Clorox Helps Launch U.S. Plastics Pact Roadmap To 2025, Driving A National Strategy To Achieve Circular Economy Goals

6/15/2021

Engaging Nearly 100 Organizations, The U.S. Plastics Pact Roadmap Outlines Specific Actions and Responsibilities to Realize a Circular Economy for Plastics in America

OAKLAND, Calif., June 15, 2021 /PRNewswire/ -- Today, The Clorox Company helped launch **The U.S. Plastics Pact's** ("U.S. Pact") "Roadmap to 2025," an aggressive national strategy illustrating how the U.S. Pact, Clorox and fellow signatories, known as Activators, will work toward each of the U.S. Pact's four 2025 targets through specific actions, responsibilities, and interim timeframes to help realize a circular economy for plastics in the United States by 2025.

Launched in August 2020, The U.S. Plastics Pact is a consortium led by The Recycling Partnership and World Wildlife Fund (WWF) as part of the Ellen MacArthur Foundation's global Plastics Pact network, which unites a holistic ecosystem of cross-industry stakeholders behind a common vision and national strategy to address plastic waste at its source by 2025.

"Eliminating waste from our packaging is a top priority for Clorox," said Ed Huber, Chief Sustainability Officer, The Clorox Company. "We also recognize that to accelerate our collective efforts toward a world without plastic waste, we need stakeholders across the value chain to collaborate, and U.S. Pact's Roadmap is a blueprint for making that happen. When the Roadmap succeeds, we succeed. Clorox is motivated to help turn this vision into reality."

As an Activator of the U.S. Pact, Clorox joins other stakeholders across the plastics value chain in driving systemic change and accelerating progress toward the following 2025 targets by inspiring and supporting upstream innovation through coordinated initiatives such as rethinking products, packaging, and business models in order to transition away from today's take-make-waste model to a circular economy where plastics never become waste:

Define a list of packaging to be designated as problematic or unnecessary by 2021 and take measures to eliminate them by 2025.

100% of plastic packaging will be reusable, recyclable, or compostable by 2025.
By 2025, undertake ambitious actions to effectively recycle or compost 50% of plastic packaging.
By 2025, the average recycled content or responsibly sourced bio-based content in plastic packaging will be 30%.
As a part of its corporate strategy, IGNITE, Clorox has embedded goals that address plastic and other waste and reinforce the vision underpinning the U.S. Plastics Pact Roadmap. This includes a commitment to achieving 100% recyclable, reusable or compostable packaging by 2025, as well as 2030 goals to reduce virgin plastic and fiber packaging by 50% and to double post-consumer recycled plastic in packaging.

The U.S. Pact's Roadmap is designed to kick-start action and help U.S. industry leaders and packaging producers develop a national strategy, advance shared goals, and measure the strength of progress through annual reporting. This national strategy will assist Pact Activators in reaching ambitious goals by 2025 that they could not otherwise meet on their own through sharing knowledge, optimizing investments, identifying gaps, overcoming systemic barriers, and implementing policies.

"The current state of U.S. infrastructure, coupled with the lack of incentives to utilize recycled content in plastic packaging, have put immense strain on the value chain," said **Emily Tipaldo, Executive Director, The U.S. Plastics Pact**. "The Roadmap is designed to help U.S. industry leaders act on the significant, systemwide change needed to realize a circular economy for plastics by 2025. The timeframe is short, and the workload is immense, but if we choose to do nothing, the visions of a circular economy across the U.S. will give way to the status quo. We look forward to working with all our Activators to drive this critical change."

The Roadmap holds Clorox and other Activators of the U.S. Pact accountable to sustainability objectives by creating the pathway in which companies, governments, and NGOs can work to keep plastics in the U.S. economy and out of the environment for years to come.

To read the U.S. Pact's full Roadmap, please visit **https://usplasticspact.org/roadmap/**.

About The Clorox Company

The Clorox Company is a leading multinational manufacturer and marketer of consumer and professional products with about 8,800 employees worldwide and fiscal year 2020 sales of $6.7 billion. Clorox markets some of the most trusted and recognized consumer brand names, including its namesake bleach and cleaning products; Pine-Sol® cleaners; Liquid-Plumr® clog removers; Poett® home care products; Fresh Step® cat litter; Glad® bags and wraps; Kingsford® grilling products; Hidden Valley® dressings and sauces; Brita® water-filtration products; Burt's Bees® natural personal care products; and RenewLife®, Rainbow Light®, Natural Vitality Calm™, NeoCell® and Stop Aging Now® vitamins, minerals and supplements. The company also markets industry-leading products and technologies for professional customers, including those sold under the CloroxPro™ and Clorox Healthcare® brand names. More

than 80% of the company's sales are generated from brands that hold the No. 1 or No. 2 market share positions in their categories.

Clorox is a signatory of the United Nations Global Compact and the Ellen MacArthur Foundation's New Plastics Economy Global Commitment. The company has been broadly recognized for its corporate responsibility efforts, listed No. 1 on the 2020 Axios Harris Poll 100 reputation rankings and included on the Barron's 2021 100 Most Sustainable Companies list, 2021 Bloomberg Gender-Equality Index and the Human Rights Campaign's 2021 Corporate Equality Index, among others. In support of its communities, The Clorox Company and its foundations contributed more than $25 million in combined cash grants, product donations and cause marketing in fiscal year 2020. For more information, visit **TheCloroxCompany.com**, including the Good Growth blog, and follow the company on Twitter at @CloroxCo.

About The Recycling Partnership

The Recycling Partnership is the action agent transforming the U.S. residential recycling system for good. Our team operates at every level of the recycling value chain and works on the ground with thousands of communities to transform underperforming recycling programs and tackle circular economy challenges. As the leading organization in the country that engages the full recycling supply chain, from working with companies to make their packaging more circular and help them meet climate and sustainability goals, to working with government to develop policy solutions to address the systemic needs of the U.S. recycling system, The Recycling Partnership positively impacts recycling at every step in the process. Since 2014, the nonprofit change agent diverted 375 million pounds of new recyclables from landfills, saved 968 million gallons of water, avoided more than 420,000 metric tons of greenhouse gases, and drove significant reductions in targeted contamination rates. Learn more at **recyclingpartnership.org**

About World Wildlife Fund (WWF)

WWF is one of the world's leading conservation organizations, working in nearly 100 countries for over half a century to help people and nature thrive. With the support of more than 5 million members worldwide, WWF is dedicated to delivering science-based solutions to preserve the diversity and abundance of life on Earth, halt the degradation of the environment and combat the climate crisis. Visit **www.worldwildlife.org** learn more and keep up with the latest sustainability news by following **@WWFBetterBiz** on Twitter and signing up for our newsletter and news alerts **here**.

About the Ellen MacArthur Foundation's global Plastics Pact Network

Since 2016, the Ellen MacArthur Foundation's New Plastics Economy initiative has rallied businesses and governments behind a positive vision of a circular economy for plastic. Its 2016 and 2017 New Plastics Economy

reports captured worldwide headlines, revealing the financial and environmental costs of waste plastic and pollution.

The Ellen MacArthur Foundation's Plastics Pact Network is a globally aligned response to plastic waste and pollution, which enables vital knowledge sharing and coordinated action. It is a network of national and regional (multi-country) initiatives which brings together key stakeholders to implement solutions towards a circular economy for plastic, tailored to each geography. Each initiative is led by a local organisation and unites businesses, government institutions, NGOs and citizens behind a common vision, with an ambitious set of local targets.

Further information: emf.org/plastics-pact | @circulareconomy

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