

Demand Creates Value. Value Drives Recycling.

State Recycling Organizations -

Become a NERC-APR Government Recycling Demand Advocate!



Why?

- » Support a circular economy for plastics recycling
- » Support jobs in your state
- » Fulfill your organization's sustainability goals
- » Strengthen residential recycling for mixed plastics
- » Stimulate strong domestic markets and prevent "ocean plastics"

Be part of the success of plastics recycling.

NERC and APR have designated a special option for State Recycling Organizations (SRO) to become Government Recycling Demand Advocates, thereby boosting demand for PCR.

SRO Advocates commit to:

- **Promote** the NERC-APR Government Recycling Demand Champion program to the public sector members in their state, and to support their becoming Advocates or Champions of the NERC-APR Government Recycling Demand Champion program.
- **Promote** the APR Recycling Demand Champion program to their private sector members in their state, and to support their becoming APR Recycling Demand Champions.

Consistent, reliable demand for postconsumer recycled plastic (PCR) is critical for plastics recycling to be mature, vibrant, and sustainable.

SROs, you can help boost this demand!

Who is NERC?

The [Northeast Recycling Council](#) (NERC) is a non-profit organization that conducts research, hands-on projects, training, and outreach on issues associated with source reduction, recycling, composting, environmentally preferable purchasing, and decreasing the toxicity of the solid waste stream.



Who is APR?

The [Association of Plastic Recyclers](#) (APR) is an international trade association representing the plastics recycling industry. APR promotes development of the plastics recycling industry by providing leadership for long-term industry growth and vitality.



Let's Get Started!

STEP
1

SIGN THE COMMITMENT LETTER

Pledge - We will be a NERC-APR Government Recycling SRO Demand Advocate!

"We commit to to promote the NERC-APR Government Recycling Demand Champion program to our public sector members and the APR Recycling Demand Champion program to our private sector members."

SIGN
HERE!STEP
2

PROMOTE THE PROGRAMS TO YOUR MEMBERS

Promote both Recycling Demand Champion programs using social media, blog posts, newsletter articles, conference sessions, and other avenues of communications with your members.

Private Sector Resources

- Read the Program Overview
- Find [products](#) to buy
- Listen to a podcast:
[Increasing Demand for Recycled Plastic](#)
- Find [certified PCR](#) to put into products
- Watch a webinar:
[Complete the Cycle of Recycling - Buy Recycled!](#)
- Peruse the [website](#)

Public Sector Resources

- Begin with a "[Roadmap to Buying Products with Recycled Content](#)"
- Read the [Program Overview](#)
- Watch a webinar:
["How to Buy Recycled"](#)
["Intro to Recycling Demand Champions"](#)
- Get [tips](#) to start a Buy Recycled program
- Review examples of [specifications](#)

STEP
4

GET RECOGNIZED & SPREAD THE WORD!

NERC & APR recognize the prominent role that organizations like yours play in expanding the markets for mixed residential plastics. Let us celebrate your efforts through social media, press releases, podcasts, industry presentations, and more! NERC will provide a certificate promoting your commitment as an SRO Government Recycling Demand Advocate and recognize your participation during NERC events.