

Consumer Goods Reuse Initiative (CGRI)

The U.S. Plastics Pact intends to develop the first-of-its-kind universal reuse system framework in the U.S. By leveraging its existing network and relationships with 130+ members and industry experts, the U.S. Pact will catalyze brands and retailers to work together to create a universal reuse system improving efficiencies, dramatically increasing consumer adoption rates, and ultimately allowing for a nationwide shift towards reuse.

The Plan:

- Publish a reuse report on which consumer goods product categories are most primed for reuse right now
- Create a cross-sector, collaborative space for Brands/Retailers to develop a regional reuse system
- Solicit Brands/Retailers and Reuse partner participants
- Determine one region to begin rollout
- Survey communities to help guide blueprint and harmonized consumer messaging
- Design a blueprint for one product category to shift to reuse
- Create standardized packaging for a universal reuse system
- Roll out the first product and related consumer messaging
- Replicate the blueprint with additional product categories