

# Demand Creates Value. Value Drives Recycling.

***Become a NERC-APR Government Recycling Demand Advocate!***

## Why?

- » Support a circular economy for plastics recycling
- » Support jobs in your state
- » Fulfill your organization's sustainability goals
- » Strengthen residential recycling for mixed plastics
- » Stimulate strong domestic markets and prevent "ocean plastics"

## Be part of the success of plastics recycling.

Consistent, reliable demand for postconsumer recycled plastic (PCR) is critical for plastics recycling to be mature, vibrant, and sustainable. NERC and APR created the NERC-APR Government Recycling Demand Champion Program to boost this demand.

Government Recycling Demand Champions commit to purchasing products that contain PCR. If your organization is not ready to take that step, you can become a Government Recycling Demand Advocate. Advocates intend to purchase products made with PCR within a year of joining the program.

Any and all NEW purchases of products with PCR apply. We welcome all state, regional, and local government entities, as well as public and private schools and colleges/universities, in the U.S. to become Demand Champions.

## Get Started Today!

- Begin with a [Roadmap](#) to Buying Products with Recycled Content.
- Watch a Webinar:  
    ["How to Buy Recycled"](#)  
    ["Intro to Recycling Demand Champions"](#)
- Find [Products](#) to Buy.
- Review Examples of [Specifications](#).
- Get [Tips](#) on How to Start a Buy Recycled Program.
- Look at a Sample Buy Recycled [Policy](#).
- Peruse the [Website](#).

## Who is NERC?

The [Northeast Recycling Council](#) (NERC) is a non-profit organization that conducts research, hands-on projects, training, and outreach on issues associated with source reduction, recycling, composting, environmentally preferable purchasing, and decreasing the toxicity of the solid waste stream.

## Who is APR?

The [Association of Plastic Recyclers](#) (APR) is an international trade association representing the plastics recycling industry. APR promotes development of the plastics recycling industry by providing leadership for long-term industry growth and vitality.





Become a NERC-APR  
GOVERNMENT RECYCLING  
DEMAND ADVOCATE

# Let's Get Started!

STEP  
1

## SIGN THE COMMITMENT LETTER

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

*"We commit to work over the coming year to identify which PCR containing products we can purchase so that next year we can become a NERC-APR Government Recycling Demand Champion."*

**SIGN  
HERE!**

STEP  
2

## PURCHASE PRODUCTS THAT CONTAIN PCR

By the following year of becoming a Government Recycling Demand Advocate, identify products you will be able to purchase, and sign the Champion pledge. Example products include:

- Roll-out carts
- Outdoor furniture, e.g. picnic tables, benches, etc.
- Plastics lumber, piers, decking
- Flooring
- Office supplies
- Trash bags
- Clothing/Uniforms
- Infrastructure drainage pipes
- Recycling & garbage containers
- Other PCR-containing plastic products, including electronics

We make it easy to find products that contain PCR by maintaining a product directory!

**PCR Product  
Vendors  
Directory**

STEP  
3

## TAKE ACTION

Starting the day you sign your commitment letter, you have a year to identify PCR-containing products that you will purchase in the following year.

STEP  
4

## GET RECOGNIZED & SPREAD THE WORD!

NERC & APR recognize the prominent role that Government Demand Advocates like you play in expanding the markets for mixed residential plastics. Let us celebrate your efforts through social media, press releases, podcasts, industry presentations, and more! NERC will provide a certificate promoting your commitment as a Government Recycling Demand Advocate and recognize your participation during NERC events.

Need help getting started? Have more questions?  
Contact NERC's Executive Director, [Megan Fontes](#).



The Association of  
Plastic Recyclers

