of the aggregate portfolio was reusable in 2023.¹¹ Reuse is a critical strategy for reducing overall plastic usage and shifting away from a linear “take make waste” model. Many Members include reuse models as a key part of their strategy to reduce plastic pollution and are involved in working groups with efforts to scale reuse at a national and/or global level. However, few Members have reported significant progress on scaled reuse within their portfolios. Moving beyond reuse pilots is critical, but also very challenging to achieve, especially for some formats and products, and Members are still learning what it will take to scale reuse models. Returnable packaging models require changes to existing manufacturing lines and add complexity of return logistics, including transportation and washing, as well as the need for consumer education and participation. These reuse models often depend on a critical mass of

adoption to achieve economies of scale and a seamless user experience, which has not yet been reached for most product categories.¹² Refill solutions play an important role in making reuse accessible without the same financial investment required as with returnable solutions.

SHIFT TO SUSTAINABLE INPUTS FOR REMAINING PLASTIC

After taking action to eliminate what is unnecessary, shifting to sustainable inputs for remaining plastic is a key step to reduce the environmental impacts of material sourcing. Sustainable inputs include recycled content, responsibly sourced biobased content,¹³ and other innovative materials in the future. In this report, recycled content refers only to post-consumer recycled content, unless otherwise specified.



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Every *ReSource* Member had an increase in the share of sustainable inputs in 2023 compared to their baseline year. Recycled content increased to 14.5% of the aggregate portfolio in 2023, up from 7.9% in 2020 (Figure 3). 97% of that recycled content was used in bottles in 2023, though some recycled content was used in almost all form categories.¹⁴ On average, bottles contained 19.2% recycled content.

Biobased content continues to make up only a fraction of a percent of the aggregate portfolio. In 2023, biobased content comprised 0.1% of the overall plastic footprint, equivalent to 9,700 metric tons. 95% of this biobased material was reported to be responsibly sourced. The slow growth in the use of biobased content continues to largely be due to fluctuations in the price and available supply of biobased materials and the lead time necessary to bring innovations into production.

Additionally, like all materials, biobased and compostable plastics need to be paired with proper infrastructure, and currently industrial composting facilities that accept compostable plastics are not available in much of the world. Companies are encouraged to assess the responsible sourcing of biobased content using the Bioplastic Feedstock Alliance’s [Methodology for the Assessment of Bioplastic Feedstocks](#).

Members are investing in improved data collection and assessment tools to drive innovation in design and alternative material selection. Collaborative efforts across the value chain have been essential in driving innovation, including enhancing the availability of recycled content and innovation to use recycled content or alternative materials in more applications.

FIGURE 3. Tonnage of plastic reported by *ReSource* Members from 2020 to 2023 broken down by virgin fossil-based content, recycled content, and biobased content.

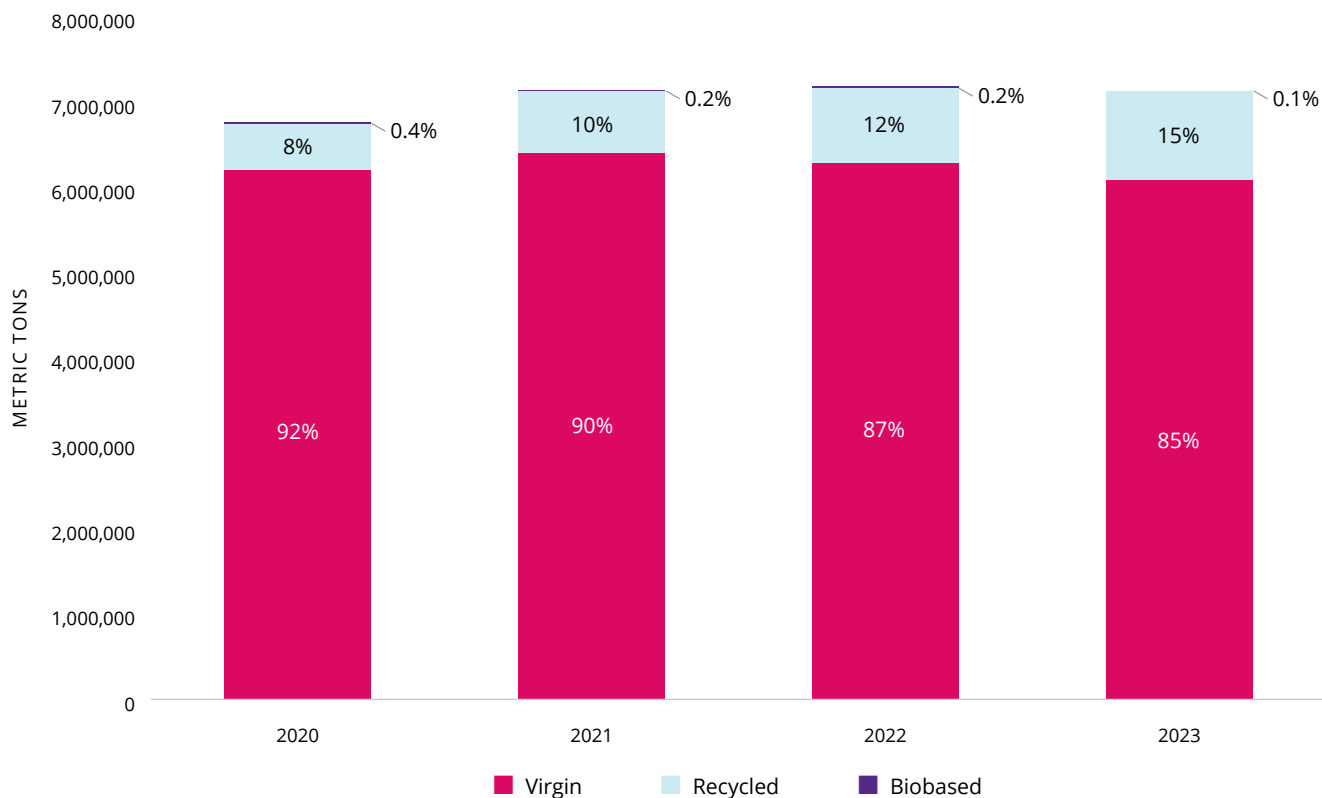
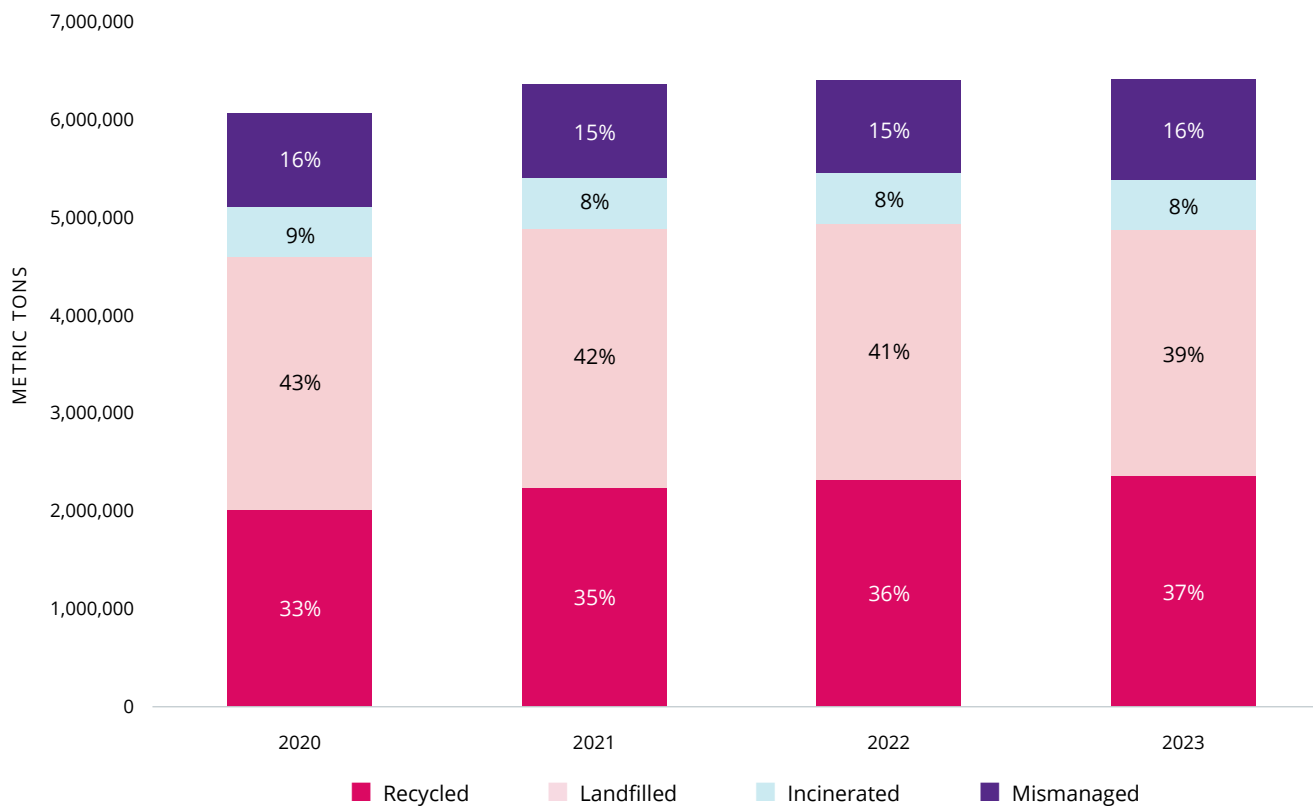


FIGURE 4. Estimated waste management outcomes for *ReSource* Members from 2020 to 2023.



DOUBLE GLOBAL RECYCLING AND COMPOSTING OF PLASTIC

There are several ways *ReSource* Members can contribute toward the goal of doubling recycling and composting globally. Actions range from making changes to their own packaging portfolio to engaging in collective action to scale collection and recycling of plastic to advocating for policy to make recycling and composting more accessible around the world.

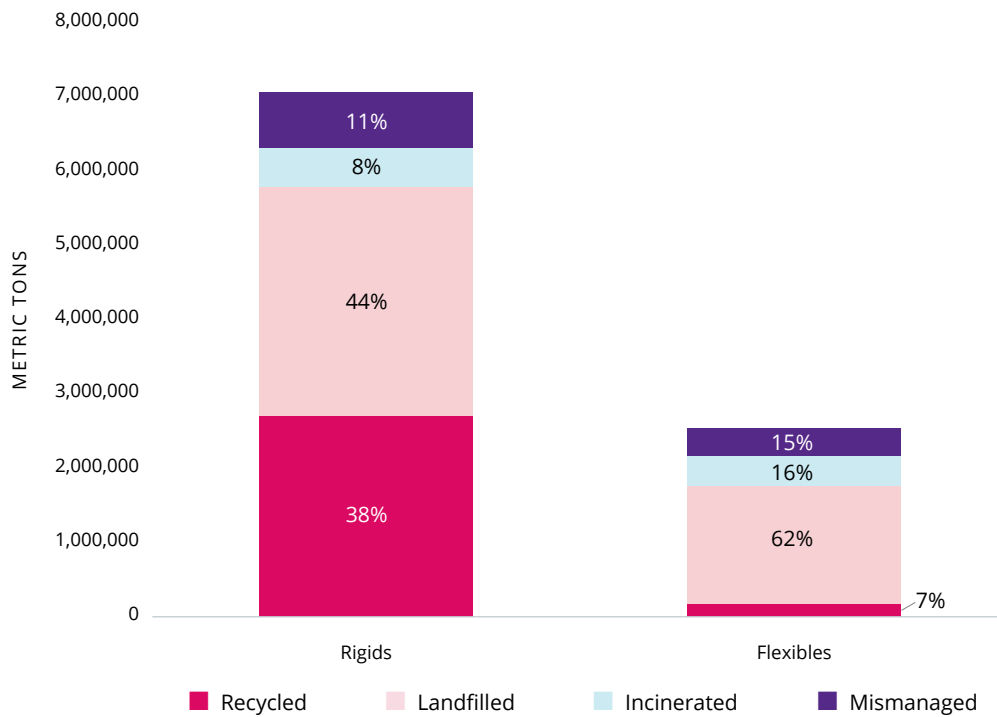
The most direct way that *ReSource* Members can increase recycling and composting rates is by designing their packaging with the end of use at the front of mind. It's important that products are designed to be recycled, composted, or reused. Many *ReSource* Members have commitments to make all their plastic packaging recyclable, reusable, or compostable within the decade. In 2023, 75% of Members' plastic packaging was recyclable in practice and at scale.^{15,16}

However, just because packaging is designed to be recyclable doesn't always mean it will actually be recycled in practice. Often, recycling infrastructure doesn't have the capacity to handle the large volumes of waste that are being generated, or it isn't economically viable, and many parts of the world have little to no waste management infrastructure at all. Understanding the waste management situation in the specific markets a company is operating in is key to improving packaging circularity and minimizing plastic leakage.

Waste Management Analysis¹⁷

WWF's waste management model provides an estimate of how much packaging is recycled, incinerated, landfilled, and mismanged in practice based on country-level waste management data and the amounts and types of plastic sold by Members in each country. The analysis of waste management pathways is intended to help WWF and *ReSource* Members identify opportunities in key geographies to eliminate or substitute plastics at higher risk of

FIGURE 5. Estimated waste management outcomes for rigid versus flexible plastics for *ReSource* Members in 2023.



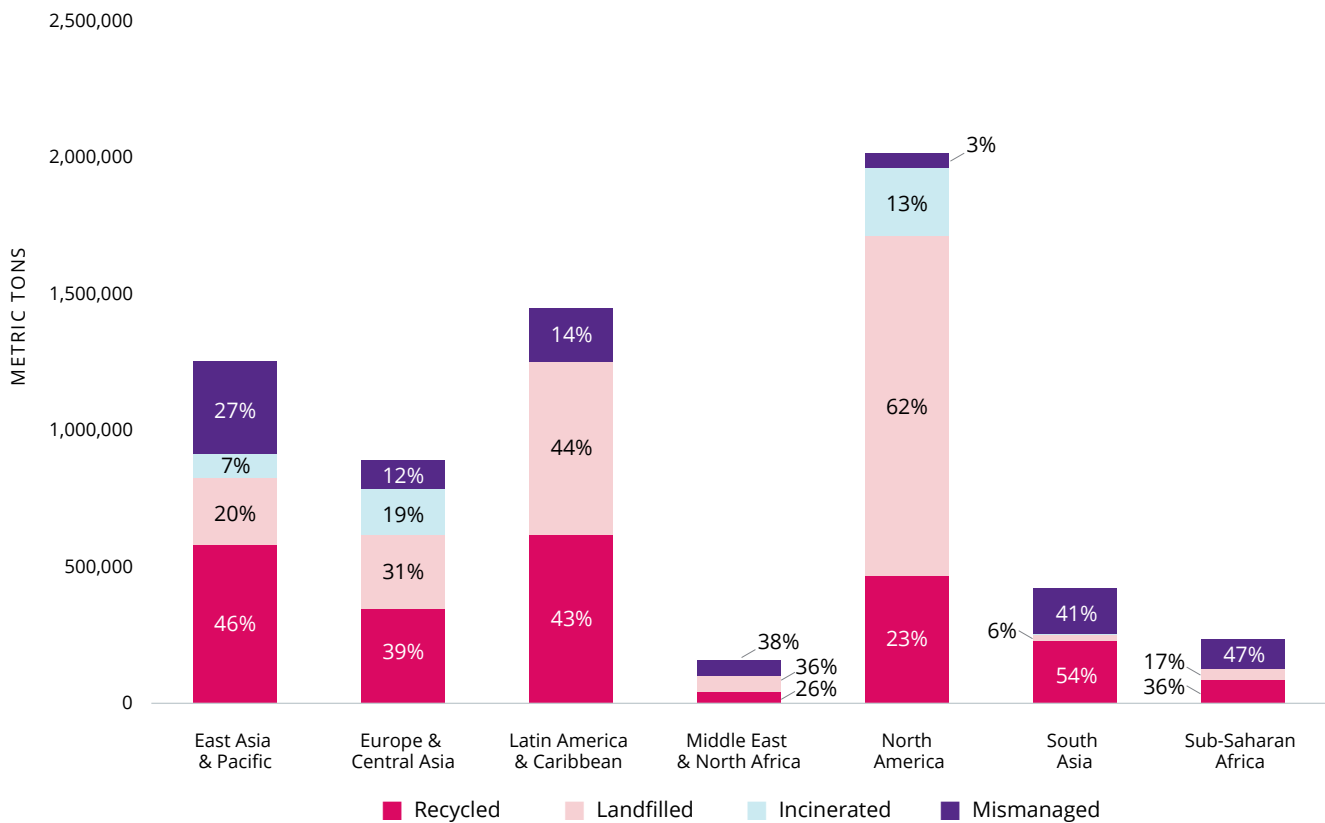
mismanagement, design for local recycling or composting infrastructure, and invest in improving waste management systems. For instance, designing packaging to be more recyclable will have a limited impact in regions lacking recycling infrastructure and with higher rates of mismanagement. In these regions, other solutions such as elimination, material substitution, or new business models and reuse should be prioritized, in addition to engaging with governments to implement effective waste management systems.

In 2023, 37% of *ReSource* Members' plastic footprint was estimated to be recycled, 8% incinerated, 39% landfilled, and 16% mismanged, globally. This is similar to the estimates for previous years due to the portfolio breakdown by country, form, and polymer remaining quite consistent. There has been a gradual increasing trend in the amount estimated to be recycled from 33% in 2020 to 37% in 2023 along with a decreasing trend in the amount estimated to be landfilled from 43% in 2020 to 39% in 2023 (Figure 4).

Waste management pathways were further calculated with the distinction between rigid and flexible plastics. The difference in recycling rates between rigids (44%) and flexibles (7%) reflects the trend that rigid plastics, and particularly bottles, which account for 74% of the aggregate portfolio of *ReSource* Members, continue to be recycled at a higher rate than flexible plastics. Meanwhile, flexibles are estimated to be mismanged at a higher rate (15%) than rigids (11%) (Figure 5).

The likely waste management pathways for plastics by region are aggregated based on *ReSource* Members' reported plastic volumes by country within set regions (Figure 6 and outlined in Appendix C). These regional waste management estimates are based on the geographical distribution of sales and proportions of plastic types within the aggregate portfolio of *ReSource* Members and thus are not meant to be representative of the end of life of plastics across all sectors in these regions.

FIGURE 6. Estimated waste management outcomes by region for *ReSource* Members in 2023. .



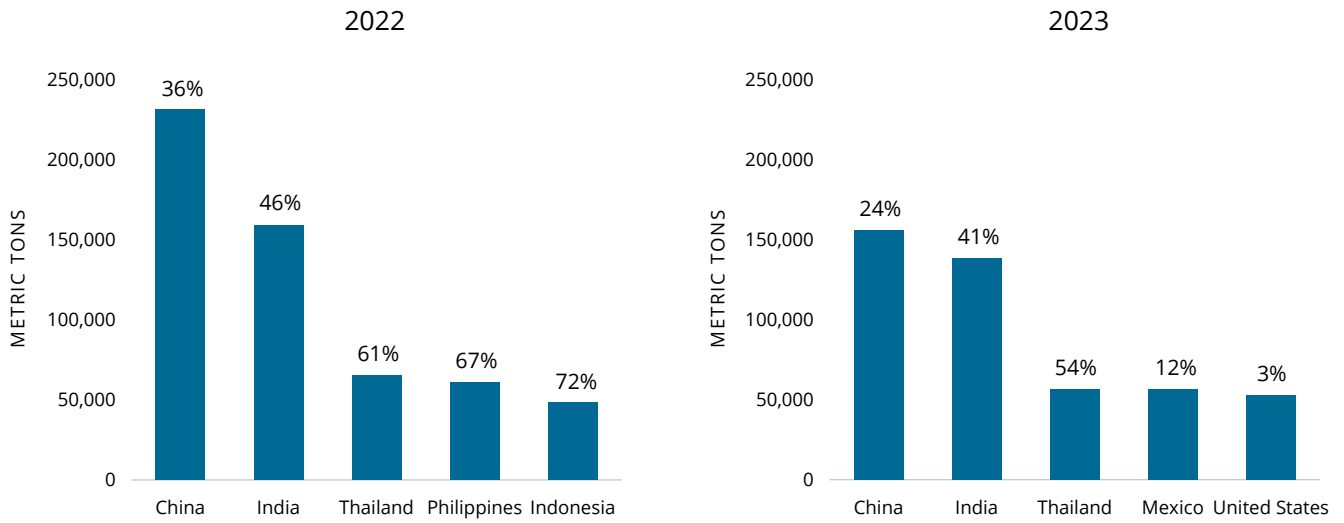
Regionally, *ReSource* Members' aggregate plastic footprint is most heavily concentrated in North America, with 31% of the total tonnage. Because all Members have a large presence in North America, this is the region where there is the most diversity of plastic types in the aggregate portfolio and thereby where the estimated waste management outcomes more closely resemble regional averages. The Europe & Central Asia region also has a comparatively balanced mix of plastic types, making the *ReSource* estimates more representative of the overall waste management situation in that region.

The results for other regions are affected by higher proportions of PET bottles, which tend to have high recycling rates. For instance, East Asia & Pacific, South Asia, and Sub-Saharan Africa are all characterized by high estimated rates of both recycling and mismanagement. This is driven by a high proportion of the aggregate portfolio in these countries being PET bottles, and our model having to reconcile both high reported

rates of PET bottle recycling and high overall rates of mismanagement of plastic. Although true for the results in general, the estimates for these regions in particular are uncertain due to limited and often conflicting waste management data and are not representative of the regions' overall waste management situation.

Although the results of the waste management analysis have remained relatively consistent year over year, the updated data from the Plastic Footprint Network (PFN) did lead to some changes in the mismanagement results between 2022 and 2023. Although China continues to be the country with the highest estimated total tonnage of mismanaged plastic waste for *ReSource* Members, the total tonnage decreased significantly from 232,000 metric tons in 2022 to 156,000 metric tons in 2023 due to a decrease in the effective mismanagement rate from 36% to 24%. India is now a close second with 138,000 metric tons of mismanaged waste and a mismanagement rate of 41% (Figure 7).

FIGURE 7. Top five countries for total mismanaged waste for *ReSource* Members in 2022 and 2023. Data labels show the effective mismanagement rate.



As a result of the United States and Mexico both being large markets for *ReSource* Members and having slightly higher mismanagement rates based on the PFN data, both countries entered the top five countries with the highest tonnage of mismanaged waste in 2023. Mexico had 56,300 metric tons of mismanaged waste and an effective mismanagement rate of 12%, while the United States had 52,600 metric tons despite a comparably low mismanagement rate of 3%.

The East Asia & Pacific region accounts for 33% of *ReSource* Members' total mismanaged waste, followed by Latin America & Caribbean (19%), South Asia (17%), Sub-Saharan Africa (11%), and Europe & Central Asia (10%).

For more information about the country-level data and assumptions informing the waste management model, please see the [ReSource Footprint Tracker Methodology Overview](#) and the model [assumptions](#).

Individual Member Footprints and Progress

The following sections explore individual *ReSource* Members' footprints; please see Appendix B for summary tables.



AMCOR OVERVIEW AND GOALS

Every second of every day, an estimated 10,000 people come into contact with an Amcor product. Therefore, innovating more sustainable packaging solutions that protect products, people and the planet is an integral part of our purpose. Amcor takes a holistic approach to sustainability with a focus on circularity, environment and people. Packaging circularity is one of the core pillars of Amcor's sustainability strategy. It encompasses innovating to develop more sustainable packaging solutions, collaborating to develop recycling infrastructure and engaging stakeholders to participate in a circular economy for packaging. We rethink and redesign our packaging solutions to minimize waste and maximize resource efficiency, while also advancing circularity.

Amcor was the first packaging company to commit to design all its packaging to be recyclable, reusable or compostable by 2025. Since making that commitment, it has gone further. By carefully selecting the raw materials used, considering the life cycle impacts of its packaging, and designing for optimal end-of-use, Amcor continues to demonstrate its leadership in responsible packaging.

- *Amcor committed to increase its use of PCR resins across its portfolio from a target of 10% by 2025 to 30% recycled content across all materials by 2030.*
- *Amcor committed to science-based targets with a net-zero goal by 2050 and the near-term goal to reduce absolute Scope 1 and 2 GHG emissions by 54.6% and its absolute Scope 3 GHG emissions by 32.5% by FY33, compared to our FY22 baseline.*

Amcor

The data provided by Amcor cover flexible and rigid packaging produced by the company, accounting for 100% of businesses producing plastic packaging and an estimated 83% of the company's overall operations. Secondary packaging, tertiary packaging, and Amcor's Specialty Cartons business are out of scope for this assessment. The reported data cover the period July 1, 2023, through June 30, 2024.

Key changes to Amcor's portfolio since its 2020 baseline year include:

- Amcor reduced its virgin plastic tonnage by 260,000 metric tons, which is an 11.7% decrease.
- Amcor reduced its total tonnage of plastic by 6.4% since 2020. This is the result of multiple efforts, including lightweighting and switching from rigid to flexible or fiber-based packaging.
- Amcor increased its use of recycled content from 4.5% in 2020 to 10.1% in 2023, considering the volume of PCR used in sold products, as reported on a country basis to *ReSource*. Considering PCR purchased, Amcor reached 9.4% recycled content use in 2023.

INSIGHTS ON AMCOR'S PROGRESS

Amcor has developed a roadmap to transition all its plastic packaging to be recyclable, reusable, or compostable by 2025 and, through significant R&D investments, has been able to offer designed-for-recycling solutions to previously problematic plastic packaging. The company has expanded its portfolio of recyclable and recycle-ready products over the reporting period. This reporting period, 74% of Amcor's total production by weight met recyclability guidelines. This includes 95% of its rigid packaging portfolio by weight that is considered recyclable in practice at scale and 50% of its flexible packaging portfolio by weight that is considered designed for recycling (or recycle-ready). Furthermore, Amcor's R&D efforts have enabled the company to develop recycle-ready solutions for 90% by weight or 94% by square meters of its flexible packaging portfolio.

On sustainable inputs, Amcor has launched a large selection of products with post-consumer recycled content, including a 100% PCR carbonated soft drink stock bottle. The company is also exploring the benefits of reuse models in its product portfolios and recommending these options to its customers, where beneficial, especially for refillable PET bottles in Latin America.

FIGURE 8. Inputs, form, and polymer distribution of Amcor’s plastic portfolio in 2023.

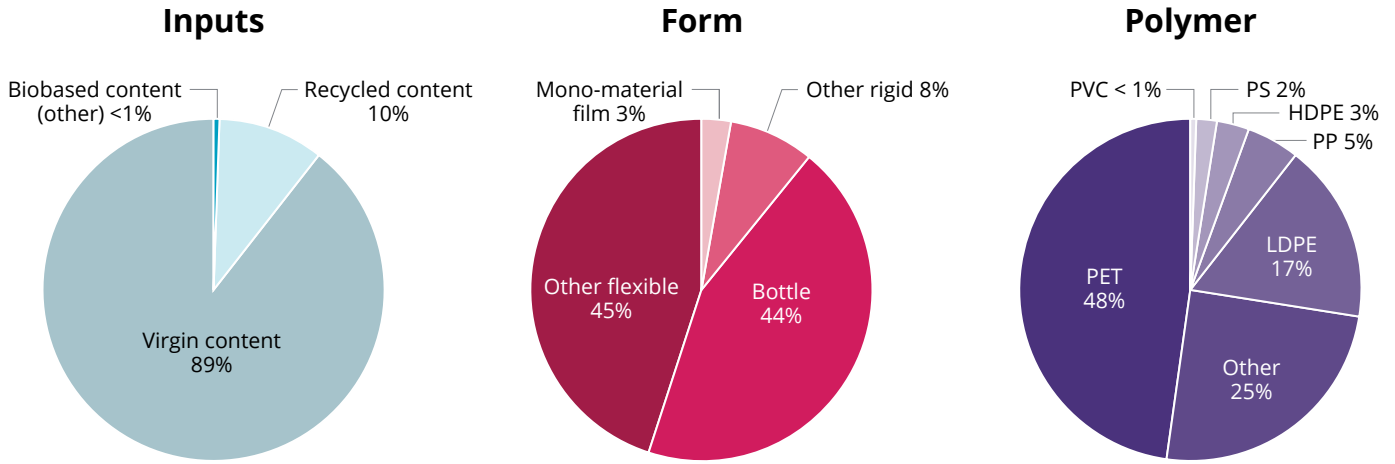
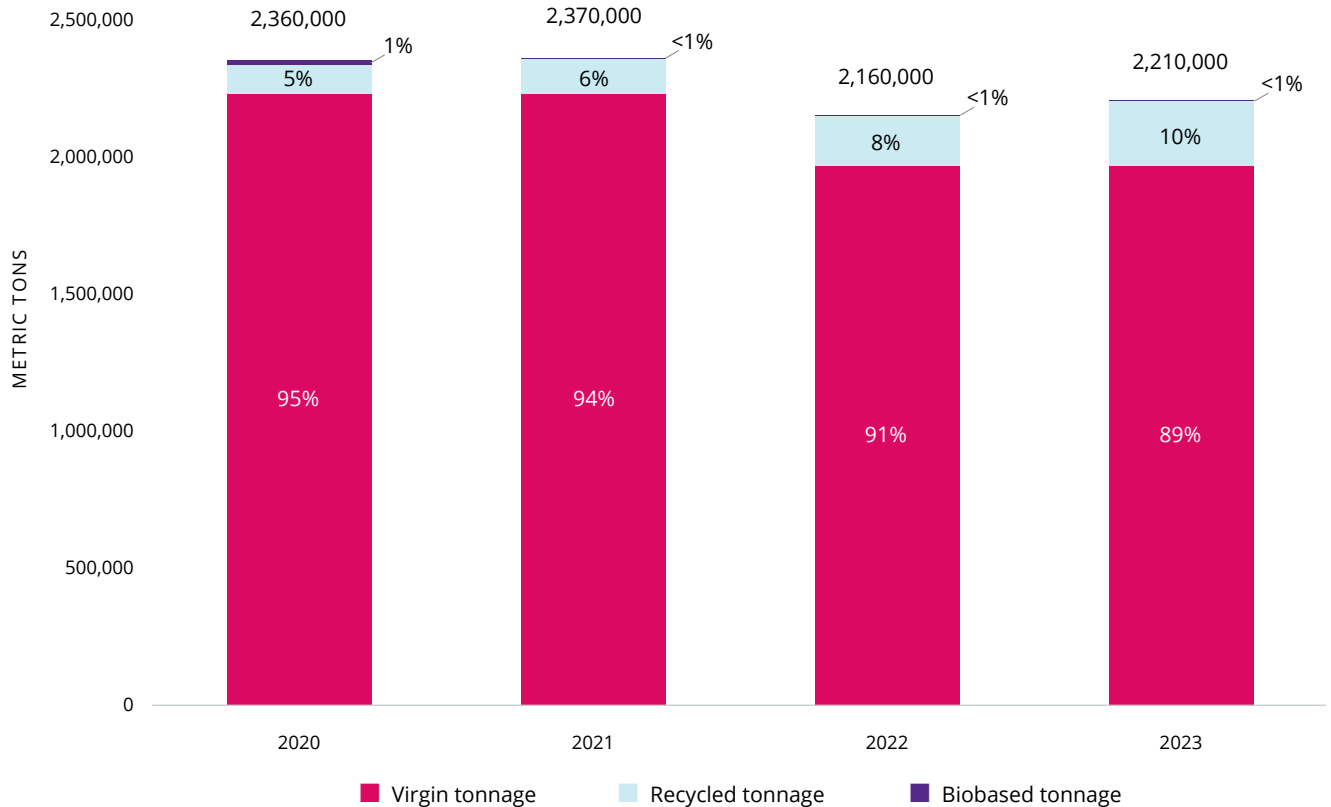


FIGURE 9. Tonnage of plastic reported by Amcor from 2020 to 2023 broken down by virgin fossil-based content, recycled content, and biobased content.



COLGATE-PALMOLIVE OVERVIEW AND GOALS

Colgate-Palmolive is a caring, innovative growth company reimagining a healthier future for all people, their pets, and our planet. And with the Colgate brand in more homes than any other, Colgate feels the awesome responsibility to make sustainability an easy part of people's lives.

To help fulfill its purpose, in 2020, Colgate launched its 2025 Sustainability and Social Impact Strategy with three key ambitions as well as 11 actions and over 50 corresponding targets.

Colgate-Palmolive's 2025 packaging and plastics targets include:

- *Eliminate unnecessary and problematic plastics in packaging*
- *Convert all packaging to recyclable, reusable, or compostable*
- *Reduce new (virgin) plastic by one-third against a 2019 baseline*
- *Use 25% post-consumer recycled plastic across the packaging portfolio*

Colgate-Palmolive

The data provided by Colgate-Palmolive cover all production happening in the company's facilities, accounting for 98% of the company's current sales and activities. Secondary and tertiary packaging are included in the reported data. The company's external co-packaging/co-manufacturing and recent pet food acquisitions are out of scope for this assessment. The reported data cover the period January 1, 2023, through December 31, 2023.

Key changes to Colgate-Palmolive's portfolio since its 2020 baseline year include:

- Colgate-Palmolive reduced its virgin plastic tonnage by 47,000 metric tons, which is an 18.2% decrease.
- Colgate-Palmolive's use of post-consumer recycled content increased from 10.5% in 2020 to 17.8% in 2023.

INSIGHTS ON COLGATE-PALMOLIVE'S PROGRESS

In an effort to eliminate unnecessary and problematic plastic, Colgate-Palmolive removed 283 tons of problematic colored packages, substituted 99 tons of PS material, and reduced 411 tons of plastic through lightweighting. The company also removed 1,678 tons of plastic by the direct elimination of certain components.

The company's increased use of recycled content was in part achieved through the implementation of 100% recycled content in PET bottles in select product categories in Latin America, North America, and Europe, 50% recycled content in HDPE bottles in fabric softener bottles in Latin America, and 100% recycled content in PP containers for underarm products in North America.

Colgate-Palmolive continues its work to transform the toothpaste squeeze tube category and has shared its recyclable tube technology and approach through 90+ sessions with the packaging and waste industry, NGOs, and other consumer product companies. According to partner Stina, over 90% of toothpaste tubes in North America have converted to recyclable designs. More information is available at plasticuberecycling.org.

By weight, approximately 2.5% of Colgate-Palmolive's total plastic tonnage is comprised of reusable base packages for its significant global liquid hand soap pump refill business and emerging body wash refill business.

FIGURE 10. Inputs, form, and polymer distribution of Colgate-Palmolive’s plastic portfolio in 2023.

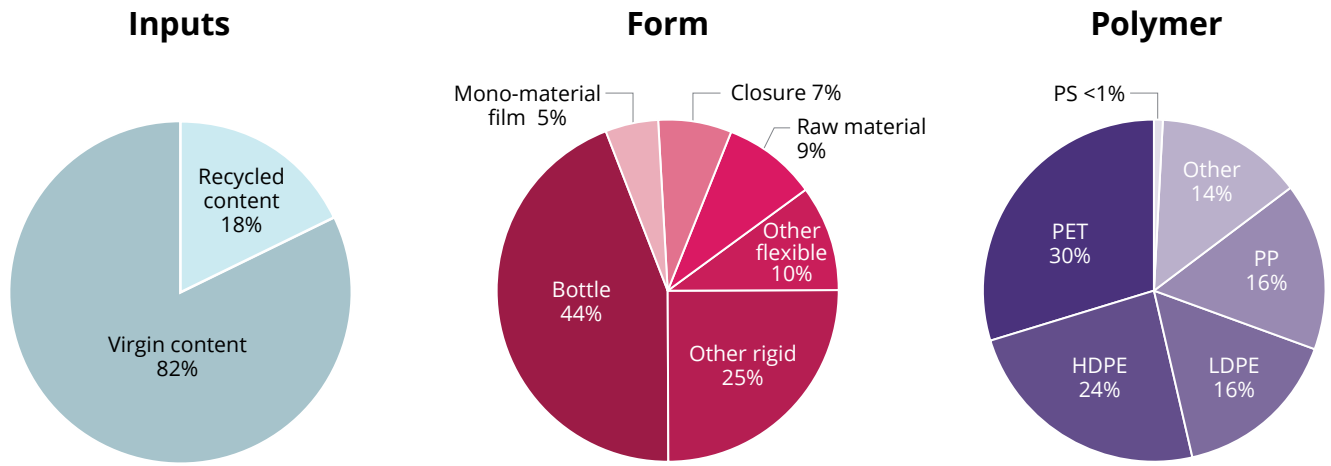
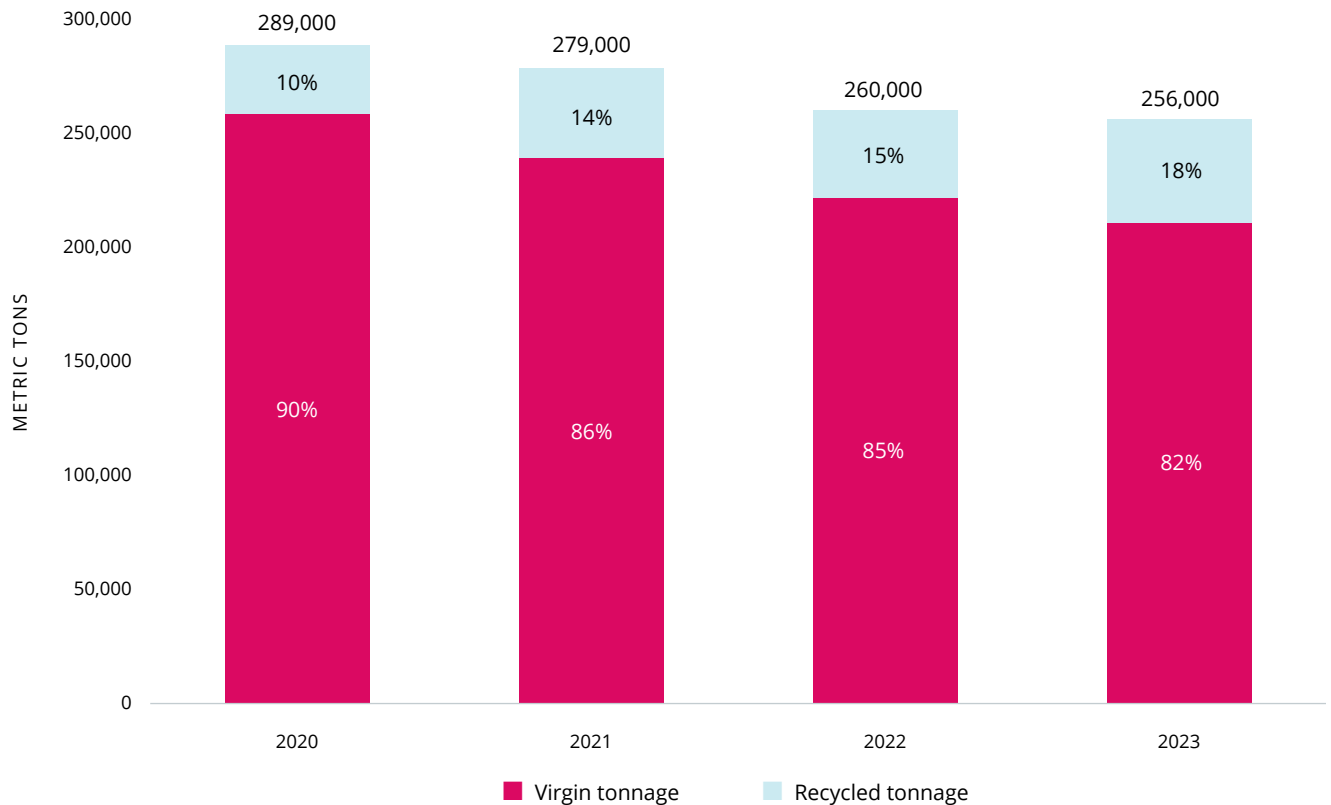


FIGURE 11. Tonnage of plastic reported by Colgate-Palmolive from 2020 to 2023 broken down by virgin fossil-based content and recycled content.





CVS HEALTH OVERVIEW AND GOALS

CVS Health is building a world of health around every individual and committed to sustainable health solutions. Many studies show that the health of the planet affects the health of people, which is why the company continues to invest in initiatives and programs that focus on improving the health of our planet. Through CVS Health's impact strategy called Healthy 2030, the company is working to address plastic use by eliminating or using less plastic wherever they can and replacing plastic with alternative sustainable materials. CVS Health is also identifying new methods of increasing recyclability and safer

end-of-use disposal of the materials they use. CVS Health's plastic goals put the company on a path toward a Healthier 2030 and include the following:

- Ensure all packaging for store brands products is 100% reusable, recyclable or compostable by 2030*
- Reduce single-use virgin plastic in store brand packaging by 50% by 2030*
- Define a list of packaging to be designated as problematic or unnecessary (completed in 2023) and take measures to eliminate them by 2030*

CVS Health

The data provided by CVS Health cover plastic in primary packaging for the company's store brand products offered for sale at CVS Pharmacy locations, based on actual data from 75% of store brand items and estimates for the remaining 25%. Secondary and tertiary packaging for store brand products, as well as all other products offered for sale at CVS Pharmacy locations, and all other businesses within the CVS Health enterprise are out of scope for this assessment. As CVS Pharmacy operates within the United States only, company operations outside of the U.S. are not reflected in the data provided by CVS Health. The reported data cover the period January 1, 2023, through December 31, 2023.

Since 2023, CVS Health has been working to transform its data collection process. This work will enable greater consistency in data collection and reporting, and CVS Health expects to provide actual data reflective of 100% of store brand items in the future.

Key changes to CVS Health's portfolio since its 2021 baseline year include:

- CVS Health's total tonnage of plastic increased by 5,300 metric tons, which is a 44% increase. In 2023, the company invested in data collection and assessment tools to track plastic inputs, packaging components, and other metrics more accurately. This increase is likely reflective of increased data collection and reporting capabilities, rather than being an actual increase in the company's footprint.

- CVS Health's use of post-consumer recycled content increased from 1.6% in 2021 to 2.0% by weight in 2023. In 2023, 5% of store brand SKUs contained recycled content.

INSIGHTS ON CVS HEALTH'S PROGRESS

In 2023, CVS Health finalized a list of problematic or unnecessary packaging, and the company is currently developing a roadmap to eliminate these materials by 2030. The company invested in data collection and assessment tools to track plastic inputs, packaging components, and other metrics. CVS Health began transitioning packaging in store brand products to more easily recyclable materials, including transitioning multi-layer cannisters to recyclable PET jars and replacing a PVC-based pouch with a recycled paper box and recyclable PET plastic.

The company continued to expand How2Recycle labeling on its store brand products; at the end of 2023 63% of all store brand SKUs included How2Recycle labels, and the company is on track to cover all store brand packaging by the end of 2025.

FIGURE 12. Inputs, form, and polymer distribution of CVS Health’s reported plastic portfolio in 2023.

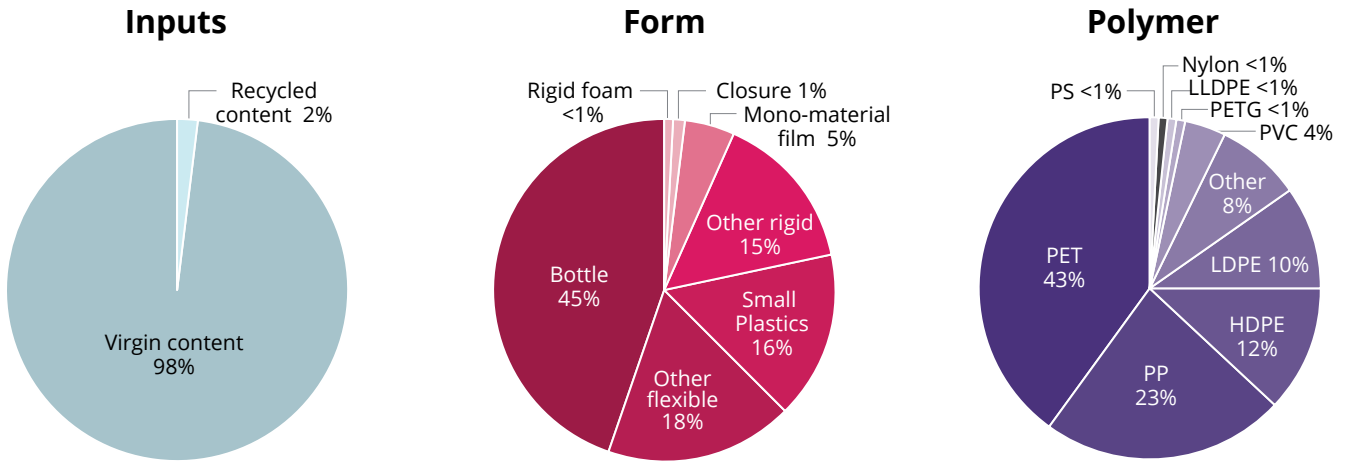
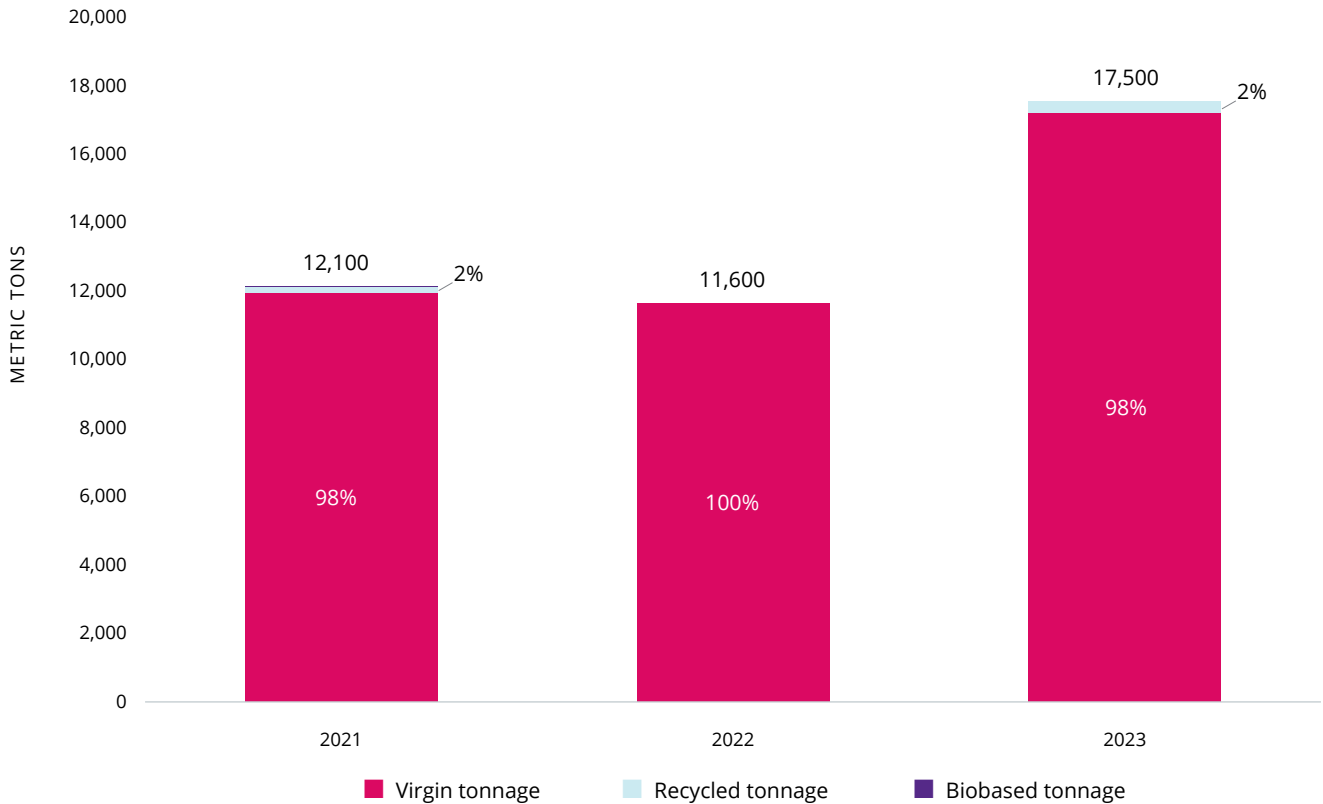


FIGURE 13. Tonnage of plastic reported by CVS Health from 2021 to 2023 broken down by virgin fossil-based content, recycled content, and biobased content. CVS Health was unable to collect data on recycled content for 2022. It is reported as 0.0%, as the actual percentage is unknown.





KEURIG DR PEPPER OVERVIEW AND GOALS

Sustainable packaging is a top priority for Keurig Dr Pepper, demonstrated by the company's commitment to support the transition to a circular economy through investment, innovation, and collaboration. Keurig Dr Pepper's packaging strategy is centered on advancing the use of more sustainable packaging materials and designs that use less virgin plastic. Important to this reduction is incorporating more post-consumer recycled content, eliminating unnecessary materials, redesigning packaging to be compatible with recycling and composting systems, and exploring reuse and refill models. The company also encourages consumer recycling behaviors, invests in recycling infrastructure, and advocates for smart policy solutions, like well-designed Extended Producer Responsibility programs. Since 2014, Keurig Dr Pepper has co-founded three coalitions focused

on support of a more circular economy and has invested nearly \$43 million in recycling infrastructure and education across North America.

Keurig Dr Pepper has established ambitious sustainable packaging goals, targeting that by 2025 the company will:

- *Convert 100% of KDP packaging to be recyclable or compostable*
- *Use 30% post-consumer recycled content across the KDP packaging portfolio*
- *Use 25% post-consumer recycled content across the KDP plastic packaging portfolio*
- *Achieve a 20% virgin plastic reduction across KDP's plastic packaging portfolio*

Keurig Dr Pepper (KDP)

The data provided by Keurig Dr Pepper cover primary, secondary, and tertiary plastic packaging for the United States, Mexico, and Canada, which is comprehensive of the company's wholly owned operations. Third-party bottlers are out of scope for this assessment. Reported data cover the period January 1, 2023, through December 31, 2023. More information about the company's scope and methodology is available in its [2023 Corporate Responsibility Report](#).

Key changes to Keurig Dr Pepper's portfolio since its 2018 baseline year¹⁸ include:

- Keurig Dr Pepper reduced its virgin plastic tonnage by 14,000 metric tons compared to its 2018 baseline year, which is a 6.7% decrease.
- In 2023, Keurig Dr Pepper's total tonnage of plastic was 12.5% higher than the 2018 baseline year.
- Keurig Dr Pepper used 39,000 metric tons of recycled content, accounting for 16.8% of its plastic packaging—a significant increase from its baseline of 0.3% in 2018.

INSIGHTS ON KEURIG DR PEPPER'S PROGRESS

Keurig Dr Pepper lightweighted nearly all its K-Cup pods by reducing the plastic in each pod by 18% and also removed polypropylene plastic discs in select K-Cup pods, resulting in the elimination of over 14 million pounds of virgin plastic from the packaging portfolio in 2023. On sustainable inputs,

the company converted Bai and Core Hydration+ products to 100% recycled PET bottles. These products joined Core Hydration, Snapple 16 oz. and 20 oz., Mistic Juice Drink 16 oz., Aguafiel, and Peñafiel bottles that are already made from recycled PET plastic.

Keurig Dr Pepper converted labels on the majority of Bai, and all of Mr & Mrs T 1 liter and 1.75 liter products and Rose's products to meet the APR Design® Guide for Plastics Recyclability Preferred criteria for circularity status.

Reusable and refillable plastic packaging accounts for a small portion of Keurig Dr Pepper's portfolio. That said, Keurig Dr Pepper continues to advance work on refillable packaging by exploring new partnerships to develop and scale reuse and refillable delivery models. In 2023, the company collaborated with the Green Sports Alliance to help create the first Reuse Playbook that shares insights, data, and best practices to make reusable programs in public venues successful. Keurig Dr Pepper has also partnered with Bold Reuse (a reusable cup and food ware company that collects, washes, and sanitizes cups to be reused in public venues) for additional learning opportunities. These include replacing disposable tasting cups that the company uses at its trade shows and sales meetings and partnering with the Chicago Bears on a pilot program to replace disposable cups with reusables in the United Club section of Soldier field for the 2024 season.

FIGURE 14. Inputs, form, and polymer distribution of Keurig Dr Pepper's plastic portfolio in 2023.

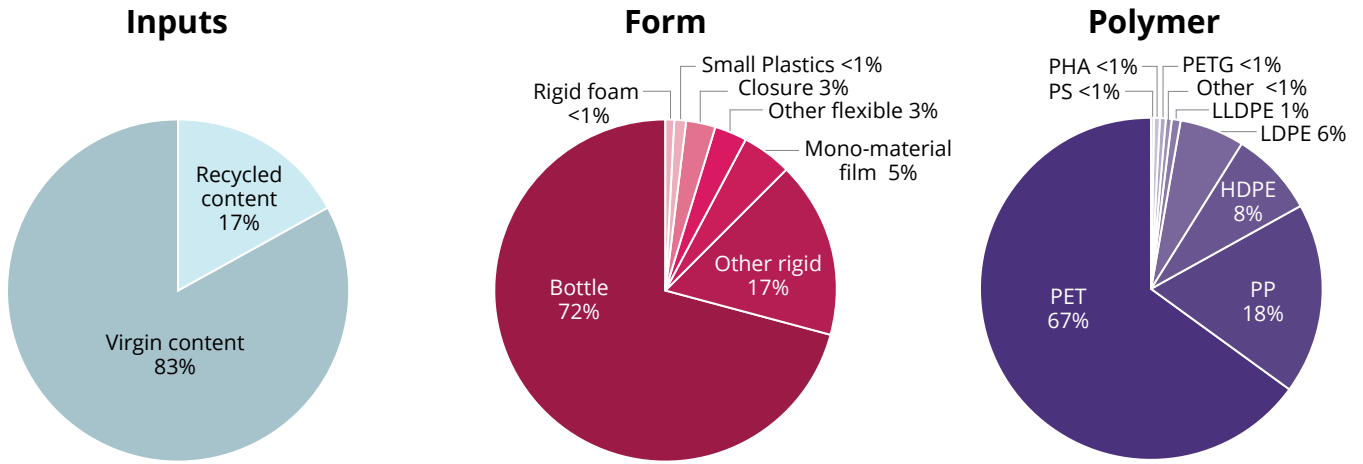
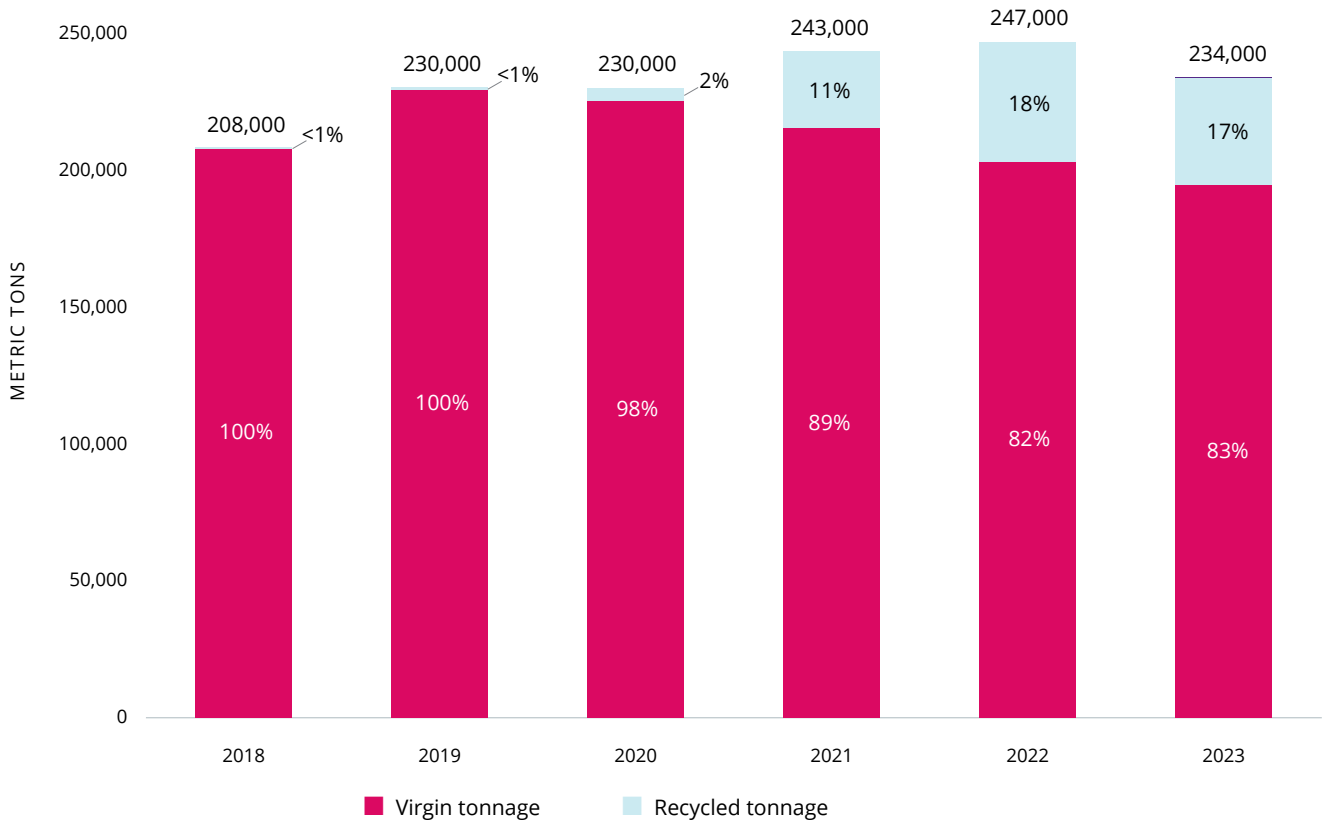


FIGURE 15. Tonnage of plastic reported by Keurig Dr Pepper from 2018 to 2023 broken down by virgin fossil-based content and recycled content.



KIMBERLY-CLARK OVERVIEW AND GOALS

Kimberly-Clark is a global consumer packaged goods manufacturer that is known for its essential brands that include Huggies®, Kleenex®, Cottonelle®, Depend®, and Andrex®. Driven by the company's purpose to deliver Better Care for a Better World and its global ambition to uplift the lives of 1 billion people in vulnerable and underserved communities by 2030, Kimberly-Clark aspires to develop innovative materials and alternatives to traditional plastics while supporting the development of the circular economy.

The company's strategic focus includes three key areas: Packaging, Product, and Circular Systems. Kimberly-Clark is committed to reducing its plastics footprint by 50% by 2030 through reductions, renewables, and recycled substitutes, or by introducing reusable products or circular solutions. This is a complex and challenging undertaking that requires

incorporation of systems thinking, strategic partnerships, and collaboration from sourcing through to end-of-life. Five goals support this ambition:

- *100% of our packaging to be compatible with either biological or technical (including recyclable or reusable) circularity systems by 2025*
- *20% average recycled content across plastic packaging by 2025*
- *50% footprint reduction in new, fossil-fuel-based plastics by 2030 from a 2019 base year*
- *75% of material in our products that are compatible with either biological or technical circularity systems by 2030*
- *100% of manufacturing waste diverted from landfill to beneficial uses by the end of 2022*

Kimberly-Clark

The data provided by Kimberly-Clark cover the company's global consumer and professional products businesses, accounting for an estimated 95% of the company's operations. Secondary and tertiary packaging are included in the reported data. The company's feminine care primary product wrappers are out of scope for this assessment. The reported data cover the period January 1, 2023, through December 31, 2023.

Key changes to Kimberly-Clark's portfolio since its 2019 baseline year include:

- Kimberly-Clark reduced its virgin plastic tonnage by 14,900 metric tons, which is a 14.0% decrease, based on the applied calculation methods.
- Kimberly-Clark's total tonnage of plastic decreased by 10.8%
- Kimberly-Clark's use of recycled content increased from 1.9% in 2018 to 6.9% in 2023. This is equivalent to an increase of 4,700 metric tons of recycled plastic used.

INSIGHTS ON KIMBERLY-CLARK'S PROGRESS

In an effort to reduce virgin plastic in its products and packaging, Kimberly-Clark launched its first ever feminine care paper pouch, replacing plastic pouches on two Kotex Natural products in Europe, the Middle East, and Africa. The new pouch is made of 85% paper coated on one side with a food grade mixture of silk fibroin and polyols, saving an estimated 8,602 kg of virgin plastic in 2023.

After making the transition to 30% recycled content in plastic packaging in the UK and Western Europe, Kimberly-Clark is working toward 50% recycled content in those markets, despite technical challenges. The company made further progress in increasing the use of recycled content in product packaging across the Asia-Pacific region in 2023.

In 2023, 90% of the company's plastic packaging was designed to fit into technical or biological circularity systems. There are ongoing industry challenges associated with packaging films. One area the company is especially focused on is a packaging solution for wet wipes, a significant challenge to reaching its goal of 100% of packaging designed to be recyclable, reusable, or compostable. The company does not have reuse programs for its packaging.

FIGURE 16. Inputs, form, and polymer distribution of Kimberly-Clark's plastic portfolio in 2023.

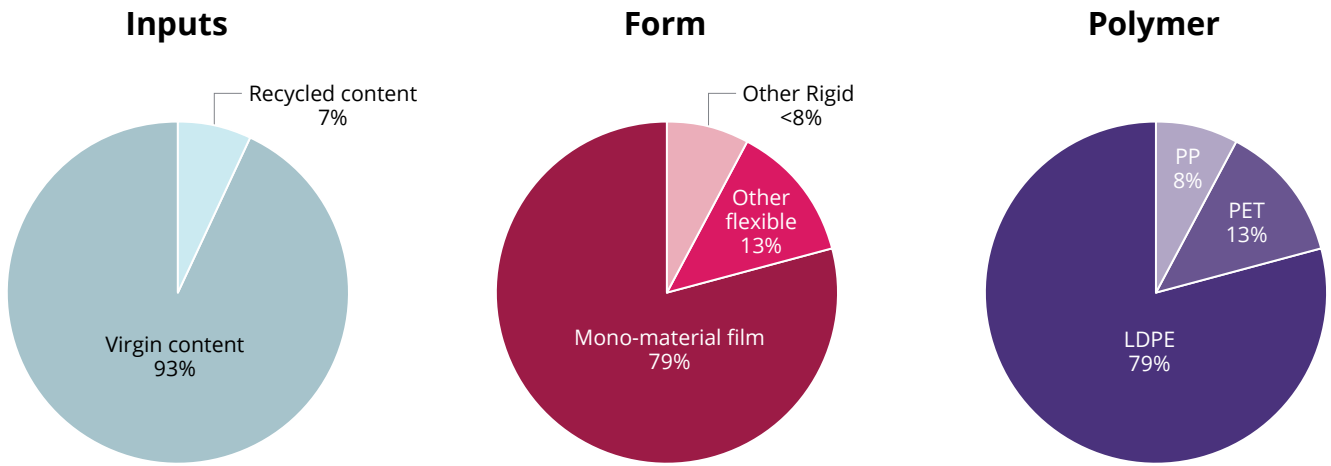
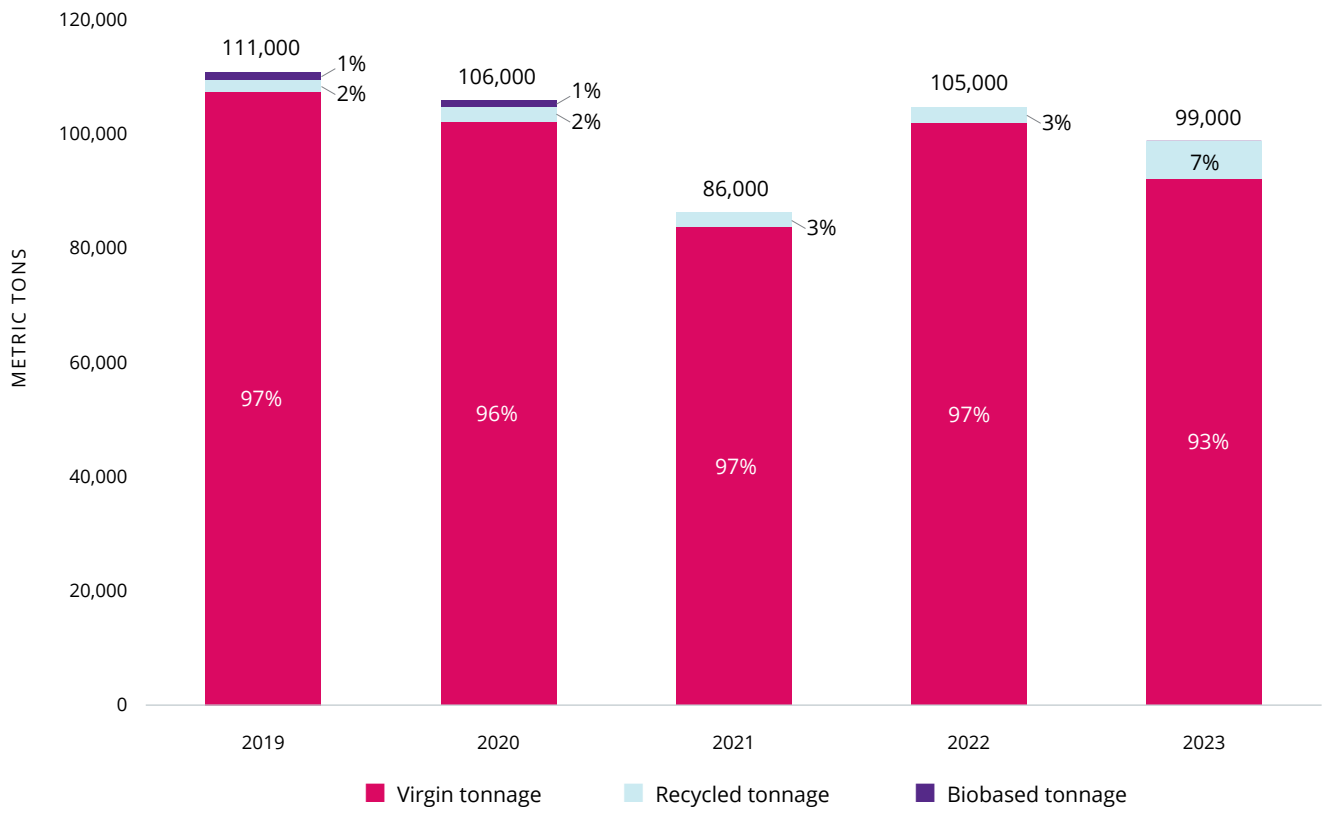


FIGURE 17. Tonnage of plastic reported by Kimberly-Clark from 2019 to 2023 broken down by virgin fossil-based content, recycled content, and biobased content.





PROCTER & GAMBLE OVERVIEW AND GOALS

P&G serves consumers around the world, with brands including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. P&G operates in approximately 70 countries worldwide.

At P&G, we believe we can unlock more worth from packaging materials, long after their first use. We are inventing and partnering to help build a more circular future to reduce waste and reuse packaging and materials.

P&G's Ambition 2030 packaging goals include:

- 100% of our consumer packaging will be designed to be recyclable or reusable by 2030*
- Decreasing our use of virgin petroleum plastic packaging by 50% per unit of production compared to a 2017 baseline*

We're designing our product packaging with less plastic, more recycled content, alternative materials, and to be more easily recyclable. We integrate consumer research and scientific, lifecycle thinking about environmental impacts to guide our design decisions and material selection, from sourcing to next use. As we advance progress toward these goals, we are guided by three overarching principles:

- Lifecycle Thinking: Plastic packaging can drive significant and meaningful benefits such as product protection, consumer safety, and GHG emission benefits. As we assess packaging material and design choices that drive greater circularity, we are careful to look at full life cycle implications to help guide our choices and avoid unintended consequences.*
- Waste Management Hierarchy: We subscribe to the waste management hierarchy and seek to progress our efforts toward the higher-order and preferred solutions within the hierarchy, starting with source reduction and reuse.*
- Collaboration: The challenge of plastic waste is bigger than any one company, and we believe collaboration across the value chain, civil society, and governments will be key to driving solutions at scale. That is one of the reasons why we joined ReSource: Plastic—it represents an opportunity to work with WWF and industry leaders seeking to drive reporting tools that can help better inform where strategic interventions are needed. We believe partnerships are critical to transform how packaging materials are used, reused, and renewed in a circular economy. Our innovation teams are developing alternative materials, new processing, and emerging forms that can reduce waste and deliver a lower environmental footprint across the entire product lifecycle.*

Procter & Gamble (P&G)

In prior years, P&G had reported data on a subset of its packaging. This year, P&G provided data on its total packaging consistent with how it tracks and reports packaging-related metrics on its Corporate ESG Portal and Citizenship reports. Prior year data has also been updated to reflect the expanded scope of reporting. Data on packaging formats were not submitted as the categories and definitions used by WWF for this report do not match the categories and definitions used within P&G's internal tracking systems.

Secondary and tertiary packaging are out of scope for this assessment. The reported data cover the period July 1, 2022, through June 30, 2023.

Key changes to P&G's portfolio since its 2019 baseline year include:

- P&G reduced its virgin plastic tonnage by 59,000 metric tons, which is an 8.8% decrease.
- P&G's total tonnage of plastic decreased by 0.3%.
- Based on P&G's total reported resin use, the company's average PCR content increased from 6.3% in 2019 to 14.3% in 2023.

INSIGHTS ON PROCTER & GAMBLE'S (P&G) PROGRESS

P&G reduced its absolute use of virgin plastic by 10% from 2022 to 2023. This was in part achieved through substituting plastic with paper packaging. Examples include Venus and Gillette razor packaging, Ariel Unit Dose laundry box, Lenor Unstoppables packaging, and Tide EVO packaging. An increase in the use of recycled plastic from 96,000 tons to 102,000 tons from 2022 to 2023 also contributed to the reduction in virgin plastic use.

Currently, 78% of P&G's consumer products are designed to be recyclable or reusable. Progress during the reporting period included replacing NyQuil and DayQuil blister packs with recycle-ready clear PET bottles. P&G has a goal to design 100% of its consumer packaging to be recyclable or reusable by 2030. The company does not disclose specific numbers for reuse.

FIGURE 18. Inputs and polymer distribution of P&G's plastic portfolio in 2023. P&G was not able to provide a breakdown by form.

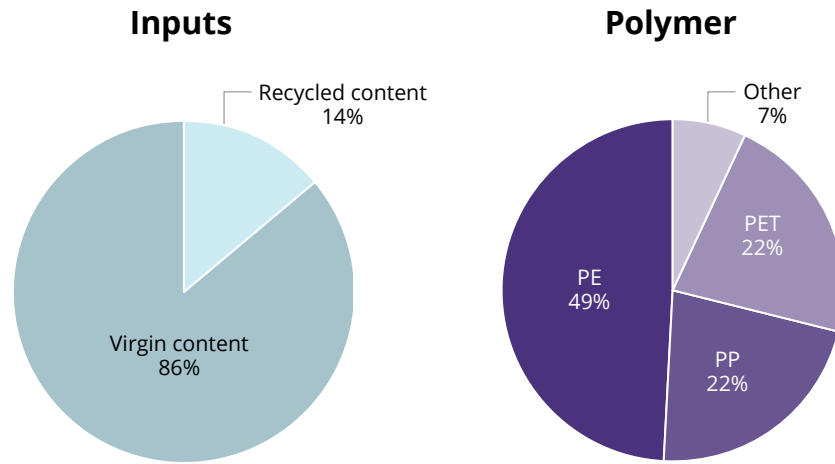
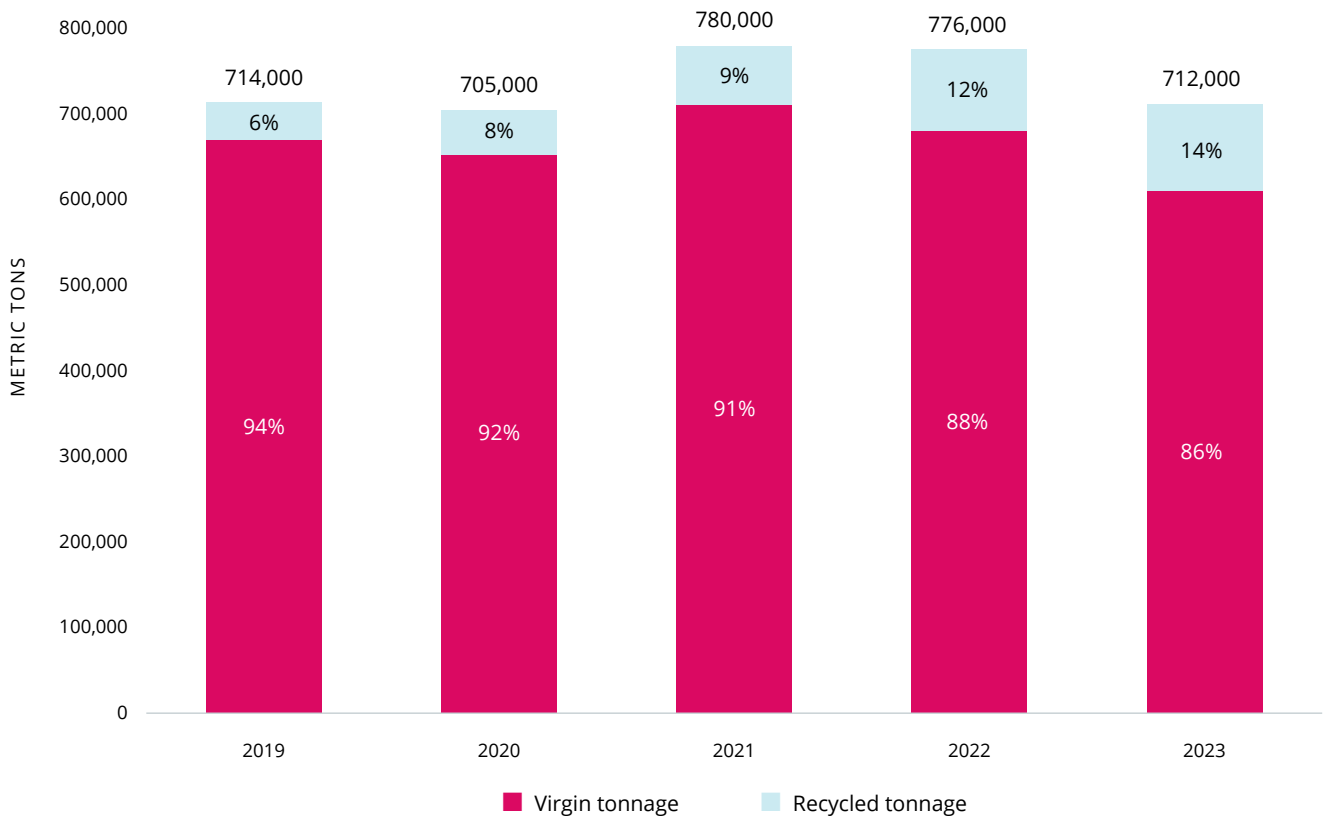


FIGURE 19. Tonnage of plastic reported by P&G from 2019 to 2023 broken down by virgin fossil-based content and recycled content.





STARBUCKS OVERVIEW AND GOALS

Aligning with its organizational vision, Starbucks is looking ahead with a heightened sense of urgency and conviction that we must challenge ourselves, think bigger, and do much more in partnership with others to take care of the planet we share. In January 2020, we announced our commitment to pursue a bold, multi-decade aspiration to become resource positive and give more than we take from the planet.

Starbucks has set targets for 2030:

- *Carbon: 50% absolute reduction in scope 1, 2, and 3 greenhouse gas emissions representing all of Starbucks direct operations and value chain from FY19 base year.*
- *Water: 50% of water withdrawal will be conserved or replenished across our direct operations, stores, packaging, and agricultural supply chain from FY19 base year.*
- *Waste: 50% reduction in waste sent to landfill from stores and direct operations from FY19 base year.*
- *Packaging: All customer-facing packaging will be 100% reusable, recyclable or compostable, sourced from 50% recycled materials, and we will reduce virgin fossil fuel-derived resources in packaging by 50%.*

These targets we take on come with challenges and will require transformational change. We know that leadership in sustainability takes commitment, investment, innovation, and partnership, and so we are excited to work with WWF and the ReSource: Plastic Members to reduce plastic waste.

Starbucks Coffee Company

The data provided by Starbucks cover plastic from direct operations and retail stores globally, including licensed stores. Reporting excludes secondary and tertiary packaging. The company's non-store operations and consumer packaged goods business are out of scope for this assessment. The reported data cover the period October 1, 2022, through September 30, 2023.

While Starbucks reported data for 2018, which is included in the aggregate *ReSource* data for that year, the company made significant improvements to its inventory methodology the following year and therefore uses 2019 as its baseline for tracking individual progress.


Key changes to Starbucks portfolio since its 2019 baseline year include:

- Starbucks reduced its virgin plastic tonnage by 3,000 metric tons, which is a 2.4% decrease.
- Starbucks total tonnage of plastic increased by 2.7%.

- Starbucks use of biobased content increased from 1.0% in 2019 to 7.0% in 2023. This is an 8,600 metric ton increase in biobased content. Additionally, the biobased content used in 2023 was 100% responsibly sourced.
- Starbucks use of recycled content decreased from 5.6% in 2019 to 3.8% in 2023.

INSIGHTS ON STARBUCKS PROGRESS

Starbucks is committed to enhancing the sustainability of its single-use packaging and offering more reusable cup options with the goal of serving every beverage in a reusable cup, either brought by the customer or provided by Starbucks. In 2024, Starbucks became the first national coffeehouse chain in the U.S. and Canada to allow customers to use their clean personal cups for every visit, including drive-thru and mobile orders. This initiative has helped remove two million cups per month from waste streams.



Starbucks aims to lead the global transition to reuse, having tested reusable cups in over 25 markets worldwide to date. In Germany, reusable cups are available for all customers, and in Korea and Taiwan, they are the default for dine-in. In 2024, Starbucks launched and completed the first citywide 100% reusable cup system in Petaluma, California, in collaboration with local government and major brands. Customers can return cups at designated points, where they are washed and sanitized for reuse.

These tests show the importance of collaboration in encouraging reuse and raising customer awareness. Starbucks is also working to encourage store partners to make the switch to reusable cups. To that end, in 2024, Starbucks supported its North American store partners with the distribution of Green Apron Cups, a reusable cup to use during their shifts.

Starbucks is also improving the sustainability of its single-use cups. In the U.S. and Canada, the company introduced a new cold cup with up to 20% less plastic than prior iterations and FSC-certified hot cups with 30% recycled fiber and less plastic liner. The company is also working to build a supply of food-grade recyclable materials for plastic packaging and introducing fiber based compostable cups in select markets.

FIGURE 20. Inputs, form, and polymer distribution of Starbucks plastic portfolio in 2023.

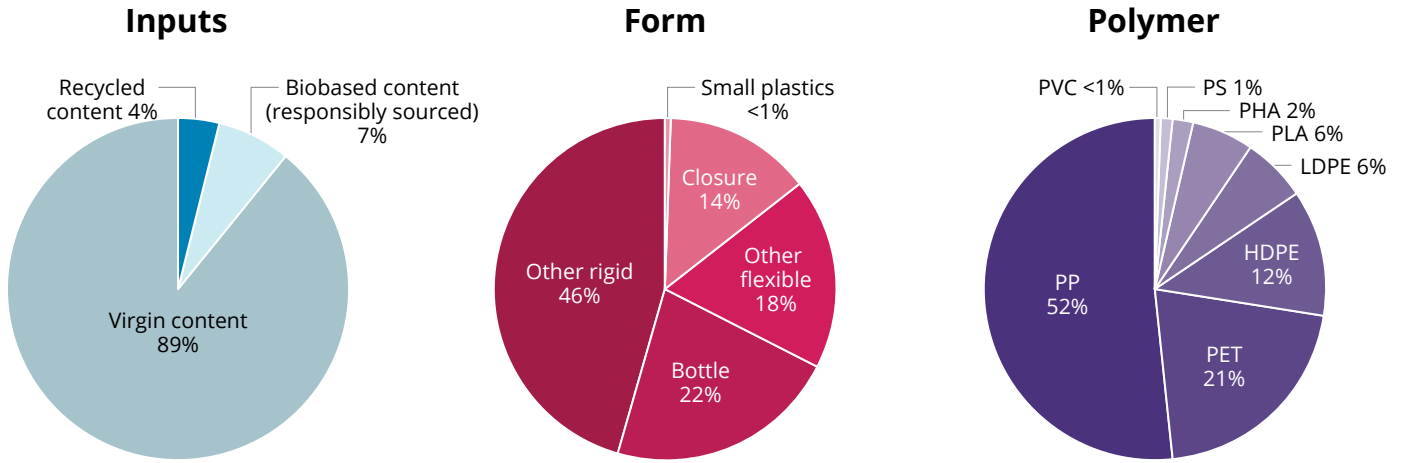
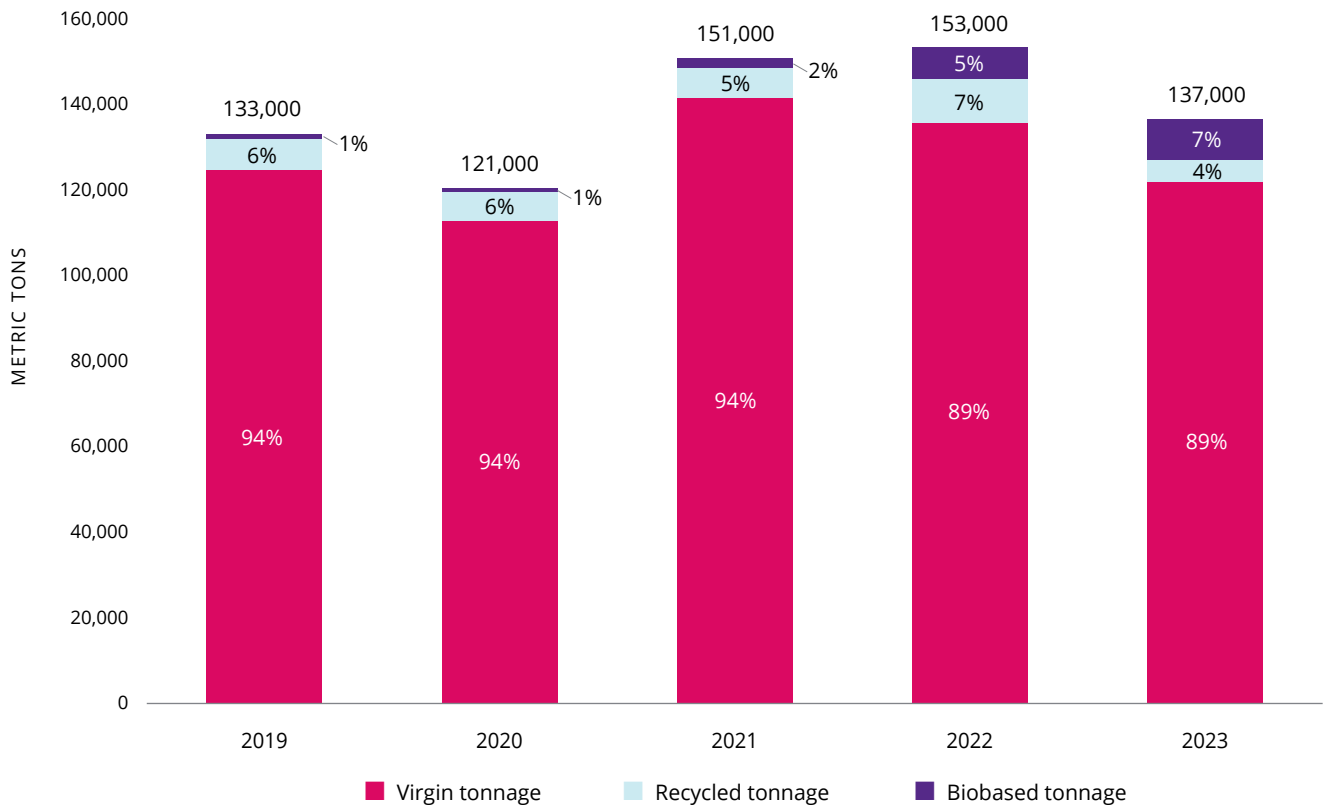


FIGURE 21. Tonnage of plastic reported by Starbucks from 2019 to 2023 broken down by virgin fossil-based content, recycled content, and biobased content.



THE COCA-COLA COMPANY OVERVIEW AND GOALS

The Coca-Cola Company works to reduce the impact of packaging waste on the environment through innovation and partnerships with bottling partners, NGOs, regulators, retailers, local communities and peers. The development of more complete data and metrics has been critical to advancing this work. In 2024, the company announced updated 2035 environmental goals, including packaging, which replace all previous environmental goals:

- Aim to use 35% to 40% recycled material* in primary packaging (plastic, glass and aluminum), including increasing recycled plastic use to 30% to 35% globally.

- Help ensure the collection of 70% to 75% of the equivalent number of bottles and cans introduced into the market annually.

Underlying these goals is the need for more inclusive collection rates for all consumer packaging, stronger accounting of plastic packaging that reflects the breakdown of packaging by units sold, and the use of more inclusive metrics to drive progress toward stated goals.

* The company will continue to comply with local regulations, including where higher percentages of recycled content are required.

The Coca-Cola Company

The data provided by The Coca-Cola Company cover primary consumer-facing plastic packaging (pouches and PET bottles excluding caps and labels) for all The Coca-Cola Company's operating units and franchise bottlers. Secondary packaging, tertiary packaging, and packaging from Costa retail coffee stores, dogadan, fairlife, BODYARMOR, and co-packers are out of scope for this assessment. The reported data cover the period January 1, 2023, through December 31, 2023.

Key changes to The Coca-Cola Company's portfolio since its 2018 baseline year include:

- The Coca-Cola Company increased its virgin tonnage by 190,000 metric tons, a 7% increase, which was a result of business growth outpacing its innovation efforts such as lightweighting and increased use of recycled content.
- The Coca-Cola Company's total tonnage of plastic increased by 16%.
- The Coca-Cola Company's use of recycled content increased from 9% in its baseline year to 17% in 2023. This is a 339,000 metric ton increase in recycled content.

INSIGHTS ON THE COCA-COLA COMPANY'S PROGRESS

Efforts by The Coca-Cola Company's bottling partners to eliminate plastic include launching a stretchable paper band that replaces plastic film to hold six-bottle multi-packs together in Austria and a large range of label-less products in Japan. The Coca-Cola Company's use of rPET increased from 15% to 17% between 2022 and 2023. This was in part a result of locally produced plastic bottles being shifted to 100% rPET (excluding cap and label) in Austria, Italy (excluding water), the Republic of Ireland, Northern Ireland, Romania, and Switzerland by the end of 2023. 100% rPET bottles (excluding cap and label) were also launched in India and Indonesia. The Coca-Cola Company continues to transition Sprite plastic bottles from green to clear PET to help increase the efficiency of recycling systems.

On reuse, The Coca-Cola Company offers returnable packaging options in many markets around the world. 1.17% of the company's plastic packaging consists of returnable PET bottles, and 14% of its entire global packaging portfolio is reusable, including reusable cups from dispensed solutions, plastic jugs, refillable glass bottles, and refillable PET bottles.

FIGURE 22. Inputs, form, and polymer distribution of The Coca-Cola Company's plastic portfolio in 2023.

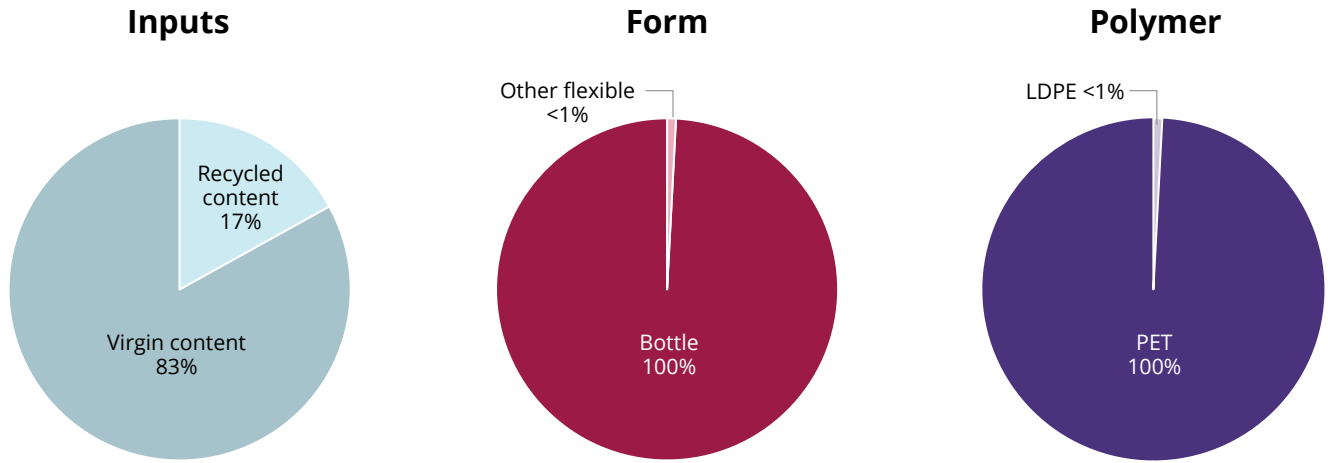
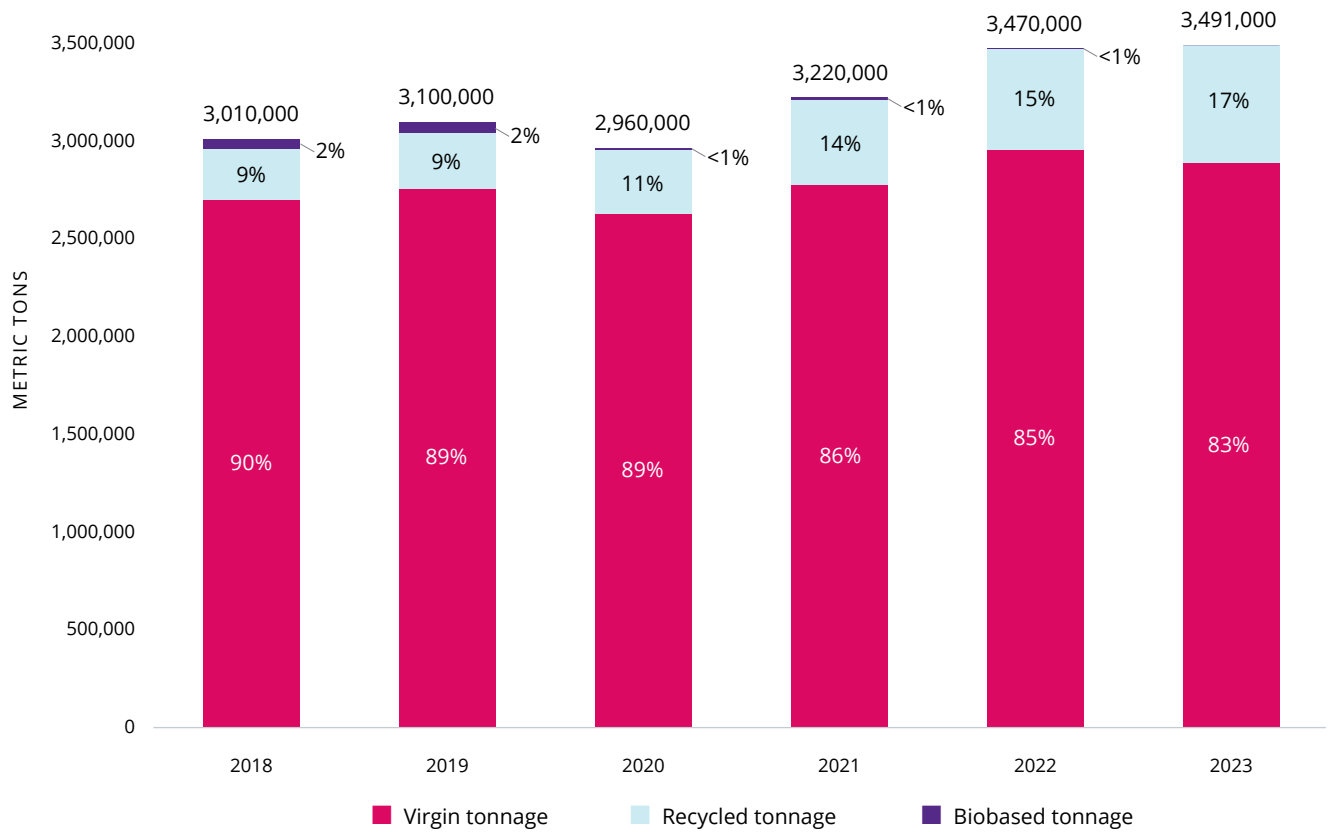


FIGURE 23. The Coca-Cola Company's plastic portfolio from 2018 to 2023.





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Maximize Insights from Five Years of *ReSource*

ANNUAL REPORTING DRIVES ACTION

Reporting shouldn't just happen for the sake of reporting. In the case of *ReSource*, reporting has helped inform Members' mitigation strategies and raised their level of ambition. For instance, insights from the *ReSource* Footprint Tracker have helped companies identify their highest-risk markets for leakage and problematic or unnecessary plastics in their portfolio to target for elimination. Conducting a baseline assessment is a key step in setting meaningful and achievable plastic commitments, and the ongoing reporting against those commitments helps build the internal business case for taking the actions necessary to make progress.

Reporting through *ReSource* has also pushed companies to improve their data collection processes and disclose more accurately and comprehensively. Based on reporting requirements for *ReSource*, Members have requested additional data points from their suppliers, integrated these data into their procurement systems, and automated processes to streamline reporting year over year. Once metrics are disclosed publicly, companies have a stronger incentive to ensure that they are accurate and therefore to improve their data collection and management efforts.

Improved data collection processes have also complicated reporting. In the years after joining *ReSource*, several Members have either improved their inventory methodologies or been able to increase the number of markets or suppliers covered by their data. In some cases, companies have updated their baselines accordingly so that the methodology is consistent year over year, but in other cases that wasn't feasible. As more companies begin to report on their plastic footprints, we expect it to be common in the first few years for companies to underestimate their plastic use and gradually report more comprehensively. This means that reporting systems should account for this need and provide the tools and options necessary to easily update baselines and separate out changes to the actual plastic portfolio from those due to reporting improvements.

REPORTING NEEDS TO BE HARMONIZED TO ACHIEVE SCALE

Many companies working on addressing sustainability issues face reporting and platform fatigue. As voluntary and regulatory reporting on plastic increasingly becomes an expectation of companies, it is in the best interest of all stakeholders that it happens in a coordinated and harmonized manner. Metrics and definitions need to be standardized and remain consistent so that companies can build their internal data collection processes around them and accurately track progress over time. A simple but fundamental example of this is agreeing on a set of categories, such as "PET bottles" or "Other PET rigids," that companies assign their different types of packaging to and that can serve as the basis for assessing recyclability. Furthermore, having companies submit similar data across multiple platforms not only is inefficient but can also open companies up to unnecessary risk if metrics are reported differently in different places. To

avoid creating an unnecessary burden, the focus of reporting should be on the questions and metrics that are the most meaningful and actionable to a company, its customers, and its investors.

To address these issues, *ReSource* has, since its inception, worked with the Ellen MacArthur Foundation to align reporting with the New Plastics Economy Global Commitment. A central goal in the development of the *ReSource* Footprint Tracker was to enable companies to enter their detailed data at a country and product level and then aggregate those data to a global portfolio level for the purposes of reporting to the Global Commitment or in companies' own sustainability reports. To facilitate alignment, *ReSource* has taken steps such as adopting the Ellen MacArthur Foundation's definition of recyclability in practice and at scale and integrating the Global Commitment's recyclability assessment into the *ReSource* Footprint Tracker. The *ReSource* Footprint Tracker also became the reporting mechanism for the U.S. Plastics Pact and the Canada Plastics Pact, helping to standardize reporting across North America.

Importantly, *ReSource* and the Global Commitment have demonstrated what comprehensive corporate reporting on plastics should look like. Although only a couple hundred companies have been reporting through these platforms, they have paved the way for reporting at a much larger scale in the coming years through CDP's questionnaire, which is currently being used by over 24,800 companies, worth two-thirds of global market capitalization, to disclose on their environmental dependencies, impacts, risks, and opportunities. The plastics module has largely been built on *ReSource* and the Global Commitment's metrics and guidance, and during the 2024 disclosure cycle, it was presented to all companies responding to CDP's full questionnaire.

PROGRESS HAS BEEN INCREMENTAL

The *Transparent* report series has provided a unique look at the efforts taken by some of the world's leading companies to address plastic waste over the past five years. As shown earlier in this report, progress has been mixed. Total plastic usage among *ReSource* Members appears to have plateaued, remaining relatively flat between 2021 and 2023, and four out of eight Members have made absolute reductions in their use of plastic relative to their baseline year.

An area of meaningful progress has been the increased use of recycled content and corresponding decrease in the use of virgin fossil-based plastic. The use of recycled content across the aggregate portfolio increased from 7.9% in 2020 to 14.5% in 2023. Collectively, Members reduced their use of virgin fossil-based plastic by 221,000 metric tons relative to their baseline. Members have also been gradually reducing their use of problematic plastics. Between 2020 and 2023, the use of small plastics, PVC, and PS decreased by 11.0%, and these problematic plastics now account for just 0.7% of the aggregate portfolio.

However, progress remains slow in other areas. Although all Members are working on or piloting reuse in some capacity, only 0.8% of the aggregate portfolio consists of reusable packaging. Similarly, the utilization of responsibly sourced biobased content has remained very low, at only 0.1% of the aggregate portfolio in 2023. In general, as in the rest of the market, Members are putting the most effort into increasing the recyclability of their portfolios and their use of recycled content. Yet we know that in order to address the plastic waste crisis, we need to apply all available solutions concurrently, especially those higher in the waste hierarchy: source reduction and reuse.¹⁹

While the picture painted by these results has grown increasingly clear throughout the five years of *ReSource* reporting, there are still factors that make it challenging to fully and accurately assess progress. It is difficult to separate changes in plastic usage due to a company's packaging strategy from changes in sales, for example due to the COVID-19 pandemic, changes in consumer preferences, or simply business growth. And, as previously mentioned, companies may change and improve their data collection methodologies over time, perhaps increasing the amount of plastic they are able to report on or changing how it is categorized. With time, as companies report more years of data and as data collection reporting processes get more consistent and harmonized, we expect that it will become easier to separate out the impacts of these confounding factors and better evaluate the impact of actions companies are taking.

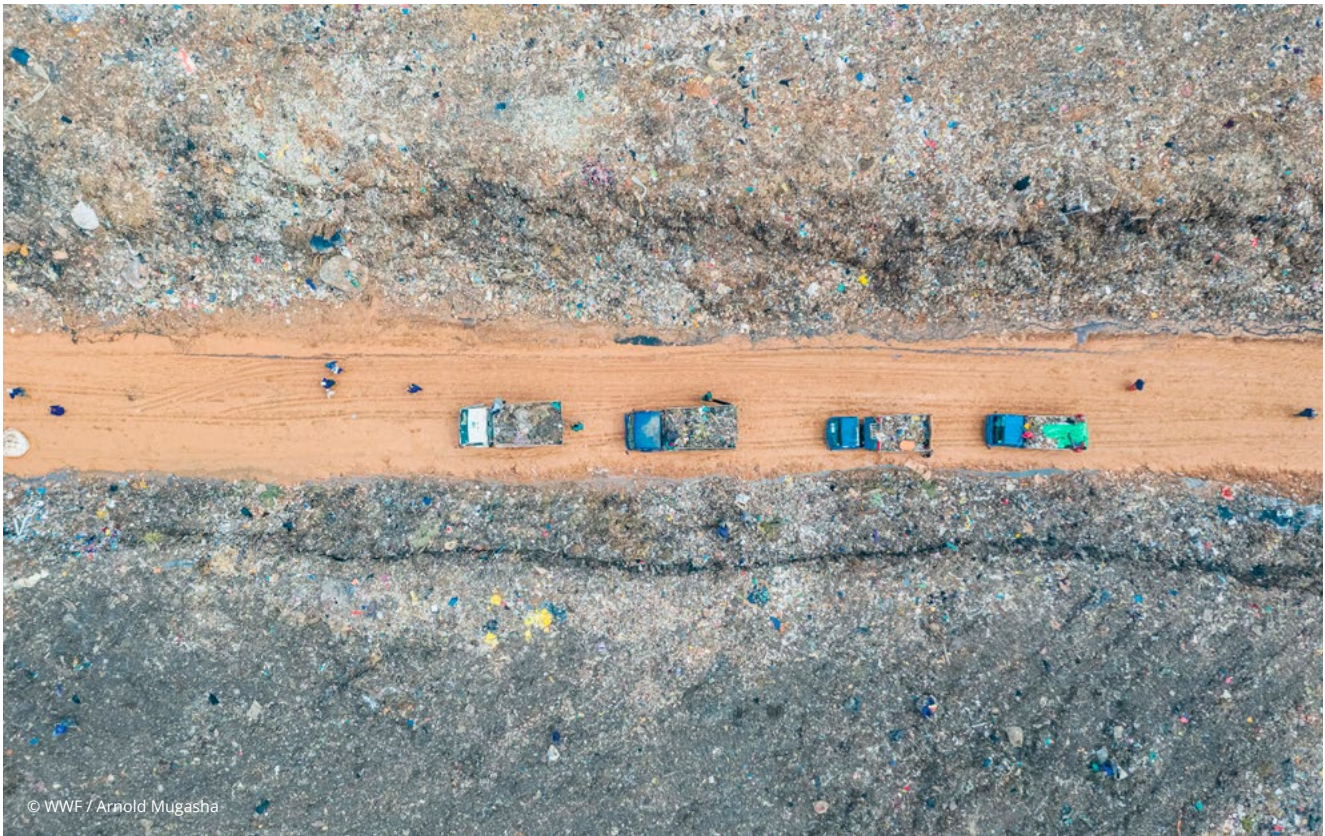
VOLUNTARY CORPORATE EFFORTS WILL FALL SHORT WITHOUT BROADER INDUSTRY PARTICIPATION

ReSource consists of a small group of companies that are leaders in their respective industries. Consequently, the results presented in this report are not representative of the rest of the market where there has been considerably less progress. Similarly, signatories to the Global Commitment have significantly outperformed the global market in addressing plastic waste.²⁰ In order to address the plastic pollution crisis, we need the remaining companies to follow.

In an effort to guide both companies that are just beginning their work on plastic waste and those that are looking to raise their ambition, WWF published the [Blueprint for Credible Action on Plastic Pollution](#). The Blueprint guides companies through the steps of understanding the plastic crisis and setting ambitious goals, transforming their plastic footprint, advocating with others for system change, and investing in circularity outside of their direct operations.

These steps acknowledge that companies can only get so far by focusing on their own plastic footprints. Companies face barriers to achieving their plastic goals that are outside of their direct control due to the infrastructure or policy environment in the markets where they operate. For instance, the demand for high-quality recycled plastic is outpacing the supply, making it difficult for companies to meet ambitious recycled content targets. Similarly, the ability for companies to make their packaging portfolios 100% reusable, recyclable, or compostable (not just theoretically but also in practice) is dependent on the existence of appropriate infrastructure.

ReSource Members report that collaboration across the value chain and different industries has been crucial to meet their goals. For instance, in regions with limited recycling infrastructure, it has been important for companies to work together with other stakeholders to finance collection initiatives and improve waste management services. Collaboration also helps with building the business case for plastic reduction efforts and fostering innovation within the industry. Ultimately, voluntary action by individual companies will not be enough to address the urgency of the plastic pollution crisis on its own. Companies need to join collaborative efforts, invest in systems change, and advocate for regulatory action.



REGULATORY ACTION IS NEEDED AT NATIONAL AND GLOBAL LEVELS

Tackling plastic pollution will require all companies to make changes, not just industry leaders and those facing significant public pressure. To level the playing field and prevent laggards from gaining a competitive advantage by continuing to ignore the negative externalities of their plastic waste, governments must take action to mandate standards across sectors and tackle all steps of the value chain. Regulation will also provide companies with certainty to make the long-term investments needed to address the systemic challenges in the plastic material system.

At the international level, the legally binding instrument on plastic pollution being negotiated through the United Nations provides an unprecedented opportunity to raise the bar for all countries and businesses. This treaty would help create consistent definitions, standards, and guidelines globally, making it easier for companies to comply and invest in solutions regardless of where they are operating, given that all actors would be moving in the same direction.

More than 250 companies across the plastics value chain (including many *ReSource* Members), financial institutions, and NGOs are advocating for an ambitious and effective treaty through the [Business Coalition for a Global Plastics Treaty](#), convened by WWF and the Ellen MacArthur Foundation. The Business Coalition recognizes the importance of a legally binding treaty that is underpinned by harmonized regulation and tackles the entire plastics value chain. Businesses know that if each country adopts its own set of fragmented policy measures, this will add significant barriers and costs to implementing the necessary changes at scale.



Multiply Recommendations for Future Collaboration

CONTINUE WORKING TOWARD STANDARDIZING AND SCALING PLASTICS DISCLOSURE

This report marks the end of annual reporting through the ReSource Footprint Tracker. Moving forward, WWF will be expecting *ReSource* Members to disclose through the [plastics module in CDP's questionnaire](#) and calls on their peer companies to do the same. CDP's plastics module represents a collaboration between CDP, The Pew Charitable Trusts, Minderoo Foundation, the Ellen MacArthur Foundation, and WWF to scale up corporate plastics disclosure and bring it together in one centralized platform to companies across the plastics value chain and global economy. It leverages requests from more than 700 investor signatories representing \$142 trillion in assets that use the data and insights from the questionnaire to inform their investment decisions. In 2024, over 5,000 companies disclosed plastics data through CDP—almost double the number of companies that disclosed in 2023.

This development means that an increasing number of companies will be responding to the same questions and disclosing the same metrics related to their plastic footprints. However, this doesn't necessarily mean that companies are collecting their data and answering the questions in the same way. As we've seen in *ReSource*, the ways in which companies gather and aggregate data on their plastic footprints can vary significantly, especially when they are first beginning to report on plastics. There is also a lack of clarity around the scope and operational boundaries of reporting and how the same ton of plastic should be accounted for by companies at different stages of the value chain. Moving forward, we need to continue to create alignment between all actors in the plastics reporting landscape, including companies, NGOs, financial institutions, standard setters, supply chain management software providers, and sustainability consulting firms.

An area that remains challenging and still requires alignment is measuring reuse. Assessing the scale and effectiveness of reuse systems requires a different set of metrics and data points than are used to measure other aspects of a company's plastic footprint. Rather than focusing on packaging weight, which can favor light-weight single-use packaging, metrics should focus on the volume or functional units of product that are being delivered through reuse systems, along with the return rates or number of loops being achieved. WWF continues to work with the World Economic Forum's [Consumers Beyond Waste](#) initiative to develop a standardized approach for measuring and reporting on reuse and share learnings from *ReSource* reporting.

Importantly, we also need data and methodologies that enable us to understand not only how much plastic companies are using, but also how this plastic is impacting the environment. This year, for the first time, CDP asked companies to report on the end-of-life management of the plastic they use or produce. That is, how much of the plastic is actually being recycled, incinerated, landfilled, or mismanaged in practice. WWF developed the *ReSource* Footprint Tracker in 2019 to help companies estimate these metrics using the limited global waste management data that was available at the time. More than five years later, the quality and availability of waste management data have not significantly improved, as governments still do not consistently and reliably track the flows of plastic within and between countries.

For relevant stakeholders to be able to fully understand the impact companies are having on plastic waste, two developments are needed. First, we need better data collection. This will require regular country-level reporting of plastic waste flows—from production to end of life, including imports and exports—that is standardized and mandated through the global treaty process. Governments should undertake policy and data collection efforts to improve data quality, and this should be supported by more academic research on mismanaged waste and leakage and by improvements to how companies, NGOs, and producer responsibility organizations track and report end-of-life packaging data at a market level. Consistent and regularly updated waste management data is the only way to accurately track collective progress on plastic pollution and toward our ultimate goal of no plastic in nature.

Second, there is a need to align around a centralized database of this waste management data along with a widely accepted methodology for companies to apply to the plastic in their portfolios to estimate its end-of-life fate. These would serve a purpose similar to emissions factor databases and the GHG Protocol in climate reporting. There are some efforts already underway in this area, such as the [Plastic Footprint Network](#) (PFN) convened by EA – Earth Action, which WWF is actively participating in. PFN has developed a leakage assessment methodology, published in November 2023, that provides organizations with a way to measure how their use of plastic impacts the environment. The methodology includes mismanagement rates for flexible and rigid plastics for 68 countries from EA's Plasteax database in an effort to drive alignment around and more widespread use of data and methodologies for assessing plastic fate and leakage. These mismanagement rates have been incorporated into WWF's waste management model.

WWF plans to continue working with EA and others to align around a unified database that provides open access to not only mismanagement rates but also up-to-date recycling, incineration, and landfill rates for a growing number of countries. The goal should be for all companies disclosing their plastic-related impacts to have access to the data needed to credibly and transparently estimate where their plastic is ending up.

COLLABORATE, ADVOCATE, AND INVEST BEYOND COMPANIES' OWN OPERATIONS

While the actions of the private sector are critical to addressing plastic pollution, companies are not able to solve the problem just by working individually on their own direct operations. Companies realize early on in their sustainability journeys that their ability to achieve their goals is largely impacted by factors outside their direct control, including their suppliers, customers, government policy, waste management infrastructure, and more. To help address the impacts of plastics waste, companies have the responsibility to collaborate, advocate, and invest beyond their own operations.

In practice, this means joining platforms, coalitions, and initiatives that are working to address the systemic challenges companies are facing. This could be efforts to address gaps in funding, infrastructure, or access to recycling for certain types of plastic that a company is putting on the market. For instance, The Recycling Partnership's [Polypropylene Recycling Coalition](#) brings together industry stakeholders to exchange ideas, provide funding, and take collective action to address the recycling challenges of polypropylene in the U.S. The Coalition, which is funded by *ReSource* Members Keurig Dr Pepper, Procter & Gamble, and Colgate-Palmolive and members of the NextGen Consortium, including McDonald's and Starbucks, has awarded \$15 million in 60 grants to communities and recycling facilities. When all the funding is fully utilized, the initiative expects to expand polypropylene recycling support to 48 million people and increase the amount of polypropylene recovered in the U.S. by an estimated 64 million pounds annually.

As the impacts of plastic waste are location specific, its solutions need to be as well. Waste management infrastructure, government policies, consumer preferences and behavior, socioeconomic factors, and environmental conditions vary significantly across geographies, necessitating the application of local context and place-based strategies. WWF's [Plastic Smart Cities](#) initiative supports cities and coastal municipalities in taking action to stop plastic pollution through a global knowledge-sharing platform and a program to implement pilot areas within cities. The [Plastics Pact Network](#), convened by the Ellen MacArthur Foundation and WRAP,

is a network of national and regional initiatives that bring together key stakeholders, including businesses, government institutions, NGOs, and citizens, to implement solutions toward a circular economy for plastic, tailored to each geography. *ReSource* Members participate in several Plastics Pacts to collaborate across the plastics value chain, contribute to knowledge creation and sharing, and influence local policy and investment.

Another area that requires collective action is reuse. Although many companies are undertaking reuse pilots, challenges related to infrastructure, high upfront costs, and consumer participation have meant that few are successfully implementing reuse at scale. This is particularly true for returnable packaging systems that require building out collection points and reverse logistics and changing consumer behavior. *ReSource* Members have found that it is generally not effective for them to develop these systems on their own.

To reach scale, companies and other stakeholders need to collaborate and establish standardized packaging and shared infrastructure so that reuse systems are interoperable across companies and easier for consumers to participate in. An example of this type of collaboration is [The Petaluma Reusable Cup Project](#), which replaced single-use cups at more than 30 restaurants in the City of Petaluma, California, with a system of shared reusable cups, return points, and washing and processing facilities. *ReSource* Members Starbucks and The Coca-Cola Company are among the brands participating in the project, which is funded by the NextGen Consortium and successfully completed its trial phase in October 2024.

ReSource is committed to advancing the uptake of reuse through key collaborations, such as the [Reuse Portal](#), which was publicly launched in May 2023. Facilitated by the Global Plastic Action Partnership, the Reuse Portal is a one-stop-shop collaboration platform that aims to scale reuse solutions that address plastic pollution, providing practical guidance, tools, and networks to businesses, policymakers, activists, and citizens.

SUPPORT THE ADOPTION AND IMPLEMENTATION OF POLICY AND REGULATION

Implementation of effective policy is one of the most important levers to transform our material system, and advocacy for effective policy is emerging as a key strategy to overcome the inertia of the status quo and align incentives in a way that enables transformational change. It has become increasingly clear that companies will need to help pull this lever to be able to meet ambitious sustainability goals on plastic. Furthermore, as momentum builds at the state, national, and international levels around policy and regulation, there is a need to participate in and prepare for changed requirements and incentives.

In March 2024, WWF convened its second Plastic Policy Summit in Washington, D.C., bringing together 300 policymakers and representatives from businesses, NGOs, and academia. Through 12 breakout sessions, attendees workshopped efforts to reduce harm from plastic production and pollution, accelerate coordinated action, and implement and scale successful initiatives. The key takeaways from the event were published in [Plastic Policy Summit: Domestic Solutions for a Global Problem](#) and can be summarized by the following themes:

1. Additional data and research are important, but we already know enough to take action.
2. While there is no silver bullet solution, many successful legislative and voluntary efforts can already be replicated and scaled.
3. Collaboration, coordination, and public engagement are all vital to addressing the plastic pollution crisis.

The Plastic Policy Summit builds on the work of WWF's OneSource Coalition, which is supported by a group of signatories, including *ReSource* Members Colgate-Palmolive, Keurig Dr Pepper, and The Coca-Cola Company, that advocate for principles of national extended producer responsibility, environmental justice, and international leadership to reimagine our linear economies.

The United Nations took a historic step in March 2022, when 175 member states voted in favor of a legally binding global treaty to address plastic pollution. After five rounds of negotiations, countries failed to reach an agreement at INC-5 in Busan as planned, despite a vast majority of governments demanding ambitious measures that science has shown can stop plastic pollution. Importantly, the worst outcome of a weak treaty has so far been avoided. There is still a chance to unite on a legally binding treaty based on strong global rules, as countries will come together once more in 2025 to resume negotiations at INC-5.2. WWF calls on stakeholders from across the spectrum of the plastic crisis—including corporate leaders, small businesses, heads of state, federal representatives, and individuals around the world—to advocate for an ambitious treaty that provides the certainty businesses need to mobilize investment and scale solutions. As the treaty process continues, we cannot afford to delay action. Advocacy and implementation must go hand in hand, as there is no time to waste.

While the results of five years of *ReSource* highlight the significant impact that companies can have in addressing plastic waste, they also prove the need for larger systemic change. To solve the plastic pollution crisis at the scope and scale that the planet needs, action must be taken to address the broken system that is at the root of the issue. By leveraging their immense influence, businesses can advocate for smart plastic policy on the national and global levels that will drive the necessary system change and allow their actions to have an even wider impact.

Glossary

Advanced Materials

Advanced materials are those that are sustainably produced, mitigate climate change, and reduce the risk of fossil depletion. This term typically captures future materials innovations that are currently in the design stage or at a very small scale. We align with the Roundtable for Sustainable Biomaterials' [Advanced Products Standard](#).

Bottle

A bottle is a form of rigid packaging having a comparatively narrow neck or mouth with a closure and usually no handle.

Source: *ISO 21067:2007*

Closure

Closures include caps and closures that would be left on containers going to recycling. Caps/closures that would be disposed of separately from the primary container would fall under small plastics (problematic to recycle as separate components due to size).

Compostable

Packaging or a packaging component is compostable if it is in compliance with relevant international compostability standards and if its successful post-consumer collection, (sorting), and composting are proven to work in practice and at scale.

Source: *EMF Global Plastics Commitment*

Durable Goods

Durable goods are products with a life-span of three years or more.

Source: *U.S. Environmental Protection Agency*

Mismanaged Waste

We follow the definition of mismanaged waste outlined by [Jambeck et al. \(2015\)](#): "material that is either littered or inadequately disposed." Mismanaged waste typically includes uncontrolled landfills and open dumps, waste that is not collected, and waste that is littered. Thus, this value is not how much plastic enters the ocean, but rather a potential volume that is not adequately managed and has the potential to enter ecosystems.

Mono-material Film

Mono-material film is a flexible material that contains only one polymer and no non-plastic materials and is not multilayered. It includes mono-material stretch and shrink films and mono-material film bags and sacks that are suited for recycling.

Shrink Film

Shrink film is a plastic material that shrinks in size when heated to conform to the item(s) packaged.

Source: *ISO 21067:2016*

Stretch Wrap

Stretch wrap is a material that elongates when applied under tension and which, through elastic recovery, conforms to item(s) packaged.

Source: *ISO 21067:2016*

Other Flexible

Other flexible includes multi-material/laminate films.

Other Rigid

The "other rigid" category is used to capture rigids that are not classified as bottles, closures, foamed rigids, or small plastics.

Recyclable

Packaging or a packaging component is recyclable if its successful post-consumer collection, sorting, and recycling are proven to work in practice and at scale. A package is considered recyclable if its main packaging components, together representing greater than 95% of the entire packaging weight, are recyclable according to this definition, and if the remaining minor components are compatible with the recycling process and do not hinder the recyclability of the main components.

Source: *EMF Global Plastics Commitment*

Recycled Content

Recycled content is post-consumer recycled content and does not include pre-consumer recycled content.

- Post-consumer recycled content is defined as the proportion, by mass, of post-consumer recycled material in a product or packaging.
- Pre-consumer recycled content is defined as material diverted from the waste stream during a manufacturing process.

Source: ISO 14021:2016

Responsibly Sourced Biobased Content

Responsibly sourced biobased content, at a minimum:

1. Is legally sourced;
2. Is derived from renewable biomass and must pose no adverse impacts on food security;
3. Does not have negative impacts on land conversion, deforestation, or critical ecosystems; and
4. Provides environmental benefits.

Credible certifications such as the Roundtable on Sustainable Biomaterials certification can help ensure responsible sourcing. Together, we consider responsibly sourced biobased content and post-consumer recycled content as constituting sustainable plastic inputs.

Source: *Bioplastics Feedstock Alliance* (<https://bioplasticfeedstockalliance.org/>)

Rigid Foam

Forms under the “rigid foam” category include rigid products made from foamed polymers, typically polystyrene (PS).

Small Plastics

Small plastics are items smaller than 2 inches in two dimensions that require testing to determine the appropriate APR recyclability category.

Small plastics that achieve an assessment of “preferred” for their “size sorting potential” according to the APR’s protocol “Sort-S-02 – Evaluation of the Size Sorting Potential for Articles with at Least 2 Dimensions Less than 2 Inches” are not required to be reported in the Small Plastics category.

Source: *The Association of Plastic Recyclers*

Sustainable Plastic Inputs

Sustainable plastic inputs as referred to throughout this report include recycled content, responsibly sourced biobased content, and advanced materials.

Unnecessary Plastic

Unnecessary plastic is plastic that, if not used, would not create adverse environmental or social trade-offs related to, for example, energy use, food waste, or quality of life.

Polymer Classification

List of Polymers for Single Use Plastics	Abbreviation
Acrylonitrile-butadiene-styrene copolymer	ABS
Ethylene vinyl alcohol	EVOH
High-density polyethylene	HDPE
Low-density polyethylene	LDPE
Linear low-density polyethylene	LLDPE
Nylon	Nylon
Other (specified in description)	Other
Polybutylene adipate terephthalate	PBAT
Polybutylene succinate	PBS
Polybutylene succinate adipate	PBSA
Polycarbonate	PC
Polyethylene furanoate	PEF
Polyethylene terephthalate	PET
Polyethylene terephthalate glycol	PETG
Polyhydroxyalkanoate	PHA
Polylactic acid	PLA
Polypropylene	PP
Polystyrene	PS
Polyvinyl chloride	PVC
Polyvinyl alcohol	PVOH

Appendix A

Normalization Factors

Most *ReSource* Members have chosen net sales or net revenues as their normalization factor, as this provides a standardized measure for tracking changes in a company's sales. However, using a revenue-based normalization factor has limitations in that it can be influenced by other factors that are unrelated to the amount of the company's product being sold. For instance, rising prices (i.e., inflation) or growth in business units that don't use plastic packaging could cause a company's revenues to increase despite the amount of product being sold in plastic packaging remaining constant. Recent high rates of inflation could be one of the factors contributing to the negative normalized changes in tonnages. As of 2023, six out of seven Members using revenue-based normalization factors have had a reduction in their normalized tonnage relative to their baseline (Table A1).

The Coca-Cola Company uses the number of plastic bottles sold as its normalization factor. Unit-based normalization factors are directly related to the amount of packaging used and thereby avoid the challenges previously noted with revenue-based normalization factors. However, given that they are effectively measuring the change in the average weight of plastic per unit of packaging, unit-based normalization factors are not able to account for many of the solution levers to address plastic waste such as elimination, substitution, or reuse. If a certain plastic item is eliminated from a company's portfolio, both the normalization factor and the total tonnage would decrease, potentially leading to no change in the normalized tonnage. Eliminating its problematic small plastics could actually cause the average weight of a company's remaining plastic to increase, thereby leading to an increase in the normalized tonnage. Shifting to heavier reusable packaging would have a similar effect. As of 2023, The Coca-Cola Company has had a slight decrease in its normalized tonnage relative to its baseline (Table A2).

TABLE A1. Changes in normalized total plastic tonnage since the baseline year for Members that reported normalization factors based on net sales/revenue. See Appendix B for additional details.

	2018	2019	2020	2021	2022	2023
Amcor			Baseline	-11.3%	-19.8%	-11.7%
Colgate-Palmolive			Baseline	-8.7%	-17.4%	-24.8%
CVS Health				Baseline	-13.1%	+18.1%
Keurig Dr Pepper	Baseline	*	-4.4%	-7.3%	-15.2%	-23.8%
Kimberly-Clark		Baseline	-7.8%	-26.0%	-13.5%	-19.4%
Procter & Gamble		Baseline	-5.8%	-2.9%	-8.3%	-17.7%
Starbucks		Baseline	+2.2%	+3.5%	-5.2%	-24.3%

*Changes are calculated relative to 2019, as the normalization factor was unavailable for the baseline year.

TABLE A2. Changes in normalized total plastic tonnage since the baseline year for Members that reported normalization factors based on units of packaging procured/sold. See Appendix B for additional details.

	2018	2019	2020	2021	2022	2023
The Coca-Cola Company	Baseline	+0.3%	+2.7%	+0.2%	+0.8%	-1.1%

Appendix B

TABLES B1-10. Aggregate results and individual *ReSource* Members' results. Tonnages have been rounded to three significant figures.

	Aggregate	2018	2019	2020	2021	2022	2023
Total tonnage		3,410,000	4,290,000	6,770,000	7,140,000	7,190,000	7,140,000
Companies reporting		3	5	7	8	8	8
Inputs	Recycled content	8.1%	8.0%	7.9%	10.1%	12.4%	14.5%
	Biobased content (resp. sourced)	1.3%	1.3%	0.1%	0.2%	0.1%	0.1%
	Biobased content (other)	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%
	Virgin content	90.4%	90.7%	91.7%	89.7%	87.4%	85.3%
Form*	Bottle	86.3%	91.8%	71.6%	74.8%	74.2%	73.7%
	Closure	8.4%	1.2%	1.8%	1.1%	0.7%	0.4%
	Mono-material film	0.3%	2.1%	4.0%	4.5%	4.4%	2.7%
	Other flexible	0.6%	1.0%	18.0%	14.3%	14.6%	18.4%
	Other rigid	4.0%	3.8%	4.4%	5.1%	6.1%	4.4%
	Rigid foam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Small plastics	0.4%	0.1%	0.3%	0.3%	0.0%	0.0%
Polymer*	HDPE	6.1%	0.8%	2.1%	2.3%	2.2%	2.3%
	LDPE	0.6%	2.5%	5.6%	13.4%	9.4%	8.4%
	LLDPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.0%	14.2%	0.1%	8.2%	9.2%
	PET	86.3%	91.9%	71.0%	77.2%	74.0%	74.8%
	PETG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PLA	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
	PP	5.5%	3.9%	6.6%	6.2%	5.3%	4.4%
	PS	1.2%	0.8%	0.6%	0.6%	0.7%	0.7%
	PVC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waste Management*	Recycling	44.6%	46.8%	33.1%	35.1%	36.1%	36.6%
	Incineration	6.2%	5.8%	8.6%	8.1%	8.2%	39.3%
	Landfill	33.4%	32.0%	42.5%	41.7%	40.8%	7.9%
	Mismanagement	15.8%	15.3%	15.8%	15.0%	14.9%	16.2%

*Aggregate results for Form, Polymer, and Waste Management exclude P&G's portion of the portfolio.

	Amcor	2020	2021	2022	2023
Tonnage	Total tonnage	2,360,000	2,370,000	2,160,000	2,210,000
	Change in tonnage from 2020	-	+0.4%	-8.4%	-6.4%
	Normalization factor	\$12.9B net sales	\$14.5B net sales	\$14.7B net sales	\$13.6B net sales
	Normalized change in tonnage from 2020	-	-11.3%	-19.8%	-11.7%
Inputs	Recycled content	4.5%	5.6%	8.4%	10.1%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%	0.0%
	Biobased content (other)	0.9%	0.0%	0.2%	0.0%
	Virgin content	94.6%	94.3%	91.5%	89.9%
Form	Bottle	44.5%	46.0%	46.4%	44.2%
	Closure	1.4%	0.6%	0.0%	0.0%
	Mono-material film	6.4%	11.0%	9.0%	3.1%
	Other flexible	42.7%	36.4%	37.5%	45.2%
	Other rigid	4.4%	5.5%	7.1%	7.5%
	Rigid foam	0.0%	0.0%	0.0%	0.0%
	Small plastics	0.6%	0.6%	0.0%	0.0%
Polymer	HDPE	2.3%	2.3%	2.2%	2.4%
	LDPE	7.1%	32.8%	20.3%	17.3%
	LLDPE	0.0%	0.0%	0.0%	0.0%
	Other	36.0%	0.0%	22.1%	25.2%
	PET	44.4%	55.1%	47.2%	48.0%
	PETG	0.0%	0.0%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%
	PLA	0.0%	0.0%	0.0%	0.0%
	PP	8.7%	8.3%	6.3%	5.3%
	PS	1.4%	1.4%	1.9%	1.8%
PVC	0.0%	0.0%	0.0%	0.0%	

	Colgate-Palmolive	2020	2021	2022	2023
Tonnage	Total tonnage	289,000	279,000	260,000	256,000
	Change in tonnage from 2020	-	-3.4%	-9.9%	-11.1%
	Normalization factor	\$16.5B net sales	\$17.4B net sales	\$18.0B net sales	\$19.5B net sales
	Normalized change in tonnage from 2020	-	-8.7%	-17.4%	-24.8%
Inputs	Recycled content	10.5%	14.2%	14.7%	17.8%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%	0.0%
	Biobased content (other)	0.0%	0.0%	0.0%	0.0%
	Virgin content	89.5%	85.8%	85.3%	82.2%
Form	Bottle	51.6%	50.2%	46.1%	43.9%
	Closure	10.4%	9.8%	1.3%	7.0%
	Mono-material film	2.8%	3.9%	0.5%	5.3%
	Other flexible	18.3%	15.9%	15.1%	10.0%
	Other rigid	16.9%	20.3%	36.6%	25.1%
	Rigid foam	0.0%	0.0%	0.0%	0.0%
	Small plastics	0.0%	0.0%	0.0%	0.0%
	Raw material	0.0%	0.0%	0.3%	8.8%
Polymer	HDPE	22.0%	22.8%	23.7%	23.7%
	LDPE	26.4%	27.5%	17.3%	16.3%
	LLDPE	0.0%	0.0%	0.0%	0.0%
	Other	3.6%	5.6%	14.8%	14.0%
	PET	30.9%	29.0%	29.1%	30.3%
	PETG	0.0%	0.0%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%
	PLA	0.0%	0.0%	0.0%	0.0%
	PP	16.8%	14.9%	14.9%	15.5%
	PS	0.2%	0.2%	0.2%	0.1%
	PVC	0.1%	0.0%	0.0%	0.0%

	CVS Health	2021	2022	2023
Tonnage	Total tonnage	12,100	11,600	17,500
	Change in tonnage from 2021	-	-4.0%	+44.6%
	Normalization factor	\$292.1B total revenues	\$322.5B total revenues	\$357.8B total revenues
	Normalized change in tonnage from 2021	-	-13.1%	+18.1%
Inputs	Recycled content	1.6%	0.0%	2.0%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%
	Biobased content (other)	0.0%	0.0%	0.0%
	Virgin content	98.4%	100.0%	98.0%
Form	Bottle	71.9%	23.8%	44.7%
	Closure	0.8%	0.8%	0.6%
	Mono-material film	3.1%	1.9%	5.4%
	Other flexible	3.5%	27.3%	18.1%
	Other rigid	12.0%	46.2%	15.4%
	Rigid foam	0.0%	0.0%	0.3%
	Small plastics	1.8%	0.1%	15.5%
	Raw material	6.9%	0.0%	0.0%
Polymer	HDPE	19.1%	12.1%	12.3%
	LDPE	3.2%	4.3%	9.6%
	LLDPE	2.3%	0.1%	0.1%
	Other	7.0%	1.9%	7.6%
	PET	54.3%	40.5%	42.5%
	PETG	0.2%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%
	PLA	0.0%	0.0%	0.0%
	PP	12.5%	36.1%	23.3%
	PS	0.4%	0.2%	0.2%
	PVC	1.1%	4.8%	4.3%

	Keurig Dr Pepper	2018	2019	2020	2021	2022	2023
Tonnage	Total tonnage	208,000	230,000	230,000	243,000	247,000	234,000
	Change in tonnage from 2018	-	+10.4%	+10.3%	+16.7%	+18.4%	+12.5%
	Normalization factor	*	\$11.1B net sales	\$11.6B net sales	\$12.7B net sales	\$14.1B net sales	\$14.8B net sales
	Normalized change in tonnage from 2019	*	*	-4.4%	-7.3%	-15.2%	-23.8%
Inputs	Recycled content	0.3%	0.4%	2.0%	11.5%	17.7%	16.8%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Biobased content (other)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Virgin content	99.7%	99.6%	98.0%	88.5%	82.3%	83.2%
Form	Bottle	72.8%	64.4%	68.1%	75.2%	65.5%	72.1%
	Closure	4.3%	8.0%	6.6%	0.0%	8.0%	2.5%
	Mono-material film	1.3%	0.5%	4.3%	3.6%	4.6%	5.5%
	Other flexible	1.1%	5.7%	3.1%	1.2%	2.0%	2.5%
	Other rigid	19.2%	21.4%	17.9%	20.0%	19.9%	17.5%
	Rigid foam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Small plastics	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Polymer	HDPE	0.6%	2.2%	2.5%	2.5%	6.3%	7.5%
	LDPE	1.2%	4.2%	5.4%	4.3%	5.5%	6.3%
	LLDPE	0.4%	0.0%	0.0%	0.0%	1.0%	0.9%
	Other	0.0%	0.5%	0.4%	1.7%	0.1%	0.1%
	PET	73.6%	64.4%	68.1%	66.1%	64.1%	66.7%
	PETG	0.1%	0.0%	0.0%	0.3%	0.3%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	PLA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PP	8.1%	18.2%	23.0%	25.0%	22.6%	18.4%
	PS	16.0%	10.5%	0.6%	0.0%	0.0%	0.0%
	PVC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

*2018 normalization factor unavailable due to 2018 merger between Keurig Green Mountain business and Dr Pepper Snapple Group.

	Kimberly-Clark	2019	2020	2021	2022	2023
Tonnage	Total tonnage	111,000	106,000	86,000	105,000	99,000
	Change in tonnage from 2019	-	-4.3%	-22.1%	-5.4%	-10.8%
	Normalization factor	\$18.5B net sales	\$19.1B net sales	\$19.4B net sales	\$20.2B net sales	\$20.4B net sales
	Normalized change in tonnage from 2019	-	-7.8%	-26.0%	-13.5%	-19.4%
Inputs	Recycled content	1.9%	2.5%	3.1%	2.7%	6.9%
	Biobased content (resp. sourced)	1.2%	1.2%	0.0%	0.0%	0.0%
	Biobased content (other)	0.0%	0.0%	0.0%	0.0%	0.0%
	Virgin content	97.0%	96.3%	96.9%	97.3%	93.1%
Form	Bottle	9.5%	1.0%	0.7%	0.0%	0.0%
	Closure	0.0%	5.8%	0.0%	0.0%	0.0%
	Mono-material film	62.4%	67.5%	80.3%	72.8%	78.9%
	Other flexible	12.2%	15.2%	15.9%	13.9%	13.5%
	Other rigid	15.9%	10.4%	3.1%	13.3%	7.6%
	Rigid foam	0.0%	0.0%	0.0%	0.0%	0.0%
	Small plastics	0.0%	0.0%	0.0%	0.0%	0.0%
Polymer	HDPE	8.7%	0.2%	0.1%	0.0%	0.0%
	LDPE	62.4%	67.5%	80.3%	72.8%	78.9%
	LLDPE	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%
	PET	12.4%	15.4%	15.6%	13.9%	13.5%
	PETG	0.0%	0.0%	0.0%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%	0.0%
	PLA	0.0%	0.0%	0.0%	0.0%	0.0%
	PP	16.5%	16.9%	4.0%	13.3%	7.6%
	PS	0.0%	0.0%	0.0%	0.0%	0.0%
	PVC	0.0%	0.0%	0.0%	0.0%	0.0%

	Procter & Gamble	2019	2020	2021	2022	2023
Tonnage	Total tonnage	714,000	705,000	780,000	776,000	712,000
	Change in tonnage from 2019	-	-1.3%	+9.2%	+8.7%	-0.3%
	Normalization factor	\$67.7B net sales	\$71.0B net sales	\$76.1B net sales	\$80.2B net sales	\$82.0B net sales
	Normalized change in tonnage from 2019	-	-4.0%	-0.2%	-4.5%	-17.7%
Inputs	Recycled content	6.3%	7.5%	9.0%	12.4%	14.3%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%	0.0%	0.0%
	Biobased content (other)	0.0%	0.0%	0.0%	0.0%	0.0%
	Virgin content	93.7%	92.5%	91.0%	87.6%	85.7%

	Starbucks	2018	2019	2020	2021	2022	2023
Tonnage	Total tonnage	191,000	133,000	121,000	151,000	153,000	137,000
	Change in tonnage from 2019	-	New baseline	-9.3%	+13.4%	+15.3%	+2.7%
	Normalization factor	-	\$26.5B net revenues	\$23.5B net revenues	\$29.1B net revenues	\$32.3B net revenues	\$36.0B net sales
	Normalized change in tonnage from 2019	-	New baseline	+2.2%	+3.5%	-5.2%	-24.3%
Inputs	Recycled content	6.4%	5.6%	5.6%	4.6%	6.6%	3.8%
	Biobased content (resp. sourced)	0.0%	0.0%	0.0%	0.0%	4.8%	7.0%
	Biobased content (other)	1.0%	0.7%	0.9%	1.6%	0.0%	0.0%
	Virgin content	92.6%	93.7%	93.5%	93.8%	88.5%	89.1%
Form	Bottle	15.4%	19.6%	19.9%	20.6%	20.0%	22.1%
	Closure	19.5%	18.4%	17.6%	16.6%	15.0%	14.3%
	Mono-material film	1.9%	3.2%	3.0%	0.0%	0.1%	0.0%
	Other flexible	6.7%	7.6%	7.6%	10.3%	14.7%	17.9%
	Other rigid	51.2%	48.4%	49.5%	50.9%	48.1%	45.5%
	Rigid foam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Small plastics	5.3%	2.8%	2.5%	1.6%	2.1%	0.2%
Polymer	HDPE	12.9%	3.0%	2.8%	12.5%	12.0%	12.4%
	LDPE	5.0%	5.9%	5.2%	3.2%	1.8%	5.9%
	LLDPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PET	19.8%	21.3%	27.9%	24.0%	21.3%	21.0%
	PETG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PHA	0.0%	0.0%	0.0%	0.0%	1.9%	2.0%
	PLA	1.0%	0.7%	0.9%	1.6%	2.9%	5.6%
	PP	57.1%	66.8%	61.3%	56.7%	59.2%	52.0%
	PS	3.7%	2.1%	1.9%	2.0%	0.6%	0.7%
	PVC	0.4%	0.1%	0.0%	0.0%	0.2%	0.2%

	The Coca-Cola Company	2018	2019	2020	2021	2022	2023
Tonnage	Total tonnage	3,010,000	3,100,000	2,960,000	3,220,000	3,470,000	3,491,000
	Change in tonnage from 2018	-	+2.8%	-1.6%	+7.1%	+15.4%	+15.9%
	Normalization factor	117B bottles sold	120B bottles sold	112B bottles sold	125B bottles sold	134B bottles sold	137B bottles sold
	Normalized change in tonnage from 2018	-	+0.3%	+2.7%	+0.2%	+0.8%	-1.1%
Inputs	Recycled content	8.7%	9.3%	11.2%	13.6%	14.9%	17.2%
	Biobased content (resp. sourced)	1.5%	1.7%	0.1%	0.4%	0.0%	0.0%
	Biobased content (other)	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
	Virgin content	89.7%	89.0%	88.6%	86.0%	85.0%	82.8%
Form	Bottle	91.7%	99.9%	99.9%	100.0%	99.9%	99.6%
	Closure	8.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Mono-material film	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other flexible	0.2%	0.1%	0.1%	0.0%	0.1%	0.4%
	Other rigid	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Rigid foam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Small plastics	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Polymer	HDPE	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%
	LDPE	0.2%	0.1%	0.1%	0.0%	0.1%	0.4%
	LLDPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PET	91.4%	99.9%	99.9%	100.0%	99.9%	99.6%
	PETG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PLA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PP	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	PVC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

Appendix C

TABLE C1. Form description and classification

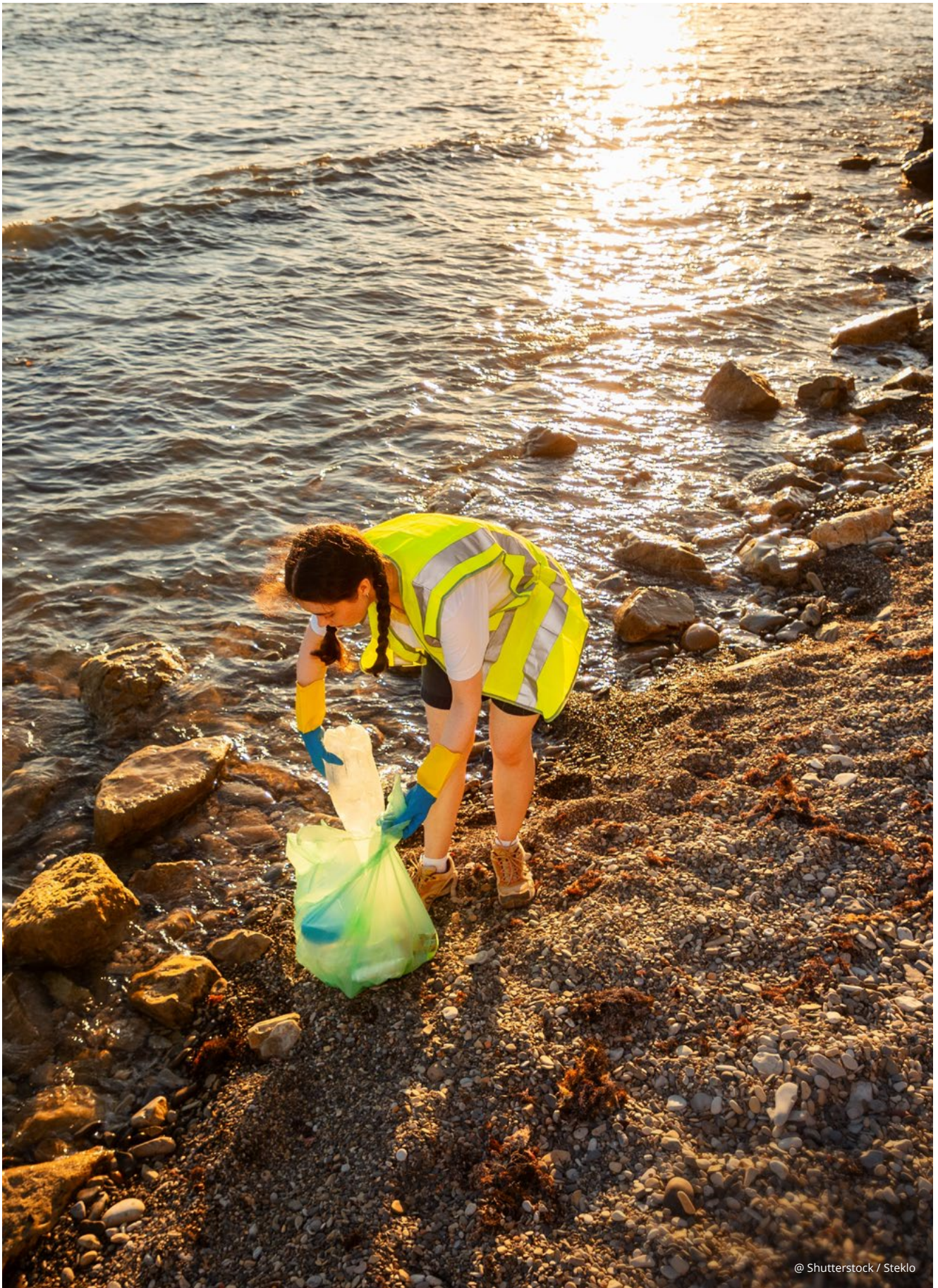
Classification	Form Category	Form Category Definition	Form Description Examples
RIGID	Bottle	A form of rigid packaging having a comparatively narrow neck or mouth with a closure and usually no handle. <i>Source: ISO 21067:2007</i>	Bottle
	Closure	Includes caps and closures that would be left on containers going to recycling. Caps/closures that would be disposed of separately from the primary container would fall under small plastics (problematic to recycle as separate components due to size).	Screw caps on plastic bottles
	Rigid foam	Rigid products made from foamed polymers, typically polystyrene (PS).	Foamed products like EPS cups, foamed PS plates, egg cartons, meat and produce trays
	Other rigid	Category used to capture rigids that are not classified as bottles, closures, foamed rigids, or small plastics.	Solid cups, jars, disposable utensils, thermoforms, trays, blisters, non-foam clamshells
RIGID/ FLEXIBLE	Small plastics	Small plastics are items smaller than 2 inches in two dimensions that require testing to determine the appropriate APR recyclability category. Small plastics that achieve an assessment of “preferred” for their “size sorting potential” according to the APR’s protocol “Sort-S-02 – Evaluation of the Size Sorting Potential for Articles with at Least 2 Dimensions Less than 2 Inches” are not required to be reported in the Small Plastics category. <i>Source: APR</i>	Plastic straws, cutlery, coffee sticks
	Raw material	Polymer used as raw material for manufacturing plastic products or packaging.	Polymer pellets used as primary content of molded or extruded product; polymer used as coating or barrier material
FLEXIBLE	Mono-material film	Includes mono-material stretch and shrink films and mono-material film bags and sacks that are suited for recycling. Shrink film: plastic material that shrinks in size when heated to conform to the item(s) packaged. <i>Source: ISO 21067-1:2016</i> Stretch wrap: material that elongates when applied under tension and which, through elastic recovery, conforms to item(s) packaged. <i>Source: ISO 21067-1:2016</i>	Pallet wrap, stretch and shrink wrap around products for shipment, single-use plastic grocery bags
	Other flexible	Includes multi-material/laminate films.	Direct product packaging, laminated beverage and food pouches, metallized films, snack bags, and wrappers

TABLE C2. List of countries reported by *ReSource* Members in 2023 and the regional groupings used in the analysis.

Region	Country
East Asia & Pacific	Australia, Cambodia, China, Fiji, French Polynesia, Hong Kong SAR China, Indonesia, Japan, Republic of Korea, Malaysia, Mongolia, Myanmar, New Caledonia, New Zealand, Philippines, Singapore, Taiwan China, Thailand, Viet Nam
Europe & Central Asia	Albania, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Italy, Kazakhstan, Kyrgyz Republic, Latvia, Lithuania, Luxembourg, Netherlands, North Macedonia, Norway, Poland, Portugal, Romania, Russian Federation, Serbia, Slovak Republic, Slovenia, Spain, Sweden, Switzerland, Tajikistan, Turkey, Turkmenistan, Ukraine, United Kingdom, Uzbekistan
Latin America & Caribbean	Argentina, Aruba, The Bahamas, Barbados, Belize, Bolivia, Brazil, Cayman Islands, Chile, Colombia, Costa Rica, Curaçao, Dominican Republic, Ecuador, El Salvador, Grenada, Guatemala, Guyana, Haiti, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, St. Lucia, St. Martin (French part), Suriname, Trinidad and Tobago, Turks and Caicos Islands, Uruguay, Bolivarian Republic of Venezuela
Middle East & North Africa	Algeria, Bahrain, Djibouti, Arab Republic of Egypt, Iraq, Israel, Jordan, Kuwait, Lebanon, Malta, Morocco, Qatar, Saudi Arabia, Tunisia, United Arab Emirates, West Bank and Gaza, Republic of Yemen
North America	Canada, United States
South Asia	Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal, Pakistan, Sri Lanka
Sub-Saharan Africa	Angola, Benin, Botswana, Burkina Faso, Cabo Verde, Cameroon, Democratic Republic of Congo, Ethiopia, Ghana, Guinea, Kenya, Mozambique, Namibia, Nigeria, Rwanda, Senegal, Seychelles, Somalia, South Africa, Sudan, Tanzania, Uganda, Zambia, Zimbabwe

Endnotes

- 1 “The New Plastics Economy: Rethinking the Future of Plastics.” World Economic Forum, 2016. https://www3.weforum.org/docs/WEF_The_New_Plastics_Economy.pdf.
- 2 “Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution.” The Pew Charitable Trusts and SYSTEMIQ, 2020. https://www.pewtrusts.org/-/media/assets/2020/10/breakingthe-plasticwave_mainreport.pdf.
- 3 “Impacts of Plastic Pollution in the Oceans on Marine Species, Biodiversity and Ecosystems.” WWF-Germany, 2022. https://wwfint.awsassets.panda.org/downloads/wwf_impacts_of_plastic_pollution_on_biodiversity.pdf.
- 4 “Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution.” The Pew Charitable Trusts and SYSTEMIQ, 2020. https://www.pewtrusts.org/-/media/assets/2020/10/breakingthe-plasticwave_mainreport.pdf.
- 5 We rely on the ISO 14021:2016 definition of post-consumer recycled content and the U.S. Department of Agriculture definition of biobased content. Together, we consider post-consumer recycled content and responsibly sourced biobased content as constituting “sustainable” or “responsible” inputs. WWF follows the Bioplastic Feedstock Alliance’s definition of responsibly sourced biobased content; see Glossary for complete definitions.
- 6 Advanced products are those that are sustainably produced, mitigate climate change, and reduce the risk of fossil depletion. This term typically captures future materials innovations that are currently in the design stage or at a very small scale. We align with the [Roundtable for Sustainable Biomaterials’ Advanced Products Standard](#).
- 7 Excluding P&G’s portfolio.
- 8 “The Global Commitment 2023 Progress Report.” Ellen MacArthur Foundation and UN Environment Programme, 2023. <https://www.ellenmacarthurfoundation.org/global-commitment-2023/overview>.
- 9 Small plastics that achieve an assessment of “preferred” for their “size sorting potential” according to the APR’s protocol “Sort-S-02 – Evaluation of the Size Sorting Potential for Articles with at Least 2 Dimensions Less than 2 Inches” are not required to be reported in the “Small Plastics” category.
- 10 Excluding P&G’s portfolio.
- 11 Excluding P&G’s portfolio.
- 12 “The Global Commitment Five Years In: Learning to Accelerate Towards a Future Without Plastic Waste or Pollution.” Ellen MacArthur Foundation and UN Environment Programme, 2023. https://emf.thirdlight.com/file/24/SWAXKg3SWOeL_4OSWZn0SWsy8Dw/The%20Global%20Commitment%20Five%20Years%20In%3A%20Learnings%20to%20Accelerate%20towards%20a%20Future%20without%20Plastic%20Waste%20or%20Pollution.pdf.
- 13 WWF believes that responsibly sourced biobased content at a minimum must be legally sourced; be derived from renewable biomass; pose no adverse impact on food security; have no negative impact on land conversion, deforestation, or critical ecosystems; and provide environmental benefits—including near-term climate benefits—compared with fossil-based plastic. Credible certifications such as the Roundtable on Sustainable Biomaterials can help ensure responsible sourcing.
- 14 Excluding P&G’s portfolio.
- 15 Based on the Global Commitment definition requiring that a packaging category achieves a 30% recycling rate in regions that collectively have over 400 million inhabitants.
- 16 Excluding P&G’s portfolio.
- 17 Due to a change in P&G’s reporting process in 2023, the company was not able to provide detailed data by country and packaging format, which is needed to run the waste management analysis. As a result, P&G is not included in any of the waste management results in this section of the report.
- 18 Keurig Dr Pepper uses 2019 as the baseline year for its sustainable packaging goals. 2018 is used as the baseline year for *ReSource*, as that was the first year for which Keurig Dr Pepper submitted data.
- 19 “Breaking the Plastic Wave: A Comprehensive Assessment of Pathways Towards Stopping Ocean Plastic Pollution.” The Pew Charitable Trusts and SYSTEMIQ, 2020. https://www.pewtrusts.org/-/media/assets/2020/10/breakingthe-plasticwave_mainreport.pdf.
- 20 “The Global Commitment Five Years In: Learning to Accelerate Towards a Future Without Plastic Waste or Pollution.” Ellen MacArthur Foundation and UN Environment Programme, 2023. https://emf.thirdlight.com/file/24/SWAXKg3SWOeL_4OSWZn0SWsy8Dw/The%20Global%20Commitment%20Five%20Years%20In%3A%20Learnings%20to%20Accelerate%20towards%20a%20Future%20without%20Plastic%20Waste%20or%20Pollution.pdf.



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