“Given the current fragile recycling economics, a demand-pull for recycled plastics... is needed to start building positive momentum in the near term.”

Ellen MacArthur Foundation
Segregation
Baling
A “Perfect Storm” for the Olefin Recycling Marketplace?

China’s National Sword -

65% of curbside collected PP is exported

Olefin virgin resin tsunami - an estimated 8 billion pound increase

Lack of contracts –

“Standing order for 20 trailer loads of PCR/month canceled – converter switched to off-spec virgin resin.”

Major US plastic recycler
Florence hauler bans plastic in recycle bins

China says 'no' to rigid plastic, Madison follows suit at recycling sites

Alaska city cuts mixed paper and plastic from recycling program

China’s Done Recycling Our Plastics. Where Do We Put 250 Billion Pounds Of Waste?
A call to Action!

- Strengthen & *increase domestic demand*
- Boost a “*circular economy*” for plastic recycling
- Help prevent “*ocean plastics*” by stimulating domestic markets
- **Mitigate reliance** on export markets
APR Recycling Demand Champions

Commit to *increase* their PCR use in coming year to create a *demand pull* for recyclable plastics
• Campaign was kicked off Fall 2017
• Simple, straight forward commitment
• Any **new** use of domestic PCR qualifies
THE INAUGURAL DEMAND CHAMPIONS

- Berry
- Champion
- CLEAN TECH INCORPORATED
- Keurig DrPepper
- Merlin Plastics
- Plastipak Packaging Inc.
- Coca-Cola
- P&G
- Envision Plastics
- Target

We are an APR Recycling Demand Champion
“All new WIP purchases evaluated using Demand Champions vendors list for availability – carts, recycling bins, trash bags, pallets, labels, etc.”

-Current APR Recycling Demand Champion

“Winter months can be slow selling recycled resins, but not this year, we believe because of APR’s Demand Champions Program.”

-North American Plastic Reclaimer
First Year’s Impact!

The Inaugural Demand Champions

6.8 Million Pounds of Postconsumer Resins

Resulting in these estimated impacts

Greenhouse Gas Emissions from 1,747 Passenger Vehicles Driven for 1 Year

Job Creation in Plastic Recycling for 92 People

All the Plastic Recyclables from a City the Size of Cambridge, Massachusetts (113,333 Population)

We are an APR Recycling Demand Champion
The list of companies **publicly** showing their commitment to recycling continues to grow!
Announcing NEW 2018 Champions (Reporting their impact by Sept. 2019)
2018 ended with a strong list of Champions.
Stay tuned to this fall – 2018 Champions report their plastic recycling market impact.

But what about this year?
Announcing 2019 Champions

(Reporting their impact in Sept. 2020)

AVERY Dennison
Revolution
Pactiv
replay
Coldkeepers
COLGATE-PALMOLIVE COMPANY

Your Company’s Logo Here!

We are an APR Recycling DEMAND CHAMPION
Additional Champions Needed

Become an APR RECYCLING DEMAND CHAMPION
Participating in this critical program is simple.

**STEP 1**
SIGN COMMITMENT LETTER
APR Recycling Demand Champion Pledge – I will be an APR Recycling Demand Champion!

“I commit to participate in the APR Recycling Demand Champion Program to drive PCR use of broad specification PCR. I will provide an initial list of future actions to the APR within 60 days and timely report progress so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling.”


**STEP 2**
OPTION A – CHOOSE PCR CONTAINING ITEM(S) TO PURCHASE
Everyday use/catalog order items are easily available and actively being used. Examples include:
- trash bags
- mop buckets
- trash cans
- totes
- recycle bins
- safety signs

Also, many companies are purchasing WIP (work-in-process) items:
- pallets
- collapsible pallets
- crates
- totes
- large liquid containers

For vendors, visit [https://plasticsrecycling.org/recycling-demand-champions/vendors](https://plasticsrecycling.org/recycling-demand-champions/vendors)

**STEP 3**
PURCHASE & REPORT ITEM(S)
Within 12 months of becoming a Demand Champion purchase or manufacture your PCR containing item(s) and report to APR. All data submitted to APR will remain confidential. NDAs can be executed upon request.

**ONGOING**
PROMOTION & RECOGNITION
Your company’s prominent role in expanding the markets for mixed residential plastics will be actively promoted by APR. Visit [https://plasticsrecycling.org/recycling-demand-champions](https://plasticsrecycling.org/recycling-demand-champions) for a list of current Demand Champions and the far-reaching press the program has received.
State Plastic Manufacturing Demand Project

Statewide Assessment of PCR Use by Plastic Manufacturers

- Three objectives
  - Understanding current PCR resin use;
  - Determining barriers for manufacturers using PC
  - Identifying opportunities to increase PCR use

- National Project Piloted in Nebraska
  - In partnership with First Star Recycling and Douglas County Dept. Of Environmental Quality
Statewide Assessment of PCR Use by Plastic Manufacturers

2018 Survey Results

• Barriers to PCR Use
  • Quality Consistency
  • Specifications
  • Customer Preference
  • Disrupting Production

• Incentives for PCR Use
  • Customers’ requests
  • Competitive advantage

2019 State Grant Application

• Seminar/Webinar - PCR: Myths, Facts & Why It’s Important
• Identify Nebraska manufacturers for PCR trial in 2020
Liz Bedard, Director
APR Olefins/Rigids Division

For more info visit:
plasticsrecycling.org/recycling-demand-champions