

Government Recycling Demand Champions



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**GOVERNMENT RECYCLING
DEMAND CHAMPION**

Introducing the Government Recycling Demand Champions Program

- ▶ Free incentive program to increase government purchasing of products with post-consumer recycled resin (PCR)
- ▶ Goals to create and stimulate domestic markets for recyclable plastics, and support a sustainable plastic recycling industry
- ▶ Joint program by NERC & APR, NERC is lead



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Background

- ▶ APR Recycling Demand Champions
 - Private sector

Led to . . .

- ▶ The NERC-APR Government Recycling Demand Champions
 - Public sector



Closing the Loop - Supporting the U.S. Plastic Recycling Industry

It's an old adage, but true - close the loop:

- ▶ A healthy and financially sustainable recycling industry depends on someone buying what is put in the bin
 - ❑ Impacts cost to offer residential recycling
 - ❑ Jobs and tax base



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With record low prices for virgin plastic, it has become financially challenging for end-markets to use PCR resin. Consequently, public demand for recycled content is essential to support the industry.



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Driving Change through Government Leadership

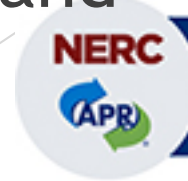
- ▶ Government biggest purchaser in U.S.
 - What you buy impacts marketplace, recycling industry, and sends strong signal to brands about desire to buy products with PCR
 - Committing to purchasing products with PCR sends a message to citizens and constituents
- ▶ Cost of residential recycling depends on end-market value



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How to Participate

- ▶ **Champion** commits to increased purchase of products with PCR within the following 12 months
- ▶ **Advocate** commits to work over coming year to identify PCR containing products it can purchase, leading to becoming a Champion within the next 12 months
- ▶ **State Recycling Organization Advocate** commits to promote program to their members and constituents
- ▶ **Who can participate:** Any non-federal public sector entity, including state agencies, departments, municipalities, counties, solid waste districts, libraries, public utilities, public & private schools, colleges & universities, and State Recycling Organizations



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The Program Provides

- ▶ Free technical assistance, support and training
- ▶ Directory of vendors and products
- ▶ Certificate of participation
- ▶ Recognition



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Examples of Readily Available Products with PCR Content

- ▶ Clothes/uniforms
- ▶ Flooring
- ▶ Furniture - indoor & outdoor
- ▶ Landscaping products
- ▶ Non-pressure (drainage) pipes
- ▶ Office supplies
- ▶ Outdoor lumber
- ▶ Plastic bags
- ▶ Recycling containers, bins, roll-offs, & compost containers
- ▶ Traffic control
- ▶ Other, including electronics



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Plastic Drainage Pipes Certified to AASHTO M294R rely on PCR HDPE



From household plastic waste
at the curb...



...to storm drainage infrastructure
under the curb.



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Vendors of Products Made with Recycled Plastics

Work in Progress Items

Packaging

Film/Consumables

Government Products

Other

Company	Contact Information	Recycling/Garbage Containers <i>(commercial, residential, office)</i>	Trash Bags	Infrastructure/ Drainage Pipe	Outdoor Products	Other
Advance Drainage Systems Hilliard, Ohio	Dan Figola, Sustainability Director (630) 768-2988 dfigola@ads-pipe.com			X		
Berry Global Evansville, IN	Susan Schlamersdorf, Marketing Communications Manager (574) 975-9936 SusanSchlamersdorf@BerryGlobal.com		X			
EcoGlobal	Steve Gladstone, Product Development Lead steve@ekomats.com					Ground access mats, pallets, walkways, curbing, tactile paving, storm drains, car stops, platforms, beach

Product Directory



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Cost Impact of Buying PCR Containing Products

***Most products will be the same
price as products with virgin resin***



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Let's Get Started!

1. Sign Commitment Letter
 - Champions purchase PCR containing products
 - Advocates develop a system & plan to purchase PCR containing products
 - State Recycling Organization Advocates agree to promote the program
2. Champions Report annually
3. Get recognition



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Champions

- Hudson Valley Improvement Authority (NY)
- Maryland Department of General Services

Advocate

- New Hampshire R4 Program

State Recycling Organization Advocate

- Maryland Recycling Network
- NYSAR3



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Website Resources

- ▶ Fact Sheets
 - [Champion](#)
 - [Advocate](#)
 - [State Recycling Organization](#)
- ▶ Commitment letters
 - [Champion](#)
 - [Advocate](#)
 - [State Recycling Organization Advocate](#)
- ▶ [Products and companies with post-consumer resin](#)
- ▶ [Specification examples](#)
- ▶ [Buy Recycled Fact Sheet](#)
- ▶ [A Roadmap to Buying Products with Recycled Content](#)
- ▶ [Third Party Certifications Verifying PCR](#)

Upcoming Webinars

January 13 - How to Buy Recycled - A Training

January 27 - Introduction to the Government Recycling Demand Champion Program



Join Now! Contact Information

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▶ Website

<https://nerc.org/projects/government-recycling-demand-champions>



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