

## **APR Workshop**

# How to Navigate Our Complex Industry

Plastics Recycling Conference  
March 6, 2023



**The Association of  
Plastic Recyclers**

# The Truth About Plastics Recycling: Facts, Data, and Solutions

Megan Byers  
Program Director

Plastics Recycling Conference  
March 6, 2023



**The Association of  
Plastic Recyclers**

# WHO IS APR?



*The only North American organization focused exclusively on plastics recycling.*



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## Design For Recyclability (making plastic recycling possible)

### APR Design® Guide for Plastics Recyclability

Sorting potential protocols

### Global Design Catalog

### Design Recognition

Critical Guidance

Meets Preferred Guidance

Responsible Innovation

Applications Guidance

### Design Guide Training

On site or virtual

Full day or lunch & learn

## Growth

### Policy

Inclusion of design in legislation

EPR

PCR mandates

Bottle bills

### Market Development

Buyers & Sellers

APR PCR Certification

Demand Champions

PCR Product Vendors

Grocery Rigid Plastics

Bale Specifications

## Education & Thought Leadership

Social media

Blog

The Wrap

Library

Webinars

Podcast

Buy Recycled

# APR Programs



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**TRUE OR FALSE?**

***“Only 8% of what goes in the bin gets recycled.”***





**FALSE!**

*About 90% of the material that consumers put in their recycling bins does get recycled.*

Accepted materials are recycled (ie, consumer packaging).

MRFs vary and sortation is imperfect, but garbage /contamination is the main source of yield loss for MRFs.

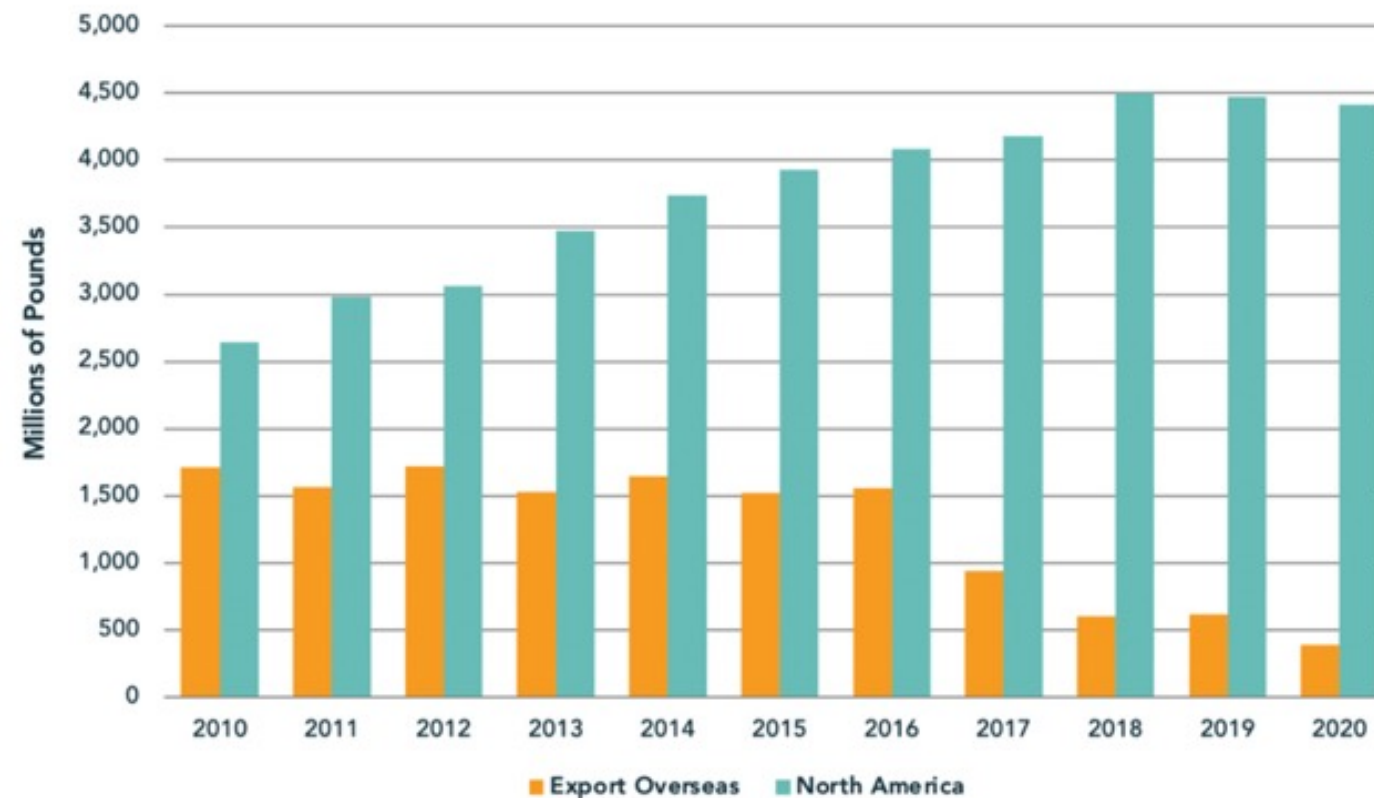
# A few numbers to start with...

- **80%** of plastic packaging generated in the U.S. is rigid PET, HDPE and PP.
- Based on the latest EPA data (2020), about **20%** of this rigid plastic packaging is recycled.
- The combined recycling rate for PET and HDPE bottles is **28%**.
- We have the reclamation capacity today to raise the PET and HDPE recycling rate to **>40%**.

# >90% of plastics are recycled domestically

## Trend Chart

U.S. Sourced Post-consumer Plastic Recovered for Recycling by Destination



**4,417.9**  
Million lbs.  
Reclaimed in  
North America

## Decades Change

**2010**

**39%**  
Export  
Overseas

**61%**  
North  
America

**2020**

**8%**  
Export  
Overseas

**92%**  
North  
America

## Sources:

<https://circularityinaction.com/2020PlasticRecyclingData>

<https://resource-recycling.com/plastics/2023/02/21/u-s-plastic-exports-fell-at-a-faster-rate-in-2022/>

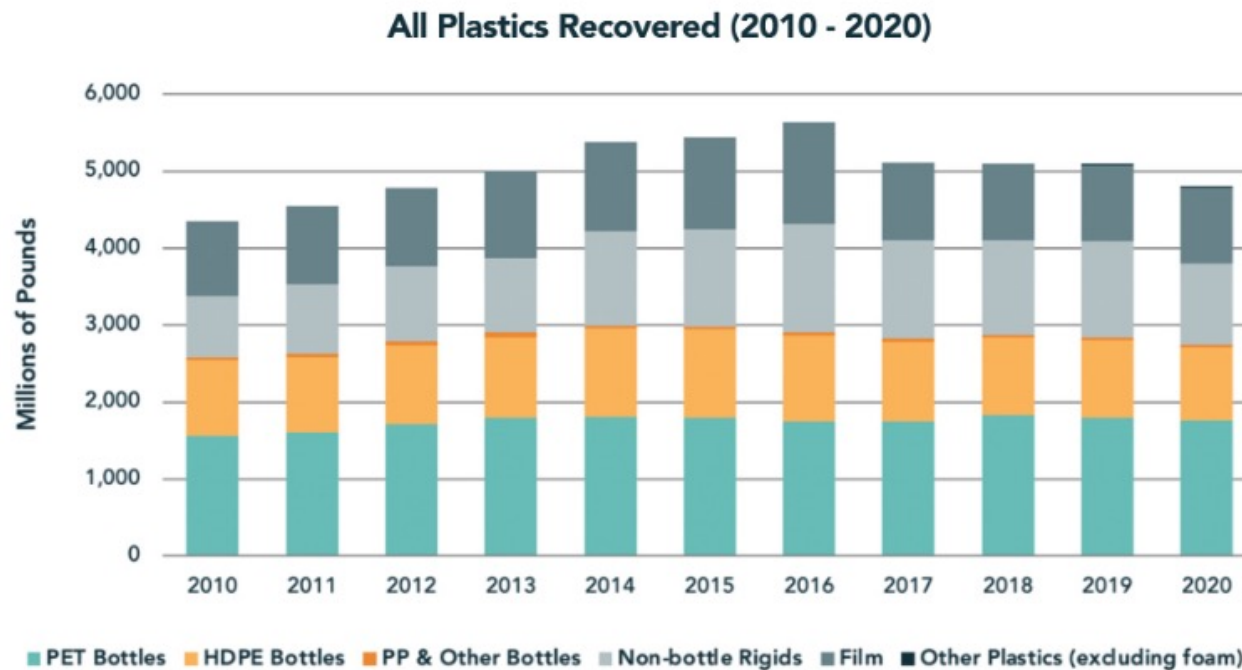


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# 2020 U.S. Post-consumer Plastic Recycling Data Report

## Trend Chart



In 2020, a minimum of 4,803.8 million pounds of post-consumer plastic material sourced in the U.S. was recovered for recycling in the categories of Bottles (by resin), Non-bottle Rigid, Film, and Other Plastics (excluding foam).

## Since 2019

**5.7% Decrease Overall** ↓

The categories of Bottles, Non-bottle Rigid, Film and Other Plastics (excluding foam) tracked in previous years, decreased by a combined 290 million pounds in 2020, or 5.7%.

**Largest Increase - 0.8%↑**

Film

**8.0 Million lbs.** ↑

**Largest Decrease - 16.3%↓**

Non-bottle Rigid

**206.1 Million lbs.** ↓

Source:

<https://circularityinaction.com/2020PlasticRecyclingData>



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We need  
material!





# Supply

- Recycling Program Fluctuations
- Consumer Participation
- Lack of Material
- Mixed Market Signals
- Market Consistency
- Consumer Brand Requirements





**What can we do to boost  
plastics recycling?**





# Plastic Recyclers Need More Supply and End Market Consistency

For a variety of reasons, including legislative activity and brand sustainability commitments, demand for recycled content is now at an all-time high.



The demand for clear, FDA (food grade) recycled plastics now outweighs the available supply.



We need strong, reliable demand for the colored, non-FDA material.



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Long Term Contracts  
Facilitate Market Growth.





# What can we do to boost plastics recycling?

- Ensure that all new products and packaging being made today are **Circular by Design™**: compatible with today's recycling system, reducing contamination, and enhancing the stream of PCR available to manufacture into new products.
- **Harmonize the types of plastic** – at a minimum, PET, HDPE and PP – that are placed on the market and collected in each community program so that plastic items are universally recyclable.
- Continue to promote and incentivize the use of **recycled content**. High demand for PCR is the essential driver for recycling.
- **Streamline labeling** to minimize consumer confusion and ensure that people know which products are recyclable and what to do with them.



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# What can we do to boost plastics recycling?

- Increase the number of **community recycling programs** and varied **points of access**.
- Reach diverse and **underserved communities**, geographically and demographically, in urban and rural areas, including multifamily.
- Invest in upgrades to current community **collection and sortation infrastructure** so that they can handle more material.
- Encourage the consideration of the **true costs of disposal** and **virgin materials**.
- **Policy must be a driver** – well designed EPR, deposit return systems, PCR mandates, standardized labeling.



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# What can we do to boost plastics recycling?



**Package  
Design**



**Communication**



**Policy**



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"Consumer product companies must design their packaging so that they are their own raw material suppliers in a circular economy.

It is difficult for recyclers to manufacture a clean supply of recycled resin if the material they receive is contaminated with non-recyclable packaging."

**Steve Alexander**

*President & CEO*



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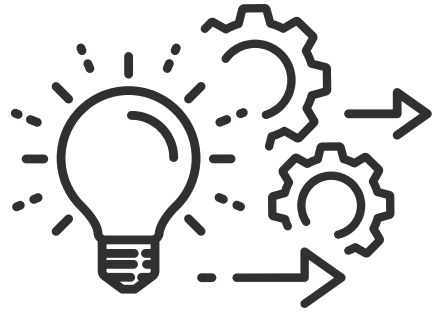


*What can we do to boost plastics recycling?*

# **Package Design**







# APR Technical Programs

Curt Cozart  
COO

Plastics Recycling Conference  
March 6, 2023



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# TECHNICAL PROGRAM GOAL

Improving PCR quality and overall system efficiency by aligning package design and infrastructure capabilities



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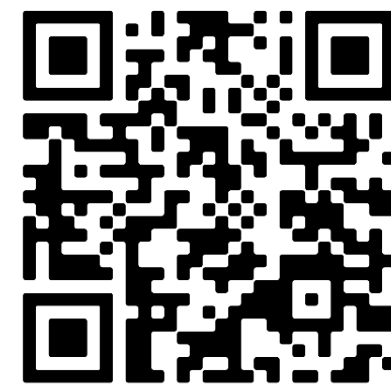
# TECHNICAL PROGRAMS

- The APR Design® Guide for Plastics Recyclability
- Test protocols
- Design Recognition
- Training



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PACKAGE DESIGN

RECYCLING  
INFRASTRUCTURE

# THE APR DESIGN<sup>®</sup> GUIDE FOR PLASTICS RECYCLABILITY



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*A package is a compilation of design features*



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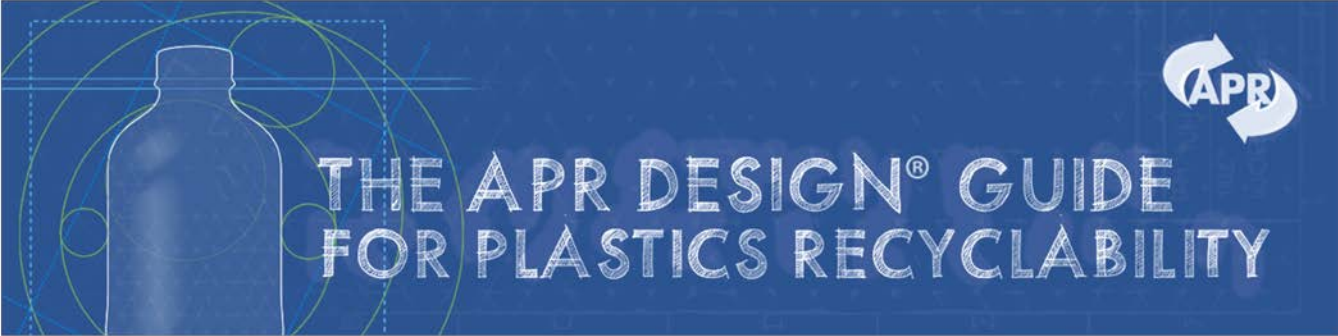


*Each design feature is classified into a recyclability category*

- APR Design® Preferred
- Detrimental to recycling but recyclable
- Renders the package non-recyclable
- Requires testing



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DESIGN FEATURES	RECYCLABILITY CATEGORIES			
	PREFERRED	DETRIMENTAL TO RECYCLING	RENDERS THE PACKAGE NON RECYCLABLE	REQUIRES TESTING
Inks				
Layers				
Size				
Attachments				
Adhesive				
Label				
Color				
Polymer				
Shape				
Additives				
etc.				
Recyclable?	Yes	Yes	No	Unknown



# Is My Package Recyclable According to APR?

*A package is a compilation of design features*



YES



## Preferred Design

All Design Features  
"preferred"



## Recyclable with Detrimental Features

Any Design Features  
"detrimental"  
None "not  
recyclable"

NO



## Non-Recyclable

Any Design Features "render  
the entire package not  
recyclable"



# Alignment with Other Organizations

*A package is a compilation of design features*



YES



## Preferred Design

All Design Features  
"preferred"



## Recyclable with Detrimental Features

Any Design Features  
"detrimental"  
None "not  
recyclable"



NO



## Non-Recyclable

Any Design Features "render  
the entire package not  
recyclable"

# Test Protocols

Simulate the industrial process at a lab/pilot scale



## Sorting

- Size
- NIR
- Metal
- 2d/3d

## Cleaning

- Screening
- Benchmark
- Critical guidance



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# Recognition Programs


Positive test results + Review


Get Recognized



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# THE APR DESIGN® GUIDE FOR PLASTICS RECYCLABILITY




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Meets Critical Guidance

DESIGN FEATURES	RECYCLABILITY CATEGORIES			
	PREFERRED	DETRIMENTAL TO RECYCLING	RENDERS THE PACKAGE NON RECYCLABLE	REQUIRES TESTING
Inks				
Layers				
Size				
Attachments				
Adhesive				
Label				
Color				
Polymer				
Shape				
Additives				
etc.				
Recyclable?	Yes	Yes	No	Unknown



# THE APR DESIGN® GUIDE FOR PLASTICS RECYCLABILITY

DESIGN FEATURES	RECYCLABILITY CATEGORIES			
	PREFERRED	DETRIMENTAL TO RECYCLING	RENDERS THE PACKAGE NON RECYCLABLE	REQUIRES TESTING
Inks				
Layers				
Size				
Attachments				
Adhesive				
Label				
Color				
Polymer				
Shape				
Additives				
etc.				
Recyclable?	Yes	Yes	No	Unknown



## The Association of Plastic Recyclers

**Meets Preferred Guidance**



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Meets Preferred Guidance

## *Available Recognitions*

- All plastic pumps and sprayers
- NIR sortable dark colorants
- Labels + Inks + adhesives for PET
- Labels + Inks w/o adhesive for PET
- Inks for PET
- Labels for colored HDPE
- Caps and closures for PET
- Caps and closures for HDPE

*Coming soon*

- HDPE and PET resins

Get Recognized



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# DESIGN GUIDE TRAINING PROGRAM COMPLETED



# RESULTS FROM THE DESIGN GUIDE



## **WELL ESTABLISHED**

- EPET
- CPET
- NIR sortable dark colorants
- Recycle – friendly pressure sensitive adhesives

## **MORE RECENT**

- Metalized PE films
- “Airplane” liquor bottles
- Recycle friendly nylon barrier
- Low yellowing oxygen scavengers
- UV blocking label which promotes sorting
- Blister pack for store drop off



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*What can we do to boost plastics recycling?*  
**Communication**





# *Responding to Skepticism About the Effectiveness of Plastics Recycling*

Kara Pochiro  
VP, Communications & Public Affairs

Plastics Recycling Conference  
March 6, 2023



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# The Real Truth About the U.S. Plastic Recycling Rate: 2021 U.S. Facts and Figures

May 4, 2022



2018: In 2018, the U.S. EPA reported that a "negligible amount" of plastic cups is recycled in the United States.<sup>1</sup>

The Last  
Beach Cleanup



## CIRCULAR CLAIMS FALL FLAT AGAIN

2022 UPDATE

# Plastic recycling a "failed concept," study says, with only 5% recycled in U.S. last year as production rises

OCTOBER 24, 2022 / 6:20 AM / AFP



📷 'Everything you own will one day become property of the £250bn global waste industry.'  
Composite: Guardian Design Team

## 'Plastic recycling is a myth': what really happens to your rubbish?

You sort your recycling, leave it to be collected - and then what? From councils burning the lot to foreign landfill sites overflowing with British rubbish, [Oliver Franklin-Wallis](#) reports on a global waste crisis

by [Oliver Franklin-Wallis](#)

Sat 17 Aug 2019 07:00 EDT



1,321

**A**n alarm sounds, the blockage is cleared, and the line at Green [Recycling](#) in Maldon, Essex, rumbles back into life. A momentous river of garbage rolls down the conveyor: cardboard boxes, splintered skirting board, plastic bottles, crisp packets, DVD cases, printer cartridges, countless newspapers, including this one. Odd bits of junk catch the eye, conjuring little vignettes: a single discarded glove. A crushed Tupperware container, the meal inside uneaten. A photograph of a smiling child on an adult's shoulders. But they are gone in a moment. The line at Green Recycling handles up to 12 tonnes of waste an hour.

"We produce 200 to 300 tonnes a day," says Jamie Smith, Green Recycling's general manager, above the din. We are standing three storeys up on the green health-and-safety gangway, looking down the line. On the tipping floor, an excavator is grabbing clawfuls of trash from heaps and piling it into a spinning drum, which spreads it evenly across the conveyor. Along the belt, human workers pick and channel what is valuable (bottles, cardboard, aluminium cans) into sorting chutes.





**Get the facts  
straight**



**Manage media  
outreach**



**Deploy digital  
content**



**Empower  
other voices**



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**Get the facts  
straight**

- ✓ It's hard to beat a simple lie with the complex truth.
- ✓ Counteract misinformation with clear, straightforward data.



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**Get the facts  
straight**



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## **Recommit, Reimagine, Rework Recycling**

*How public policy and investment in post-consumer plastic collection and processing can help to meet sustainability ambitions*

Recycling is an essential part of building a more sustainable world. When recycling works, it creates a circular economy, one where products and packaging come back to be made into new products.

Recycling in the U.S. is a \$236 billion industry.<sup>1</sup> Our country has over 9,000 community recycling programs.<sup>2</sup> Material – including plastic – is collected through these programs and sorted and processed by more than 100 post-consumer recyclers in the US and Canada. Plastic recycling alone is responsible for over 200,000 U.S. jobs.<sup>3</sup>



**Get the Report**

<https://plasticsrecycling.org/images/library/APR-Report-Recommit-Reimagine-and-Rework-Recycling-2022-8-9.pdf>



Get the facts  
straight

# 2020 U.S. Post-consumer Plastic Recycling Data Report

**4.8  
Billion lbs.**

Bottles, Non-bottle  
Rigid Plastics, Film and  
Other Plastics  
(excluding foam)

**PET Bottles**

**1,767.7**

Millions of pounds

**HDPE Bottles**

**943.2**

Millions of pounds

**PP & Other Bottles**

**33.4**

Millions of pounds

**Non-bottle Rigid**

**1,057.4**

Millions of pounds

**Film**

**985.6**

Millions of pounds

**Other Plastics** (excluding foam)

**16.5**

Millions of pounds

Source:

<https://circularityinaction.com/2020PlasticRecyclingData>



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**Get the facts  
straight**

## **LIFE CYCLE IMPACTS FOR POSTCONSUMER RECYCLED RESINS: PET, HDPE, AND PP**

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**SUBMITTED TO:**



**The Association of  
Plastic Recyclers**

**SUBMITTED BY:**

**Franklin Associates, A Division of  
Eastern Research Group (ERG)**

**December 2018**



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straight**

McKinsey  
& Company

# Climate impact of plastics

July 2022



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plasticsrecycling.org/library

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### Recommit, Reimagine, Rework Recycling

This report gets into how public policy and investment in post-consumer plastic collection and processing can help to meet sustainability ambitions.

[View](#)

### 2021 Year in Review: Progress and Success Despite Ongoing Challenges

2021 saw both positive developments and continued challenges for plastic recycling. We directed additional technical, media and advocacy resources to ensure the issues of importance to plastic recyclers are addressed. Check out some of the accomplishments that APR and our members achieved in the past year despite the ongoing challenges we all faced.

### Plastic Sorting

APR, American Chemistry Council and More Recycling developed The APR Guide for Plastic Sorting Best Management Practices (BMPs) to facilitate greater consistency in data collection for plastic sorting standardization.

[View](#)



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## **Manage media outreach**

- ✓ Become a trustworthy source.
- ✓ Share consistent on-message content.
- ✓ Educational meetings.



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Manage media  
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# Industry Publications

Plastics Recycling Update

Resource Recycling

Plastics News

Recycling Today

Waste Dive

Packaging Dive

Beverage Daily

**PLASTICS**  
RECYCLING UPDATE



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# Mainstream Media

Wall Street Journal

Vice

Financial Times

The Guardian

The Hill

Market Watch

Eco Watch

ABC News

Morning Brew

CBS News

Salon

Time



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## FINANCIAL TIMES

US COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

Chemicals and Manufacturing

Waste management & recycling

+ Add to myFT

### Plastic recycling: green necessity or waste of effort?

As interest grows in new technologies for reusing waste, critics warn about greenwashing



What a waste: much single-use plastic ends up in

“

**What we can't solve on our own without government intervention is the supply issue. We need more material. It's as simple as that**

Steve Alexander, chair of The Association of Plastic Recyclers,

Steve Alexander, chair of North American industry body The Association of Plastic Recyclers, says the industry could solve all its other challenges if it had a stable supply of waste. “Recyclers have ample capacity to recycle as much material as necessary,” he says. “We can solve the design issue, the sortation issue, the processing issue, the end-market issue. What we can't solve on our own without government intervention is the supply issue. We need more material. It's as simple as that.



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outreach



# Can't win fight against plastic waste without recycling

BY STEVE ALEXANDER, OPINION CONTRIBUTOR — 02/28/19 05:00 PM EST  
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL

65 SHARES

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 TWEET











## Just In...

Trump fires Secret Service director: report  
[NEWS](#) — 1M 21S AGO

Pro-trade group targets 4 lawmakers in push for new NAFTA  
[BUSINESS & LOBBYING](#) — 3M 16S AGO

Nielsen vows 'smooth' transition in first comments since resignation  
[ADMINISTRATION](#) — 3M 43S AGO

## CHICAGO SUN-TIMES

News ▾ Sports ▾ Politics ▾ Commentary ▾ Life & Culture ▾ Obituaries ▾ Classifieds ▾ E-Paper More ▾     

LETTERS TO THE EDITOR COMMENTARY

# U.S. recycling of plastics will continue strong — no matter what China does

There are three way we can all help recycling in the U.S. work even better.

By Letters to the Editor | Jul 17, 2019, 12:48pm EST

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## That's a Wrap!

This week in plastics recycling, sorted for you.

Week of October 28, 2022



### APR in the News

October 27, Waste Dive

#### [Plastic recycling rates are low. Could better data collection help?](#)

Organizations are puzzling out recycling rates using multiple sources. The Association of Plastic Recyclers' annual report on plastic recycling is a reliable source that covers recent reports on 2020 data.

October 26, Label & Narrow Web

#### [APR expands Meets Preferred Guidance Program](#)

APR has announced that Near Infrared (NIR) sortable dark color concentrates will be included in the [Meets Preferred Guidance \(MPG\) Program](#).

October 26, Label & Narrow Web

#### [UPM Raflatac gets APR recognition for PSL with acrylic adhesive for PP bottle recycling](#)

UPM Raflatac recently received recognition by the Association of Plastic Recyclers (APR) for their undecorated white PP and clear PP pressure sensitive label (PSL) materials with acrylic adhesive for PP bottle recycling.

October 25, Greenfield Recorder

#### [My Turn: Recycling practices explained](#)

Small items like loose bottle caps are not accepted in local recycling programs. The APR "caps on" campaign is helping to ensure these items don't go to waste.

October 25, Plastics Recycling Update

#### [Industry responds to Greenpeace attack](#)

A new report from Greenpeace USA asserts no plastics in the U.S. meet the definition of recyclable. Several plastics industry groups, including the Association of Plastic Recyclers (APR), pushed back against the claims in the report.

October 25, Plastics Recycling Update

#### [Reclaimer touts only certified PCR stretch film](#)

Plastics reclaimer and film manufacturer Revolution has released a stretch film made with 10% post-consumer resin. Revolution [has multiple recycled plastics](#) that are recognized by the





## **Deploy digital content**

- ✓ Meet target audiences – media, policymakers, brand companies.
- ✓ Consistent, relevant, current website content.
- ✓ Social Media, digital advertising.



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Manufacturing products  
with recycled plastics means  
**BIG energy savings.**



Making products from recycled PET,  
HDPE and PP **saves more  
electricity than is consumed  
annually in all of Los Angeles.**



Making products from recycled PET,  
HDPE and PP reduces GHG emissions  
the same amount as taking **nearly  
half a million cars off the road.**



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To learn more about the environmental  
benefits of the Cycle of Recycling,  
visit [plasticsrecycling.org](http://plasticsrecycling.org).

## USING RECYCLED PLASTIC SAVES ENERGY AND LOWERS EMISSIONS



Reduce energy  
consumption by  
at least 79%.

Reduce GHG  
emissions by  
at least 67%.



Recycling and using recycled  
materials is good for manufacturers,  
consumers, and the planet.



The Voice of  
Plastics Recycling®





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content**

“Attacks on recycling are really attacks on plastic. Organizations like the Last Beach Cleanup and Greenpeace have lumped the two issues together because they do not want recycling to work. That’s because their real goal – openly stated – is to drastically reduce or ban plastic. They do not want a strong recycling system because they do not want a solution to the plastic waste problem. Without a solution, the path is easier to their pursuit of a plastic ban.”



— APR President Steve Alexander



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# The Facts About Plastics Recycling



## Myth

Plastics recycling doesn't work and will never work.



## Fact

Plastics recycling WORKS. In 2020 alone American recyclers processed 4.8 billion pounds of post-consumer plastic material.

---

Know before you buy.  
**#PlasticsRecyclingWorks**



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# The Facts About Plastics Recycling



## Myth

Plastic is virtually impossible to sort for recycling.



## Fact

PET, HDPE, and PP rigid plastic packaging is rapidly and accurately sorted by NIR Optical Sorters at MRFs everyday. Sorting plastics is standard practice in the recycling process.

---

Now you know.  
**#PlasticsRecyclingWorks**





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# The Facts About Plastics Recycling



## Myth

Post-consumer Polypropylene (PP, #5) packaging and products have never been recyclable or recycled.



## Fact

In 2020 398 million pounds of PP was recycled including cups, tubs, and bottles.

---

Know before you buy.  
**#PlasticsRecyclingWorks**







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# The Facts About Plastics Recycling



## Myth

Plastics cause fires at Material Recovery Facilities (MRFs).



## Fact

Lithium-ion batteries that are inappropriately included in recycling bins cause fires at MRFs. Plastics do not cause fires.

---

Now you know.  
**#PlasticsRecyclingWorks**





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## Reflections on Progress, Development, and Meeting the Challenges Facing the Plastics Recycling Industry in 2022




Friday, 10 February 2023 · [Blog](#), [News and Media](#)


As in years past, 2022 saw significant developments, progress, and challenges for plastic packaging and the plastics recycling industry. Supply issues, legislative and regulatory proposals, negative media, as well as other areas of concern all combined to require greater levels of APR engagement and expertise. Policy, APR Design® for Recyclability,...

Continue reading

Tags: [#APR In the News](#), [#APR Blog](#), [#Circular Economy](#), [#Industry Insights](#), [#Policy](#)


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### THE VOICE OF PLASTICS RECYCLING®

Design. Policy. Value.



APR's Blog

# RECYCLED CONTENT



A podcast from the Association of Plastic Recyclers






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← → ↻ youtube.com/watch?v=zdJ7tKLq6yQ&t=3s

☰ YouTube Search



0:10 / 1:44

**How to make your packages Circular By Design**


 Association ...  
59 subscribers

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👍 8

in Search


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 **Stephen Alexander** • 1st  
President/CEO The Association of Plastic Recyclers; President Resource Recyc...  
5mo • 🌐


I recently read the report on plastics recycling rates by The Last Beach Cleanup and Beyond Plastics and, like many of you, it certainly was not good for my blood pressure. The pitiful white flag of surrender raised by the reports' authors certainly does not speak for the tens of thousands of Americans employed by our industry who, amidst a global pandemic, recycled nearly five billion pounds of ♻️ ...see more

👍👍👍 221 35 comments • 19 reposts

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Most relevant ▾

 **John Caturano** • 1st  
Senior Manager Procurement - Sustainability / Packaging / Recycling  
3mo ...

Thank you Steve and thank you to all the amazing folks in the recycling industry. Many essential workers are behind the scenes impacting our environment with not enough recognition. Let's ensure we don't deminish the great efforts by so many that keep materials in motion. In working together w ...see more

Like | Reply

 **Roxanne Spiekerman** • 1st  
Vice President, Public Affairs at PreZero US  
3mo ...

As it's been stated by others, publishing a daunting, low recycling rates



**Empower  
other voices**

- ✓ Share tools and resources.
- ✓ Leverage third-party allies.



The Association of  
Plastic Recyclers



**Working with our members every day  
to GROW plastics recycling**



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# The Association of Plastic Recyclers

[www.plasticsrecycling.org](http://www.plasticsrecycling.org)



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*What can we do to boost plastics recycling?*

# **Policy**







# NAVIGATING PUBLIC POLICY ON PLASTICS RECYCLING

Kate Bailey, Chief Policy Officer  
Plastics Recycling Conference  
March 6, 2023



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# WHAT WE'LL COVER TODAY

Role of  
policy

How to  
engage



Local →  
global



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# POLITICS OF PLASTICS



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# THE ROLE OF PLASTICS RECYCLING

We are a necessary part of the solution.

Plastics recycling works every day.

We have the capacity to recycle more today.

We can recycle more so we can all use less.



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# GOALS OF PLASTICS RECYCLING POLICIES



INCREASE SUPPLY



STRONGER, CONSISTENT  
DEMAND



IMPROVE QUALITY



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# LAY OF THE LAND

LOCAL → STATE → NATIONAL → GLOBAL





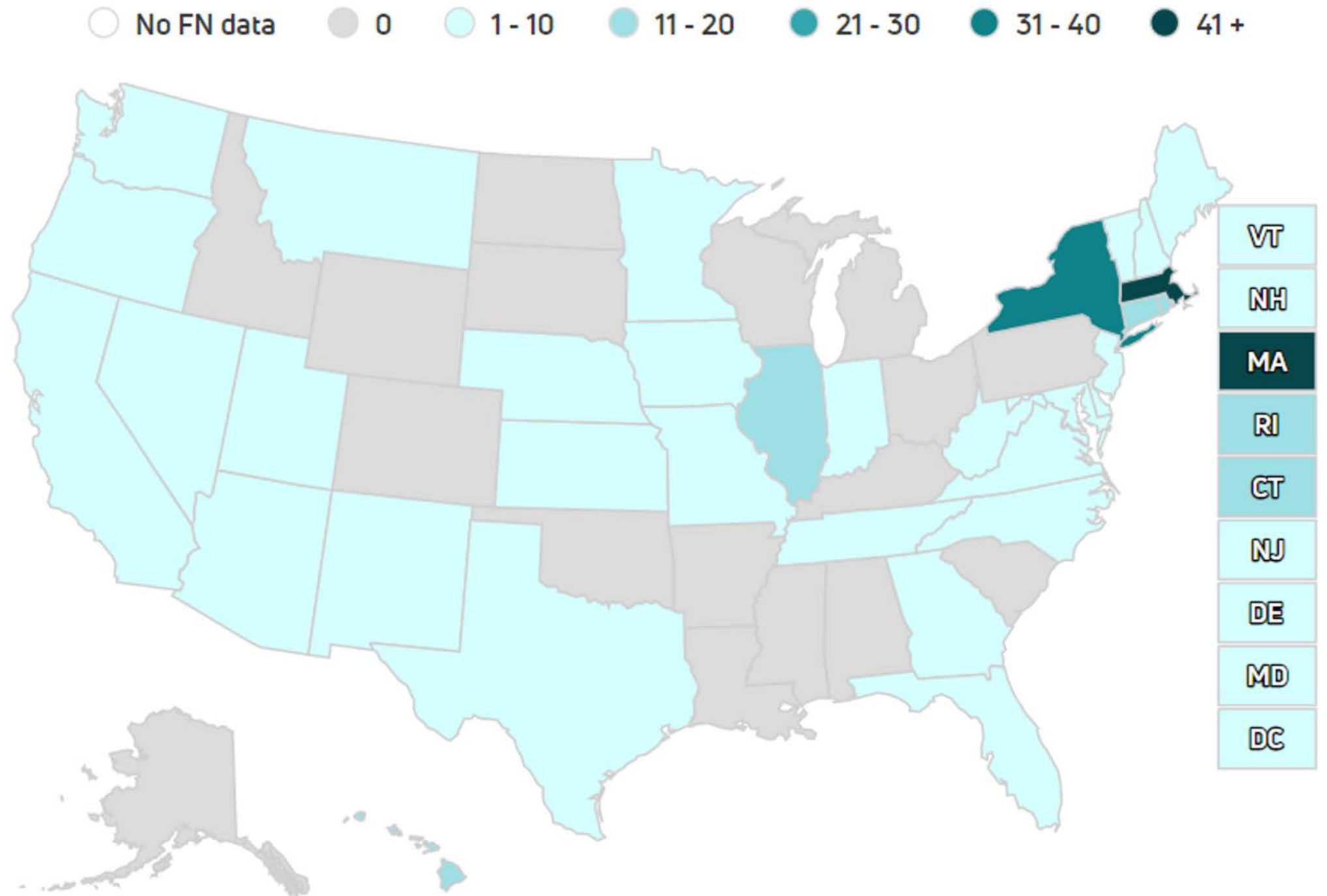
# LOCAL POLICIES

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- ~9000 community recycling programs
- Most managed by municipal fleets or contract agreements
- Local decisions affect our everyday operations
- Access to services, participation, materials collected, contamination rates, end markets
- Climate action plans

# STATE LEVEL

200+ recycling  
bills to date  
in 2023



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# STATE POLICY TRENDS



## Three major policies

EPR for packaging

DRS: deposit return system

PCR: recycled content requirements



## More hot topics

Truth in labeling

Reducing toxins in packaging

Bans on single-use products

Chemical recycling regulations

Reuse/refill goals



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# STATE RULEMAKING & IMPLEMENTATION

EPR for  
packaging:

- CA, CO, OR, ME

Recycled  
content:

- CA, WA, NJ

Labeling:

- CA SB343



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# FEDERAL LEVEL



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More proposed bills in past year  
than in past 20 years combined

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Significant capital and education  
investments

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EPA National Recycling Strategy

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FTC Green Guides

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EO to phase out single-use plastics

# ANTICIPATED FEDERAL BILLS

- Recycling Infrastructure and Accessibility Act
- Recycling & Composting Accountability Act
- Break Free From Plastic Pollution Act
- ACC proposal to counter Break Free
- National bottle bill (REDEEM Act)
- National labeling standard



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# GLOBAL POLICY TRENDS

United Nations

- Global plastics treaty
- Climate accords

Canada

- Single-use plastics prohibition
- Zero Plastic Waste Action Plan

European Union

- Single-use Plastics Directive
- Revised packaging directive



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# HOW TO ENGAGE



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RULE #1:

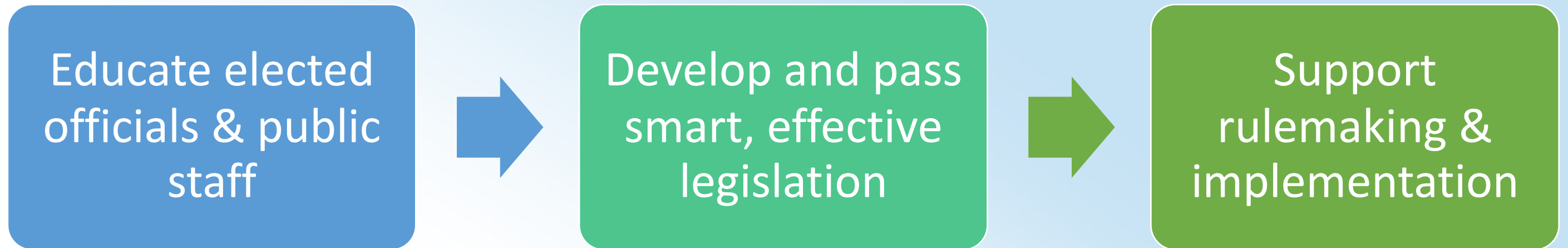
YOU DON'T HAVE  
TO BE A  
LOBBYIST



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# 3 STEPS IN POLICY PROCESS



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# WAYS YOU CAN ENGAGE

- Talk about the benefits of what you do: jobs, GHG, diversion
- Talk about how plastics recycling works: be a resource
- Meet with public staff & elected officials
- Host public tours and events
- Join state recycling organizations
- Engage in rulemaking and stakeholder process
- Testify, submit comments, and lobby



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# RESOURCES

- [APR position statements](#)
- [America's Bottle Bill](#)
- [OneSource Coalition](#)
- [Guide to EPR policies](#)

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Your voice is needed!

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Now is the time!

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Be engaged at any level!



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Where is design guide compliance currently and how can it be maximized?

# Broad vs Nuanced Misconceptions



## Myth

Plastics recycling doesn't work and will never work.



## Myth

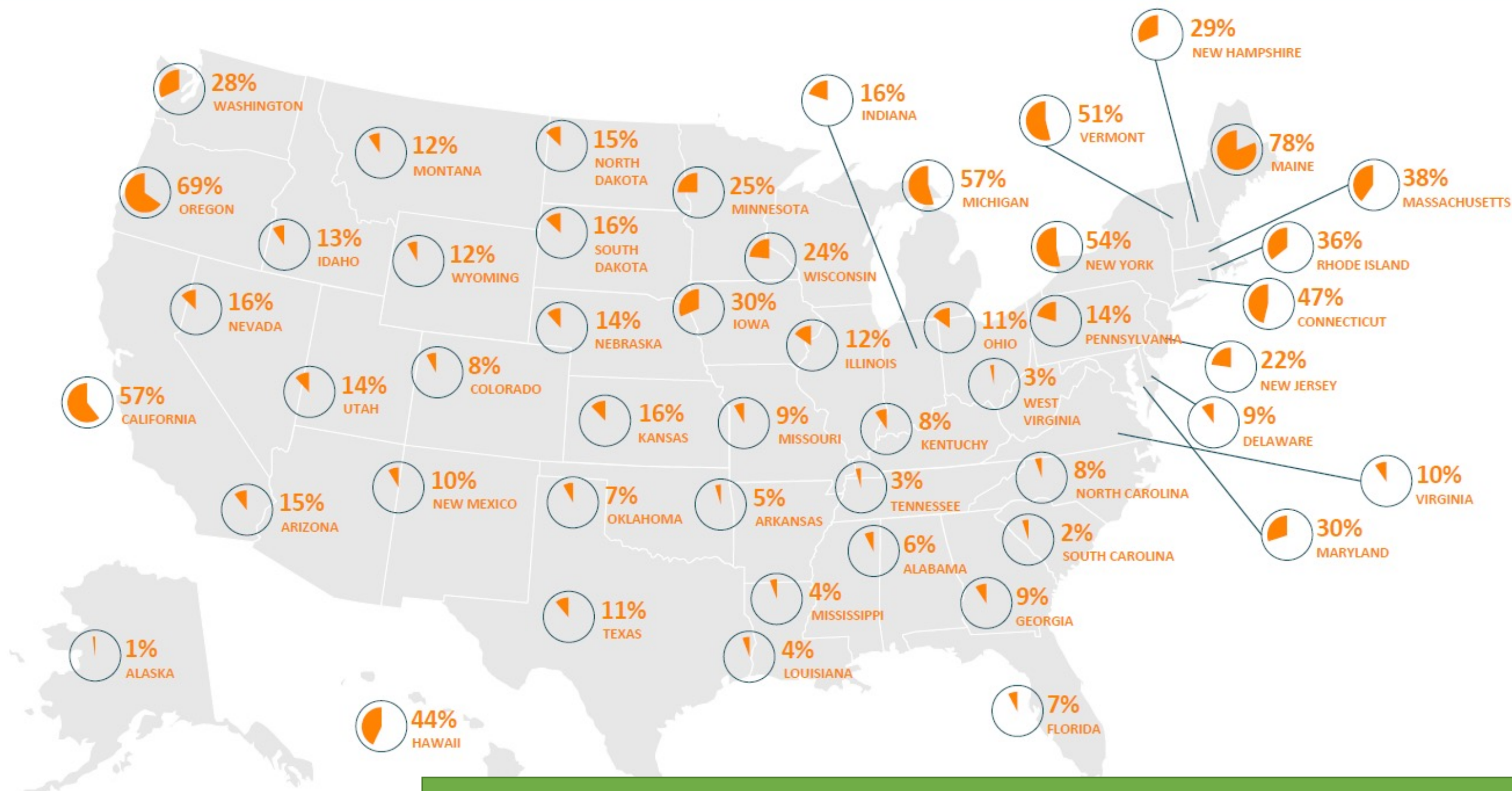
Plastics cause fires at Material Recovery Facilities (MRFs).



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# PET BOTTLE RECYCLING RATES PER STATE



Note: Includes only PET Bottles

WHICH 3 STATES WOULD YOU TARGET IN 2024-2025?





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