

EMBARGOED until 9 a.m. ET on Tuesday, June 21, 2022



***Draft* - U.S. Plastics Pact's Sustainable Packaging Innovation Award Helps Businesses Gain Critical Exposure through Walmart to Scale Circular Solutions**

Walpole, NH, (June 21, 2022) – The [U.S. Plastics Pact](#) is leveraging [Walmart's Circular Connector](#) to showcase businesses helping to keep plastic packaging in the economy and out of the environment and help make progress on the [U.S. Pact's four targets](#).

"Eliminating [problematic and unnecessary plastic packaging](#) and taking other actions to ensure that 100% of plastic packaging is reusable, recyclable, or compostable by 2025 are focal points of the U.S. Plastics Pact's work. We are proud to partner with Walmart's Circular Connector to help advance packaging solutions that contribute to a circular economy," said U.S. Plastics Pact Executive Director, Emily Tipaldo. "Winners will have the opportunity to put their solutions in front of technical staff who can assess viability and scalability alongside key decision-makers across the plastics packaging value chain."

"Sustainability at Walmart is an integrated part of our business, helping propel us toward our ambition to pursue becoming a regenerative company. We have made progress toward achieving our [sustainability goals](#); however, there is still a long way to go – and we need your ideas to help us get there," said Walmart Director of Sustainable Packaging and U.S. Pact Advisory Council Vice-Chair, Ashley C. Hall. "The Circular Connector is a tool designed to bridge the gap between those who need sustainable packaging solutions and those who offer them. Sustainable packaging solutions submitted to Walmart for evaluation through the tool could be considered for use by our Walmart Private Brands in addition to a U.S. Plastics Pact Packaging Innovation Award."

All companies that submit packaging solutions into [Walmart's Circular Connector](#) before August 12, 2022, will be considered for a U.S. Plastics Pact Packaging Innovation Award. There is no cost to enter.

Packaging Innovation Categories:

- 1. Recyclability** - meets design for recyclability in U.S. systems (i.e., meets the [Association of Plastic Recyclers Preferred Design Guidelines](#), [How2Recycle Guidelines](#), contains no [problematic or unnecessary plastic packaging](#)), supports the transition from non-recyclable to recyclable and/or meets [Walmart's Recycling Playbook Recyclable "Green" Pages\(s\)](#)

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- 2. Reuse/Refill** where packaging is refilled or reused for the same purpose it was originally sold
- 3. Compostability** - meets the [Biodegradable Products Institute](#)'s composting certification standards

Eligibility

- Open to businesses of all sizes
- Must service the U.S. market

Winners Will Receive:

- Manufacturing trial discussions with potential to pilot with Walmart
- Four 30-minute mentoring sessions with Walmart Private Brand Packaging Teams
- Promotion through U.S. Plastics Pact channels, including highlights at sustainability conferences
- Technology showcase with procurement and technical staff from U.S. Plastics Pact Activators spanning across the plastics value chain
- Chance to be featured on the [Sustainable Packaging Podcast](#)

For questions about Walmart's Circular Connector, email: corpsu@wal-mart.com

U.S. Plastics Pact's Packaging Innovation Award & Media Inquiries:

To arrange an interview with Emily Tipaldo, Executive Director, U.S. Plastics Pact, or to be connected with U.S. Pact Activators, contact:

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