CONSISTENT, RELIABLE DEMAND IS CRITICAL FOR RECYCLING TO BE MATURE, VIBRANT AND SUSTAINABLE.

The Future of Plastics Recycling is at Risk

THERE IS A SOLUTION.

Become an APR Recycling Demand Champion.

APR Recycling Demand Champions commit to purchase new volume PCR through “work in process” (WIP) durable goods, or other applications for PCR, and thereby play a prominent role in expanding the market for mixed residential plastics, driving investment, increasing supply and producing more high quality PCR. This campaign includes any and all NEW applications for PCR.

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.

Your company’s commitment to purchase WIP durable goods manufactured with broad specification PCR, or develop a new application for PCR, will make a significant and measurable impact in strengthening the plastic recycling markets.

Public entities and State Recycling Organizations, please contact Lynn Rubinstein (lynn@nerc.org) for the NERC-APR Government Recycling Demand Champion program.

Demand creates value. Value drives recycling.

The Association of Plastic Recyclers (APR) is the international trade association representing the plastics recycling industry. APR works to enhance the quality, increase the supply, expand the demand, and communicate the value of recycled plastics. Visit PlasticsRecycling.org for more information.
Participating in this critical program is simple.

**STEP 1**
SIGN COMMITMENT LETTER
APR Recycling Demand Champion Pledge – I will be an APR Recycling Demand Champion!

“I commit to participate in the APR Recycling Demand Champion Campaign to drive PCR use in work-in-process (WIP) items with broad specification PCR, and/or other new applications for PCR. I will increase my purchase or manufactured items with PCR within one year, and report to APR in a timely manner so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling.”

For the full commitment letter, visit PlasticsRecycling.org/Recycling-Demand-Champions

**STEP 2**
OPTION A – CHOOSE PCR CONTAINING ITEM(S) TO PURCHASE
Everyday use/catalog order items are easily available and actively being used. Examples include:
- trash bags
- mop buckets
- trash cans
- totes
- recycle bins
- safety signs

Also, many companies are purchasing WIP (work-in-process) items:
- pallets
- collapsible pallets
- crates
- totes
- large liquid containers

For vendors, visit PlasticsRecycling.org/Recycling-Demand-Champions/Vendors

**OPTION B – EXPAND YOUR CURRENT USE OF PCR
**Increase the amount of PCR in a current product or application, or develop a new product or application for PCR.

**STEP 3**
PURCHASE & REPORT ITEM(S)
Within 12 months of becoming a Demand Champion, purchase or manufacture your PCR containing item(s) and report to APR. All data submitted to APR will remain confidential. NDAs can be executed upon request.

**ONGOING**
PROMOTION & RECOGNITION
Your company’s prominent role in expanding the markets for mixed residential plastics will be actively promoted by APR. Visit PlasticsRecycling.org/Recycling-Demand-Champions for a list of current Demand Champions and the far-reaching press the program has received.

APR is available to assist Champions to develop their work plan; contact Ali Briggs-Ungerer (ali@plasticsrecycling.org) for support. APR will consolidate Champions’ year-end data to determine total market impact and, at a minimum, produce an Annual Report.