

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.

9,800+ local recycling systems, all with unique rules.

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.



Americans who have experienced negative changes to curbside recycling programs are more than twice as likely to give up recycling entirely if they found out their recyclables were being landfilled.

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 | Drive recyclables to a drop-off center
- 5 | Set up a compost pile
- 6 | Take public transportation

95%

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