



SPC MEMBERSHIP

The Sustainable Packaging Coalition:

The leaders shaping North America's circular packaging future

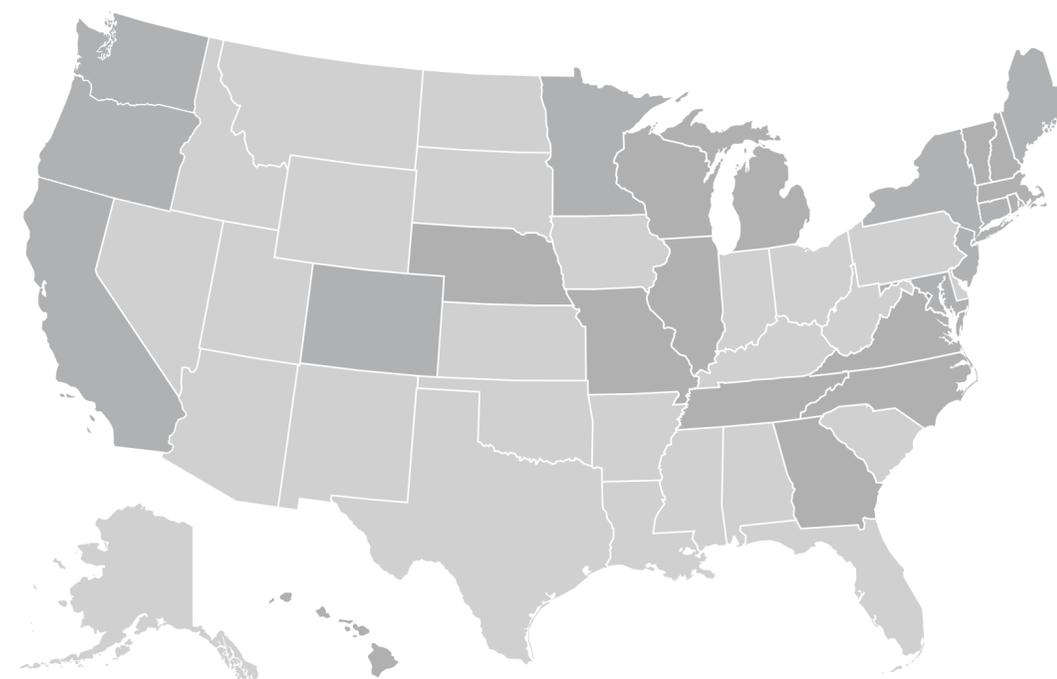
Packaging is constantly changing.

The value of SPC membership never does.

Packaging professionals are navigating fragmented global rules, juggling resource constraints, and chasing different targets.

With SPC, members unlock shared approaches to our industry's evolving challenges.

EPR BILLS INTRODUCED OR PASSED IN THE U.S.



That's where SPC membership comes in.



Understand compliance and consumers across countries



Establish your extended sustainability team



Get tools to advance your unique goals



What's really included in SPC membership?

500+

Teammates

Collaborate with more than 500 member organizations on your sustainable packaging goals.

1,200+

Event Attendees

Every year, members get free passes to join more than 1,200 peers at SPC events — the premier conferences for packaging professionals.

60+

Resources

Access SPC's library of 60+ industry-defining resources and the insights to help you turn them into action.

10

Collaborative Groups

Join some of our 10 working groups tackling the biggest challenges in sustainable packaging.

50+

Years of Experience

Receive dedicated guidance from SPC's experts, who have 50+ years of combined packaging and sustainability experience.

23

Years of Guidance

Since 2002, SPC has worked with members to define sustainable packaging and accelerate circularity.

Who:

Join 500+ global companies working together to design and source more sustainable packaging.

What:

Get policy explanations, design guidance, recyclability insights, and consumer research to help you understand which materials to choose.

When:

Spring and fall industry events plus monthly Collaborative calls around today's most urgent packaging issues.

Where:

SPC members get guidance on packaging trends, shifts, and regulations across U.S. states, regions, and international markets.

Why:

Because you don't have the time to become an expert in all the issues facing sustainable packaging... and now, you don't have to.

How:

[Apply for Membership](#)



You're in good company.

With SPC membership, you can harmonize sustainable packaging practices with your 500+ fellow member companies across the packaging value chain, all over the world.

500+

Companies across the packaging value chain

20+

Countries represented in SPC membership

Unilever

amazon

P&G

Printpack

Nestlé

Smurfit Westrock

DANONE

STARBUCKS

SONOCO

ESTÉE LAUDER

Google

General Mills

MARS

tropicana brands group

Meet your extended sustainable packaging team.

At SPC, members from different countries, companies, and corners of the supply chain have taken a seat at the table shaping sustainable packaging. **Here's what they get.**



A coalition of collaborators

Members get connected with people they actually need in their orbit: peers solving the same problems, regulators shaping rules, suppliers testing new formats, and brands pressure-testing what's next.



Passes to premier events

Members get entry to SPC events where the real industry work happens. Think curated sessions, strategy discussions, dedicated networking, and those spontaneous conversations that help you lead your team toward sustainable solutions.



Exclusive access to experts and research

Members have access to our team of technical experts and our actionable research, member-only studies, and policy guidance to help make choices rooted in unbiased, expert evidence.

SPC events: Where leaders shape the future of packaging.

At SPC events, members get to connect with the international community of brands, suppliers, and policymakers turning sustainable packaging goals into practice.



Included in Membership

Members get passes to join 800+ professionals gathering for the U.S.'s premier sustainable packaging event.



Included in Membership

SPC members meet each fall to align on the path for moving the sustainable packaging industry forward.



Discounted for Members

Join the international community of sustainable packaging professionals at SPC Engage in Europe.



Discounted for Members

At CONVERGE, SPC members will work alongside the United Nations to scale sustainable packaging globally.

Dedicated expert guidance.

50+ years of experience

SPC's team brings comprehensive packaging and sustainability experience.

Expansive topic expertise

From recyclability to EPR, our team translates complex policy, design, and market signals into actionable insights.

Your strategic coaches

With SPC, companies are making informed decisions that accelerate their unique sustainability goals.





Resources that actually move your work forward.

SPC members have exclusive access to the insights, research, and resources produced by our team of experts. Get actionable tools on packaging policies, consumer data, design guidance, as well as member-only resources.

AI in Recycling

The composition of the recycled recycling stream has evolved significantly over time.

For example, recycling evolved especially from waste management operations. Companies with existing track records in recycling have been able to leverage their expertise to identify and temporarily store waste materials that are not currently being recycled. This is a particular issue for materials like cardboard and metals, before that.

Recycling operations gradually expanded as operators leading to hundreds of MRFs processing residential material today. The economic viability of material recovery was also reduced as the overall volume sent to landfill.

The combination of economic drivers enabled waste management companies to secure long-term recycling contracts, creating a positive result that drove industry growth.

Figure 1. Investment in Recycling By Sector

Sector	1980	2020
GLASS	Low	High
PAPER	Low	High
METALS	Low	High
PET + HDPE	Low	High
PP	Low	High
CARDONS	Low	High
FLEXIBLES	Low	High

EPR Eco-Modulation Overview

Learn more with SPC's EPR Eco-Modulation Overview

HISTORY OF MRFs

The evolution of MRFs provides insight into how market economics drive recycling infrastructure development.

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The practice of recycling is now recognized for its positive impact including reducing landfill disposal, decreasing emissions, and stimulating the economy through job creation.

MRF CHARACTERISTICS

SIZE	TECHNOLOGY
SMALL <30K TONS/YEAR	LOW HIGH MANUAL SORTATION LIMITED AUTOMATION
MEDIUM 30-90K TONS/YEAR	MEDIUM SOME MANUAL SORTATION MORE AUTOMATION
LARGE 90K+ TONS/YEAR	HIGH LIMITED MANUAL SORTATION HIGH AUTOMATION

3. End Markets

RECYCLED CONTENT IN PACKAGING

Where we are today: Ellen MacArthur Foundation's Global Commitment has set a target of 25% recycled content by 2025 for post-consumer recycled (PCR) content in plastic packaging. Program members have with brand and retail targets increasing PCR use from 12% in 2022 to 24% in 2023—only 5% to the 5% level in 2023. Despite improvements, companies remain on track to meet their 2025 average target for 2025.

Where we want to be: Brands use recycled content recycled film made in new applications today but not necessarily film. How2Recycle has the ability to validate and markets based on data that is available and accessible.

Solutions and strategies: In 2024, SPC will launch a new collaborative focused on recycled content. Our main goal is to facilitate collaboration among SPC members, including retailers and brands, and to help guide the industry at large in navigating and addressing challenges including, among others, increasing the use of film data to support How2Recycle to validate and markets.

Figure 3. PCR Usage

Year	PCR Usage (%)
2018	5%
2019	6%
2020	8%
2021	10%
2022	12%
2023	14%
2025 Target	26%

POST-CONSUMER RECYCLED CONTENT WITHIN EPR LAWS

Post-consumer recycled content (PCR) manifests in a number of ways within Extended Producer Responsibility laws.

In the United States, the three most common policy areas where PCR comes into play are:

- Targets or mandates for PCR in packaging, requiring specified minimum percentage thresholds in certain policy levers within the law text itself.
- Eco-modulation schemes that include incentives for lower fees. Alternatively, the scheme could also include amounts of PCR in a package.
- Source reduction, requiring producers to decrease the amount of material in their package. Shifting from virgin to source reduction is not contributing to the total amount of material. However, PCR is allowed to be a responsibility organization (PRO) that develops their program plan.

PCR Targets

State	PCR Targets	Eco-modulation	Source Reduction
California	✓	✓	✓
Colorado	✓	✓	✓
Maine	✓	✓	✓
Maryland	✓	✓	✓
Minnesota	✓	✓	✓
Oregon	✓	✓	✓
Washington	✓	✓	✓

Guide to EPR Proposals

Recent EPR Proposals

Find a proposal

Title	Covered Products	Location	Date	Status
Washington Senate Bill 5284 Chaptered	ALL PACKAGING TYPES PAPER PRODUCTS BEVERAGE CONTAINERS EXCLUSIONS	Washington	05/17/2025	Passed
Maryland Senate Bill 901 Chaptered	ALL PACKAGING TYPES PAPER PRODUCTS EXCLUSIONS	Maryland	05/13/2025	Passed
Rhode Island Senate Bill 996	N/A	Rhode Island	05/02/2025	Introduced
North Carolina House Bill 882	N/A	North Carolina	04/09/2025	Introduced

1. Collection

ACCESS TO FILM COLLECTION VIA SDO

Where we are today: According to the SPC's April 2023 research, we found that:

- 70.72% of US consumers are within a 3-mile driving radius of PE film SDO collection for PE film.
- 92.22% are within a 10-mile driving radius of SDO collection for PE film.
- 97.82% are within a 20-mile driving radius of SDO collection for PE film.

Where we want to be: SDOs that are available across all retail outlets, clearly marked, convenient, and consistent, with widespread access to film collection for most PE flexible packaging beyond items that are excluded today.

Solutions and strategies: SDOs should continue efforts to maintain the current access to PE film collection via SDOs, and SPC members to expand collaboration between SDOs and SPC members to expand access to PE flexible packaging and on their potential support to the program. SPC will also provide material quality support to the program. SPC is protecting drop-off points, etc.

Figure 1. SDO Access Rates

Radius	Access Rate (%)
3-mile radius	71%
10-mile radius	92%
20-mile radius	98%

Figure 2. Map of Store Locations Identified in SDO Study

VIRGIN PLASTIC TAXES AND COSTS:

Reusable packaging will likely be based at a lower rate than single-use packaging, according to Ellen MacArthur Foundation analysis.

EPR FEES:

Item	Current Price	Proposed Price
Beverage bottles	Low	High

Which U.S. EPR states have corresponding labeling rules?

Can we scale this solution in markets across the globe?

Are OPRL's labels harmonized with new PPWR rules?

How does California's EPR differ from the UK's EPR?

Do consumers know that flexible packaging can be recycled?

Members have questions. In SPC Collaboratives, they find answers.

From our Packaging EPR to our Recycled Content Collaborative, SPC's 10 Collaboratives bring experts together to solve specific, persistent sustainable packaging challenges. In these working groups, members chart solutions that maximize their sustainable packaging investments.



EPR



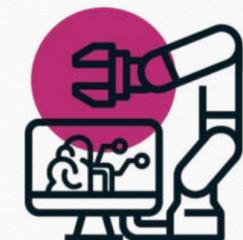
Environmental Tradeoffs



Recycled Content



Paper Packaging Recyclability



Recovery Technologies



Compostable Packaging

We'll let our members — and their results — do the talking.

“Through membership, I’ve deepened my expertise and gained the confidence to drive progress within The Campbell's Company.”



Molly Campbell
Packaging R&D Manager,
Sustainability
The Campbell's Company

“It’s a privilege to collaborate with such passionate leaders driving innovation and impact in sustainable packaging.”



Scott Byrne
VP, Global Sustainability
Sonoco

“The urgency to accelerate sustainable packaging solutions has never been greater, with SPC I’m excited to collaborate through strong partnerships and shared purpose.”



Diane Marret
VP Sustainability, Rigid
Packaging Solutions
Amcor

SPC Members in the News

“Inside LUSH’s Green Hub: Reuse, Repair, and Rethink in Action”

- Sustainability Magazine

“Danone’s Holistic Approach to Packaging Innovation”

- Packaging World

“What KIND Snacks Can Teach Us About the New Frontiers of Paper Packaging”

- Trellis

Own your impact. Become a member.

The future of packaging is collaborative. When you join SPC, you'll define what's possible for sustainable packaging.

Find the tier of SPC membership that suits your company, and start your membership journey today.

Start your SPC journey.

