

## **APR Recycling Demand Champion Campaign Commitment Letter**

August 2018

The Association of Plastic Recyclers (APR), in partnership with brand owners, NGOs, retailers, trade organizations, and other members of the recycling value chain, recognize the need to increase end market demand for recycled resins. The APR Recycling Demand Champion Campaign was created to foster and build the end-use market place. Collectively and voluntarily, Demand Champions look to improve plastics recycling in North America by committing to increase their use of PCR. ***Please consider signing on as an APR Recycling Demand Champion.***

Champions have two options to fulfill their commitment:

- Purchase PCR containing items. Examples include everyday use and/or catalog order items (trash bags, mop buckets, trash cans, recycle bins, or safety signs) or work-in-process (WIP) items (pallets, crates, totes, large liquid containers, pails, drums, transport packaging).
- Increase the amount of PCR used in a current application or product, or develop a new product/application for PCR.

Collective efforts of the program will include individual assessments, recommendations, and implementation of PCR. Many organizations use a host of items where color may be the only reason PCR is not used. We look to demonstrate equal functionality with an intent to implement PCR into WIP, and other items rapidly.

Members of the Recycling Demand Champion Program recognize:

- Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant, and sustainable.
- 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.
- Mitigate reliance on export markets.

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### **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 provide an initial list of future actions to the APR within 90 days, purchase or manufacture 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.

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Organization Name

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Representative Signature

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Date

