



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:

