

Government Recycling Demand Champions



Become a NERC-APR
**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 stimulate & create domestic markets for recyclable plastics, & drive a sustainable plastic recycling industry
- ▶ Joint program by NERC & APR, NERC is lead



Background

- ▶ APR Recycling Demand Champions
 - Private sector

Led to . . .

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



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.

Driving Change through Government Leadership

- ▶ Government biggest purchaser in U.S.
 - What you buy impacts marketplace, recycling industry, & sends strong signal to brands about desire to buy products with PCR
 - Committing to purchasing products with PCR sends a message to citizens & 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



Champions



Advocate



State Recycling Organization Advocates



The Program Provides

- ▶ Free technical assistance, support & training
- ▶ Directory of vendors & 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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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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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. Report annually

3. Get recognition

Participating in this critical program is simple.

STEP 1 → SIGN COMMITMENT LETTER

Pledge – We will be a NERC-APR Government Recycling Demand Champion!

"We commit to participate in the NERC-APR Government Recycling Demand Champion Campaign to drive PCR use in products. We will increase our purchase of items with PCR within one year, and report to NERC in a timely manner so positive impacts may be collectively reported. We believe demand creates value and value drives recycling."

See the full commitment letter.

STEP 2 → PURCHASE PCR CONTAINING ITEM(S)

Examples:

- Roll-out carts
- Outdoor furniture - picnic tables, benches, etc.
- Plastics lumber, piers, decking
- Infrastructure drainage pipes
- Recycling & garbage containers
- Office recycling bins
- Trash bags
- Other PCR-containing plastic products, including electronics

[See vendors selling items containing PCR, and links to public sector cooperative purchasing opportunities.](#)

STEP 3 → REPORT PURCHASED ITEM(S)

By the following year of becoming a Government Recycling Demand Champion, purchase PCR containing item(s) and report to NERC.

The [annual reporting form](#) is available online.

ONGOING → PROMOTION & RECOGNITION

Your organization's prominent role in expanding the markets for recyclable plastics will be actively promoted by NERC and APR. Visit [NERC.org/projects/government-recycling-demand-champions](https://www.nerc.org/projects/government-recycling-demand-champions) for a list of current Government Recycling Demand Champions.

You will receive a certificate recognizing your commitment as a Government Recycling Demand Champion.

The Northeast Recycling Council, Inc. (NERC)'s mission is to minimize waste, conserve natural resources, and advance a sustainable economy through facilitated collaboration and action. Visit [NERC.org](https://www.nerc.org).

The Association of Plastic Recyclers (APR) is the international trade association representing the plastics recycling industry. APR works to enhance the quality, increase the supply, expand the demand, and communicate the value of recycled plastics. Visit [PlasticsRecycling.org](https://www.plasticsrecycling.org).



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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](#)
- ▶ [A Roadmap to Buying Products with Recycled Content](#)
- ▶ [Third Party Certifications Verifying PCR](#)

Upcoming Webinars

November 5, 2020 - Introduction to the Government Recycling Demand Champion Program

January 13, 2021 - How to Buy Recycled - A Training

February 2021 - Introduction to the Government Recycling Demand Champion Program



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Join Now! Contact Information

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▶ Website

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



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