

ReMA's Sustainability Webinar Series: 2025

Communicating Sustainability: Certifications, Messaging, & More

April 15, 2025



Recycled Materials
Association
Sustainable. Resilient. Essential.

recycledmaterials.org

Presenters



Natalie Betts
Asst. VP of
Sustainability
ReMA



Kitsie Riggall
Partner, EVP
Strategy & Creative
CRI Communications,
Inc.



Dr. Anastasia Behr
Sr Director of
Sustainability
Science &
Technology
UL Solutions



Randi Kronthal-Sacco
Senior Scholar at the
NYU Stern Center for
Sustainable Business.



Susan Robinson
ReMA Consultant

Agenda

Susan Robinson, ReMA Consultant

- Setting the Stage

Natalie Betts, ReMA

- ReMA Communications

Kitsie Riggall, CRI Communications, Inc.

- What are trends in corporate reporting?

Dr. Anastasia Behr, UL Solutions

- The role of certifications

Randi Kronthal-Sacco, NYU Stern Center

- What is the public interested in?

Setting the Stage

Types of Communication

Marketing

- General Advertising
- Targeted

Advocacy

- Policy/Regulatory

Reporting

- Financial
- Regulatory
 - Financial
 - Environmental
 - Contractual
- **Business Focus**

Trends in Communication

Reporting trends

- More or less?
- Investors
- Customers

Sustainability Reporting

- Focused
- Cautious
- Reduced information

What to Watch Out For

Greenwashing

- Canadian law
- Potential for lawsuits

Short-term trends

- Can be easy to get caught up in popular trends.

Customer shifting

- Consumer preferences can change fast, driving change throughout the value chain.



Recycled Materials
Association

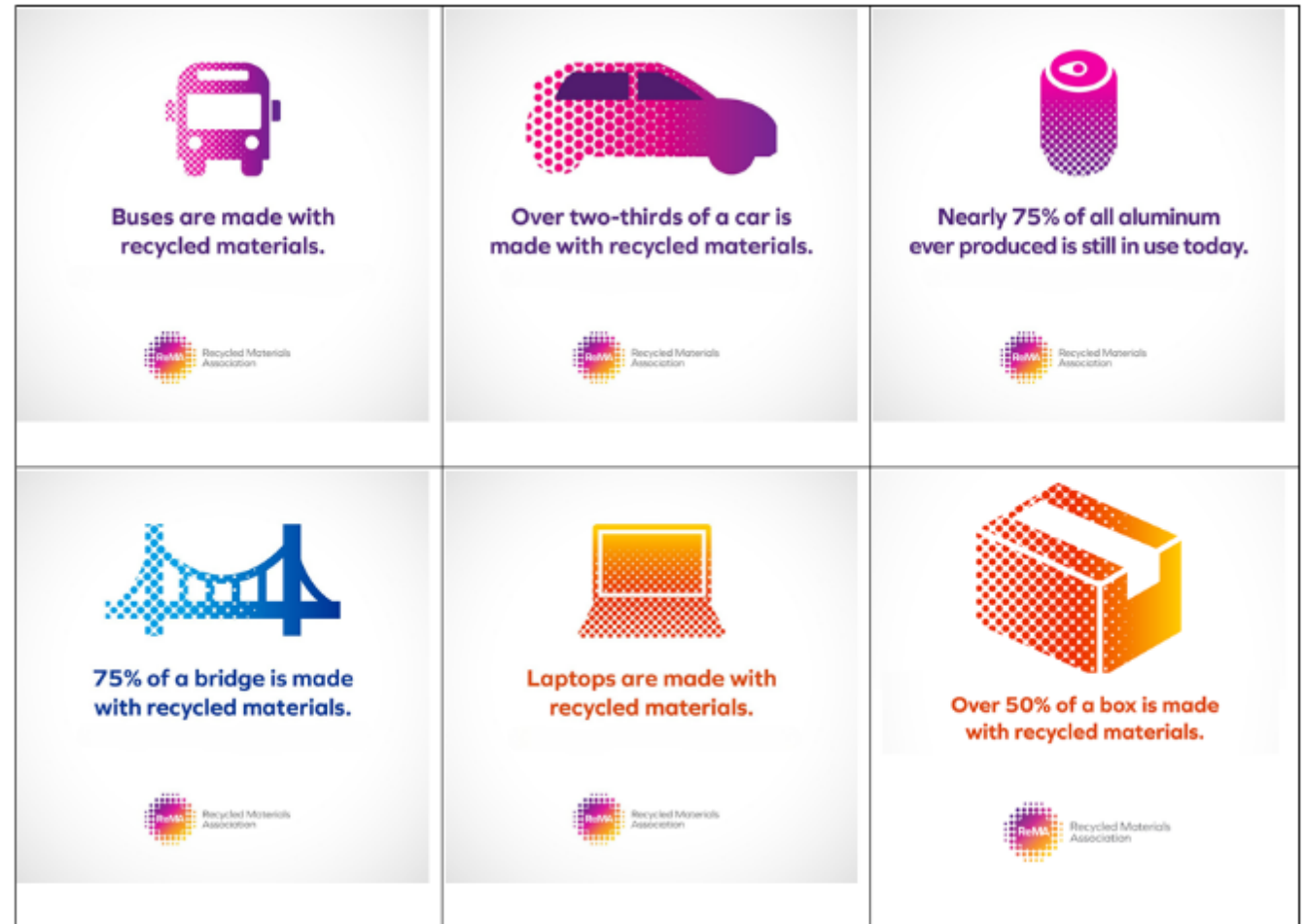
Sustainable. Resilient. Essential.

- Our new name more clearly communicates what we make, the value we provide, and the ways we touch millions of lives every day.
- The tagline conveys the industry's core benefits to society and attributes.
 - **Sustainable** – helping protect the environment
 - **Resilient** – providing materials that strengthen the economy
 - **Essential** – providing what we need to make everyday life better



America is Made with Recycled Materials

Campaign Toolkit



Climate Impacts of Recycling

- Recycling slows climate change caused by greenhouse gas (GHG) emissions
- Reduces GHG emissions from extracting/mining primary materials
- Manufacturing products from recycled materials requires less energy

Commodity	Energy Use Reduction vs. Primary Materials	GHG Emissions Savings vs. Primary Materials
Corrugated Containers	56%	39%
Office Paper	27%	35%
Mixed Paper (general)	62%	47%
HDPE	67%	50%
PET	56%	47%
Mixed Plastics	61%	48%
Aluminum Cans	76%	83%
Aluminum Ingot	90%	96%
Steel Cans	55%	50%
Copper Wire	67%	66%
Mixed Metals	71%	71%
Glass	28%	46%

Environmental Impacts of Recycling

Air



- Minimizes resource extractions that require fossil fuels
- Reduces need for production and manufacturing that cause air pollution
- Reduces emissions from incinerators and landfills

Soil



- Reduced soil damage caused by mining
- Reduced erosion associated with logging practices

Water



- Prevents landfill toxin leakage into water system
- Lessens impact of emissions on sea levels rising and warming
- Reduces runoff and disposal from virgin material extraction and production

Biodiversity



- Prevents habitat loss associated with mining and extracting raw materials
- Reduced risk to wildlife from litter

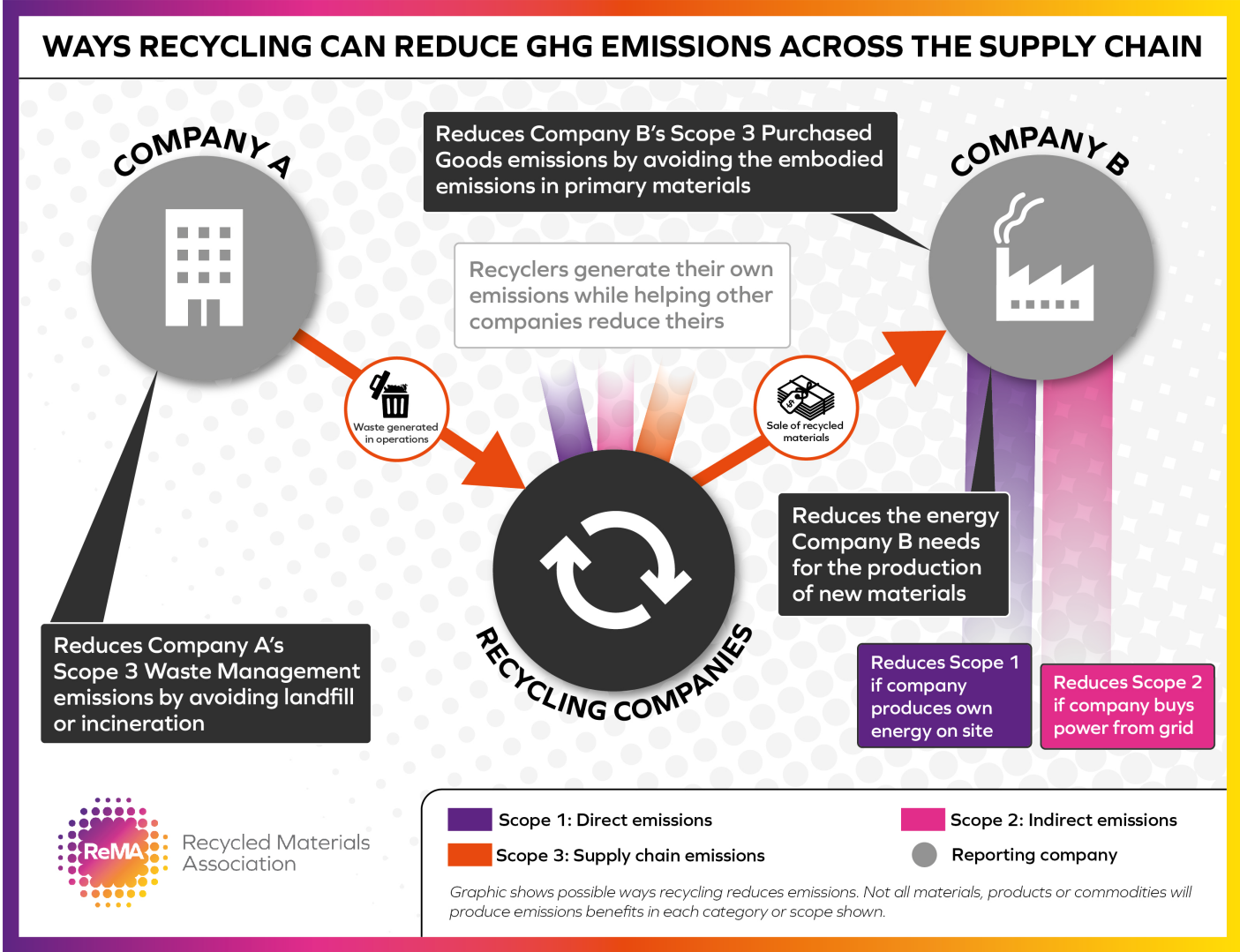
Meeting the Material Demands of a Decarbonized Future

Recyclers are the supply chain for the green economy.

Recycling can provide sustainable materials to build electric vehicles, renewable grid infrastructure, electronic devices, data centers and more.



Infographics & Resources in the ESG Toolkit



ReMA Sustainability Resources

- **Quarterly Sustainability Network Meetings**
 - Email nbetts@recycledmaterials.org to join
- **ESG Toolkit- 7 Modules of Information, Tools, and Resources**
 - What is ESG
 - Strategy, Goals & Materiality
 - Environment
 - Social
 - Governance
 - Reporting
 - Value Creation



Kitsie Riggall

CRI Communications, Inc

The State of Sustainability Reporting

04.15.25

Kitsie Riggall

Partner and Executive Vice President, Strategy

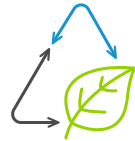
A Brief History of Reporting



Good Neighbor

Content largely centered on community and philanthropy

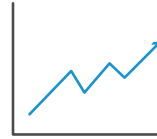
2005



Operational Impact

Content expands to environmental, workforce and safety topics

2010



Standards & Metrics

GRI and subsequent standards gain widespread use + more data & topics

2015



Investor-Focused

Climate risks prompt widespread investor interest in ESG.

2020

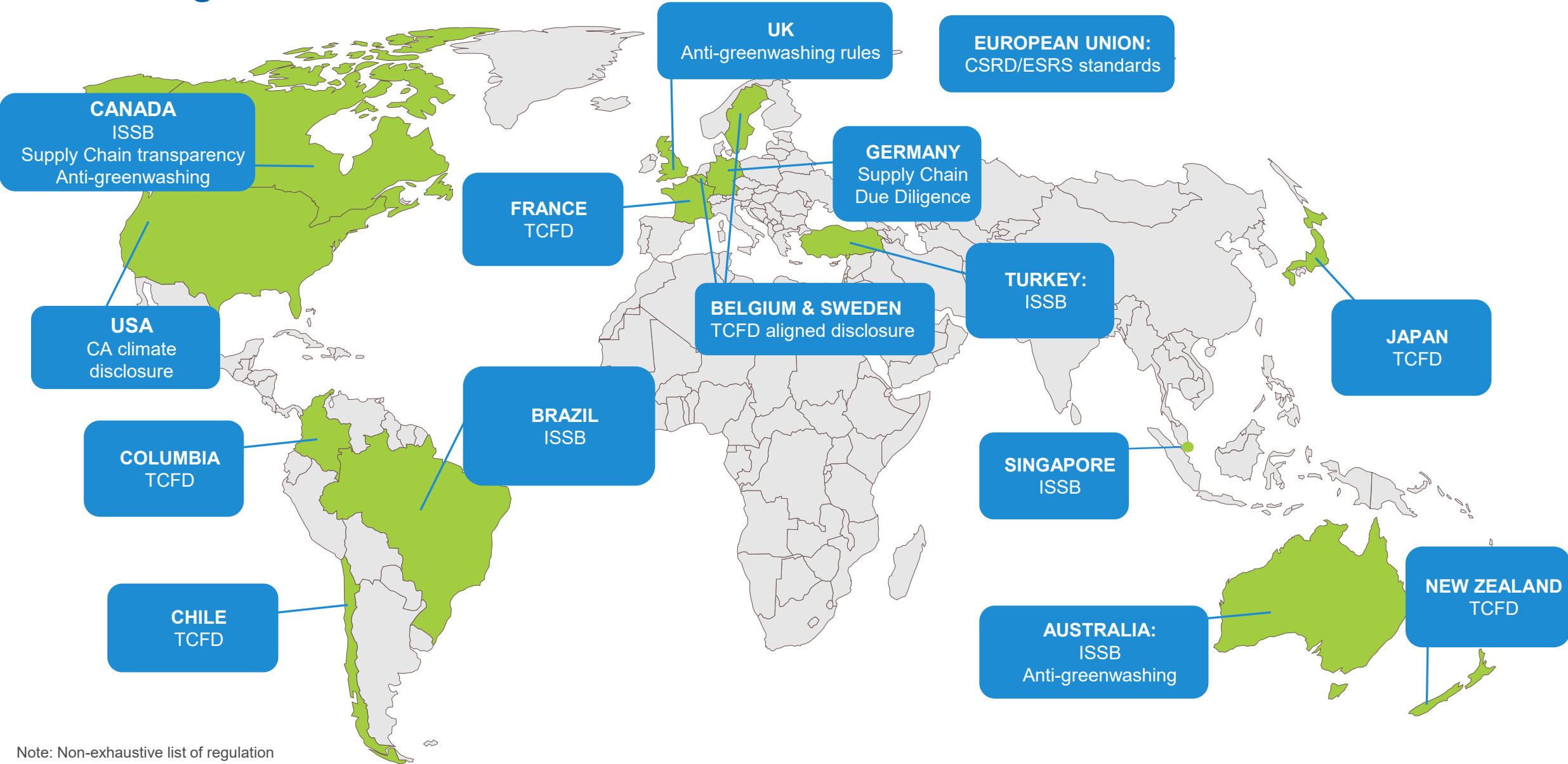


Regulated

Jurisdictions start to move reporting from a voluntary to a mandatory state.

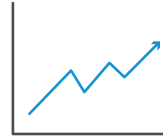
2025

ESG Regulation Worldwide



Note: Non-exhaustive list of regulation

The Value of Non-financial Disclosure



Investors

"Increase our valuation."

**Lower Cost
of Capital**

Detailed disclosure
Clear strategy
Risk mitigation
Fast, easy access

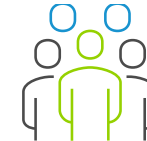


Partners/Suppliers

"Collaborate with us."

**Enhanced
Innovation &
Competitiveness**

Clear strategy
Risk mitigation and
reputational proof
points
Easy-to-digest format



Consumers

"Purchase our products."

**Top-Line
Revenue Growth**

Easy-to-understand
proof points
Brand distinction
Clear value



Talent

"Work/stay with us."

**Efficiency &
Operational
Excellence**

Easy-to-understand
proof points
Shared values

Call to Action

Business Benefit

Stakeholder Needs

Diverse needs drive a diverse range of reporters.



**Private
Customer-Driven**



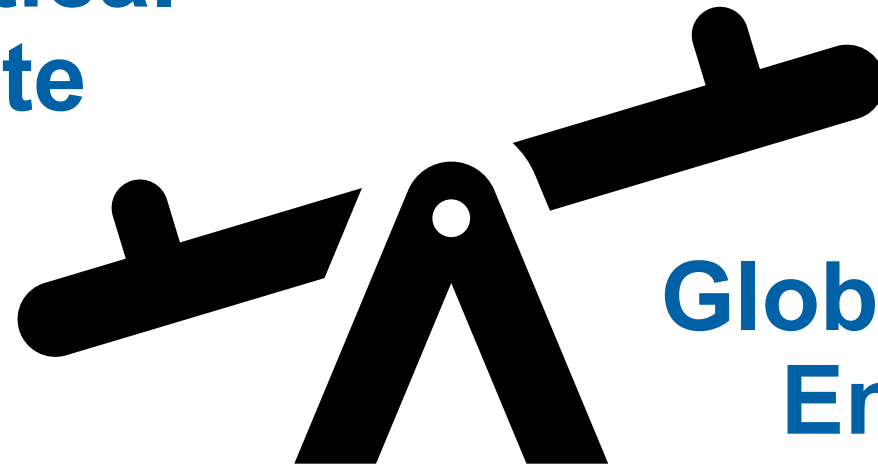
**Family-Owned
Customer-Driven**



**Public
Investors, Talent, Regulators &
Thought Leaders**

**The next phase of reporting
may not be as clear cut.**

**US Political
Climate**



**Global Regulatory
Environment**

Reporting must navigate the messy middle.

Resulting in reports that are growing....



More Disciplined



More Streamlined



More Scrutinized



More Business-Aligned

ESG and DEI terminology is changing, but not commitment.

Mentions of 'ESG' in corporate filings

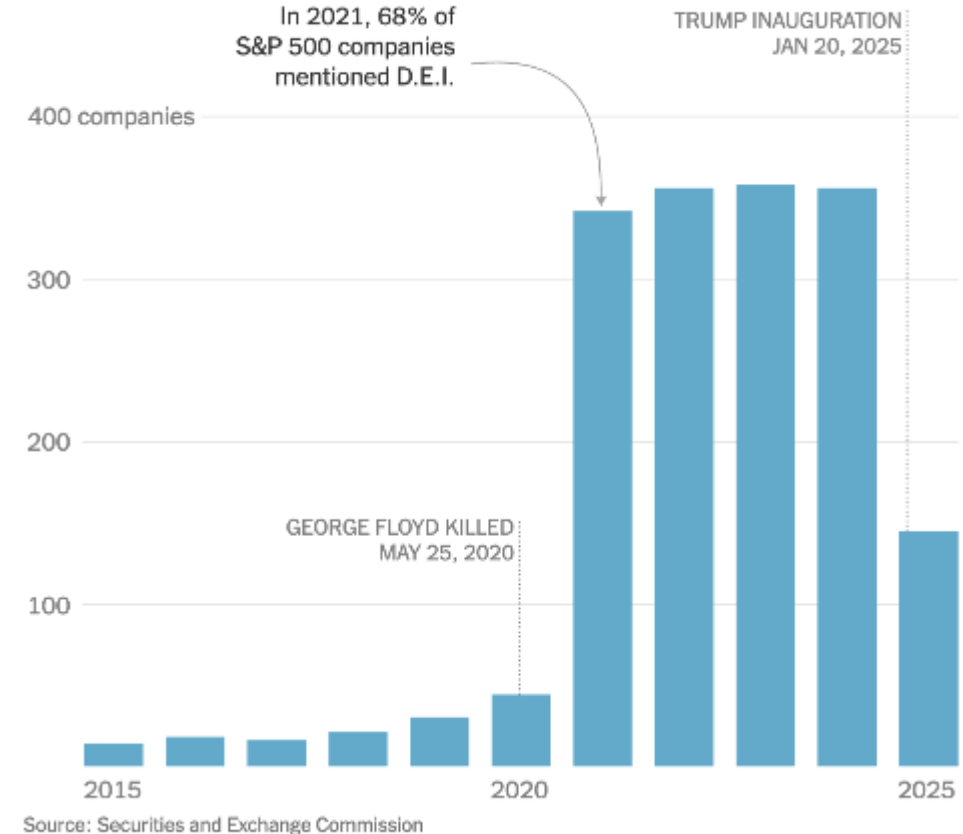


The number of times companies mentioned ESG themes in annual reports, quarterly earnings, CEO speeches or shareholder presentations between 2017 and 2024. Sample size: 72,536 companies in Asia Pacific, Europe and North America. Source: GlobalData
Graphic: Datawrapper

96%
G250 companies report on
sustainability matters

64%
G250 acknowledge climate change as
a risk to their business

The Companies That Mentioned 'Diversity, Equity and Inclusion' Each Year



Trending Content Topics

ENVIRONMENTAL

- Increasing focus on **biodiversity** and **nature**.
- **Climate** is increasingly a cross-cutting issue with adjacent environmental and social impacts.
- **Scope 3** GHG disclosure is now mainstream.
- 2025 marks midpoint **targets** for many companies – expect recalibrations.

SOCIAL

- **DEI** is increasingly complicated by anti-ESG executive orders and social media activism versus pro-ESG talent expectations and to some extent consumers.
- **Talent attraction and retention** is frequently a strategic concern.

GOVERNANCE

- **AI** ethics and governance is an emerging issue.
- Growing expectations for **board oversight** of ESG, particularly climate risk.
- **Value chain** disclosure continues to be complex but important.

Waste Industry General Observations

- Corporate waste-diverted-from-landfill targets are being met relatively easily.
- Consumer goods packaging targets are more challenging than anticipated.
- Plastics pollution is a critical area.
- Circular economy principles and practices are heralded.



In closing, considerations to keep in mind...

- Disclosure/reporting is your opportunity to tell your story on your terms.
- Don't depend on one report to address all concerns; aim for a suite of multi-stakeholder communication tools that are aligned with their interests and needs.
- Always build the story off business fundamentals.
- Remember that reporting is only a means; **progress is the point!**



Thank You

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Dr. Anastasia Behr

UL Solutions

Certification & Eco-Label

Keys to Credible Sustainability Messaging

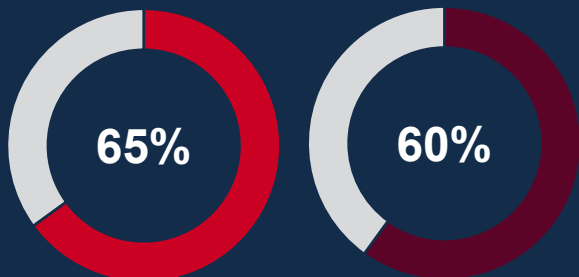
Anastasia (Ana) Behr





For 130 years, we have been working for a safer world.¹

We work with:



of Fortune 500 companies.²

of Global 500 companies.²

We partner with

80,000+³

companies, and

10,000+³

use our software.

No. 1

UL Solutions ranks No. 1 globally on brand strength out of 13 global TIC and adjacent category brands per 2,032 decision-makers across 13 countries.⁴

We sit on

1,300+

standards panels and other technical committees.



UL Marks appear on

billions

of products globally.



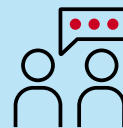
¹Underwriters' Electrical Bureau was founded in 1894, with Underwriters Laboratories incorporated as a nonprofit in 1901. UL Solutions Inc., the registrant, was incorporated in 2008 (as Underwriters Laboratories (USA) Inc.).

²December 31, 2023

³Year 2023

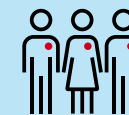
⁴Presciant 2024 brand study

Unless otherwise indicated, data is per August 2024.



Our diverse customers are based in

110



Our mission-driven employees are based in

40+

countries.

Driven by U.S. FDA participation, our ComplianceWire[®] training, part of our ULTRUS[™] software, has delivered a countries.

half billion+

compliance trainings across healthcare and life sciences industries in 130+ countries.



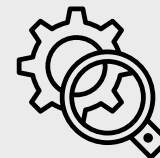
Why Certification is Key to Credible Sustainability Messaging?



Growing consumer awareness and demand for transparency



Regulatory pressures and legal risks

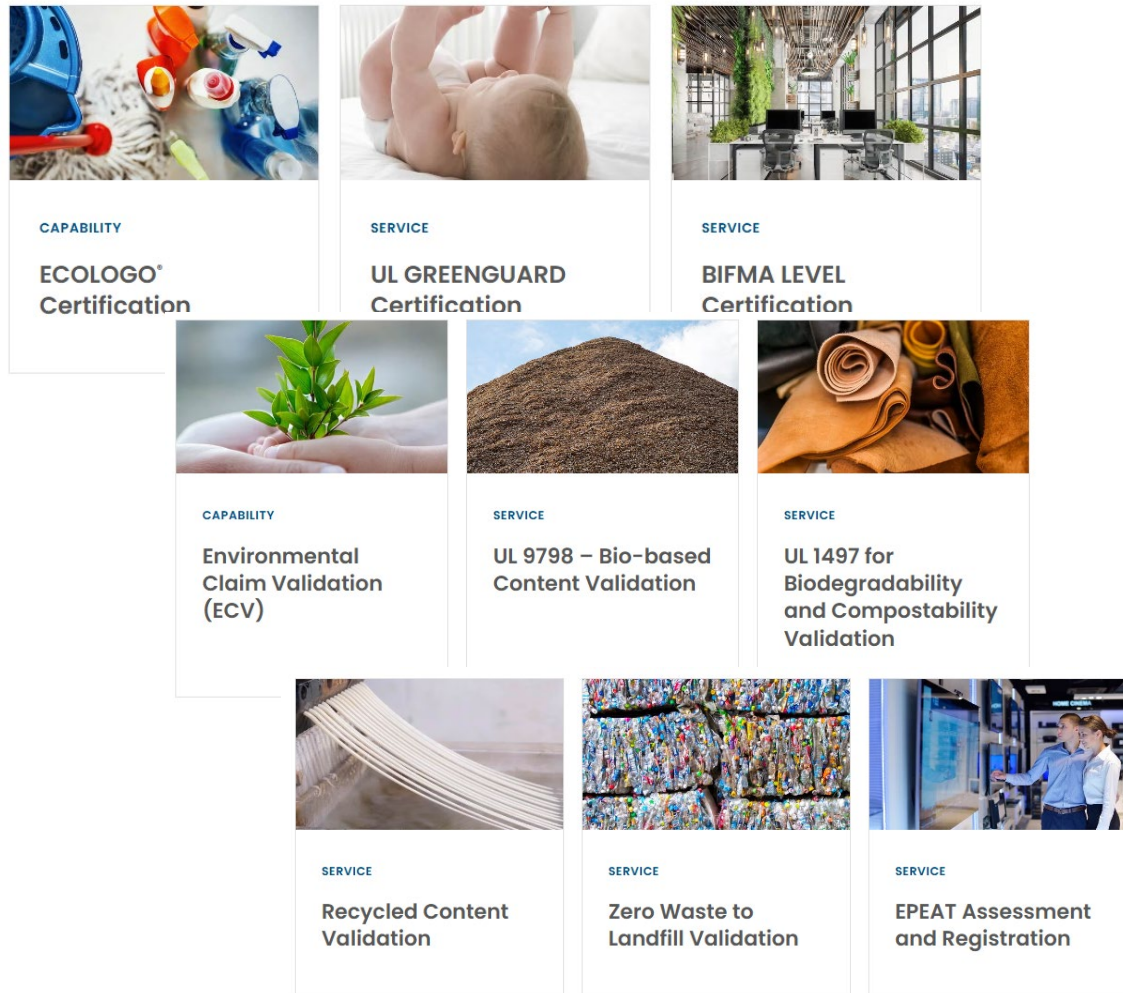


Market differentiation and trust

Certifications help ensure Regulatory* compliance...



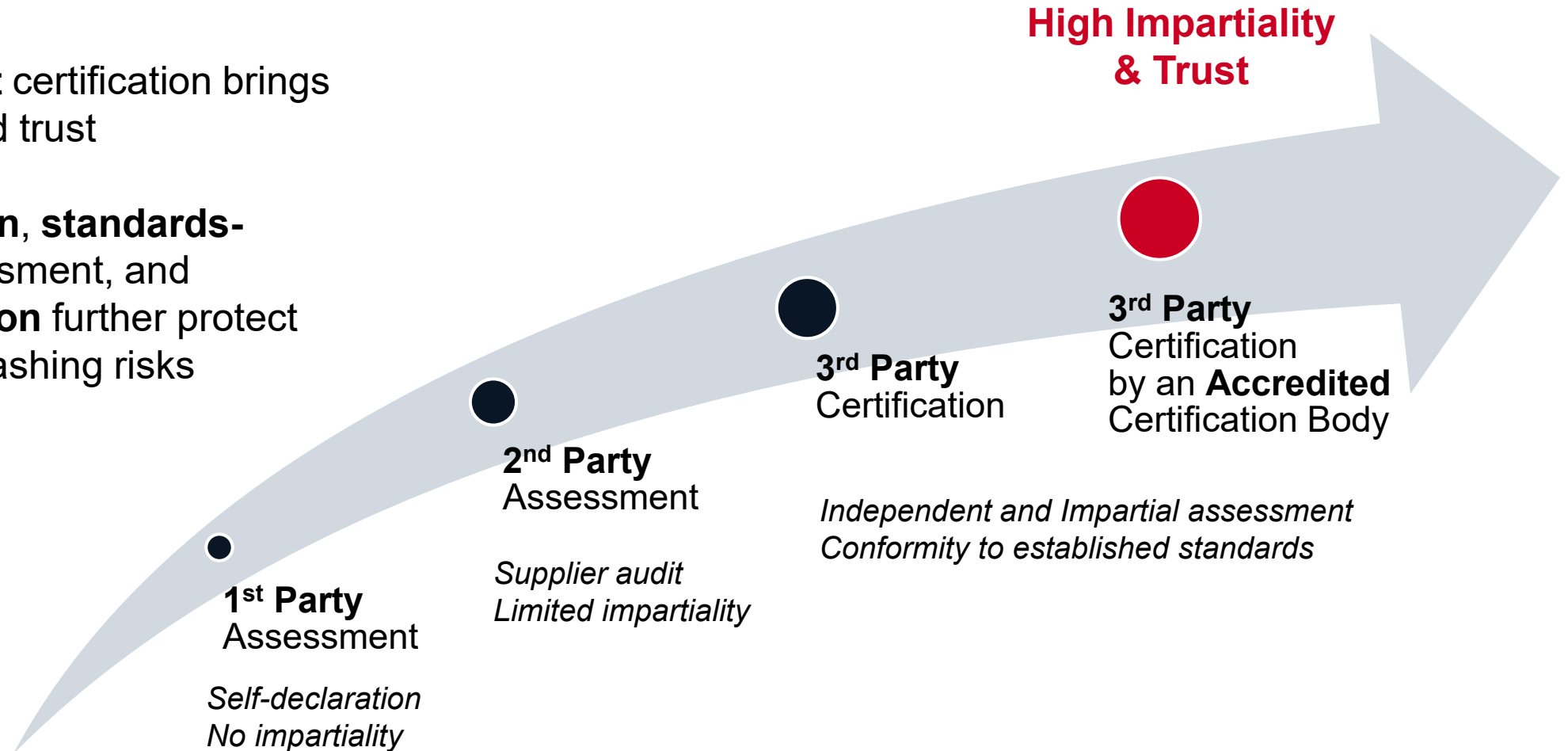
... and help standout with Voluntary claims, while reducing Risks and Greenwashing.



- ✓ Signal of verified performance
- ✓ Market access and procurement advantage
- ✓ Reputation and brand
- ✓ Investor confidence

Certification is a type of conformity assessment that can be issued only by 3rd parties

- **Independent** certification brings credibility and trust
- **Accreditation, standards-based** assessment, and **re-certification** further protect from greenwashing risks



General Steps in Certification

Application & Eligibility

- Standards review
- Eligibility for certification

Evaluation

- Testing
- Inspection
- Audit
- Review

Certification Decision

- Certificate of compliance
- Revisions and re-evaluation in case of non-compliance

Surveillance & Monitoring

- Ongoing monitoring
- Re-evaluations if changes outside of original certification

Certification are not limited to Products or Materials, and their use is often based on risk profile



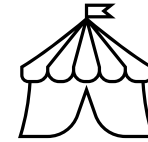
Material, Product or Component
environmental attributes



Adherence of **Installation or Facilities** to regulations and stds



Personnel
qualifications



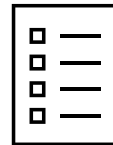
Demonstration of **Event** commitment to certain practices and standards



Business **Process**
safety,
performance,
compliance



Compatibility within a **System** to mitigate risks



Alignment of **Projects** to established principles and stds (e.g offsets)



Thank you

[UL.com/Sustainability](https://www.ul.com/Sustainability)

[UL.com/Solutions](https://www.ul.com/Solutions)

Safety. Science. Transformation.™

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Randi Kronthal-Sacco

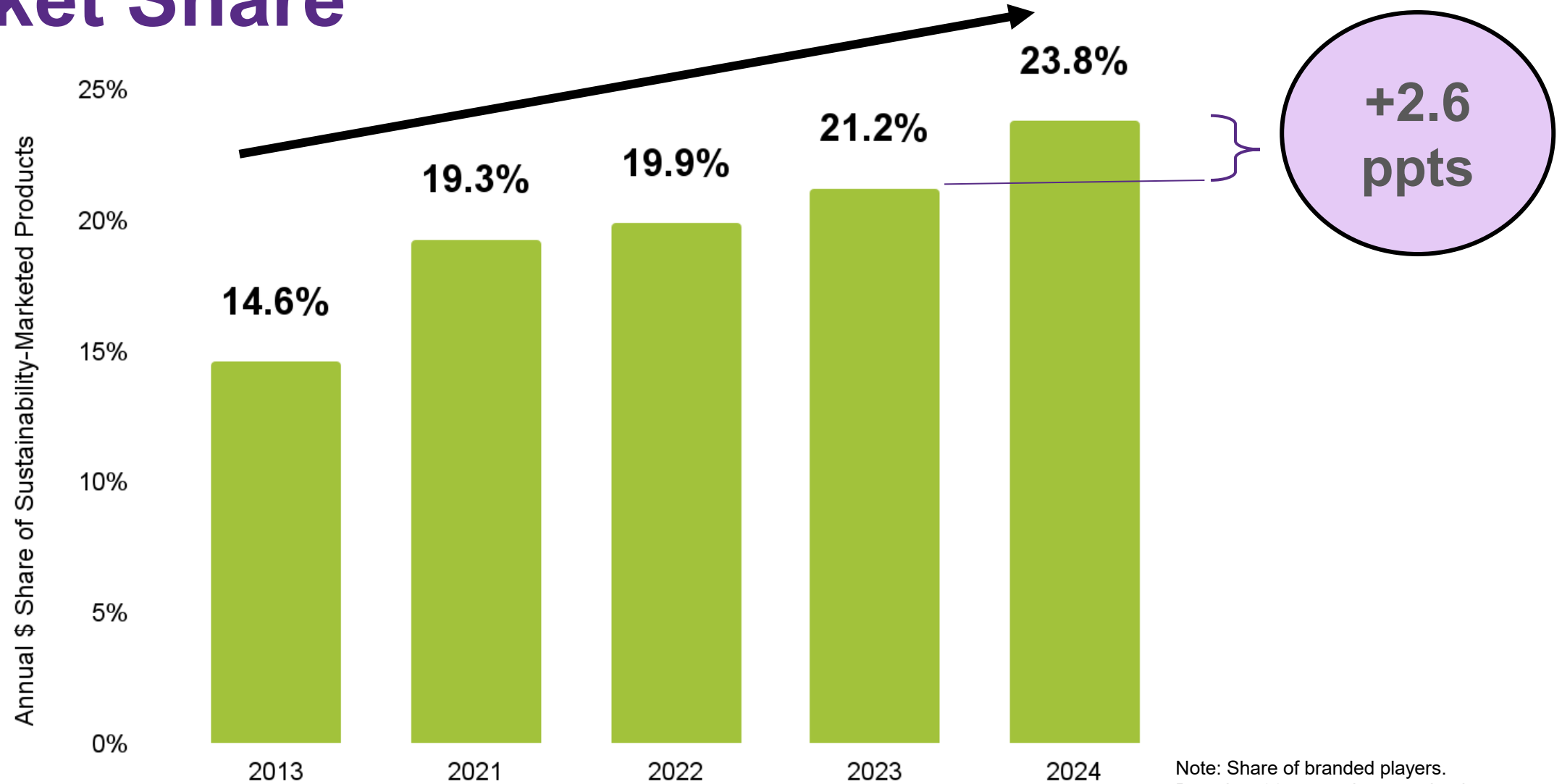
NYU Stern Center for Sustainable Business

Sustainable Market Share Index™ 2024 Report

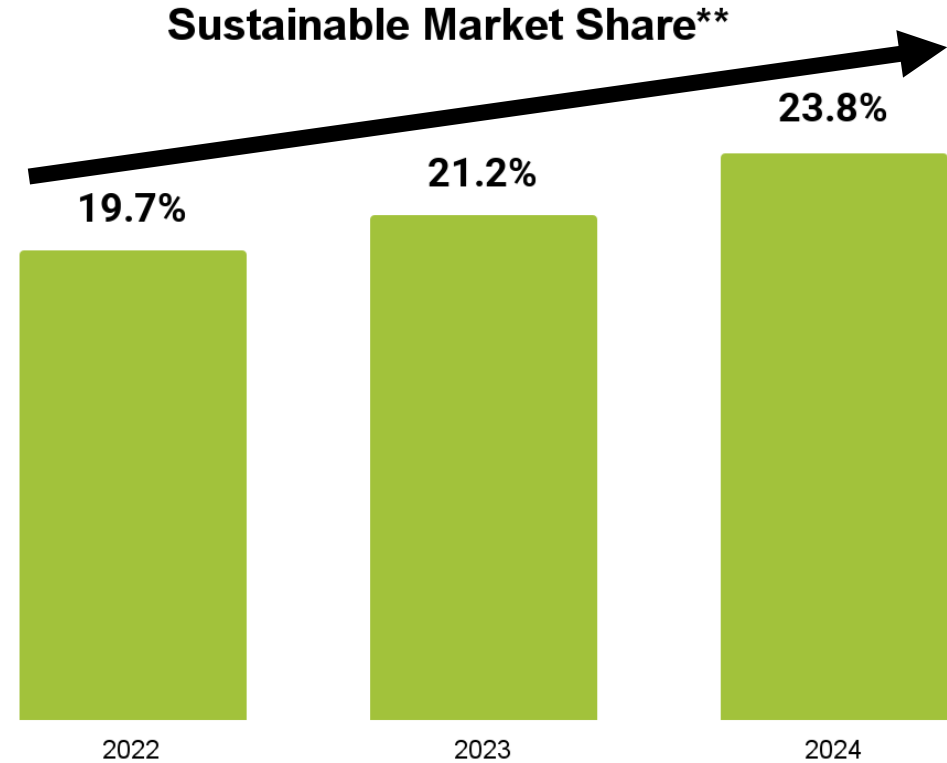
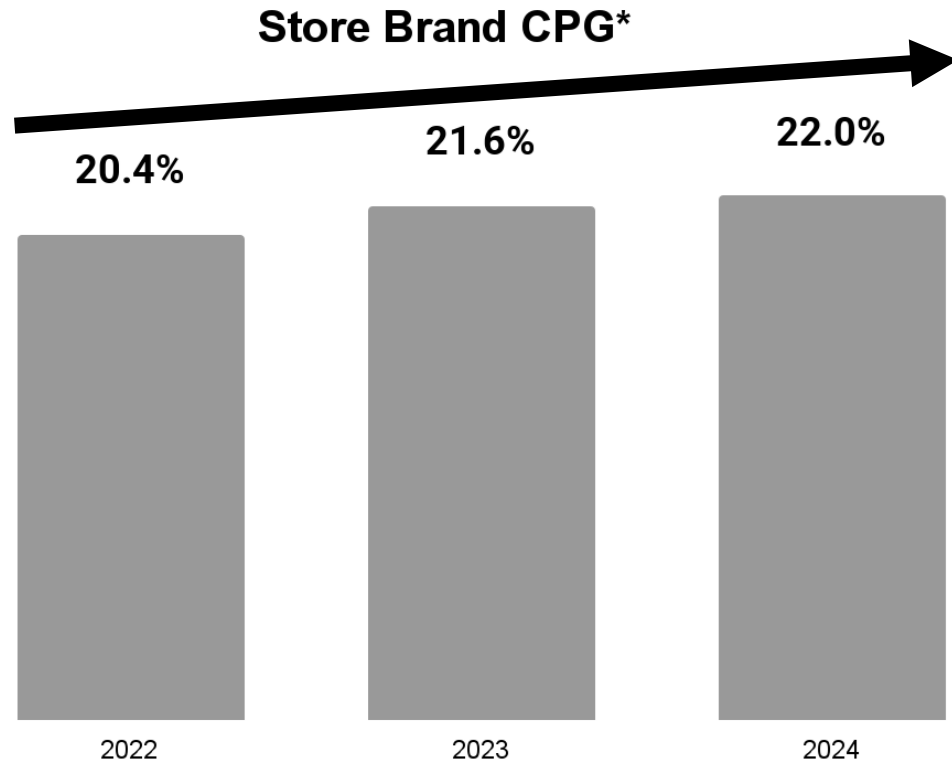


Sustainable Market Share Index™: 2024

Market Share

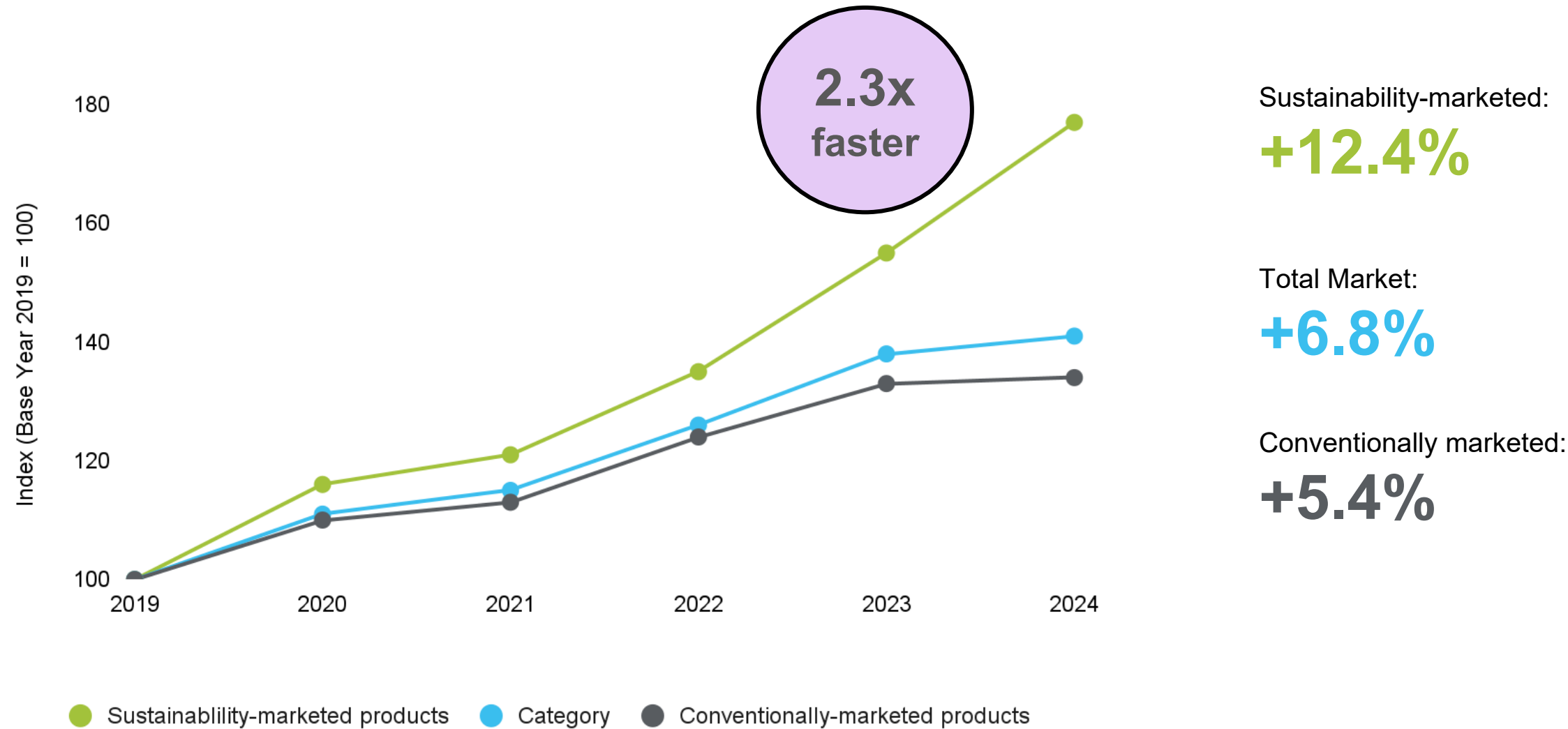


Sustainable Market Share Index - CPG Growth Segments



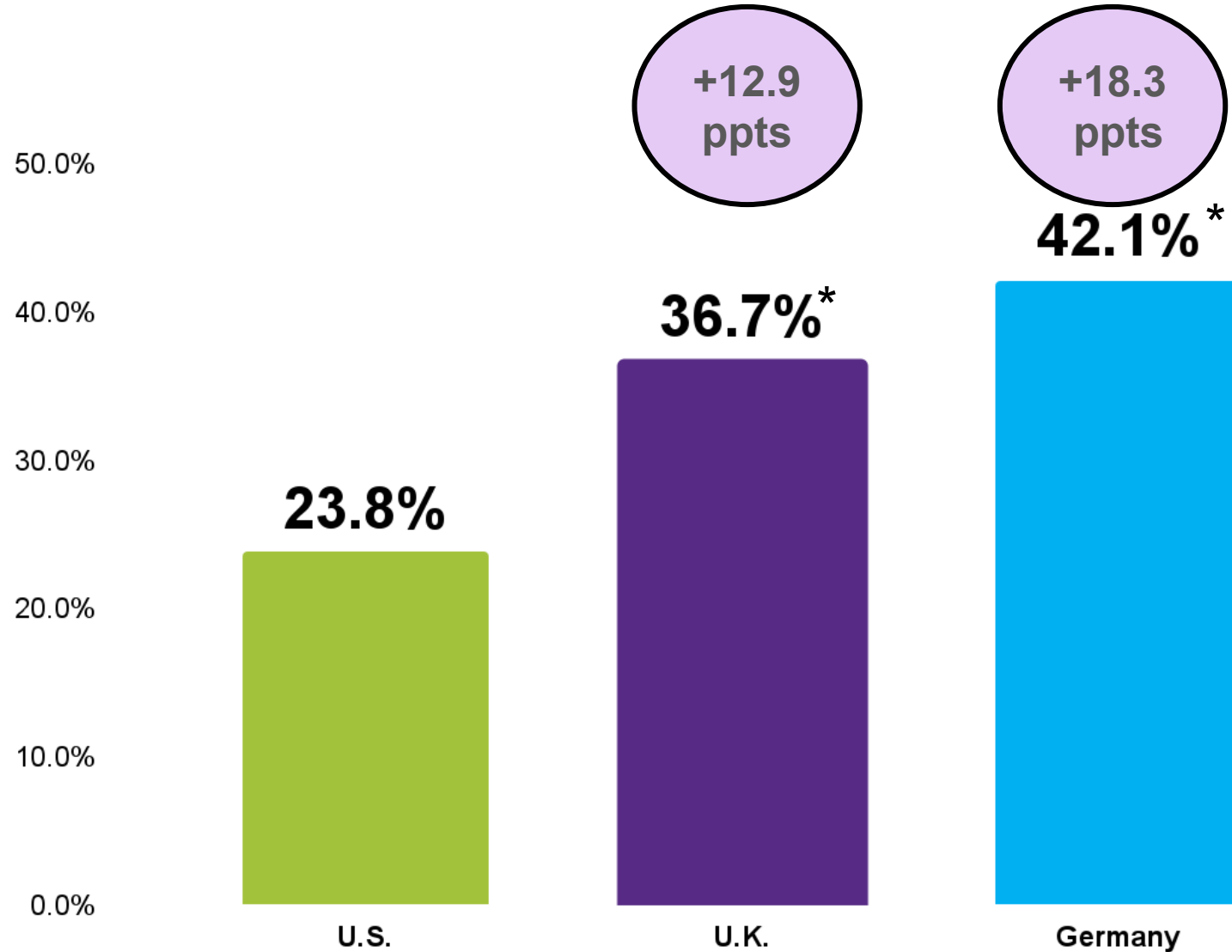
* From Circana private label report
**36 categories examined

Sustainable Market Share Index™: Growth Rate 5-YR CAGR



Note: Based on 36 categories examined

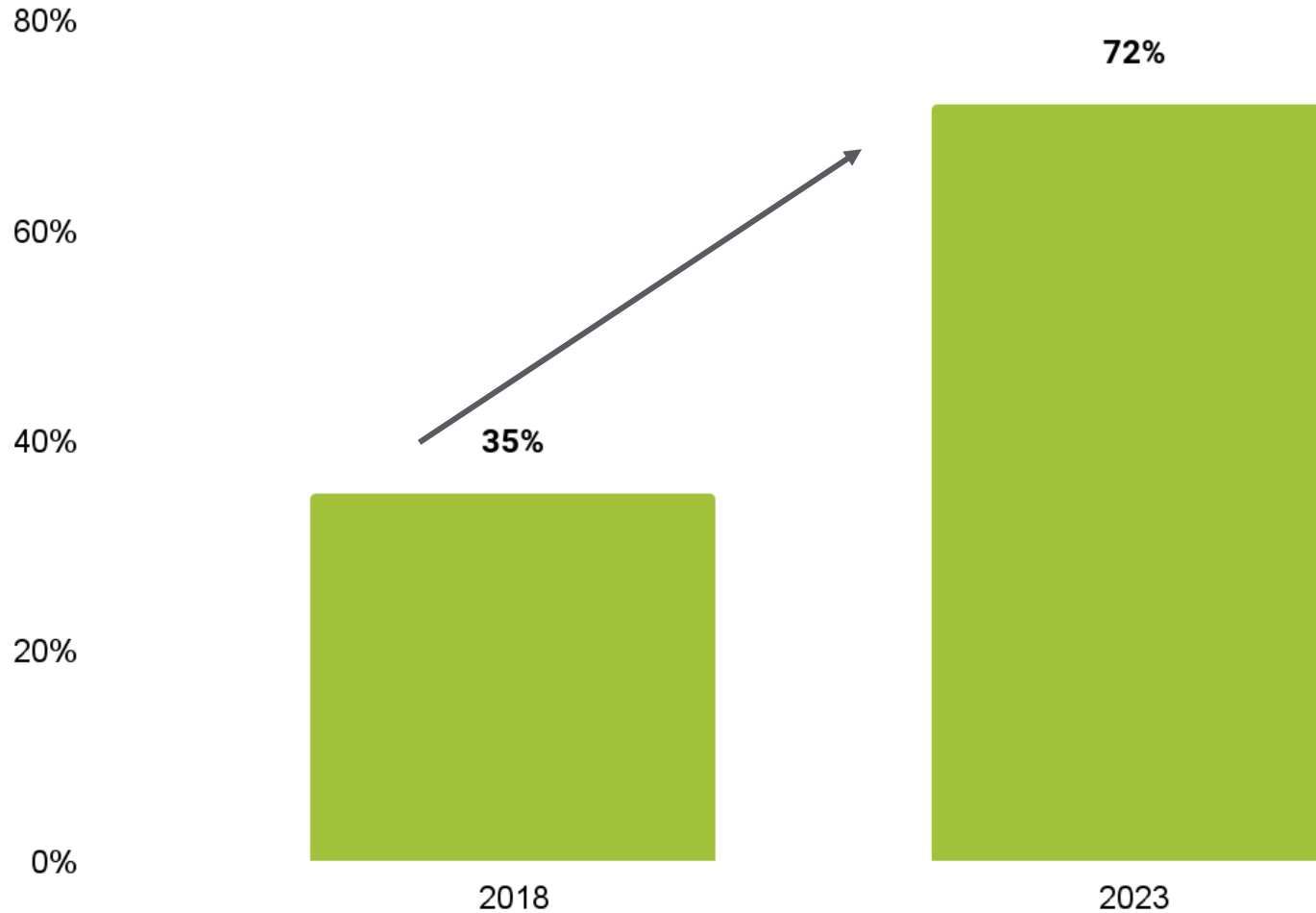
Sustainable Market Share Index™: U.K. and Germany



*Preliminary findings. Final report to come.

Sustainable Market Share: Plain Bottled Water

Plastic bottles using recycled materials in the plain bottled water segment has grown to 72% in just 5 years



EFFECTIVE SUSTAINABILITY COMMUNICATION:

ENVIRONMENTAL MESSAGES

The Sustainability Amplifier Effect



BEST RESONATING **Sustainability Claims**

Consumers
care most about:



My health



My wealth

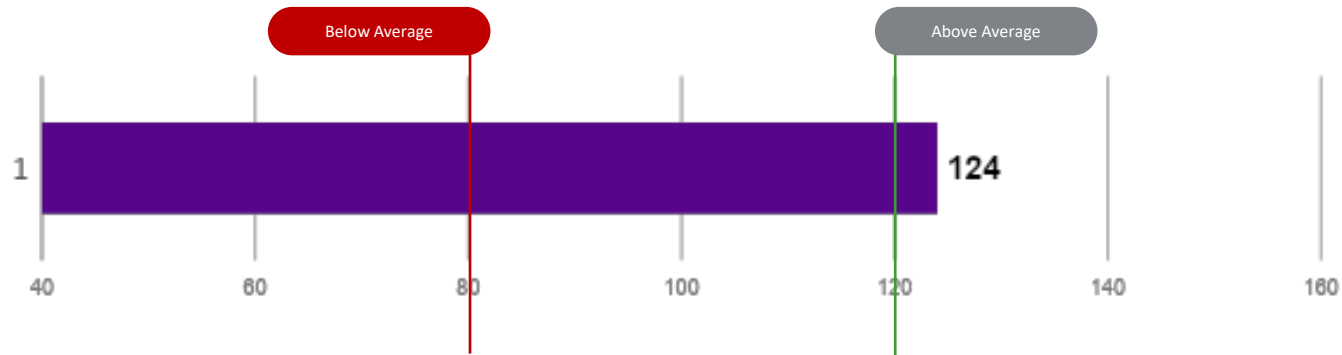


My personal world: children, animal welfare, local
farmers/sustainable sourcing

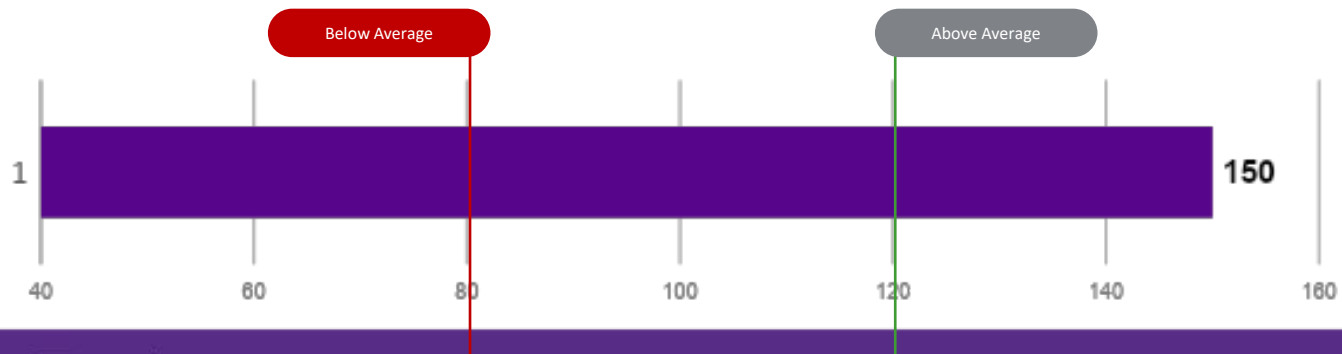
Best Resonating Sustainability Claims:

Saving Money

Saves the consumer money



Provides durability and/or a longer life, less waste



Consumers care most about themselves and their families: by **saving money** and **producing less waste**.

“...saving you money on energy bills”

“...help reduce waste and save money”

“...lower energy for lower monthly energy bills”

“...longer life & less waste”

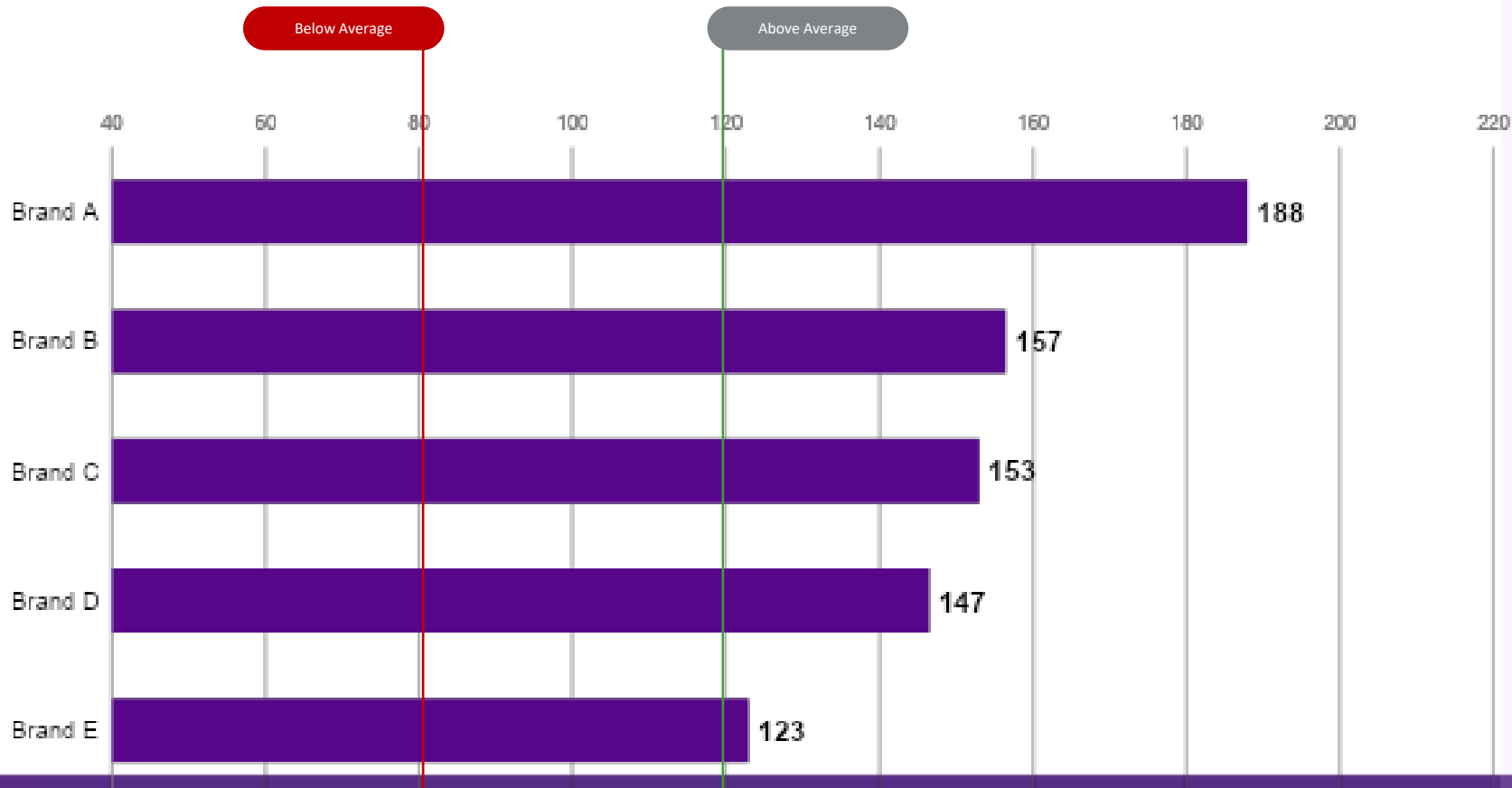
“...extends the life”

“...provides repair services”



Best Resonating Sustainability Claims:

Protecting Human Health



Consumers care most about themselves and their families: by buying products that are made **without harmful ingredients** to human health.

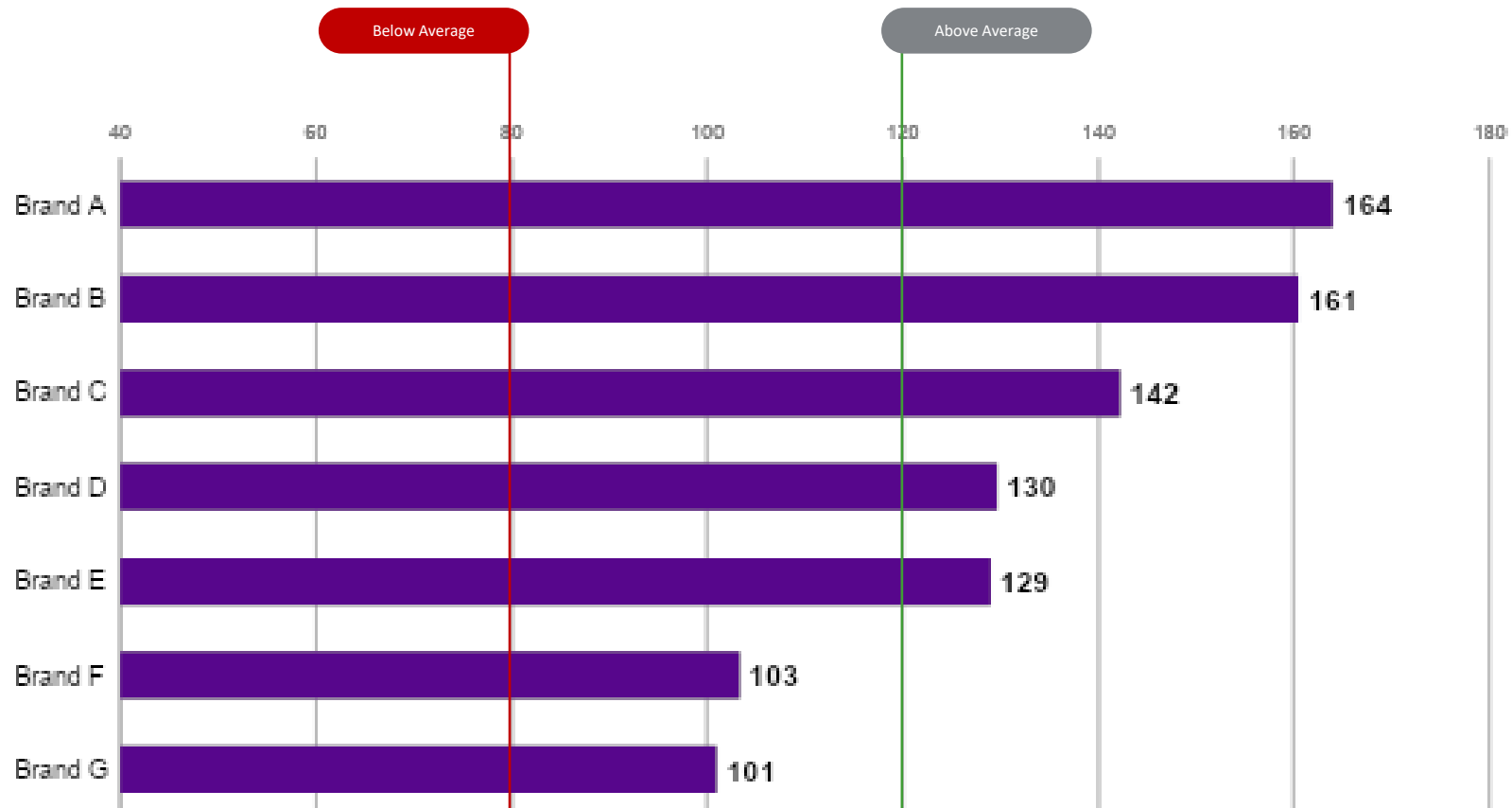
“Formulated without harmful ingredients”

“Grown without harmful ingredients”

“Made without chemicals harmful to humans / the environment”



Best Resonating Sustainability Claims: Children and Future Generations



Consumers care most about **their children** and **future generations**.

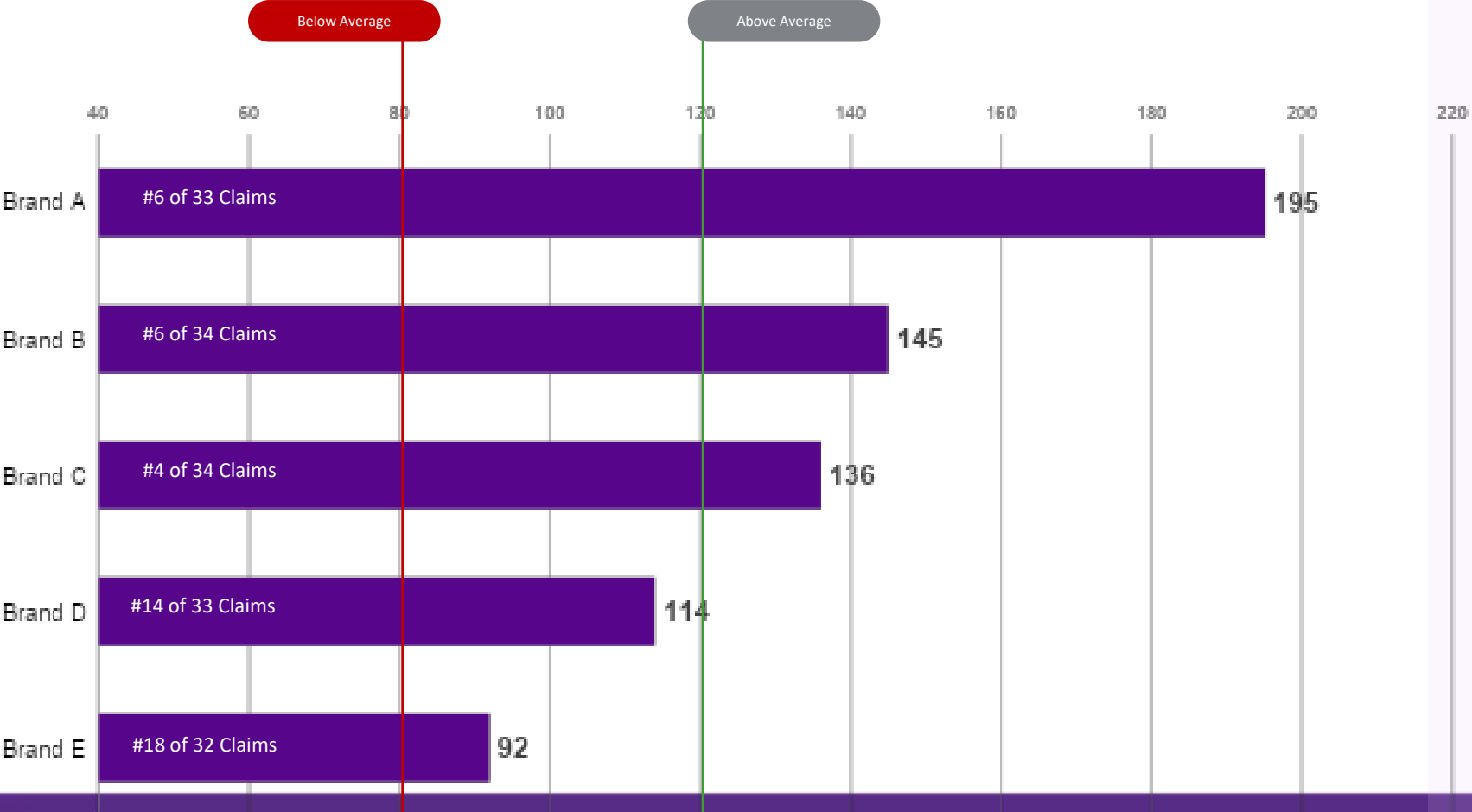
“...for future generations”

“...for you and your children”

“...for generations to come”

Best Resonating Sustainability Claims:

Local Sourcing



Consumers care most about **local sourcing of products** and their **ingredients**.

“Made with 100% locally produced ingredients”

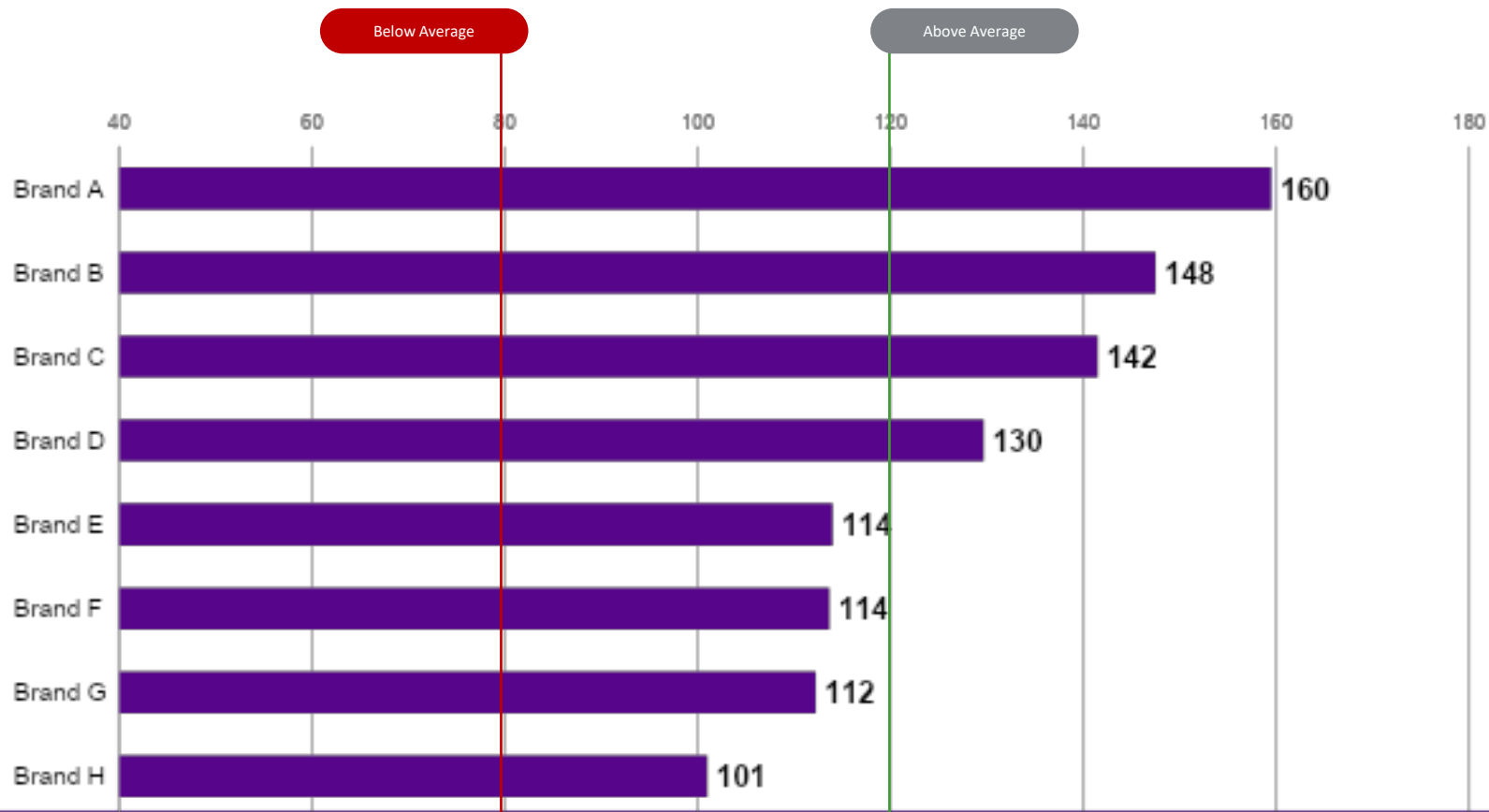
“Uses only locally sourced ... from U.S. farmers”

“locally produced ingredients”

“Every ingredient is traceable to your local farmer”

“Made with locally sourced materials”

Best Resonating Sustainability Claims: Sustainable Sourcing



Consumers care most about **sustainable supply chains**, specifically, with the terms **“sustainably-sourced”** and **“sustainably-produced”**.

“100% sustainably sourced ingredients / materials”

“Uses only sustainable-sourced ingredients...”

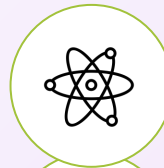
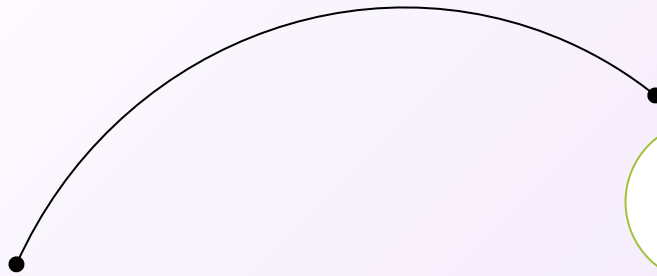


Lessons Learned:

LOWER RESONATING **SUSTAINABILITY CLAIMS**

LOWER RESONATING Sustainability Claims

Consumers
care less about:



Scientific causes behind sustainability
(they care about effects)



Traceability

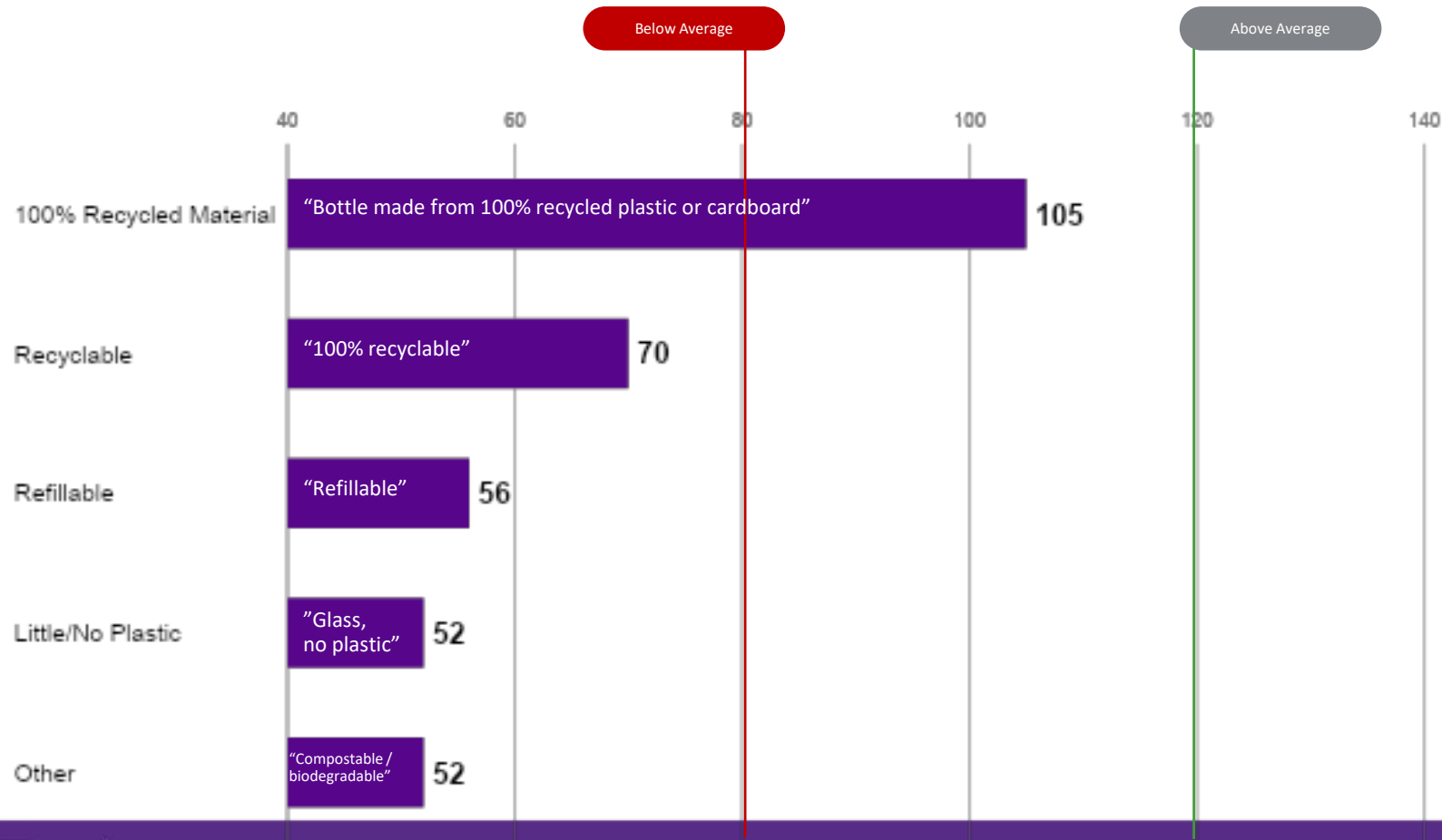


Certifications



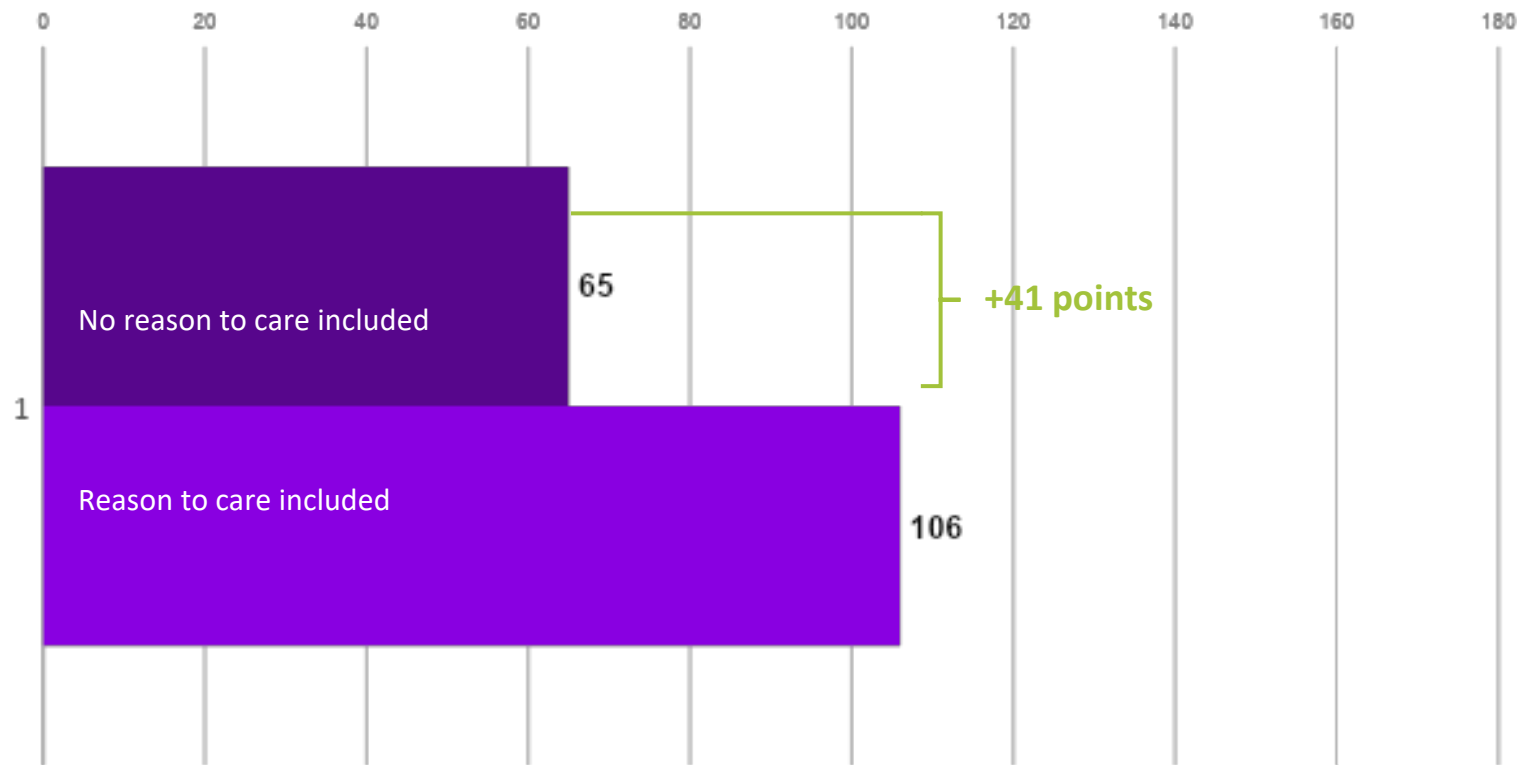
Packaging

Lower Resonating Sustainability Claims: Packaging



Consumers care less about packaging unless it is made from **100% recycled material**.

Lower Resonating Sustainability Claims: Packaging



However, when the packaging claim includes **a reason the consumer should care**, appeal jumps significantly to average or above average, dependent on the claim.

“Microplastic-free packaging for human and ocean health”

“recycled bottled: saves 2 million tons of ocean bound plastic annually”

Consumer Profile: Demographics/Psychographics



However, while some **environmental claims** struggled to **break through** e.g., carbon, they were of particular interest to Gen Z and Democrats.

However, **average to lower appealing claims saw strength across certain cohorts** as outlined here:



Gen Z's

Carbon neutrality, greenhouse gasses, packaging materials, and waste



Democrats

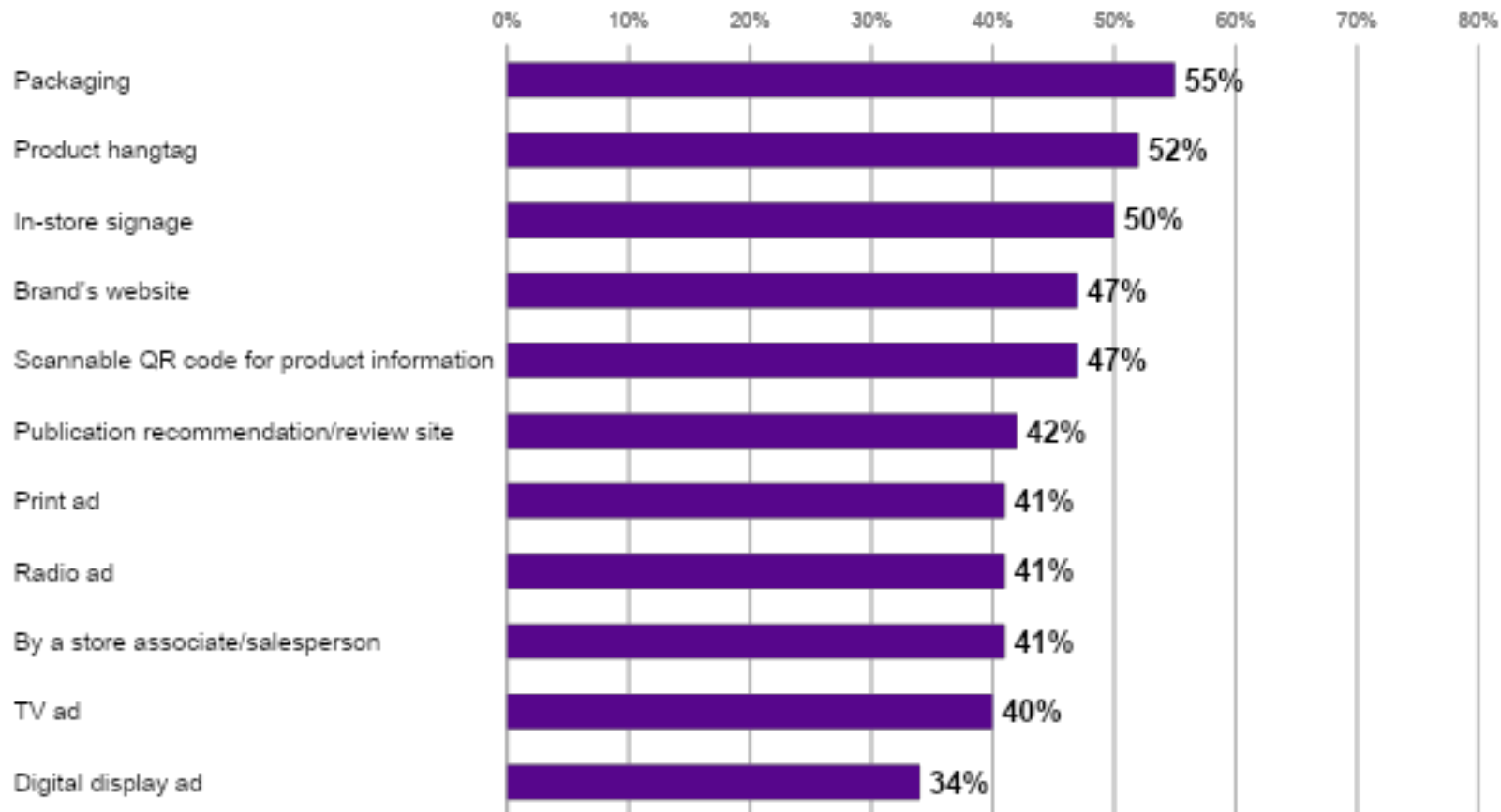
Carbon neutrality, greenhouse gasses, packaging materials, waste, and water conservation



Men

Certifications for non-CPG categories

Channels: Credibility & Frequency



Claims made on packaging, on product hangtags and through in-store signage have the most **credibility**.

Note: The numerical value should be read as % claiming it is a top 3 most influential channel in purchase decision.

Scan QR code to access the full report



Pulling it together:

Ongoing evolution:

- The World of Corporate Reporting is evolving and changes on an annual basis. Being nimble is important
- Certifications play an important role in communicating with customers, regulators and investors.
- Consumer trends are fascinating to watch, and important for companies to keep an eye on.

Q&A



2025 Sustainability Series

Up Next: June 10- Supply Chain Transparency & Scope 3 Emissions

Past workshops and webinars available:

<https://videos.isri.org/category/video-library/esg-workshops/>



Recycled Materials
Association

ReMA Spring Calendar

- April 16 & 30: Healthcare Insurance Webinar Series
- April 17: Trade & Tariff Talk Webinar
- April 22-23: EV Safety Training- Ostrander, OH
- April 30: Protecting Hands in High Risk Environments Webinar
- May 12-15: ReMA2025 Convention- San Diego, CA

Thank You

Natalie Betts

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