Digital Resources

Blueprint for America’s Recycling System

[Social Toolkit]

Hashtag: #fixrecycling

Our Platforms:

- Twitter: @ConsumerBrands
- LinkedIn: Consumer Brands Association


Access the full library of high-res social graphics here.
Suggested Copy

We encourage you to personalize these with your preferences.

• It’s the product of a year of study. It’s the brainchild of 20+ diverse groups. And it’s how we start to #fixrecycling — together.

• We dug deeper. We thought bigger. And we embraced the difficult realities of America’s #recycling system in pursuit of fixing it. #fixrecycling

• It’s here: Our joint effort, year-long analysis of America’s recycling system and our vision for the ambitious federal policy it will take to make real, lasting change. #fixrecycling

• Effective recycling requires leadership from the federal government. We joined 20+ other groups to create our vision for enacting lasting change. #fixrecycling

• Our #recycling system deserves nothing less than fundamental change. We joined 20+ diverse interests to challenge another’s beliefs, ask difficult questions and map out what it will take to succeed. #fixrecycling

• The plastic waste crisis is not right but it is solvable. If — and only if — everyone tackles their role. We’re pleased to announce a bold plan to enact the federal framework we need to create meaningful change. #fixrecycling

• There’s no question it will be difficult to #fixrecycling. There is also no question that it is worth doing. Here’s our vision.

• NEW: Blueprint for America’s Recycling System calls for federal leadership to #fixrecycling in our country.

• Every stakeholder counts. Every industry matters. It’s time to unite for meaningful change. #fixrecycling

• System-wide problems require system-wide solutions. It’s how we #fixrecycling— and it starts now.