

Demand Creates Value. Value Drives Recycling.

Become a NERC-APR Government Recycling Demand Champion!



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 Government Recycling Demand Champion Program to boost this demand.

Government Recycling Demand Champions commit to purchasing products that contain PCR in order to stimulate and create domestic markets for recyclable plastics and thereby driving sustainable plastic recycling.

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 CHAMPION

Let's Get Started!

STEP
1

SIGN THE COMMITMENT LETTER

"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 containing PCR. We believe demand creates value and value drives recycling."

**SIGN
HERE!**

STEP
2

PURCHASE PRODUCTS THAT CONTAIN PCR

Examples:

- Benches
- Decking
- Drainage pipes
- Electronics
- Clothing/Uniforms
- Garbage & Recycling containers
- Office supplies
- Pallets
- Paving tiles
- Flooring
- Roll-out carts
- Trash bags and Gaylord liners
- Indoor/Outdoor furniture

**We make it easy to find
products that contain PCR!
Find the product directory at
PlasticsRecycling.org**

STEP
3

TAKE ACTION

Starting the day you sign your commitment letter, you have a year to purchase more products that contain PCR.

STEP
4

REPORT YOUR SUCCESS

Once a year, NERC sends each Government Demand Champion a reporting form. Organizations submit it back to NERC, noting what was bought, how much, and from whom. All data submitted remains confidential. NERC will anonymously aggregate data from all Demand Champions and generate an Annual Report showcasing the impacts of increased demand for postconsumer recycled plastics, as well as provide each reporting Champion with its own sustainability report.

STEP
5

GET RECOGNIZED & SPREAD THE WORD!

NERC & APR recognize the prominent role that Government Demand Champions 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 Champion and recognize your participation during NERC events.

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

