



PLASTICS INDUSTRY ASSOCIATION

RECYCLING OPEN HOUSE

AUGUST 14th & 21st, 2024

EVENT SUMMARY

Event Overview

The Recycling Open House is an annual event for trade associations and other organizations to present initiatives promoting the recyclability of plastic products. Attendees learn about how to become engaged in sustainability programs with a focus around product design considerations for material circularity, climate change, and impact on greenhouse gas emissions. Most importantly, it is a call to action for industry leaders to work together in recycling programs to improve plastics recycling. This year, 10 organizations shared their project portfolios at the virtual event.

Hosted by



Open House Partners





The Plastics Industry Association (PLASTICS) works to protect, promote, and grow the plastics industry. PLASTICS is the only organization that supports the entire plastics supply chain, representing 1.5 million workers in the \$548 billion U.S. industry. Since 1937, PLASTICS has been working to make its members and the industry more globally competitive while advancing recycling and sustainability.

Recycling Initiatives

PLASTICS New End Market Opportunities (NEMO) program promotes plastics circularity by addressing the technical or logistical challenges that exist for difficult-to-recycle plastic products. NEMO projects include members from throughout a material's supply chain to leverage their expertise and to understand their specific needs. Prior NEMO programs have resulted in millions of pounds of material being diverted from landfills into new applications.



Current Recycling Programs:

The **Linear Low-Density Polyethylene (LLDPE) Film Recycling Initiative** diverts LLDPE film from landfill to increase recycling rates. Material testing will be completed in film end markets, with a focus on increasing recycled content in trash bag production.

The **Flexible Film Recycling Alliance (FFRA)** is one of PLASTICS' latest initiatives to work toward achieving its strategic vision to create a sustainable plastics industry. Launched in 2024, the FFRA represents the end-to-end flexible plastic film value chain with the aim to grow awareness for and improve the flexible film recycling ecosystem, which in turn increases plastic film recycling rates. Main objectives for the FFRA include operating a best-in-class plastic film recycling directory, developing a verification program to ensure data, promoting responsible use and recycling of flexible plastic film products, and educating consumers and policymakers on the sustainability benefits of flexible plastic film products.

*To learn more about participating in PLASTICS recycling programs,
please reach out to Andy Brewer at
abrewer@plasticsindustry.org*

VINYL SUSTAINABILITY COUNCIL

The Vinyl Sustainability Council (VSC) is a voluntary membership organization that is taking a leadership role in uniting the industry to advance sustainable performance throughout the vinyl value chain. Through its +Vantage Vinyl sustainability standard, participating companies verify the sustainability of their operations by complying with the program guiding principles aligned with Environmental, Social and Governance (ESG) criteria.

Recycling Initiatives

The vinyl industry recycles more than 1.1 billion pounds of vinyl material on an annual basis, 140 million lbs of which is post-consumer material. The VSC has set an industry goal to increase post-consumer vinyl recycling to 160 million pounds by 2025. Funding to support the growth of vinyl recycling is provided through the VSC's parent organization, The Vinyl Institute (VI). Through the VI's VIABILITY grant initiative, \$3 million is being invested in projects to grow the volume of post-consumer recycled vinyl.

Completed projects include:

Revinylize vinyl siding recycling program which has recycled more than 400,000 lbs. of post-consumer vinyl siding.

Lastique recycling expansion project that increased recycling capacity by 1.5 million pounds per month.

Allied Industries capacity expansion project that expands the conversion of post-consumer PVC into commercial flooring by 100,000 pounds per week.

Auto Mats capacity expansion that provides an additional capacity of 160 pounds per hour of post-consumer PVC flooring into all-weather mats.

Every Shelter vinyl billboard project that resulted in the repurposing 74,250 pounds of vinyl billboards into 1,650 emergency roof tarps.



*To learn more about participating in VSC recycling programs,
Please reach out to Jay Thomas at
jthomas@vinylinfo.org*



The Flexible Packaging Association (FPA), established in 1950, is the U.S. association of the manufacturers of flexible packaging, and material or equipment suppliers to the industry. Flexible packaging is produced from paper, plastic, film, aluminum foil, or any combination of those materials, and includes bags, pouches, labels, liners, wraps, rollstock, and other flexible products. FPA is focused on growing the flexible packaging industry through advocacy, research, and education. The flexible packaging industry is a \$43 billion industry and is growing rapidly.

Recycling Partnerships

The FPA belongs to several coalitions and has partnerships with various organizations to help address films and flexibles circularity. FPA is a founding member of the [Consortium for Waste Circularity project](#), which is managed by the University of Florida. Regenerative gasification makes it capable of accepting virtually everything within municipal solid waste (MSW) and converting it to syngas.

The Hefty ReNew™ Program (formerly the EnergyBag® Program) began in 2016 as an industry collaboration of which FPA was a founding member.



The program establishes a way to collect hard-to-recycle plastics at curbside and uses them as valued resources. These hard-to-recycle plastics include film and flexible packaging.

The FPA is also a member of The Recycling Partnership's Film & Flexibles Coalition, which is working to identify and scale recovery methods for film and flexible packaging, and PLASTIC's Flexible Film Recycling Alliance (FFRA), which is a new initiative to improve flexible film recycling by working to increase recycling rates, increase access to recycling, and provide consumer education on how to best recycle flexible films.

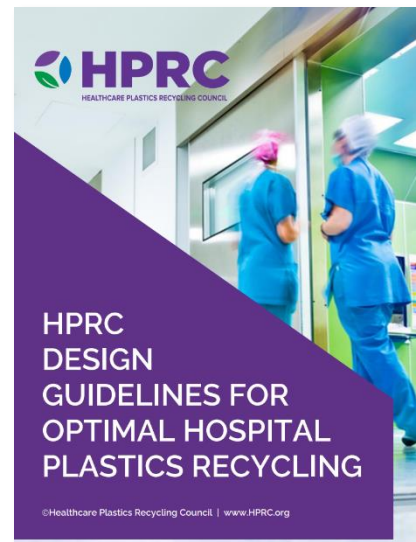
*To learn more about participating in FPA programs,
please reach out to Dani Diehlmann at
ddiehlmann@flexpack.org*



The Healthcare Plastics Recycling Council (HPRC) is a private technical coalition of industry peers across healthcare, recycling, and waste management industries seeking to improve recyclability of plastic products within healthcare. They focus on recycling barriers and solutions along the entire value chain – from healthcare product design and manufacturing through product use, disposal, and recycling. Founded in 2010, HPRC members are leaders in the industry and represent the full healthcare plastics value chain, and the advisory board is comprised of leading hospital organizations that provide “voice of the customer” insights and contribute valuable expertise.

Recycling Initiatives

In 2023, HPRC published a significant update to their Design Guidelines for Optimal Hospital Plastics Recycling. The guidance aims to influence the design of plastic healthcare products and packaging for improved recyclability without deteriorating product integrity or performance. The work provides recommendations for preferred materials for mechanical recycling processes and describes potential future opportunities for the use of advanced recycling technologies.



HPRC has also developed an advanced recycling project to divert healthcare plastics from landfills. The project has surveyed and evaluated hospital facilities in different states to analyze waste streams and identify applicability of a stream of mixed healthcare plastics as a feedstock for different advanced recycling technologies. The most recent pilot was completed in Houston, TX.

HPRC’s HospiCycle is a “How to” guide that helps hospitals navigate the process of activating a plastics recycling program in clinical settings - from initial planning and business decisions through program implementation and improvement considerations.

*To learn more about participating in HPRC recycling programs,
Please reach out to Peylina Chu at
peylina.chu@anteagroup.us*

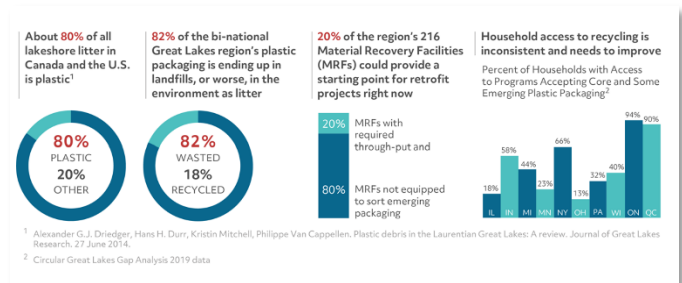


CGLR is a binational group of related organizations comprised of: the Council of the Great Lakes Region (USA), an Ohio-based trade association; the CGLR Foundation, an Ohio-based public charity; the Council of the Great Lakes Region (Canada), a not-for-profit corporation; and the CGLR Canada Foundation, a charitable organization. Together, they are working to accelerate the regional transition to a sustainable future by uniting diverse perspectives and interests to explore and solve the most pressing socioeconomic and environmental challenges facing the Great Lakes region to create the first sustainable region in North America and the world.

Sustainability Initiatives

Collection, Processing & End Markets: implement a novel hub-and-spoke approach to collection and sortation using mobile secondary material recovery units and secondary sortation systems to increase plastics recycling with a focus on flexible packaging and films. Focus on current feedstock networks and implement a model circular economy retail drop-off program for film packaging. This solution will assist with increasing diversion and recycling of films until MRF's are upgraded and advanced recycling technologies are scaled.

Consumer Engagement & Education: conduct surveys in the Great lakes region to find understanding of consumer attitudes about plastic waste, litter, and recycling. Implement a region wide consumer behavior change campaign to supercharge change and reduce plastic waste in Great Lakes Communities.



*To learn more about participating in CGLR programs,
Please reach out to Mark Fisher at
mark@councilgreatlakesregion.org*



The American Chemistry Council (ACC) represents more than 190 companies engaged in the business of chemistry—an innovative, economic growth engine that is helping to solve the biggest challenges facing our country and the world. Their members are the people and companies creating groundbreaking products that are improving the world all around us by making it healthier, safer, more sustainable, and more productive. The American Chemistry Council's mission is to advocate for the people, policy, and products of chemistry that make the United States the global leader in innovation and manufacturing.

Recycling Initiatives

A main area of focus for ACC is the growth of the advanced recycling industry. ACC tracks current advanced and mechanical recycling projects, updating status of scalability and pilot programs. In 2022, reports on greenhouse gas emissions across various advanced recycling technologies were published, comparing plastic produced from pyrolysis to virgin material production.



Bioplastics and renewable feedstocks are a newer focus area for ACC, which published its Principles for the Incorporation of Bio-Based Plastics in Manufacturing earlier this year (see policy position here). ACC's Bioplastics & Renewables Workgroup supports the growth of biobased feedstocks within plastics manufacturing at an industrial scale and develops strategies to accelerate the use of bioplastics through enabling U.S. and state-based policy and legislation. Getting mass balance recognized by legislators as a legitimate chain of custody necessary for industry growth is a key goal of this workgroup. ACC is currently conducting a literature review project on the LCAs of commercial bioplastics, which will inform future resources for conducting and assessing bio-based and bio-attributed plastic LCAs.

*To learn more about participating in ACC recycling programs,
Please reach out to Alexandra Hoen at
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The Association of Plastic Recyclers (APR) is a US-based international non-profit and the only North American organization focused exclusively on improving recycling for plastics. APR's tools & resources help companies design packaging that can be recycled, support innovations that overcome existing recycling challenges, and encourage stable and reliable markets for post-consumer recycled content.

Recycling Initiatives

The APR Design® Guide for Plastics Recyclability helps package designers measure each aspect of a package design against industry-accepted criteria to ensure that it is truly recycling compatible. It is the most comprehensive resource outlining the plastics recycling industry's recommendations in the marketplace today.

APR Design® Recognition provides third-party validation that a package or packaging component's design is compatible with the North American recycling system. This is done by confirming that the item has met the highest criteria for recyclability according to the APR Design® Guide. Complete packages and all components of package design (including labels, barrier materials, dispensers, and more) are eligible for APR Recognition.

The APR PCR Certification provides transparency to support a reliable, robust PCR market. Any plastics reclaimer generating PCR pellet or flake can participate in this program to provide customer assurances in the authenticity of their product. Brand companies and converters can commit to using certified PCR to meet sustainability goals and prepare for upcoming regulations. The program will be expanding to include products manufactured with PCR in the coming months.

APR also offers Design Training for companies to learn how and why to design for recyclability. Training sessions led by APR include guided facility tours of MRF's and recyclers, and they provide a toolkit for solving packaging design challenges.



*To learn more about participating in APR recycling programs,
please reach out to Curt Cozart at
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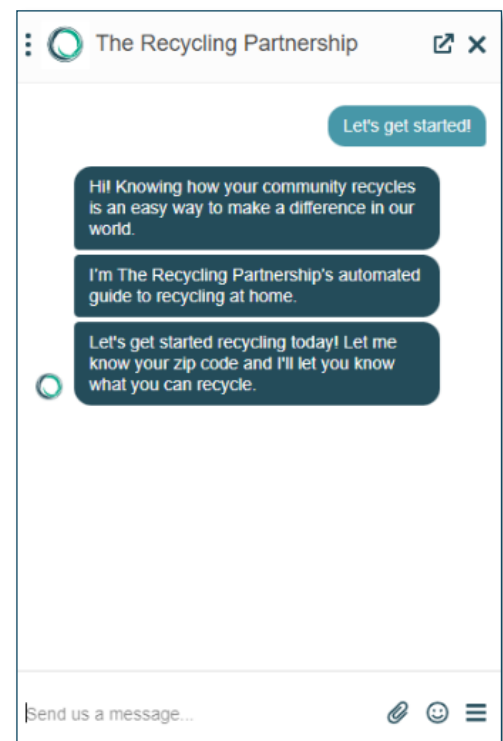


The Recycling Partnership (TRP) mobilizes people, data, and solutions across the value chain to unlock the environmental and economic benefits of recycling and a circular economy. Working on the ground with thousands of communities to transform underperforming recycling programs; partnering with companies to achieve packaging circularity, increase access to recycled materials, and meet sustainability commitments; and working with government to develop policy solutions to address the systemic needs of the residential recycling system and advance a circular economy. They foster public-private partnerships and drive positive change at every step of the recycling and circularity process.

Recycling Initiatives

TRP works on databases to educate consumers on where and how to recycle. Their recycling Chat Bot is integrated with local recycling programs to ensure consumers are recycling the proper materials. The National Recycling Database centralizes recycling program information for more than 9,000 U.S communities, capturing key characteristics of each program. Additionally, Recycle Check allows brands to communicate about recycling through a packaging-specific solution. Recycle Check can be used as a link on a product webpage or company application, with the potential to be used on a product as a QR code.

Their members work on coalitions that span across several different material types, improving recycling access and recycling rates. Current programs include the Polypropylene, PET, and Film & Flexibles coalitions. Since the launch of coalitions, TRP has recently announced the recycling of over 1 billion pounds of plastic materials. TRP will also soon be launching a Policy Readiness Knowledge Hub as an EPR readiness program to translate complex legislative language into actionable insights.



*To learn more about participating in TRP recycling programs,
Please reach out to Adam Gendell at
agendell@recyclingpartnership.org*



GreenBlue's mission is to advance sustainable practices through education and collaboration, providing the necessary tools and resources for our stakeholders to take action. We facilitate collaboration and impact across industries and sectors, because the changes we're working towards require transforming systems and organizations at scale. Since our members are the ones putting materials into the world, we need them at the table if we are going to change their outputs and impacts for the better. GreenBlue's programs include the Sustainable Packaging Coalition (SPC), How2Recycle, Recycled Materials Standard (RMS), and Navigate.

Recycling Initiatives

The **GreenBlue How to Recycle label** is a standardized symbol that helps consumers understand how to properly dispose of packaging or products based on the materials they are made from.

The program supports efforts to improve recycling rates, increase public awareness of the importance of waste sorting, and ultimately reduce the environmental impact of packaging waste. It's part of a larger initiative to create a circular economy where materials are reused and recycled rather than disposed of as waste.



The **GreenBlue On-Pack Recycling Label** supports a circular economy by ensuring that packaging materials are disposed of correctly, which increases the likelihood that they can be reused or recycled into new products. The label aims to address confusion around recycling guidelines and reduce contamination, which can make recycling streams more efficient and effective. Ultimately, it helps consumers make informed decisions, encouraging better waste sorting behavior and improving the overall effectiveness of recycling programs.

By providing clear, material-specific recycling instructions right on the product packaging, the GreenBlue On-Pack Recycling Label empowers consumers to engage more effectively in sustainability efforts.

*To learn more about participating in SPC recycling programs,
please reach out Ruth Maust at
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The Alliance to End Plastic Waste (AEPW) is global NGO and registered US charity, funded by our 70+ members from across the plastic waste value chain with a mission to end plastic waste in the environment and enable a circular economy for plastics. The Alliance co-funds at-scale deployment of Solution Models that are economically viable, environmentally beneficial and socially responsible. We have over 50 projects active around the world which through the end of 2023 have reduced unmanaged waste by 119 kilotonnes, capturing the value for 128 kilotonnes and catalyzing almost \$300M in funding from others.

Sustainability Initiatives

In North America, AEPW’s primary focus is on enabling the recycling of hard-to-recycle materials such as plastic film and flexible packaging. AEPW is working to convene partners to put together new supply chains to bring this plastic waste out of landfills and incineration and back into a circular economy.

We recognize the need for all parts of the value chain, including collection, sortation, recycling and end markets to work together to enable film and flexible recycling, through mechanical, physical or chemical methods.



Currently the efforts are focused in three cities – Chicago, Houston and Phoenix - to create at-scale solutions that can replicated across the U.S. for both household and non-household sources of plastic waste film and flexibles. A progress report for current initiatives can be found using the attached [link](#).

To learn more about participating in AEPW recycling programs, please reach out Mark Stumpf at mark.stumpf@endplasticwaste.org