

Government Recycling Demand Champions



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**GOVERNMENT RECYCLING
DEMAND CHAMPION**

Introducing the Government Recycling Demand Champions Program

- ▶ Free incentive program to increase 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



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. 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 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

Who can Participate

- ▶ Any non-federal public sector entity
 - State agencies, departments, municipalities, counties, solid waste districts, libraries, public utilities
- ▶ Any educational institution
 - Public & private schools, colleges & universities
- ▶ State Recycling Organizations

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 12 months
- ▶ ***State Recycling Organization Advocate*** commits to promote program to their members and constituents



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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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Government Products

Company	Contact Information	Recycling/Garbage Containers (commercial, residential, office)	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		
Bedford Technology	Contact Bedford Technology (866) 777-1813				Standard plastic lumber and structural plastic lumber	
Armadillo	Contact Armadillo (320) 243-7318				Composite decking	
Berry Global Evansville, IN	Susan Schlamersdorf, Marketing Communications Manager (574) 975-9936 SusanSchlamersdorf@BerryGlobal.com		X			
bFive40 Little River, SC	(866) 639-1430 support@bfive40.com				Event signage	Event apparel
DiversiTech	Contact DiversiTech (678) 542-3600 orders@diversitech.com					Equipment pads
EcoGlobal	Steve Gladstone, Product Development				Ground access	

Product Directory



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Cost Impact of Buying PCR Containing Products

Many products will be the same price as products with virgin resin



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Getting 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
- City of Santa Monica (CA)

Advocates

- City of Middletown (CT)
- New Hampshire R4 Program

State Recycling Organization Advocates

- Maryland Recycling Network
- NYSAR3



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



Join Now! Contact Information

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



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