

NERC



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

Ensure the Future of Plastics Recycling



BE PART OF THE SUCCESS OF PLASTICS RECYCLING

Become a NERC-APR Government Recycling Demand Advocate.

Government Recycling Demand Champions commit to purchasing products that contain post-consumer recycled plastics (PCR). If your organization is not ready to take that step, you can become a Government Recycling Demand Advocate. Advocates intend to purchase products made with PCR within a year of joining the program.

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 Advocates.** State Recycling Organizations, please contact Lynn Rubinstein (lynn@nerc.org) for a special opportunity to participate.

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 support of purchasing products manufactured with PCR will make a significant and measurable impact to strengthen the plastic recycling markets.

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).

“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 work over the coming year to identify which PCR containing products we can purchase so that we can become a NERC-APR Government Recycling Demand Champion."

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

STEP 2

IDENTIFY PCR CONTAINING ITEM(S) TO PURCHASE

By the following year of becoming a Government Recycling Demand Advocate, identify products you will be able to purchase, and sign the Champion pledge.

Examples:

- Roll-out carts
- Outdoor furniture - picnic tables, benches, etc.
- Plastics lumber, piers, decking
- Infrastructure drainage pipes
- Recycling & garbage containers
- Office recycling bins
- Trash bags
- Other PCR-containing plastic products, including electronics

See [vendors selling items containing PCR, and links to public sector cooperative purchasing opportunities](#).

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](https://www.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.