



# How2Recycle<sup>®</sup> 2024

October 2-3  
Chicago, Illinois



DOWNLOADABLE PROGRAM. V11





**WEDNESDAY, OCTOBER 2ND, 2024**

# **PROGRAM AT A GLANCE**

**9:30 AM - REGISTRATION AND CHECK-IN | NORMANDIE**  
**4:30 PM**

**9:40 AM - TOURS | OFF-SITE LOCATIONS**  
**6:00 PM**

**1:15 PM - WORKSHOPS | BOULEVARD C**  
**4:15 PM**

**1:30 PM - HOW2RECYCLE SUMMIT MARKETPLACE BY PACKAGE INSIGHT**  
**4:30 PM OPEN | BOULEVARD ABC**

**2:45 PM - NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC**  
**3:30 PM**



**WEDNESDAY, OCTOBER 2ND, 2024**

# TOURS



**DEPARTURE FROM 8TH STREET SOUTH EXIT**

**Transportation will be provided for all tours.**

**9:40 AM -  
11:50 AM**

**TOUR**

## **LRS MATERIALS RECOVERY FACILITY (GROUP 1)**

LRS operates the Exchange Material Recovery Facility (MRF) to sort and divert recyclables in the Chicagoland area. This facility processes 25 tons per hour – That's 50,000 pounds of recyclables! On the tour of this state-of-the-art facility, we will explore the technology and people power that makes recycling possible. You'll see the magnets, screens, infrared cameras, robots and air jets that sort recyclables. We will also identify recycling rules and discuss how recycling is important to protecting our natural resources, combating climate change, and building a circular economy. LRS prioritizes innovation and sustainability. We look forward to welcoming you to the LRS Exchange MRF!



**11:15 AM -  
2:15 PM**

**TOUR**

## **GROOT**

Tour participants will see a highly automated Material Recovery Facility (MRF) that processes 25 tons per hour of residential single-stream material. Once picked up, your cans, bottles, plastics, paper and glass go to a MRF. On the tour you will see how these items are separated, prepared and shipped for their next life as new products.



**11:40 AM -  
1:50 PM**

**TOUR**

## **LRS MATERIALS RECOVERY FACILITY (GROUP 2)**

LRS operates the Exchange Material Recovery Facility (MRF) to sort and divert recyclables in the Chicagoland area. This facility processes 25 tons per hour – That's 50,000 pounds of recyclables! On the tour of this state-of-the-art facility, we will explore the technology and people power that makes recycling possible. You'll see the magnets, screens, infrared cameras, robots and air jets that sort recyclables. We will also identify recycling rules and discuss how recycling is important to protecting our natural resources, combating climate change, and building a circular economy. LRS prioritizes innovation and sustainability. We look forward to welcoming you to the LRS Exchange MRF!



**11:55 AM -  
5:15 PM**

**TOUR**

## **SC JOHNSON HQ**

This tour is perfect for those who want a close, in-depth look at SC Johnson's inspired architecture as well as an understanding of the legendary partnership between third-generation company leader H.F. Johnson, Jr. and the renowned architect Frank Lloyd Wright. The tour features the Frank Lloyd Wright-designed Administration Building and the Research Tower, as well as Foster + Partners-designed Fortaleza Hall, which includes the Timeline Tunnel and The Lily Pad gift shop. Additionally, SC Johnson's state-of-the-art facility, Waxbird Commons is now included on tours. This innovative and dynamic space features many inspiring exhibits informed by SC Johnson's history and guided by its purpose.



WEDNESDAY, OCTOBER 2ND, 2024

# TOURS



DEPARTURE FROM 8TH STREET SOUTH EXIT

Transportation will be provided for all tours.

12:30 PM -  
3:00 PM

TOUR

## THE BLUE PARADOX TOUR AT GRIFFIN MUSEUM OF SCIENCE + INDUSTRY (GROUP 1)

Close your eyes and imagine a blue hue everywhere around you. Where are you and why? SC Johnson invites you to experience The Blue Paradox, an immersive exhibit on the plastic pollution crisis located at the Griffin Museum of Science and Industry in Chicago. The Blue Paradox aims to illuminate a paradox when it comes to plastic use: while the widespread use of plastic in our daily lives has led to considerable advancements in modern society, increased convenience, and reduced reliance on natural resources, it has become one of the most pervasive pollution issues facing our ocean ecosystem and the planet.



1:35 PM -  
3:35 PM

TOUR

## GREEN ERA CAMPUS

Green Era's mission is to create more sustainable communities by supporting local food production through better management of biodegradable waste and access to soil. They're transforming a 9-acre vacant brownfield on the South Side of Chicago into a food waste recycling facility and urban farm that will produce clean energy, fresh produce, economic empowerment, and vibrant communities.



2:00 PM -  
6:00 PM

TOUR + EVENING SOCIAL

## TOUR + EVENING SOCIAL AT PREGIS IQ

Pregis Innovation Headquarters (IQ) is dedicated to solving your toughest business challenges with packaging solutions. Participants will explore innovative packaging methods designed to reduce waste, address labor challenges, and achieve sustainability goals. Visitors will witness demonstrations of protective packaging materials and testing systems, gain knowledge on optimizing packaging methods, and experience firsthand how the center's solutions contribute to improving operational efficiency and customer experience. Additionally, the tour will highlight the center's focus on providing consultation, technical services, design and testing labs, customized packaging, and integration services. Participants can expect to learn about sustainable packaging techniques, industry trends, and the impact of automation on packaging processes across various industries. Following the tour of the IQ, a bus will transport attendees back downtown for an evening social at the Pregis HQ.



2:30 PM -  
5:00 PM

TOUR

## THE BLUE PARADOX TOUR AT GRIFFIN MUSEUM OF SCIENCE + INDUSTRY (GROUP 2)

Close your eyes and imagine a blue hue everywhere around you. Where are you and why? SC Johnson invites you to experience The Blue Paradox, an immersive exhibit on the plastic pollution crisis located at the Griffin Museum of Science and Industry in Chicago. The Blue Paradox aims to illuminate a paradox when it comes to plastic use: while the widespread use of plastic in our daily lives has led to considerable advancements in modern society, increased convenience, and reduced reliance on natural resources, it has become one of the most pervasive pollution issues facing our ocean ecosystem and the planet.





AFTERNOON OF WEDNESDAY, OCTOBER 2ND, 2024

# WORKSHOPS



GRAND BALLROOM

1:15 PM-  
2:00 PM

WORKSHOP

## WORKSHOP | HOW2RECYCLE 101: STARTING YOUR JOURNEY WITH THE PROGRAM

New to How2Recycle? We're glad you're here! Join this session to learn more about the program, getting started, and working with our team. We'll also cover the important resources available to help you navigate your labeling journey.

**Speaker:** Monica Rosquillas, Project Manager, How2Recycle

2:00 PM-  
2:45 PM

WORKSHOP

## WORKSHOP | MAKING THE MOST OF YOUR HOW2RECYCLE MEMBERSHIP

How2Recycle is about much more than requesting and receiving labels. If that's all you are using it for - that's a great start! However, to take your recyclability efforts to the next level, join this workshop to better understand all that your membership has to offer. From package specific feedback, to portfolio insights and exploring potential tradeoffs through R&D requests, our team will walk you through all of the benefits available to you, and the best practices to make the most out of them.

**Speakers:** Lauren Rowell, Project Manager How2Recycle, GreenBlue  
Marina Solis, Project Manager How2Recycle, GreenBlue

2:45 PM -  
3:30 PM

NETWORKING BREAK

## NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC

Take advantage of our wide variety of unique networking opportunities during the break. Visit the **How2Recycle Interactive Marketplace** with **Package InSight by Quad**, testing your consumer perceptions vs reality.

Commingle with attendees in our **How2Recycle Summit Speakeasy** (Normandie Lounge) featuring our **Put A Label On It** station to test your How2Recycle label expertise. Fancy yourself some recyclability trivia? Challenge yourself at our **Label Lore** station. Have a burning question for Research & Development? Visit the **Behind the Label Kiosk** for questions on the data and research behind your How2Recycle label. In need of answers related to Member Services? Don't worry, they'll be there too.

2:45 PM-  
3:30 PM

WORKSHOP

## WORKSHOP | THE HOW2RECYCLE GAME SHOW CHALLENGE

Whether you're a recycling novice or a seasoned eco-warrior, this game show promises to be both informative and entertaining. Engage with your peers, learn practical recycling tips, and compete for fabulous prizes—all while contributing to a greener planet. Don't miss out on this unique opportunity to become a recycling pro and have a blast doing it! Join us for a session that's sure to be the highlight of the conference. Let's make recycling fun, easy, and effective together!

**Speakers:** Dr. Andrew Hurley, Associate Professor of Packaging Science, Clemson University  
Shannon Anderson, Director of Client Research, Package InSight by Quad

3:30 PM-  
4:15 PM

WORKSHOP

## WORKSHOP | HOW TO NAVIGATE THE HOW2RECYCLE PLATFORM

Whether you're new to How2Recycle or have been a member for years, knowing the best practices for navigating the Member Platform and submitting label requests will ensure a smoother experience. Our team will walk through the process for using the Member Platform, including common mistakes and recommendations to ensure you provide the most complete information. This workshop will include a Q&A to get answers on all of your Member Platform related questions.

**Speakers:** Amanda Ellen, Project Coordinator How2Recycle, GreenBlue  
Amber Papa, Project Coordinator How2Recycle, GreenBlue

AFTERNOON OF WEDNESDAY, OCTOBER 2ND, 2024

# HOW2RECYCLE MARKETPLACE

with PackageInsight by Quad

1:30 PM -  
4:30 PM

MARKETPLACE

## HOW2RECYCLE MARKETPLACE WITH PACKAGE INSIGHT BY QUAD | BOULEVARD ABC

Explore the Package InSight by Quad How2Recycle Marketplace, an immersive mock store at our event, where you can experience the future in a sustainability-forward retail space. Share your insights by participating in live research, ranking packaging and signage, and providing guidance that will shape the How2Recycle community.

Discover how biometric tools like eye tracking can be used to evaluate and optimize product labels and the consumer experience. We hope you'll check out this unique environment and share your expert feedback with the goal of influencing How2Recycle's evolving sustainability initiatives and retail innovations.



2:45 PM -  
3:30 PM

NETWORKING BREAK

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THURSDAY, OCTOBER 3RD, 2024

# PROGRAM AT A GLANCE

**7:30 AM - 4:30 PM** REGISTRATION AND CHECK-IN | NORMANDIE

**8:00 AM - 8:45 AM** MORNING REFRESHMENTS | NORMANDIE LOUNGE AND BOULEVARD ABC

**8:45 AM - 12:00 PM** MORNING SESSIONS | GRAND BALLROOM

**10:05 AM - 10:50 AM** MORNING NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC  aura  
Sponsored by Aura

**12:00 PM - 1:00 PM** LUNCH | GRAND BALLROOM FOYER, NORMANDIE LOUNGE, AND GRAND BALLROOM

**1:00 PM - 1:15 PM** TRANSITION

**1:15 PM - 4:30 PM** AFTERNOON SESSIONS | GRAND BALLROOM

**2:40 PM - 3:25 PM** AFTERNOON NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC   
Sponsored by PepsiCo

**4:30 PM - 5:30 PM** HAPPY HOUR | NORMANDIE LOUNGE AND BOULEVARD ABC



MORNING OF THURSDAY, OCTOBER 3RD, 2024

# SESSIONS



GRAND BALLROOM

8:45 AM -  
9:05 AM

## WELCOME REMARKS

### WELCOME REMARKS | THE EVOLUTION OF THE HOW2RECYCLE LABEL

**Speakers:** Paul Nowak, Executive Director, GreenBlue

9:05 AM -  
9:25 AM

## PRESENTATION

### PRESENTATION | TECHNICALLY RECYCLABLE VS LEGALLY "RECYCLABLE"

How2Recycle's definition of recyclability is built on five pillars: applicable law, access to collection, sortability, technical reprocessability, and end market strength. Meeting certain criteria across all five categories is to legally label a package "recyclable". While many materials and formats are technically recyclable, there are additional considerations to be able to say a package is recyclable in the current system. In this presentation, the How2Recycle team will share their insights on how the program defines recyclability and the differences between technical recyclability and overall recyclability, including complying with existing and emerging regulatory requirements.

**Speakers:** Paul Nowak, Executive Director, GreenBlue  
Nyssa Thongthai, Sr. Manager R&D, How2Recycle, GreenBlue

9:25 AM -  
9:45 AM

## FIRESIDE CHAT

### FIRESIDE CHAT | DESIGNING INNOVATIVE PACKAGING FORMATS

Packaging innovation continues to make great strides towards sustainability, with companies introducing new and improved packaging materials and formats at an impressive rate. Yet these new innovations are often ahead of the current capabilities and realities of the recycling system. In this session, we will discuss how companies can consider recyclability during the innovation design process while developing a path forward to ensure these new packages have a sustainable end of life.

**Moderator:** Olga Kachook, SPC Director, GreenBlue  
**Speakers:** Chris Bradley, Chief Marketing, Design & Sustainability Officer, Orora Group  
Lisa-Marie Assenza, Co-Founder and CEO, Impacked

9:45 AM -  
10:05 AM

## PANEL

### PANEL | THE HOW2RECYCLE OVERALL RECYCLABILITY ASSESSMENT: COLLABORATING WITH MEMBER COMPANIES

In this session, How2Recycle member companies and the program's R&D team will share their perspectives on the factors and data needed to do an overall recyclability assessment, how brands can prepare for this, and how to come together to create new markets, higher acceptance in infrastructure, and how to work towards gaining more favorable recyclability labels.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue  
**Speakers:** Nyssa Thongthai, Sr. Manager, R&D, How2Recycle  
Teo Medellin, Director Corporate Packaging Sustainability, P&G  
Kristina Friedman, Head of Sustainability - North America, Unilever

10:05 AM -  
10:50 AM

## WORKSHOP

### WORKSHOP | PACKAGING PERCEPTION: MASTERING H2R CONSUMER ATTENTION THROUGH EYE-TRACKING

Join us for an interactive session where we delve into the eye-tracking of consumers as they interact with How2Recycle-labeled products, displays, and on-pack elements to learn how to measure attention effectively. We'll discuss how to codify packaging by assigning areas of interest to both structural and graphical attributes.

The best part? You'll receive a hands-on worksheet to develop your own custom research plan. We'll cover logistics, survey questions, and A/B research methodologies, ensuring you leave with a comprehensive research plan tailored to your needs. Don't miss this opportunity to enhance your understanding and application of consumer research techniques!

**Speakers:** Shannon Anderson, Director of Client Research, Package InSight by Quad  
Kelly Burt, Vice President of Sales and Business Development - In-Store, Quad



10:05 AM -  
10:50 AM

NETWORKING BREAK  aura

## NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC

Sponsored by Aura

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11:00 AM -  
11:30 AM

PANEL

## PANEL | FINDING THE WAY BACK TO A HIGHER RECYCLABILITY CATEGORY: THE CASE OF PET THERMOFORMS

PET Thermoforms are a category that has faced some challenges in years past, resulting in a downgrade from Widely Recyclable. While technically recyclable, PET thermoforms are often excluded from communities and MRFs that focus their collection efforts on the more marketable and consistent stream of PET bottles. In this session we will hear how industry collaboration has helped to bring back end markets for these packaging formats, and the ongoing work to increase collection rates for thermoforms.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Panelists:** Sam Harrington, Director of Packaging Sustainability, Danone

Marina Solis, Project Manager, R&D, How2Recycle

Adam Gendell, Director of System Optimization, The Recycling Partnership

11:30 AM -  
12:00 PM

PANEL

## PANEL | THE DIFFICULT (BUT NOT IMPOSSIBLE) JOURNEY TO WIDELY RECYCLABLE

Achieving a Widely Recyclable label is no small feat. For some packaging formats the challenges come in various forms and from various fronts, including access to recycling, product residue; multilayer components, and acceptance at the MRF level. In this session we will hear from stakeholders representing PP and HDPE squeeze tubes, flexible cheese packaging, spiral wound metal bottom canisters and PE compatible pill packs on their experience navigating this journey.

**Moderator:** Paul Nowak, Executive Director, GreenBlue

**Panelists:** Brittany LaValley, VP Materials Advancement, The Recycling Partnership

Emily Williams, Sustainability and Innovation Partnerships Leader, TC Transcontinental

Sabrina Dixon-Ridges, Director of Business Alignment - Global Sustainability, Sonoco

Justene Anderson, Global R&D Sustainability Program Manager, Amcor



AFTERNOON OF THURSDAY, OCTOBER 3RD, 2024

# SESSIONS



GRAND BALLROOM

1:15 PM -

1:40 PM

TED TALK + INTERVIEW

## TED TALK + INTERVIEW | A NEW LOOK: HOW2RECYCLE'S DESIGN FOR TOMORROW

In this talk, Brandi Parker will share her experience leading the SPC's Packaging Design Collaborative through an iterative process to refresh the How2Recycle label based on results from new consumer research. The goal of this exercise is to develop a holistic design system that builds on the successes of the current program while meaningfully evolving the label into the future—allowing for integration with dynamic QR codes, clearer disposal instructions, and adaptability to evolving labeling legislation.

**Moderator:** Olga Kachook, SPC Director, GreenBlue

**Speaker:** Brandi Parker, Founder, Parker Brands

1:40 PM -

2:10 PM

PANEL

## PANEL | THE IMPORTANCE OF GOOD DATA QUALITY

Behind every How2Recycle label is a thorough recyclability assessment, and behind every assessment is high-quality data. As part of ongoing work to ensure the accuracy and credibility of the data used to conduct assessments and determine recyclability, the program is refining data standards and working to partner with best-in-class industry practices. In this session, How2Recycle and its partner organizations will discuss what makes good data; how the program defines its methodology and terminology and why this is key; and how members can ensure the data provided meets the requirements of the program.

**Moderator:** Paul Nowak, Executive Director, GreenBlue

**Panelists:** Neema Pourian, Global Head of Engineering, Marks

Gillian Garside-Wight, Director of Consulting, Aura

Matthew Wright, Founder and CEO, Specright

2:10 PM -

2:40 PM

PRESENTATION

## PRESENTATION | HOW2RECYCLE'S CRITERIA FOR ACCEPTING DATA

Determining recyclability requires collaboration, and How2Recycle often relies on partner organizations, trade associations, and members to fill in data gaps. To maintain a high level of credibility, the program requires that any data submitted is based on sound methodology and meets certain criteria. In this session, How2Recycle's R&D Team will share best practices on what companies should present to the program when sharing data including package testing results, consumer research studies, and access rates.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Speakers:** Nyssa Thongthai, Sr. Manager, R&D, How2Recycle, GreenBlue

Marina Solis, Project Manager, R&D, How2Recycle, GreenBlue

2:40 PM -

3:25 PM

NETWORKING BREAK



## NETWORKING BREAK | NORMANDIE LOUNGE AND BOULEVARD ABC

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3:25 PM -  
3:55 PM

PANEL

## PANEL | HARMONIZATION WITH THE RECYCLING PARTNERSHIP'S NATIONAL DATABASE

Historically, How2Recycle has relied on intermittent studies commissioned by the SPC to determine access to collection in the United States to be able to determine recyclability for each material type and format. Our friends at The Recycling Partnership have done amazing work to develop a real-time database for determining community access. In this session, you'll hear about the work of our two organizations to harmonize format categories and methodologies so that How2Recycle can reference the National Database for consistent access updates. This session will also cover what this means for the How2Recycle program moving forward and what to expect in the future.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Panelists:** Marina Solis, Project Manager How2Recycle, GreenBlue

Katherine Huded, VP Recyclability Solutions, The Recycling Partnership

Jessica Vreeswijk, Director, Circular Economy Data, The Recycling Partnership

3:55 PM -  
4:20 PM

FIRESIDE CHAT

## FIRESIDE CHAT | WHAT'S NEXT FOR HOW2RECYCLE DYNAMIC LABEL AND THE COLLABORATION WITH THE RECYCLING PARTNERSHIP'S RECYCLE CHECK

The recycling landscape has always been variable to local recyclability, but now as states adopt new recycling and labeling legislation, we're seeing the power of dynamic labels to provide local instructions and keep waste out of landfills. For the past year, we've piloted pairing the widely recognized How2Recycle label with The Recycling Partnership's Recycle Check, a QR code label that provides package- and location-specific disposal instructions. In this session, GreenBlue Executive Director Paul Nowak is sitting down with The Recycling Partnership's Katherine Huded to discuss what's next for the collaboration as we continue using data, design, and dynamic labeling to future-proof on-pack disposal instructions.

**Speakers:** Paul Nowak, Executive Director, GreenBlue

Katherine Huded, VP Recyclability Solutions, The Recycling Partnership

4:20 PM -  
4:30 PM

CLOSING REMARKS

## CLOSING REMARKS

**Speakers:** Paul Nowak, Executive Director, GreenBlue

4:30 PM -  
5:30 PM

HAPPY HOUR

## HAPPY HOUR | NORMANDIE LOUNGE AND BOULEVARD ABC

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AFTERNOON OF THURSDAY, OCTOBER 3RD, 2024

# HOW2RECYCLE MARKETPLACE

with PackageInsight by Quad

1:30 PM -  
4:30 PM

MARKETPLACE

## HOW2RECYCLE MARKETPLACE WITH PACKAGE INSIGHT BY QUAD | BOULEVARD ABC

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Discover how biometric tools like eye tracking can be used to evaluate and optimize product labels and the consumer experience. We hope you'll check out this unique environment and share your expert feedback with the goal of influencing How2Recycle's evolving sustainability initiatives and retail innovations.



10:05 AM -  
10:50 AM

NETWORKING BREAK

## NETWORKING BREAKS | NORMANDIE LOUNGE AND BOULEVARD ABC Sponsored by Aura (AM) and PepsiCo (PM)



2:40 PM -  
3:25 PM



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