

APR's Recycling Demand Champion Campaign:

An Update on the Growth and Impact this Campaign has Seen Over the Last 3 Years

May 27, 2020



**The Association of
Plastic Recyclers**

TODAY'S PRESENTERS



Kara Pochiro

VP of Communications
& Public Affairs, APR



Liz Bedard

Rigids Program Director,
APR



Lynn Rubinstein

Executive Director,
NERC



Susan Robinson

Sr Director of
Sustainability & Policy,
Waste Management

WHO IS APR?





Increase
Supply



Enhance
Quality



Expand
Demand



Communicate
Value

APR Primary Goals



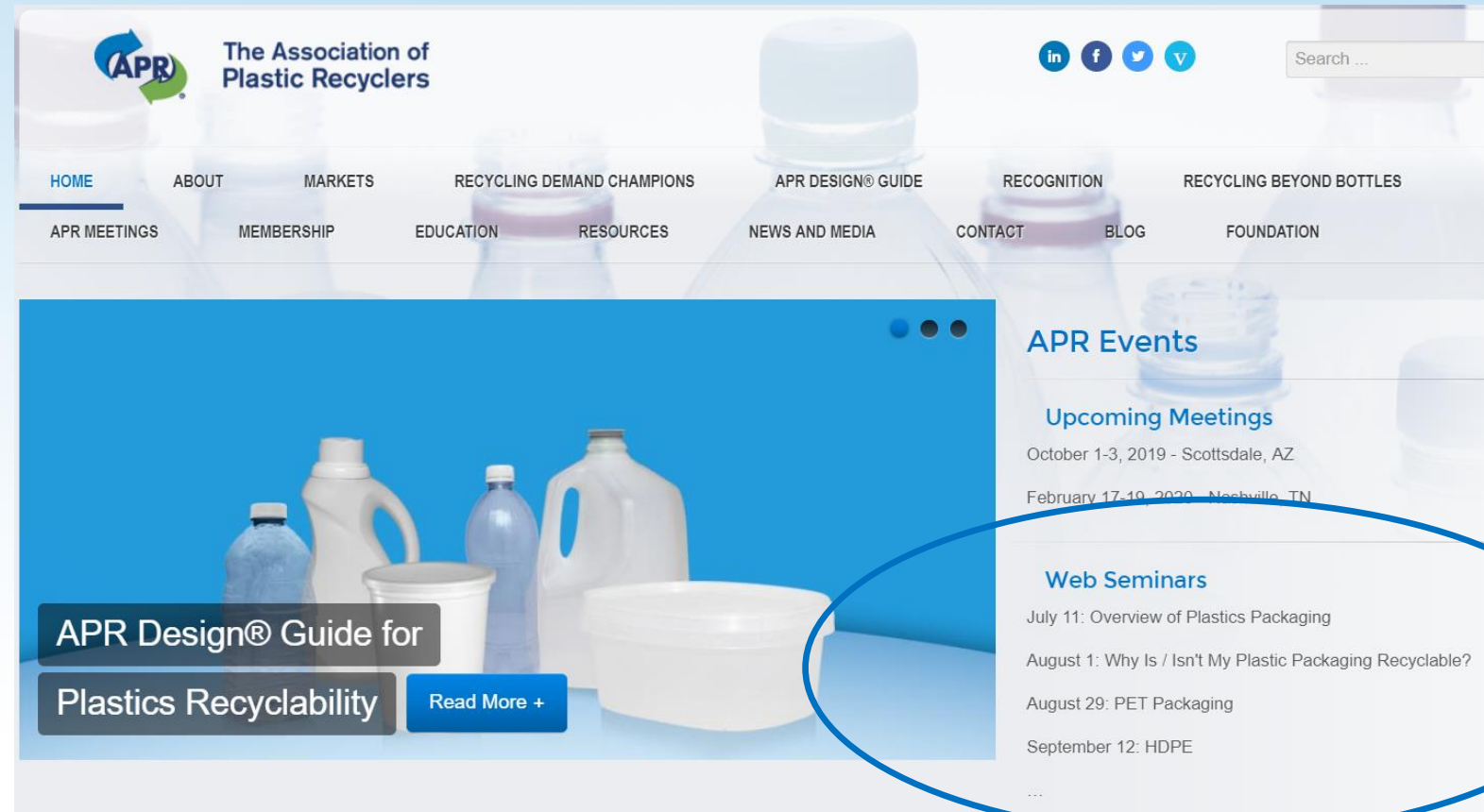
The Association of
Plastic Recyclers

WHAT DO WE DO?



- APR Design® Guide for Plastics Recyclability
- Training
- Advocacy
- APR Recycling Demand Champions
- PCR Certification
- Resource Development
- Education

WEBINAR INFO



Registration links, presentation slides and recordings available on the APR website:

www.plasticrecycling.org

SUBSCRIBE TO APR's PODCAST



Recycled Content


1 month ago

COVID-19 and the Recycling Industry, featuring Brent Bell of Waste Management Recycle America



▶ 43





*“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





APR Recycling
**DEMAND
CHAMPIONS**



A call
to Action!

APR Recycling
**DEMAND
CHAMPIONS**



- **Strengthen & increase domestic demand**
- **Boost a circular economy for plastic recycling**
- **Help prevent “ocean plastics” by stimulating domestic markets**
- **Mitigate reliance on export markets**

APR Recycling
**DEMAND
CHAMPIONS**



Champions Commit to increase their
PCR use in coming year

Any new use of domestic PCR qualifies

APR Recycling DEMAND CHAMPIONS



Become an APR Recycling
DEMAND CHAMPION

Let's Get Started!

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 Program to drive PCR use of broad specification PCR. I will provide an initial list of future actions to the APR within 60 days and timely report progress so positive impacts may be anonymously aggregated and collectively reported. I believe demand creates value and value drives recycling."

https://www.plasticsrecycling.org/images/Recycling_Demand_Champions/APR_Demand_Champion_Campaign_Commitment_2_2018.pdf

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: <https://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 <https://plasticsrecycling.org/recycling-demand-champions> for a list of current Demand Champions and the far-reaching press the program has received.



THE INAUGURAL DEMAND CHAMPIONS



APR Recycling
**DEMAND
CHAMPIONS**



Impacting the
marketplace

All new WIP purchases will be evaluated against APR's Demand Champions vendors list – roll carts, trash/recycling bins, trash bags, desks, pallets, labels, etc.

-Current APR Recycling Demand Champions

Winter months can be a slow for selling recycled resins, but not this year, we believe because of APR's Recycling Demand Champions Program.

-North American Plastic Reclaimer

*First
Year's
Impact!*

THE INAUGURAL DEMAND CHAMPIONS

GREENHOUSE GAS EMISSIONS
FROM 1,747 PASSENGER VEHICLES
DRIVEN FOR 1 YEAR



JOB CREATION IN PLASTIC
RECYCLING FOR 92 PEOPLE

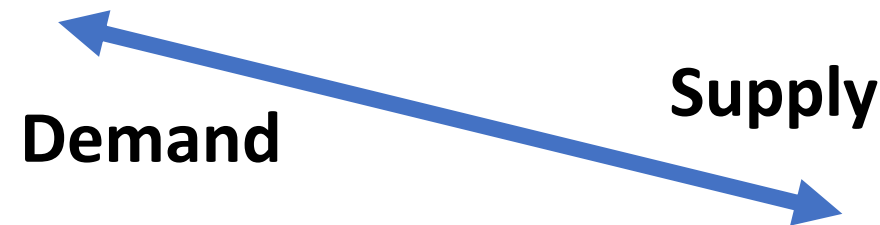


ALL THE PLASTIC RECYCLABLES
FROM A CITY THE SIZE OF
CAMBRIDGE, MASSACHUSETTS
(113,333 POPULATION)



**6.8
MILLION
POUNDS OF
POSTCONSUMER
RESINS**

RESULTING
IN THESE
ESTIMATED
IMPACTS



2019



20

Companies



2019

APR RECYCLING DEMAND CHAMPIONS YEAR END REPORT

Consistent, reliable demand = mature, vibrant and sustainable recycling!

25.9

MILLION
POUNDS
OF
NEW PCR USE



RESULTING
IN THESE
ESTIMATED
IMPACTS



Demand

Supply

GREENHOUSE GAS EMISSIONS
FROM 6,369 PASSENGER VEHICLES
DRIVEN FOR 1 YEAR*



JOB CREATION IN PLASTIC
RECYCLING FOR 337 PEOPLE**



ALL THE PLASTIC RECYCLABLES
FROM A CITY THE SIZE OF
MINNEAPOLIS, MINNESOTA***
(422,331 POPULATION)



2020



40

Companies





We are an APR Recycling
DEMAND CHAMPION



Success Story

- Inadequate demand for injection PCR was causing domestic bulky rigid recycling to breakdown
- WMI began requiring 10% residential injection grade PCR in their curbside collection carts
- Results –
 - Resurgence of domestic bulky rigids recycling - 10% PCR commitment made the difference!



Become an APR

RECYCLING DEMAND CHAMPION

Additional
Champions
Needed

- ***Sign commitment letter***
- ***Identify PCR item(s) to purchase***
- ***Report PCR purchases***
(Following calendar year in Sept.)



***Liz Bedard, Director
APR Olefins/Rigids Division***

www.PlasticsRecycling.org



**We are an APR Recycling
DEMAND CHAMPION**

Waste Management

APR'S DEMAND CHAMPION'S PROGRAM: DRIVING CHANGE

Driving demand for post-consumer plastics recycling in the U.S. Economy

- *Over the past several months, many consumers experienced firsthand the relationship between recycling and products/packaging, as essential services.*
- *However, plastic demand has been muted during this time with relative little post-consumer plastic used in primary packaging.*
- *The more products that rely on post-consumer PCR, the stronger the demand will be.*



How can we use this opportunity to connect the dots for consumers?

Driving demand for plastic use in basic goods and packages will ensure strong recycling markets for plastics.

Plastic Sold from WM Single Stream MRFs in 2019

Plastic Type	Single Stream Tons Sold
PET	96,821
HDPE	57,007
Mixed Plastics	18,057
Total	171,885*

* Does not include commercial/industrial plastic or plastic collected by WM and processed by other recyclers

WM's Supply Chain is relatively simple

Our supply chain is not complex. Primary purchases include:

- Trucks and parts
- Tires
- Plastic carts
- Metal containers
- Uniforms
- Personal Protective Equipment (PPE)
- Office supplies

We've worked with our supplier to reduce new tire usage (retreading) and to reduce paper use through double sided copying and less paper-billing/communication. Metals containers include post-consumer material, and plastics carts include recycled carts as well as post-industrial plastic.

Opportunities for PCR curbside programs include carts, uniforms and vests.

WM and APR'S Demand Champions Program

- **WM carts already included post-consumer cart resin and industrial carts**
- **APR approached Cascade Cart, KW Plastics and WM about using curbside plastics in recycling carts.** Timing was good because we needed more demand for rigid plastics resin.
- **This started a nine month process, including:**
 - ✓ Engaging our Purchasing Department/Supply Chain team:
 - ✓ Gaining brand approval from our marketing department for color
 - ✓ Testing by Cascade Cart for product warranties
 - ✓ Durability for impact
 - ✓ Heat/cold
 - ✓ Guarantee of price parity
 - ✓ Selling to WM teams who order their carts and to their communities

Cascade Eco Cart

eco cart | **CASCADE**
WASTE MANAGEMENT

Curbside plastic is making a comeback.

Introducing the world's first cart made from recycled plastic picked up at the curb.

At long last, you require more recycling capacity without the extra weight or big bulky design. Cascade is the answer. It's a smart, smart choice for your recycling program — our users' choice — made with 100% recycled plastic. That's why we require customers' smallest business owners and municipalities.

Using a custom cap system, we put our 100% recycled plastic right out in your recycling program — and put it into our Cascade™. It covers the same standard design, that's what you expect from any Cascade cart, with an extra-strong injection-molded lid and cart built over our new machine with recycled polypropylene. Cascade comes.

www.ecocart.com
1.800.850.2276

The ecocart™ is a worthy end — and it's here at last.

	40 GALLON MODEL	60 GALLON MODEL
HEIGHT	47"	47"
WIDTH	31"	31"
DEPTH	25.5"	25.5"
WHEEL DIAMETER	12"	16x12"
WHEEL LENGTH	3.5"	4.5"
WHEEL WIDTH	3"	3"
LOADING HEIGHT	27.5"	27.5"
CARTS PER TRUCK	10	10
CARTS PER DAY TRUCK	100	100

Cascade carts are:

- Injection-molded with High Density Polyethylene (HDPE)
- UV stabilized against sun damage
- Manufactured with reinforced double wall design to protect the cart bottom against abrasion
- MSD compliant
- 100% recyclable

Standard features from top to bottom:

- Customized Graphics: Make a statement with permanent, full-color lid graphic options, multiple for street locations, and more.
- Snap-On Wheels: Tough and durable. No tools needed. Engineered for the rigors of our industry.

Every cascade cart is smart:

All Cascade carts are built with rugged, heavy-duty wheels. Our carts are designed with the ability to be used in a variety of ways, from curbside recycling to street cleaning. Your cart is ready to improve your operation.

As the only single-piece cart with high-quality wheels, we incorporate the best in wheel technology. Cascade carts are built to last.

- Generating individual manufacturing batch numbers for each cart
- Assigning a color to a specific customer location, providing detailed history of ownership, location, and service for monitoring the most over its entire useful life
- Generating data on collection participation and household diversion rates
- Maximizing curb efficiency

Starting benefits:

- Increased curb height, optimized for height, reducing costs to your client.
- Active with full MSD MSW best practice included, making you a responsible citizen and leader in the field.
- Overweight lid with structural design for support, lift, and other features.
- Fully loaded, double wall lower 18" pocket diameter holes in interior of cart, designed for best protection and optimal compatibility.
- Reinforced, dual body design with reinforced plastic for durability with fully automated collection.

eco cart | **CASCADE**
WASTE MANAGEMENT

www.ecocart.com
1.800.850.2276

- WM's bulky rigids are processed by KW Plastics, then used to for the carts - approximately 4 lbs/cart.
- Body is black with colored lids. Color has not been an issue – it denotes customers' commitments.

WM Eco Cart by Cascade Cart




Carts sold: 4,600

Carts ordered: 7,000

Total to date: 11,600

Demand Champions Commitment



FOR IMMEDIATE RELEASE—October 2, 2019

APR Recycling Demand Champions Campaign Announces Over 300% Growth Company Participation Continues to Expand

A program designed to expand market demand for recycled plastics has generated almost 26 million pounds of new demand for postconsumer resin (PCR), more than tripling the amount generated in the first year. The APR Recycling Demand Champions Campaign, created by the Association of Plastic Recyclers (APR) in 2017 to stimulate new markets for recycled plastics, announced the results at the APR annual meeting in Scottsdale, AZ. APR also announced new participants who have committed to increase their use of postconsumer resin (PCR) in the upcoming year, as well as those who have recommitted for another year.

"We are thrilled with the exponential growth with this campaign, especially during this time when the need for expanded demand for recycled plastics has reached a critical point," commented Liz Bedard, Director of the APR Olefins/Rigid Plastic Recycling Program. "The APR Recycling Demand Champions Campaign is all about ongoing and continued growth in demand, which is key to the success of plastics recycling. APR applauds the efforts of the Demand Champion Companies, and encourages others to commit."

The group of companies who increased their use of PCR in the past year include include **Annie's, Avangard Innovative, Berry Global, Champion Polymer Recycling, Clean Tech, Dart Container Corp., Denton Plastics, DOW Chemical, ECO Products, Envision Plastics, Fabri-Kal, Keurig Dr. Pepper, Nestle Waters, PAC Worldwide, PakTech, Procter & Gamble, QRS, Target, Unilever, and UPM Raflatac.** Collectively, these companies increased their PCR purchasing by 25.9 million pounds. This is equivalent to the greenhouse gas emissions from 6,369 passenger vehicles driven for 1 year, 337 jobs in plastics recycling, and all of the plastic recyclables from a city the size of Minneapolis, MN (422,331 population).

The APR Recycling Demand Champions Campaign plays a prominent role in expanding the market for recycled plastics, driving investment, increasing supply, and producing more high quality postconsumer resin (PCR). Champion companies commit to purchase new volume PCR in 3 possible ways:

- Purchase "work in process" (WIP) durable goods for use in manufacturing facilities.
- Develop a new application for PCR.
- Increase PCR usage in a current application.

Annie's, Avangard Innovative, Berry Global, Champion Polymer Recycling, CleanTech/PlastiPak, Dart Container Corp., Dow, Envision Plastics, Fabri-Kal, Keurig Dr. Pepper, Nestle Waters, PAC Worldwide, PakTech, PlastiPak, The Procter & Gamble Company, Target, QRS, Unilever, and UPM Raflatac have committed to the campaign for another year. New Demand Champion Companies include: **EFS Plastics Inc., Innovative Plastech, Novolex, The Toro Company, and Waste Management Industries**

"Creating new market demand is a key focus for APR," said Steve Alexander, President & CEO of APR. "When we first introduced the campaign, we were pleasantly surprised at the variety of potential uses for PCR that were identified by companies. Our goal was to simply expand how companies viewed potential applications for PCR use in products and create new markets for material. As we continue to work with companies to meet their sustainability goals, we see tremendous potential for growth in demand markets for recycled plastics"

plasticsrecycling.org



Waste Management Cart Purchasing Commitment January 2020

WM will prioritize the purchase of carts made with 10% post consumer content to support closing the recycling loop.

Background

Early in 2019, WM was approached by the Association of Plastic Recyclers (APR) about their work with Cascade Cart Solutions (Cascade) to use bulky rigid plastic collected in curbside recycling programs in our curbside carts. Previously, only post-industrial plastics was used in these carts.

Our Supply Chain Team began working with Cascade to complete testing to ensure that our warranties would prevail. In October, Cascade subsequently finished the testing and confirmed that they would be able to retain our warranties and pricing for curbside carts with 10% post consumer carts from curbside recycling programs.

One limitation of the cart is that they can only be manufactured in black or dark grey, so we obtained approval from our Marketing/Branding team for the use of black/dark grey carts. The carts will support our brand by promoting the use of Post Consumer Content (PCR) – a first in our industry. There is significant marketing potential associated with this new program.

Now it is up to us to order the new carts.

Details of the programs

Warranties and pricing. Cascade will manufacture curbside carts made with 10% post-consumer resin at the same price as the carts made with post-industrial resin.

Color. Carts and lids with PCR will be black/dark grey. WM's Branding team has approved the use of these colors in our carts.

- Single cart color with varying lid colors will reduce cart inventory. As example, WM staff approached CalRecycle for permission to use all black/dark grey carts if we use PCR, versus the regulation's requirement for three separate cart colors. CalRecycle gave approval for a single cart color with varying lid colors for different types of collected material (trash, recycling and organics) *when we use PCR in the carts.* This will save WM \$850K/year by allowing single cart color purchases.
- Black/dark grey carts can be used for trash where multi-color carts are required. Some communities specify different colored carts for trash, recycling and yard debris. In these instances, we can specify black/dark grey carts with 10% PCR.

To make this program work, WM's market areas will need to begin ordering these carts. Other cart vendors have tested the use of PCR and may be able to provide carts with PCR but using carts with PCR should become a Best Practice for Waste Management.

Overcoming Challenges: Importance of Corporate Support

- Having the purchasing department on board is imperative. Working through the details with them was critical.
- Overcoming inertia – change is hard. Started out slow with regional staff.
- We enlisted senior leaders to support purchase of carts once the warranties and pricing were confirmed.
- Education and advocacy focused on local teams and local communities.
- Ongoing support of Senior Leadership, and CEO at WM Forum.



Other Efforts and Next Steps

- Our purchasing department is looking for new opportunities to use more PCR in other applications.
- Our recycling team continues to work to encourage demand for PCR.



Our purchasing team is our best partner in our effort to drive demand

Government Recycling Demand Champions

*Lynn Rubinstein, Executive Director
Northeast Recycling Council*



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

What is NERC

- ▶ Nonprofit focused on minimizing waste, conserving natural resources, & advancing a sustainable economy
- ▶ 11-state core: New England, Delaware, Maryland, New Jersey, New York, & Pennsylvania
- ▶ Membership organization



Become a NERC-APR
GOVERNMENT RECYCLING
DEMAND CHAMPION

Background

APR Recycling Demand Champions

- ▶ *Private sector* commitment to buy or make more products with plastic post-consumer recycled content resin (PCR)



Become a NERC-APR
GOVERNMENT RECYCLING
DEMAND CHAMPION

NERC & APR Collaboration: Government Recycling Demand Champions

Why NERC

- ▶ Non-profit organization working nationwide with government entities
- ▶ Hosted State Electronics Challenge for 12 years
- ▶ Expert in environmentally preferable purchasing & relationship to recycling markets



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GOVERNMENT RECYCLING
DEMAND CHAMPION

Closing the Loop – Supporting the US Plastic Recycling Industry

It's an old adage, but true – we have to close the loop for a healthy & financially sustainable recycling industry depends on someone wanting to buy what we put at the curb.



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DEMAND CHAMPION

Driving Change through Government Leadership

- ▶ Government is biggest purchaser of products in the U.S.
 - ❑ What it buys impacts the marketplace, recycling industry, & sends strong signal to brands about the desire to buy products with PCR
 - ❑ Committing to purchasing products with PCR sends a message to citizens & constituents
- ▶ EPR Laws that require brand & manufacturer action to support recycling need government commitment to recycled content to succeed



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GOVERNMENT RECYCLING
DEMAND CHAMPION

How the Program Works

- ▶ *Who can participate*: Any non-federal public sector entity, including state agencies, departments, municipalities, counties, libraries, schools, public & private colleges & universities
- ▶ *Champions* commit to increased purchase of products with PCR within the following 12 months
- ▶ *Advocate* commits to work over coming year to identify PCR containing products it can purchase leading to becoming a Champion



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GOVERNMENT RECYCLING
DEMAND CHAMPION

Examples of Products with PCR Content

- ▶ Infrastructure drainage pipes
- ▶ Trash bags
- ▶ Roll-out carts
- ▶ Recycling & garbage containers
- ▶ Benches & outdoor furniture
- ▶ Plastic lumber, piers, & decking
- ▶ Other PCR containing plastic products – including electronics



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GOVERNMENT RECYCLING
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The Program Provides

- ▶ Technical assistance & training
- ▶ Directory of vendors
- ▶ Certificate of participation
- ▶ Recognition



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GOVERNMENT RECYCLING
DEMAND CHAMPION

Vendors of Products Made with Recycled Plastics

Work in Progress Items Packaging Film/Consumables **Government Products** Other

Company	Contact Information	Roll Carts/ Collection Containers	Trash Bags	Infrastructure/ Drainage Pipe
Advance Drainage Systems Hilliard, Ohio	Dan Figola, Sustainability Director (630) 768-2988 dfigola@ads-pipe.com			X
Berry Global Evansville, IN	Susan Schlamersdorf, Marketing Communications Manager (574) 975-9936 SusanSchlamersdorf@BerryGlobal.com		X	
Greencore Products - Petoskey Plastics Birmingham, MI	Stefan Bulszewicz, Sales Specialist (231) 347-2602 ext. 3763 sbulszewicz@petoskeyplastics.com		X	
Kettle Creek Ottsville, PA	Bonnie Haas, President (800) 527-7848 bonnie@kettlecreek.com	X		
Lane Enterprises Camp Hill, PA	Kevin Miller, Director of Product Development (832) 773-8396 kmiller@lane-enterprises.com			X
Modern Plastic Recovery Haviland, OH	Ross Stoller (419) 622-4611 ross@mpr-inc.us			X
Multiplast Systems Inc.	Mark Goldenberg			

Vendors



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

Contact Information

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▶ Website

<https://nerc.org/projects/government-recycling-demand-champions>



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DEMAND CHAMPION

Questions?

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The Association of
Plastic Recyclers



NERC
NORTHEAST RECYCLING COUNCIL