LAUNCHING AMERICA'S Recycling Moon Shot

The government has a critical role to play

- 77% believe the federal government should make tackling packaging waste the next “moon shot.”
- 73% say government is not doing enough to solve the plastic and packaging crisis.
- 77% of Americans view recycling as a public service, not as a business.

Americans want uniform recycling standards to reduce confusion

- 93% of Americans feel that uniform, national standards will alleviate the confusion that comes with nearly 10,000 conflicting systems.
- 95% of Americans would be helped by labeling packaging with information on how to properly recycle the container.

Negative changes to recycling hamper Americans’ faith in their programs

- 25% of Americans reported changes in their curbside recycling program, most often reducing the number of accepted items.

Recycling is the most likely environmental behavior with potential for the greatest impact

Most likely environmental behaviors:
1. Curbside recycling
2. Sorting recyclables by type
3. Buying refillable packages
4. Driving recyclables to a drop-off center
5. Setting up a compost pile
6. Taking public transportation

- 95% of Americans said they would change their behavior if they found out they were recycling the wrong way.

Powering every day.