

**NERC**



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

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

## **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.**

### **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](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

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

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*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.*

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*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](mailto: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](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.