



PLASTICS INDUSTRY ASSOCIATION

RECYCLING OPEN HOUSE

AUGUST 13th & 20th, 2025

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 the material 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 Project** is focused on diverting LLDPE film from landfill to increase recycling rates. Material testing has been completed and recycled LLDPE is being trialed in trash bag end markets.

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. FFRA has been working on bale characterizations and recycling pilots for [post-consumer film](#) recycling streams. Bales from retail store drop-off and subscription service film bales have been evaluated, and recycled material has been used in the production of new film products. The group will focus a pilot project on recycling multi-layer films at the end of 2025.

Additional Industry Programs:

[Polystyrene Recycling Alliance](#): The Polystyrene Recycling Alliance (PSRA) is a coalition that unites the entire polystyrene (PS) and expandable polystyrene (EPS) value chain to promote circularity for polystyrene products across North America.

[Coalition for Protein Packaging](#): The Coalition for Protein Packaging is a state level campaign that advocates for the protein packaging supply chain, working to inform policymakers about food safety risks posed by recycling mandates enacted before proper infrastructure is in place to handle pathogen-contaminated materials.

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 in 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.

Projects include:

Revinylze vinyl siding recycling program which has recycled more than 3.2 million lbs. of post-consumer vinyl siding.

Auto Mats Capacity Expansion Project: increase the conversion of post-consumer PVC into all-weather mats. 380,000 lbs. of vinyl converted into 54,000 floormats since 2024.

Recycled PVC from Wire & Cable: Recycling PVC from electrical wire & cable using an electrostatic separator. The program has recycled 1.4 million lbs. since 2024.

Every Shelter: vinyl billboard project that resulted in the repurpose of 302,650 lbs. of vinyl billboards into emergency roof tarps. Recently launched [Emergency Tarp](#) product into the marketplace.

FGIA Vinyl Window & Door Recycling Project: Determine the feasibility of collecting and recycling PVC fenestration by conducting pilot projects in the Midwest.

CFFA Roof Recycling Project: Develop tools to facilitate growth of post-consumer recycling with CFFA VRD members. 8.75 million lbs. recycled over the last three years.



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



The Flexible Packaging Association (FPA), celebrating 75 years in 2025, 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.

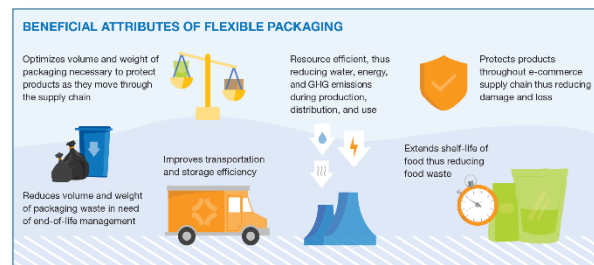
Policy Focus

The FPA is focused on both federal and state policy to help improve recycling in the flexible packaging market. Key focuses for 2025 include Extended Producer Responsibility, labeling, and recycled content mandates. One main goal is to ensure that flexibles are treated consistently within policy plans. FPA also works to eliminate restrictive recycling policies that have a negative impact on the flexible market. Their involvement in different industry programs help improve access to curbside film collection and promote store drop-off collection.

Current Programs:

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 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 an 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. FPA also participates in FFRA's peer collaborative, a group developed to address film and flexible circularity and leverage the resources of industry partners.

*To learn more about participating in FPA programs,
please reach out to Dan Felton at
dfelton@flexpack.org*

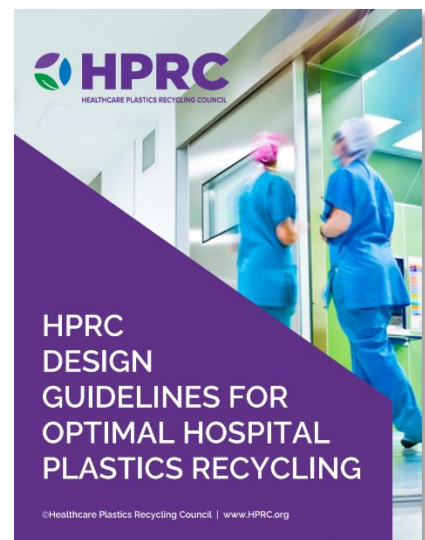


The Healthcare Plastics Recycling Council (HPRC) is a private technical coalition of industry peers across healthcare, recycling, and waste management industries seeking to improve recyclability of plastic products within healthcare. They focus on recycling barriers and solutions along the entire value 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 2024, HPRC released a design guide for recycling hospital plastics. The guide has resulted in the development of pilot programs across the US.

HPRC has developed a recycling project to divert healthcare plastics from landfills in Houston, TX. 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 project is currently developing material flows and training materials for hospitals. They are also identifying equipment and logistics needed to store and sort materials within hospital settings. The project is working across the plastics value chain to establish responsible plastic recycling practices and it is evaluating new end markets for the recycled materials.



Other Current Initiatives:

Life Cycle Assessment (LCA) Guidance for healthcare

KiiP Healthcare Plastics Circularity Initiative: Demonstrating polymer-level equivalence for incorporating advanced recycled materials into sterile barrier packaging

Standardizing Healthcare Plastics Design through ASTM International

HPRC is currently looking for partners to develop projects in the dental and veterinary space!

*To learn more about participating in HPRC recycling programs,
Please reach out to Tracy Taszarek at
tracy.taszarek@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.

Strategic Priorities

Capture and Cleanup: CGLR has been very active with litter cleanups in the Great Lakes region. They conducted over 112 cleanups last season in 90 unique locations. “BeBot” is a beach cleaning robot deployed during their programs.

Collection, Processing & End Markets: Focusing on creating innovative supply chains for hard-to-recycle materials through strategic partnerships along the value chain.



CGLR conducted a **secondary sort pilot project** in Chicago, IL using a portable material recovery facility. The goal was to recover materials that are traditionally more difficult to separate and recycle, and show proof on concept for benefits of secondary sorting equipment.

The **Return-to-Retail (R2R)** program operates to increase the recycling of plastic bags and films through leveraging existing front of store and back of store collection programs. The project developed a Return-to-Retail Guide to help retailers implement recycling programs for film.

The **Boat Wrap Collection Program**, currently in its third season, is an initiative to divert boat shrink wrap from landfills. Since its inception, the program has collected over 45,000 lbs. of material for recycling.

*To learn more about participating in CGLR programs,
Please reach out to Lora Shrake at
lora@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

ACC has been working with the PLASTICS Flexible Film Recycling Peer Collaborative, bringing major associations together across the value chain to scale film and flexible packaging recycling. One main focus of the group is to meet EPR compliance. ACC is involved with multiple taskforces and workgroups including a California Strategy Workgroup, End Markets and Policy Workgroups, and the CAA Flex & Film Taskforce.



The **California Strategy Workgroup** is working to meet California's EPR goals for recycling film and flexible packaging. They are developing a comprehensive film recycling blueprint for CA SB54 compliance and ensuring alignment with CAA's needs for film and flexible recycling.

ACC is conducting research to deliver data on film and flexible recycling in California to support advanced recycling pathways. The research will promote the use of advanced recycling technologies and show the benefits they provide to solving the film and flexible recycling challenge.

*To learn more about participating in ACC recycling programs,
Please reach out to Shari Jackson at
Shari_jackson@americanchemistry.com*



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 Kara Pochiro at
kara@plasticsrecycling.org*



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.

Film & Flexibles Recycling Coalition

The **CalFFlex** initiative is a recycling program developed to address challenges of recycling film and flexible packaging in California, specifically focused around SB 54's mandated targets. CalFFlex aims to build recycling pathways for film and flexible plastics by demonstrating collection and processing solutions, and develop end markets for recycled materials.

CalFFlex will provide blueprints of solutions for MRF's and secondary processing capture strategies, as well as identify several responsible end markets. The findings will be shared with the Circular Action Alliance and CalRecycle to help inform the compliance plan for SB 54, hoping to create a model for other states.



The program is bringing together demonstrated results, with over 50 film and flexible projects to date, and policy expertise to help solve the flexible film recycling challenge.

*To learn more about participating in TRP recycling programs,
Please reach out to Katherine Huded at
khuded@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. They facilitate collaboration and impact across industries and sectors, because the changes they are working towards require transforming systems and organizations at scale. 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 new design of the **store drop-off label** is improving recycling rates for film and flexibles at retail collection points.

Recently, GreenBlue conducted a [national study](#) to show access to store drop-off collection for PE films. Study results showed that 71% of US consumers are within a 3-mile radius of store drop-off collection.

The goal of the study was to develop a national consumer access to store drop-off sites for PE films that is substantiated through store level audits. Findings showed that there are significant differences in how retailers manage store drop-off programs. The majority of retailers do conduct some level of visual inspection of the film streams, but stores are not tracking the amount of front-of-house materials that are being recycled by consumers.



A second [recent study](#) reviewed the current state of film recycling in North America. The study highlights the limitations in film recycling capacity and production. It also highlights the low production yields in current post-consumer film streams. These items, combined with high processing costs, show the need for enhanced collection and sorting, and an improved overall infrastructure.

GreenBlue will be publishing a best practice guide for retailers and a consumer awareness survey on store drop-off programs in the next few months.

*To learn more about participating in GreenBlue recycling programs,
please reach out Paula Leardini at
paula.leardini@greenblue.org*



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 catalysing 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.

The AEPW recognizes 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.



Recent projects include country programs in India, Indonesia, and South Africa to improve plastic waste management of 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 Paige Marie Morse at
paige.morse@endplasticwaste.org*



Circular Action Alliance (CAA) is a U.S. Producer Responsibility Organization (PRO) dedicated to implementing effective Extended Producer Responsibility (EPR) laws for paper and packaging. As a nonprofit, producer-led organization, CAA is committed to helping producers comply with EPR laws, delivering harmonized best-in-class compliance services and working with governments, businesses, and communities to reduce waste and recycle more. CAA was founded in 2022 by 20 producers representing the food, beverage, consumer goods, and retail industries.

Sustainability Initiatives

CAA's material strategy framework was developed to help CAA, and its producers meet compliance obligations and advance sustainable packaging management through design innovation, improved collection, optimized infrastructure and stronger end markets. CAA will act as a coordinator within industry to develop material roadmaps and investment plans to meet EPR targets.

The **Plastics Film and Flexible Taskforce** was created to focus on the California film market and reaching the 65% recycling rate required. The group will work to understand the optimal system required and investments needed in collection, sortation, and end markets to solve the flexible film challenge.

CAA also works on education and outreach tools to make recycling easier and more effective for consumers. [RecycleOn.org](https://www.RecycleOn.org) serves as a resource for CAA and community members to receive information about recycling in certain states.



To learn more about participating in CAA recycling programs and EPR implementation, please reach to info@CircularAction.org