



# Making recycled content claims

**At GECA, we know it is essential to be clear and precise when making recycled content claims, including using simple language accessible to the public and supporting claims with verified data.**

What you exclude can be just as meaningful (or misleading) as what you include—for example, claiming that your product is made from 100% recycled plastic yet failing to be upfront that plastic only makes up a portion of the product's ingredients.

Recycled content claims relate to items containing a specific amount (by mass percentage) of pre-consumer or post-consumer recycled material. This excludes rework, regrind or scrap produced in the manufacturing process, which could be reclaimed within the same process that generated it.

## **GECA requires all recycled content claims to include the following:**

- A **precise percentage** of recycled content that **specifies the type of recycled material**, such as glass, plastic, rubber or timber. A product may have two types of recycled materials, for example, 90% recycled plastic and 95% recycled timber or only one, such as 100% recycled rubber.
- A statement on whether the recycled material is **pre-consumer or post-consumer** material. If there is a mix of both, the percentage of each shall be specified.
- In addition to the above, it's crucial to **disclose any virgin material categories** that make up the final product and their percentage total of the product by weight. Examples of virgin material categories may include inks, additives, dyes, and adhesives.
- The **third-party assessor must approve all claims** during the assessment. Recycled content shall be expressed quantitatively as a percentage, and recycled content calculation for any claims must conform with [ISO 14021:2016](#).



**Turn over for tips and an example of what to say and where!**



## Position Statement



### Here are some critical tips for promoting your recycled content claim:

-  Consider the overall impression created, including through the **use of visual elements**. Ensure you're not insinuating more than your claim covers.
-  Is **evidence of your claim** and all associated information **prominent and easily accessible** to the public, such as on your product's website page?
-  When explaining your claim, have you used **clear language free from jargon**?
-  If you have achieved a GECA Claim Authentication, adhere to the **Brand Guidelines & Logo Use** for all promotional activities.
-  **Recommended reading:** ACCC's [Environmental and Sustainability Claims - Draft Guidance for Business](#), 14 July 2023.

### An example of how to put this guidance into practice:

