

**NERC**

Become a NERC-APR  
**GOVERNMENT RECYCLING  
 DEMAND ADVOCATE**

## Be Part of the Success of Plastics Recycling



### STATE RECYCLING ORGANIZATIONS

## Become a NERC-APR Government Recycling Demand Advocate.

APR and NERC have designated a special option for State Recycling Organizations to become Government Recycling Demand Advocates. These Advocates commit to:

- Promoting the NERC-APR Government Recycling Demand Champion program to their *public* sector members and other representatives of the recycling community in their state, and to support their joining the program as Advocates or Champions of the NERC-APR Government Recycling Demand Champion program, and
- Promoting the APR Recycling Demand Champion program to their *private* sector members and other representatives of the recycling community in their state, and to support their joining the program as APR Recycling Demand Champions.

### Members of the Recycling Demand Advocates Program recognize:

- Consistent, reliable demand for recycled plastic is critical for recycling to be a mature, vibrant and sustainable industry and,
- A strong demand for recycled plastics is needed not only to maintain but also to build strong domestic plastic recycling markets.

### Recycling Demand Advocates 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.

Your organization’s promotion of the NERC-APR Government Recycling Demand Champion program and the APR Recycling Demand Champion program to your members will make a significant and measurable impact to strengthen the plastic recycling markets by stimulating the purchase of products manufactured with PCR.

## Demand creates value. Value drives recycling.

For more information, visit: [NERC.org/projects/government-recycling-demand-champions](https://www.nerc.org/projects/government-recycling-demand-champions) or contact Lynn Rubinstein ([lynn@nerc.org](mailto:lynn@nerc.org)).

**“Given the current fragile recycling economics, a demand-pull for recycled plastics... is needed to start building positive momentum in the near term.”**

Ellen MacArthur Foundation, New Plastic Economy Catalyzing Action

***We must strengthen demand for recycled plastics in the U.S. to replace lost export opportunities.***

***With record low prices for virgin plastic, it has become financially challenging for end-markets to use PCR resin. Consequently, public demand for PCR is essential to support the industry.***

***Using PCR provides significant environmental benefits - including energy savings and avoided greenhouse gas emissions.***

# Let's Get Started!

## Participating in this critical program is simple.

### STEP 1

#### SIGN COMMITMENT LETTER

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

*"We commit to promote the NERC-APR Government Recycling Demand Champion program to our public sector members and the APR Recycling Demand Champion program to our private sector members."*

See the full [commitment letter](#). To submit a commitment letter, email it to Lynn Rubinstein, NERC, [lynn@nerc.org](mailto:lynn@nerc.org).

### STEP 2

#### PROMOTE THE PROGRAMS TO YOUR MEMBERS

Promote both Recycling Demand Champion programs using social media, blog posts, newsletter articles and other avenues of communications with your members.

Resources include:

- [Directory of vendors selling items containing PCR](#)
- Fact Sheet: [NERC-APR Government Recycling Demand Champions](#) (for public sector entities)
- Fact Sheet: [NERC-APR Government Recycling Demand Advocates](#) (for public sector entities)
- Fact Sheet: [APR Recycling Demand Champion Program](#) (for private sector companies)
- [Roadmap for Buying Products with Post-Consumer Recycled Content](#)

### ONGOING

#### PROMOTION & RECOGNITION

Your organization's prominent role in expanding the markets for recyclable plastics will be actively promoted by NERC and APR. Visit [NERC.org/projects/government-recycling-demand-champions](http://NERC.org/projects/government-recycling-demand-champions) for a list of current Government Recycling Demand Champions and Advocates.

You will receive a certificate recognizing your commitment as a Government Recycling Demand Advocate.