APR
Recycling Demand Champions

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Director of Market Development
The Association of Plastic Recyclers (APR)
Who is APR?

International trade association

The Voice of Plastics Recycling®

Member companies committed to the success of plastics recycling
APR’s Primary Goals

- Increase Supply
- Enhance Quality
- Expand Demand
- Communicate Value
APR Recycling Demand Champions
What was the problem?

- Impact of National Sword
- A tsunami of virgin resin hit the marketplace
- Lack of contracts

“Standing order for 20 trailer loads of PCR/month canceled last week – converter switched to wide-spec virgin resin.”
- Major US plastic recycler
Supply/Demand chain was upside down

High demand for FDA & Colorable.... but limited supply

High supply for non-FDA & non-colorable.... but limited demand
Demand creates value.

Value drives recycling.

“Given the current fragile recycling economics, a demand-pull for recycled plastics... is needed to start building positive momentum in the near term.”
Companies who are committed to plastic recycling use their purchasing power.

- “Pull” curbside recyclables through the marketplace
- Purchase products containing PCR
- Create demand
- Funnel money to reclaimers
- Investment in sortation
### Who can become a Demand Champion?

<table>
<thead>
<tr>
<th><strong>Private Sector Company:</strong></th>
<th>APR Recycling Demand Champion</th>
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<tr>
<td><strong>Public Entity:</strong></td>
<td>NERC-APR Government Recycling Demand Champion</td>
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<tr>
<td><strong>State Recycling Organization:</strong></td>
<td>Contact Lynn Rubinstein</td>
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<td></td>
<td><a href="mailto:lynn@nerc.org">lynn@nerc.org</a></td>
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How do companies participate?

Step 1: Sign a commitment letter
Step 2: Identify PCR item(s) to purchase
Step 3: Purchase & report on those item(s)

We are an APR Recycling Demand Champion
Demand Champions commit to increase their PCR use

- Buy more items containing PCR
- Increase the amount of PCR in a current product or application
- Develop a new product or application for PCR.
Buy more items containing PCR

Work in Progress Items
Buy more items containing PCR

- Packaging
  - Protective
  - Flexibles
  - Rigid
  - Food
- Labels
- Shopping Bags
- Trash Bags
- Institutional Can Liners
- Gaylord Liners
- Paving Tiles
- Frames
Increase the amount of PCR in a current product or application

Waste Management Example

- Inadequate demand for injection PCR was negatively impacting domestic bulky rigids recycling market
- WMI began requiring 10% residential injection-grade PCR in their curbside collection carts
- RESULTS: Resurgence of domestic bulky rigids recycling markets

10% PCR commitment made the difference!
What is the impact?

• Strengthen and increase domestic demand for residential mixed plastics.
• Help prevent “ocean plastics” by stimulating strong North American markets.
• Boost a “circular economy” for plastic packaging.
• Mitigate reliance on export markets.
• Investment in infrastructure to use PCR.
• Expanded recovery of post-consumer plastic.
• Increased and equitable value for PCR resin.
Year One Recycling Demand Champions
Year Two
Recycling Demand Champions
Year Three
Recycling Demand Champions

New Demand Champions

Recommitting Demand Champions
Reporting and Data Aggregation

Report Form is simple and straightforward
  • Weight and number of items manufactured/purchased and
  • Percentage of PCR used in the manufacture of that item(s)
  • Vendor from which product/PCR was purchased

All data submitted is confidential
  • NDAs can be executed

APR aggregates the reported data to determine total market impact.
2018 APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT

Consistent, reliable demand is critical for recycling to be mature, vibrant and sustainable

THE INAUGURAL DEMAND CHAMPIONS

Berry
Champion
Coca-Cola
Envision Plastics
Keurig Dr Pepper
Merlin Plastics
Plastipak Packaging Inc.
P&G
Target

6.8 MILLION POUNDS OF POSTCONSUMER RESINS

PCR USES INCLUDE:
LDPE
PET
PP
HDPE

INCREASED THEIR PCR PURCHASING OVER THE LAST 12 MONTHS BY:

GREENHOUSE GAS EMISSIONS FROM 1,747 PASSENGER VEHICLES DRIVEN FOR 1 YEAR

RESULTING IN THESE ESTIMATED IMPACTS

JOB CREATION IN PLASTIC RECYCLING FOR 92 PEOPLE

ALL THE PLASTIC RECYCLABLES FROM A CITY THE SIZE OF CAMBRIDGE, MASSACHUSETTS (113,333 POPULATION)

Data sources:
*EPA WA/VM Model
**Private consultant/industry experts
***The Recycling Partnership

THE APR DEMAND CHAMPIONS – STRENGTHENING AND INCREASING DOMESTIC DEMAND FOR RESIDENTIAL MIXED PLASTICS
2019
APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT
Consistent, reliable demand = mature, vibrant and sustainable recycling!

25.9 MILLION
POUNDS OF POSTCONSUMER RESINS
RESULTING IN THESE ESTIMATED IMPACTS

GREENHOUSE GAS EMISSIONS FROM 6,369 PASSENGER VEHICLES DRIVEN FOR 1 YEAR®

JOB CREATION IN PLASTIC RECYCLING FOR 337 PEOPLE®

ALL THE PLASTIC RECYCLABLES FROM A CITY THE SIZE OF MINNEAPOLIS, MINNESOTA™
(422,331 POPULATION)

INCREASED THEIR PCR USE BY

PCR USES INCLUDE:
PALLETS
GYALORD LINERS
LABELS
PACKAGING
CAN LINERS
TRASH & RECYCLING BINS
FILM PRODUCTS

THE APR RECYCLING DEMAND CHAMPIONS - STRENGTHENING AND INCREASING DOMESTIC DEMAND FOR RECYCLABLE PLASTICS

Data source:
®EPRI/WRI Road
™Recycle consultant/Industry reports
™™The Recycling Partnership
Resources at plasticsrecycling.org

- Vendors Directory of PCR Products
- APR Recycling Demand Champions Fact Sheet
- EPA Recycled Content Benefits Calculator
- NERC-APR Recycling Demand Champions Fact Sheet
- NERC-APR Recycling Demand Advocate Fact Sheet
- Roadmap to Buying Products with Post-Consumer Recycled Content
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