




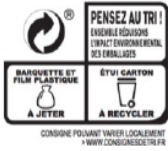




Summary of Recycling Labels For the Truth in Labeling Task Force

Recycling labels are a way for consumers to know if an item should or should not go into their recycling bin. This document provides a background for the Truth In Labeling Task Force.

Can I Recycle This?

The tables below are from the [Can I Recycle This?](#) report from the Consumer Information Programme of the One Planet network and UN Environment Programme. The tables have been edited to remove the report’s net assessment, to encourage Task Force members to draw their own conclusions.

Label	Name & Description	Geographic Relevance	Rationale
	Woolworths Recycling Labels – the recycling instruction label used by Woolworths is supported and endorsed by the major industry organisations in South Africa, and is set to become the standard in the country (Woolworths 2018).	South Africa	<ul style="list-style-type: none"> + Clarity: Specific, detailed guidance + Transparency: Source material specified
	Australasian Recycling Label – on-pack labelling scheme that helps consumers understand how to recycle products correctly and assists brand owners to design packaging that is recyclable at end-of-life. Powered by the Packaging Recyclability Evaluation Portal (PREP), an online tool that assesses packaging recyclability in the Australian and New Zealand recovery systems (Organisation 2019).	Australia and New Zealand	<ul style="list-style-type: none"> + Clarity: Specific instructions + Accessibility: Easy to use + Reliability: Consistent
	EUCertPlast – created by Plastics Recyclers Europe, works according to the European Standard EN 15343:2007 and aims at encouraging environmentally friendly recycling of plastics by standardising it (European Certification of Plastics Recycling 2019).	EU	<ul style="list-style-type: none"> - Clarity: Image is hard to interpret + Transparency: Traceability is top priority
	How2Recycle Label – created by the Sustainable Packaging Coalition, How2Recycle is a standardised labelling system that clearly communicates recycling instructions to the public in North America (GreenBlue 2019b).	North America	<ul style="list-style-type: none"> + Clarity: Specific instructions + Transparency: Has URL - Reliability: Misuse by companies is a challenge

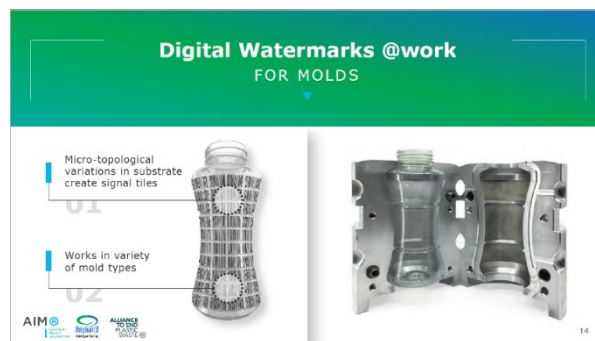
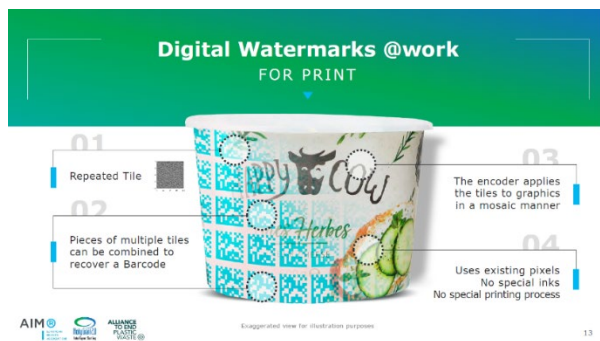
Label	Name & Description	Geographic Relevance	Rationale
	Japanese recycling symbols , such as pura māku プラマーク, from 'plastic mark' – a series of identification marks used to distinguish various types of recyclable items (Anon 2019) (PET Bottle 2019).	Japan	<ul style="list-style-type: none"> - Clarity: Generic image + Accessibility: Clear direction
	Le Guide du TRI (Guide to Sorting) – created by CITEO, an organisation that helps businesses reduce the environmental impact of their packaging. This label incorporates the Green Dot and also provides additional information about which product components should be recycled and which should be disposed of (Citeo 2019).	France	<ul style="list-style-type: none"> - Accessibility: Hard to read + Clarity: Gives specific guidance
	On-Pack Recycling Label (OPRL) – aims to deliver a simple, consistent and UK-wide recycling message on retailer and brand packaging (The On-Pack Recycling Label [OPRL] 2019). The OPRL has been in use for over 20 years and has been supported with significant consumer messaging and campaigns. While it previously featured three categories – recycle, check locally, and don't recycle – OPRL announced in January 2020 that it would be removing the check locally option to improve clarity for consumers (Benson 2020).	UK	<ul style="list-style-type: none"> + Clarity: New design reduces burden on consumer to seek extra information + Relevance: Acknowledges local infrastructure variation
	Recicla al Amarillo (Recycle Yellow) – Ecoembes Symbol system for the recycling of packaging (Europa Press 2015). The yellow bins are for containers, including plastic. There are also blue bins for paper and cardboard, and green bins for glass.	Spain	<ul style="list-style-type: none"> + Accessibility: Good if you have national agreements on colour coding of recycling bins
	The Triman logo is mandatory for all marketers of recyclable products covered by Extended Producer Responsibility requirements following French Decree No.2014-15733 (ADEME, Ministère de l'Ecologie, du Développement Durable et de l'Energie 2015). The Triman must accompany Le Guide du TRI if any part of the package or product is recyclable, and it can also appear on packages that are not recyclable.	France	<ul style="list-style-type: none"> - Relevance: Mandatory image is not adding relevant details + Clarity: Provides specific instructions for disposal
	Universal Recycling Symbol – the universal symbol for recycling, which initially described paper recyclability, can be found on plastic containers all over the world, sometimes accompanied by text such as "Please Recycle." Because the symbol is not trademarked and is part of the public domain, it can be found in various colours and styles.	Global	Not assessed

Holy Grail 2.0 intelligent sorting

[Holy Grail](#) – a voluntary digital watermark initiative - is still in the early planning and testing phases. AIM-European Brand Association and the Alliance to End Plastic Waste are piloting adding a digital watermark to their plastic packaging. These postage-stamp-sized watermarks cover a product's surface, are invisible to the naked eye and can be scanned to share a range of information. MRFs can use high-resolution cameras to sort the packaging into different streams, such as food vs. non-food packaging. The label can be scanned by consumer cellphones and other scanners for consumer engagement or other information reasons. At present, the label is only used for sortation and has no consumer-facing benefit.

Over 130 companies and organizations from across the value chain are participating in this pilot. Full members include P&G, Danone, Kellogg's, General Mills, Nestle, Microsoft, Kraft Heinz, Pepsico and more. Other smart labels exist, but none have gained significant market acceptance within the recycling education space. The Holy Grail 2.0 concept is still in the trial and development stages.

During the research for this document, DEQ staff found Holy Grail 2.0 to be the only recycling-focused smart label currently being tested, used or backed by industry at any scale.



Links

- [Can I Recycle This?](#)
- [Holy Grail 2.0](#)
- [Oregon Metro Research](#)
- [Oregon Metro Focus Groups](#)

Alternate formats

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