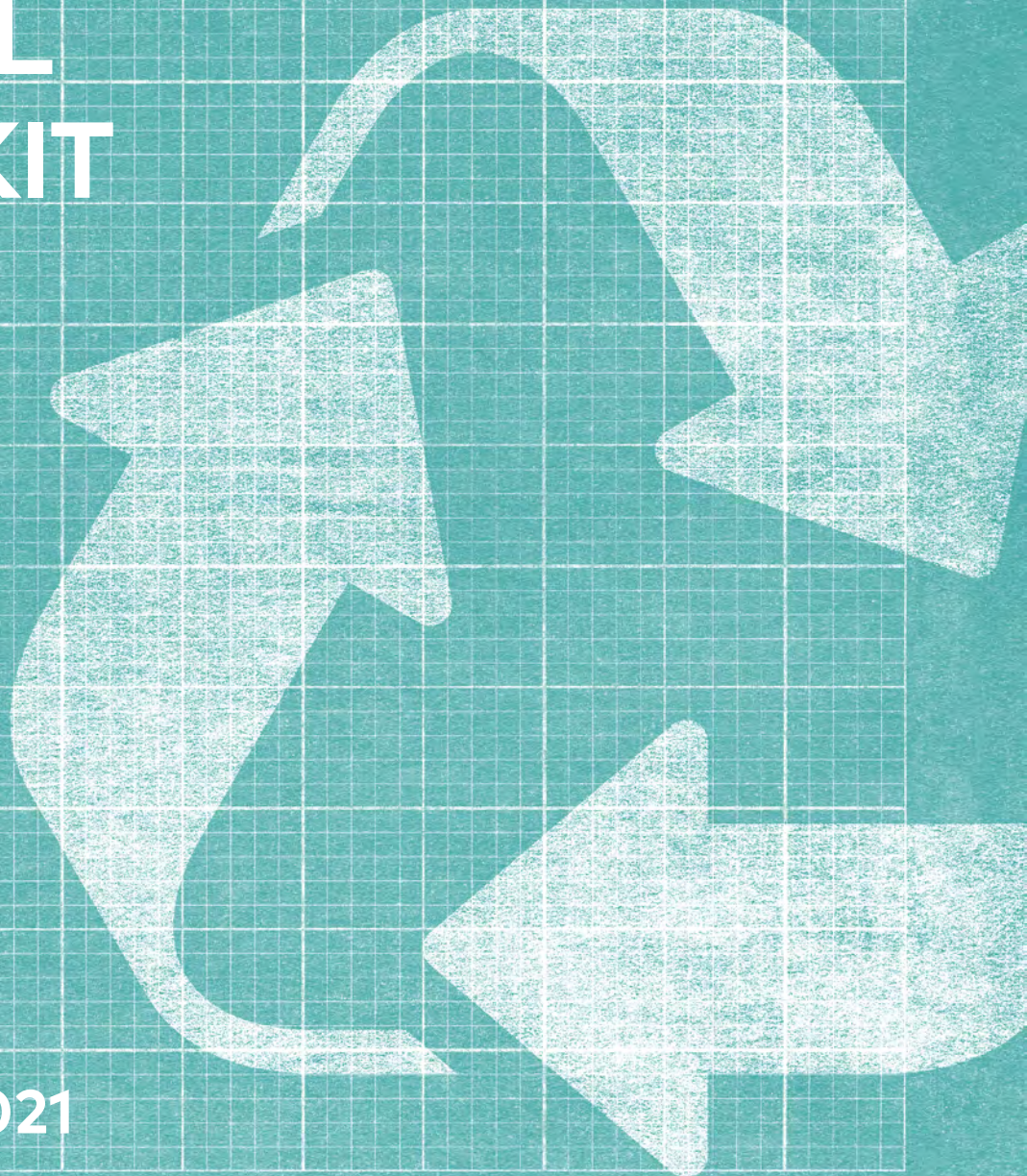


RECYCLING  
LEADERSHIP  
COUNCIL

Blueprint for America's  
Recycling System

SOCIAL  
TOOLKIT



February 2021

## Digital Resources

# Blueprint for America's Recycling System

[Social Toolkit]

Hashtag: #fixrecycling

Our Platforms:

- Twitter: [@ConsumerBrands](https://twitter.com/ConsumerBrands)
- LinkedIn: [Consumer Brands Association](https://www.linkedin.com/company/consumer-brands-association)

Short Link: <http://bit.ly/RLCBlueprint>

Access the full library of high-res social graphics [here](#).



## Suggested Copy

*We encourage you to personalize these with your preferences.*

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- 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 one 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.