



# Recycling Leadership Council

The Recycling Leadership Council (RLC) is a diverse group of stakeholders from consumer-facing industries, packaging companies and the recycling ecosystem, brought together by the Consumer Brands Association, that believe sweeping change is imperative to fixing recycling in America and integral to the long-term health of the planet.

## COUNCIL MEMBERS

- American Beverage Association
- American Cleaning Institute
- AMERIPEN
- Arizona State University Rob and Melani Walton Sustainability Solutions Initiatives
- Can Manufacturers Institute
- Closed Loop Partners
- Consumer Brands Association
- Consumer Technology Association
- Distilled Spirits Council
- Flexible Packaging Association
- FMI, The Food Industry Association
- Glass Packaging Institute
- Household & Commercial Products Association
- International Franchise Association
- National Restaurant Association
- National Retail Federation
- Ocean Conservancy
- PMMI, The Association for Packaging and Processing Technologies
- Retail Industry Leaders Association
- The Recycling Partnership
- Wine Institute

The RLC is charged with building a public policy framework that will fundamentally reimagine the U.S. recycling system. That framework — *The American Recycling Roadmap* — will outline policy solutions to create an efficient and effective system that works for business, consumers, and the environment and guide advocacy at the federal, state and local level.



### THE RLC'S MEMBERSHIP IS UNITED BY THE FOLLOWING GUIDING PRINCIPLES:

- Pursue big ideas to create modern and scalable solutions which maintain affordability, safety and reliability of consumer products.
- Seek uniformity of recycling rules and practices across the entire ecosystem.
- Identify long-term solutions that take precedence over short-term, competitive interests, with the goal of increasing sustainability and significantly reducing waste.

In 2020, the RLC will host regional roundtables across the country bringing together diverse stakeholders to discuss current industry action, technological innovation and public-private partnerships, and to examine the challenges in local recycling systems. Each roundtable will help the council understand what is and is not working in different regions of the United States and allow the group to identify scalable themes and policy solutions. Key findings from each roundtable will be summarized and shared publicly.

# 86%

**of Americans agree the world is facing a packaging and plastic waste crisis.**

# 83%

**of Americans believe that tackling plastic and packaging waste is an opportunity for the federal government to lead.**

# 93%

**of Americans believe that national recycling standards will alleviate confusion.**