

NERC



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

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 Champion.

Government Recycling Demand Champions commit to purchasing products that contain post-consumer recycled plastics (PCR) in order to stimulate and create domestic markets for recyclable plastics and thereby driving sustainable plastic recycling.

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 Champions.**

Members of the Recycling Demand Champion 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 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 organization's commitment to purchase 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 Champion!

"We commit to participate in the NERC-APR Government Recycling Demand Champion Campaign to drive PCR use in products. We will increase our purchase of items with PCR within one year, and report to NERC in a timely manner so positive impacts may be collectively reported. We believe demand creates value and value drives recycling."

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

STEP 2

PURCHASE PCR CONTAINING ITEM(S)

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](#).

STEP 3

REPORT PURCHASED ITEM(S)

By the following year of becoming a Government Recycling Demand Champion, purchase PCR containing item(s) and report to NERC.

The [annual reporting form](#) is available online.

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 for a list of current Government Recycling Demand Champions.

You will receive a certificate recognizing your commitment as a Government Recycling Demand Champion.