



FACT SHEET

Recyclability Statistics

In Canada and in the US, the definition of the word “recyclable” for environmental labelling and advertising purposes, does not mean *technically* capable of being recycled, or *actually* being recycled. It means a reasonable proportion of the population (50% in Canada, 60% in the US), has *access* to the recycling of that package or packaging type. In other words, they *can* recycle it if they want or decide to. It does not mean they actually recycled it.

An internal study PPEC undertook in 2009 indicated that most Canadians had high access to the recycling of paper-based packaging. This has been confirmed by a more recent [independent third-party study by CM Consulting](#) which found that 96% of Canadians can recycle corrugated boxes and paper bags and 94% of Canadians can recycle boxboard cartons. The lower access rate for boxboard is because two provinces (PEI and Nova Scotia) send more cartons for composting than recycling. See also blog: [Slap on the logos.....](#)

