



Become an APR Michigan Recycling Demand Champion

Consistent, reliable demand for postconsumer recycled plastic is critical for recycling to be mature, vibrant, and sustainable. [The Association of Plastic Recyclers](#) (APR) and the [Michigan Recycling Coalition](#) (MRC), in partnership with [NextCycle Michigan](#), brand owners, NGOs, retailers, trade organizations, and other members of the recycling value chain, recognize the need to increase end market demand for postconsumer recycled resins.

A strong demand-pull for postconsumer recycled plastics is needed to ensure the maintenance and expansion of a robust plastics recycling supply chain. The [APR Michigan Recycling Demand Champion Campaign](#) was created to foster and build the end-use marketplace. Collectively and voluntarily, Michigan Demand Champions commit to plastics recycling in North America by *increasing* their use of postconsumer recycled content (PCR).

Michigan Demand Champions look for their efforts to:

- Strengthen and increase domestic demand for residential mixed plastics
- Expand recovery of recyclable postconsumer plastics.
- Mitigate reliance on export markets.
- Help prevent “ocean plastics” by stimulating strong North American markets.
- Boost a “circular economy” for plastic packaging.
- Support investment in infrastructure to use PCR.
- Increased and equitable value for PCR resin.

There are two ways in which companies may participate in this Campaign and fulfill their commitment to bolstering demand for postconsumer plastic.

Product Buyers

The company commits to increase its use of products that contain PCR. In this scenario companies are bolstering demand for PCR by purchasing products that contain PCR, e.g. pallets, trash bags, packaging, etc.

Product Makers

The company commits to increase the amount of PCR used in a current or new application or product they make. In this scenario companies are bolstering demand for PCR directly by purchasing PCR pellet or flake.



APR Michigan Recycling Demand Champions Commitment Letter and Pledge

We believe demand creates value and value drives recycling and, for this reason, we are committing to become an APR Michigan Recycling Demand Champion and drive PCR use in products.

We plan to buy products that contain PCR

OR

We plan to buy PCR (pellet or flake) and incorporate it into our company's products

By signing this commitment letter, we understand and accept the following Campaign rules:

- The Campaign is about *incremental* PCR usage/purchases and not simply the total amount of PCR used/purchased. Your company's reportable PCR use/purchases is the increase from the previous year.
- Only *postconsumer* recycled content may be reported; *postindustrial* recycled content may not be reported.
- By January 31, 2022 you will inform APR how you fulfilled your commitment to the Campaign. APR will provide a reporting form in which you must list all your PCR purchases from January 1, 2021 through December 31, 2021. You must name your vendors. APR is willing to sign NDAs if you would like.
- After all reporting forms have been submitted, APR will aggregate reported information from all Demand Champion companies and release a report that includes your company's logo.
- Companies that do not meet their commitment or who do not complete the reporting form will unfortunately not be allowed to participate in the Campaign the following year and their logos will be removed as a participant for the year in which they committed.

Company Name

Representative Name

Email Address

Representative Signature

Date



Submit your signed commitment letter
to Ali Briggs-Ungerer, at ali@plasticsrecycling.org