

RecyClass



BEST PRACTICES FOR RECYCLABILITY & RECYCLED CONTENT CLAIMS

CONSUMERS COMMUNICATION GUIDANCE

RecyClass



THIS GUIDE PROVIDES RECOMMENDATIONS ON HOW TO COMMUNICATE TO CONSUMERS ABOUT PLASTIC PACKAGING RECYCLABILITY AND THE USE OF RECYCLED PLASTICS IN PRODUCTS.

These are voluntary principles that can be used by the entire plastics industry and are applicable for both on-product and off-product claims.

It is recommended to always check with regional and local legal requirements, as rules may vary by country.

The following document is an internal guide developed by RecyClass following the RecyClass Use of Claims Guidance.

RECYCLABILITY

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ACCURATE

PRECISE, DETAILED AND COMPLETE MESSAGES WHICH REFLECT THE REALITY BEHIND A CLAIM

If a final product has more than one component that will not be recycled, this should be clarified to the consumer.



OMITTED INFORMATION, ESSENTIAL FOR THE FULL UNDERSTANDING OF THE CLAIM



SPECIFIC

A FACTUAL CLAIMS THAT RESPECT THE SPECIFICS OF THE CONDUCTED RECYCLABILITY ASSESSMENT

Recyclability assessment considers all aspects related to collection, sorting and recycling in practice which may vary in different countries or worldwide.

For instance, location must be considered when using the claim on the product, either mentioning the countries where the statement applies, excluding the countries where it does not or commercialising the product only in the countries where the statement applies.

GENERAL STATEMENTS

Claims should not refer to general recycling streams available¹ but should consider the collection and sorting technologies implemented in a specific country.



1. List of available recycling streams may be found [here](#).

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UNDERSTANDABLE



CLEAR AND COHERENT MESSAGES THAT ARE EASILY UNDERSTOOD BY THE AVERAGE CONSUMER

Simple and well-known concepts should be used



VAGUE CLAIMS WHICH DO NOT PROVIDE CONCRETE AND UNDERSTANDABLE INFORMATION

Avoid using a percentage referring to recyclability which may lead the consumer to believe the claim refers to recycled content.

Generally, “100% recyclable” claim should be avoided as it cannot be achieved in most packaging from a technical point of view.



ACCESSIBLE & TRANSPARENT

EASY ACCESS TO EVIDENCE AND SOURCES SUPPORTING THE CLAIMS

Consumers should have easy access to additional information pertaining to the claim and this information should be publicly available for consultation.

UNSUBSTANTIATED CLAIMS WHERE NO ADDITIONAL INFORMATION REGARDING THE METHODOLOGY USED IS AVAILABLE

RECYCLABILITY

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ASSURANCE

SUBSTANTIATE CLAIMS IN ACCORDANCE WITH A RECOGNISED STANDARD FOR RECYCLABILITY

Verify that the methodology and documentation is publicly available for consultation.

Consider validating the claims via certification issued by a third-party. If this is the case, display the Certification mark, as well as additional sources of information about the standard.



DESIGN FOR RECYCLING ASSESSMENT

A Design for Recycling assessment is not specifically linked to a country, but it ensures that the package design is compatible with the targeted recycling streams. This information should be shared via off-product communication where an explanation of the assessment performed and claim can be provided.



RECYCLED CONTENT

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ACCURATE

CLAIMS THAT REFLECT THE METHODOLOGY USED FOR CALCULATION OF RECYCLED CONTENT

Different models provide different levels of confidence on the content of recycled plastics, and the claims should be pertinent to the Chain of Custody model used.

Include detailed information about the traceability and origin of the material, specifically if pre-consumer. For multi-material packaging, clarify that the claim refers to plastic.



CLAIMS MISREPRESENTING THE METHODOLOGY OF CALCULATION THAT IS USED

Use of statements, especially for multi-material products which may lead to confusion. When a product has different components, the claim should explicitly mention where the recycled content is incorporated.



SPECIFIC

CLAIM BASED ON THE CHAIN OF CUSTODY MODEL USED FOR THE CALCULATION OF RECYCLED CONTENT

In the controlled blending model, include information such as the percentage of recycled content based on the share of the recycled plastic used.

CLAIMS MISREPRESENTING THE USE OF RECYCLED PLASTICS

When using a numeric percentage ensure that it is pertinent to that product. If there are components that are not considered, state that clearly.



RECYCLED CONTENT

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UNDERSTANDABLE



CLAIM BASED ON THE CHAIN OF CUSTODY MODEL USED FOR THE CALCULATION OF RECYCLED CONTENT

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RECYCLED CONTENT

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ACCESSIBLE & TRANSPARENT

SUBSTANTIATE CLAIMS IN ACCORDANCE WITH A RECOGNISED STANDARD FOR THE CALCULATION OF RECYCLED CONTENT

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