



Circular Solutions: Keeping Plastic Waste out of Nature

2020

“At P&G we’re concerned that plastic waste in our environment is a serious problem, especially when it ends up in our rivers and oceans. It is a complex global challenge that requires a comprehensive approach across the entire plastics lifecycle, and everyone has a role to play. Our brands, our suppliers and our partners have been working on a range of sustainable solutions and driving circularity so that plastic is treated as a resource that is collected, recycled and reused.”

— *Virginie Helias, Chief Sustainability Officer*

WHAT IS PCR?

Post-consumer recycle—PCR—is **recycled plastic** that has been collected after consumer use and is used to create new products and packaging.



MAKE Making our packages with PCR creates demand-pull to ensure used plastic is being collected, recycled and reclaimed again and again

Fabric Care

In Europe and N. America Ariel, Tide, and Gain liquid detergent bottles contain between 25–50% PCR. Lenor, Downy and Gain fabric enhancer liquid bottles are also made from 25–50% PCR.

Home Care

Fairy and Dawn hand dish and Mr. Clean bottles in Europe and N. America are made with 25–50% PCR. Some Fairy bottles are now made from 100% PCR.

Hair Care

In Europe, Head & Shoulders, Pantene, Aussie and Herbal Essences contain 25% PCR.



COLLECT Inspire and mobilize people to play a more active role in collection and clean-up

Olympic Podiums

In partnership with the Tokyo 2020 Organizing Committee and the International Olympic Committee (IOC), we kicked off the Podium Project to create Olympic Games winners’ podiums from recycled materials. Retail partner AEON WELCIA Group is encouraging shoppers to bring their used plastic back to their stores in collection bins. The goal is to collect 1.5 million pieces of plastic packaging from Japanese consumers to produce enough PCR for all the podiums at the 2020 Games.

New Bottles from Ocean Plastic

Fairy debuted an Ocean Bottle across Europe, over 2 million bottles made with 100% recycled plastic—10% of it collected from beaches and oceans.

Head & Shoulders surpassed one million beach bottles produced since its introduction in 2017, distributed in 10+ countries in Europe and Latin America.

P&G Japan’s iconic dish care brand, Joy, introduced a limited edition hand dish wash detergent bottle made with approximately 25% recycled plastic collected from the beaches in Japan.



RECYCLE Form partnerships to advance the infrastructure and scale the operations needed to effectively recycle a full range of materials

Alliance to End Plastic Waste

We've joined forces with more than 40 companies that make plastic, use plastic in their products and packaging, and those who recycle and manage plastic waste to form The Alliance to End Plastic Waste. P&G CEO David Taylor took the lead to serve as the first Chairman of the new Alliance, a not-for-profit organization that plans to invest \$1.5 billion over the next five years to help end plastic waste in the environment.

Circulate Capital

\$100mm fund focusing on incubating and investing in infrastructure needed in South and SE Asia where lack of capital for waste facilities has been a barrier to intercepting ocean plastic at the source.

Holy Grail 2.0

P&G-led coalition of companies testing the use of digital watermarks to turn packages into "intelligent objects" and accomplish sorting techniques deemed impossible for the recycling industry to achieve. Scanners identify the material of the package, allowing sorting machines to accurately sort and recycle more material, faster. This means more plastics go back into the circular economy at a much higher re-use quality. Exploring a live test market in Europe in 2021.



RECLAIM Develop and foster end-markets ensuring there is a demand for recycled materials and invent new ways to improve the recyclability of materials which would otherwise be destined for landfill

PureCycle Technologies

P&G scientist Dr. John Layman invented a breakthrough technology that uses a solvent and extraction process to remove color, odor and contaminants from used polypropylene to restore it to ultra-pure recycled resin. To drive scale, we licensed the technology to PureCycle Technologies, which completed construction of its feedstock evaluation unit in July 2019 and plans to open its full-scale production plant in Ohio in 2021. The full-scale plant is expected to produce more than 105 million pounds of virgin-like polypropylene per year, fostering a substantial increase in demand for waste polypropylene and thus providing alternatives to landfilling or exporting plastic waste.

Materials Recovery for the Future (MRFF)

Today lightweight flexible film is used in a variety of packages for foods, personal care and household goods, but not widely collected for recycling. We joined MRFF as one of the early supporters who saw the potential to test in-market and scale the best solutions to increase household recycling of flexible packaging for eventual sale as PCR. A pilot was launched in Summer 2019 in Pennsylvania with curbside collection at thousands of households and the local recycler, J.P. Mascaro & Sons Total Recycle. The pilot will demonstrate how to effectively, efficiently and profitably recycle flexible packaging, eliminating the need to dispose of it in landfills. First report of results expected in Spring 2020.

Innovating with New Business Models, New Forms

Loop

Consumers can now get their favorite home and personal care products in durable, refillable and reusable containers collected and returned to their doorstep. We were the first consumer products company to partner with international recycling leader TerraCycle in the Loop program, launched in two cities in May 2019. Some of our brands participating in the Loop test markets in Paris and New York include Tide, Ariel, Cascade, Crest, Pantene, Pampers, Always, Oral-B, Gillette, Venus and Febreze. Loop gives us the opportunity to test and learn what a refill and return business model must deliver in order to make it a truly scalable, sustainable proposition. We are also using this test to see how 'collect and recycle' operations for used razor blades, diapers and toothbrush heads can be optimized.



EC-30

A breakthrough technology developed by P&G and currently in a consumer test. Eliminates water from the final product, removing 80% weight and 75% emissions with potential to transform shampoo, body wash, laundry and other cleaning products. One liquid-free swatch works just as well as a heavy, water-based cleaning product. If broadly adopted it could help reduce 12 million pounds of CO₂ from a hundred thousand trucks to ship 800 million gallons of water in millions of these everyday products.



Tide Eco-Box

Tide introduced this e-commerce solution to reduce weight and the amount of plastic used in the package. Its re-engineered formula gives more cleaning per drop than Tide Original liquid detergent in a shipping-safe package made with 60% less plastic. And its boxed design doesn't require any secondary re-boxing or bubble wrap.

