

Recycling Demand Champion Campaign

October 2017

The Association of Plastic Recyclers, in partnership with brand owners, NGOs, retailers, trade organizations, and other members of the recycling value chain recognize the need to increase end market demand for recycled resins. As such, this Demand Champion Program was created to foster and build the end-use market place. Collectively and voluntarily, we look to improve the recycling of polyolefins in North America. ***Please consider signing on as a Demand Champion.***

This program will drive demand for broad specification postconsumer resin (PCR) produced from mixed residential plastics, specifically polyolefins (PE and PP). We have identified end markets in a category called 'Work in Process' items (WIP). Examples of WIP items include durable goods such as crates, totes, cans, pails, drums, recycle bins, pallets, transport packaging, and other items. We suspect current WIP item PCR use is not widespread but could be and with a growing number of Champions could offer a simple opportunity to foster and build the PCR marketplace.

Collective efforts of the program will include individual assessments, recommendations, trials/testing, and implementation of PCR into WIP items. Many organizations use a host of WIP items where color may be the only reason PCR is not used. We look to demonstrate equal functionality with an intent to implement PCR into WIP items rapidly.

- ❖ Members of the Recycling Demand Champion Program recognize:
 -) Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant, and sustainable, and
 -) A strong demand-pull for recycled plastics is needed to ensure not only the maintenance of but also the building of a more robust recycling supply chain.

- ❖ Demand Champions look for their efforts to:
 -) 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, and
 -) Mitigate reliance on export markets.

Recycling Demand Champion Pledge

I will be a Recycling Demand Champion!

I commit to participate in the Recycling Demand Champion Program to drive PCR use in Work-In Process (WIP) items with broad specification PCR. I will provide an initial list of future actions to the APR within 30 days and timely report progress so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling.

Organization Name

Representative

Date