

RECYCLING
LEADERSHIP
COUNCIL

Blueprint for America's
Recycling System

Talking Points



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Blueprint for America's Recycling System Talking Points

America's plastic and packaging crisis can't be solved without addressing the country's fragmented approach to recycling.

- There are nearly 10,000 recycling programs, according to the U.S. EPA, established and managed municipality by municipality, all with unique rules.
- This fragmented system increases consumer confusion, limits scalable solutions and misaligns resources, driving more valuable materials into landfills instead of returning them back into the packaging life cycle.
- Americans support a rapid reinvention of recycling, with an overwhelming majority looking for federal government leadership. A [Consumer Brands' survey](#) found that 77% of Americans believe tackling plastic and packaging waste should be the federal government's next "moon shot" and 93% agree that national standards would alleviate recycling confusion.

The Blueprint for America's Recycling System is a plan to tackle an issue with bipartisan support, created by a diverse group of stakeholders calling for federal leadership to fix recycling in our country.

- The blueprint outlines a vision for ambitious federal policy action in three areas:
 - **Create clear data collection and reporting requirements** to further understand the problem and inform the creation of a system that works.
 - **Develop national standards and definitions** for recycling systems, providing clear guidance to states and municipalities and taking confusion out of the process for consumers and packaging producers.
 - **Support states with targeted infrastructure investments, tax credits and grants** for their recycling initiatives.
- The blueprint is the result of a year of work and conversations with stakeholders from every part of the recycling ecosystem — from waste management and academia to NGOs — to identify shared solutions.

Recycling Leadership Council

- The effort is supported by a group of bipartisan members of Congress, who joined us for the launch of the Recycling Leadership Council in January 2020 and this year for the release of the Blueprint.

The time is now to solve this crisis.

- Fixing recycling is the catalyst for ending the linear economy and breaking our dependence on virgin resources. Building a circular economy will require broad collaboration between governments and stakeholders.
- States and municipalities need help and are acting on their own, which can exacerbate the patchwork system and further consumer confusion.
- We need federal leadership and national solutions.

The Recycling Leadership Council, brought together by the Consumer Brands Association, believes federal leadership is imperative to modernizing and advancing recycling in America and integral to the long-term health of the planet.

- The RLC is a diverse group of stakeholders from consumer-facing industries, packaging suppliers and leading NGOs and academic institutions from the recycling ecosystem committed to advancing, improving and scaling solutions for America's recycling system.
- 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.
- RLC members
 - American Beverage Association
 - American Cleaning Institute
 - AMERIPEN
 - Arizona State University Rob and Melani Walton Sustainability Solutions Initiatives

Recycling Leadership Council

- Can Manufacturers Institute
- Closed Loop Partners
- Consumer Brands Association
- Consumer Technology Association
- Council for Responsible Nutrition
- Distilled Spirits Council
- Flexible Packaging Association
- FMI, The Food Industry Association
- Glass Packaging Institute
- Household & Commercial Products Association
- National Retail Federation
- Ocean Conservancy
- PMMI, The Association for Packaging and Processing Technologies
- Retail Industry Leaders Association
- SNAC International
- The Recycling Partnership