



ASSOCIATION OF PLASTIC
RECYCLERS

National Perspective on Plastic Recycling

Maine Resource Recovery Association

April 15, 2025

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APR President & CEO

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APR Overview



Who is APR?

APR is an international non-profit and the only North American organization focused exclusively on improving recycling for plastics.



What Do We Do?

Our mission is simple:
RECYCLE MORE PLASTIC
to reduce waste.

The image shows a vast industrial interior, likely a recycling plant, with a complex network of blue metal structures, conveyor belts, and machinery. The ceiling is high with a visible steel truss system and numerous lights. The overall color palette is dominated by blue and grey tones, with some yellow safety railings. The text is overlaid in the center in a large, white, sans-serif font.

**Reclaimers and Recyclers
are the CORE of APR**

APR Member Sampling

RECLAIMERS/RECYCLERS



AFFILIATES



Together, APR members span the entire value chain and shape the future of our industry.

- Reclaimers/Recyclers
- Brand Owners
- Retailers
- Converters
- Equipment Manufacturers
- Testing Laboratories
- Certifiers
- Label & Ink Manufacturers
- Resin Manufacturers
- Additives Manufacturers
- Researchers
- Technical Consultants
- And more!



Our mission is simple:
Recycle More Plastics
to reduce waste.



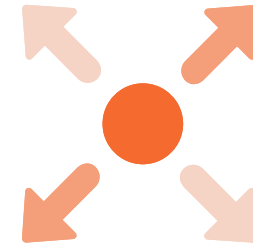
**Expand
Access**

Establish sound policy measures to ensure all households and businesses have convenient access, clear directions, and motivation to recycle used plastic packaging and products.



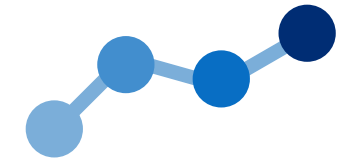
**Optimize
Design**

Guide companies to design plastic packaging and products that are compatible with the recycling system and optimize quality and quantity of recycled content.



**Strengthen
Demand**

Remove barriers and create incentives so that companies routinely use post-consumer recycled content in products and packaging.



**Create
Resources**

Provide accessible data, research, and communication tools that help decision makers understand the environmental and economic value of plastic recycling.



APR Programs Are Circular by Design®

Together, we can reduce plastic waste and move towards a circular economy



Policy Work



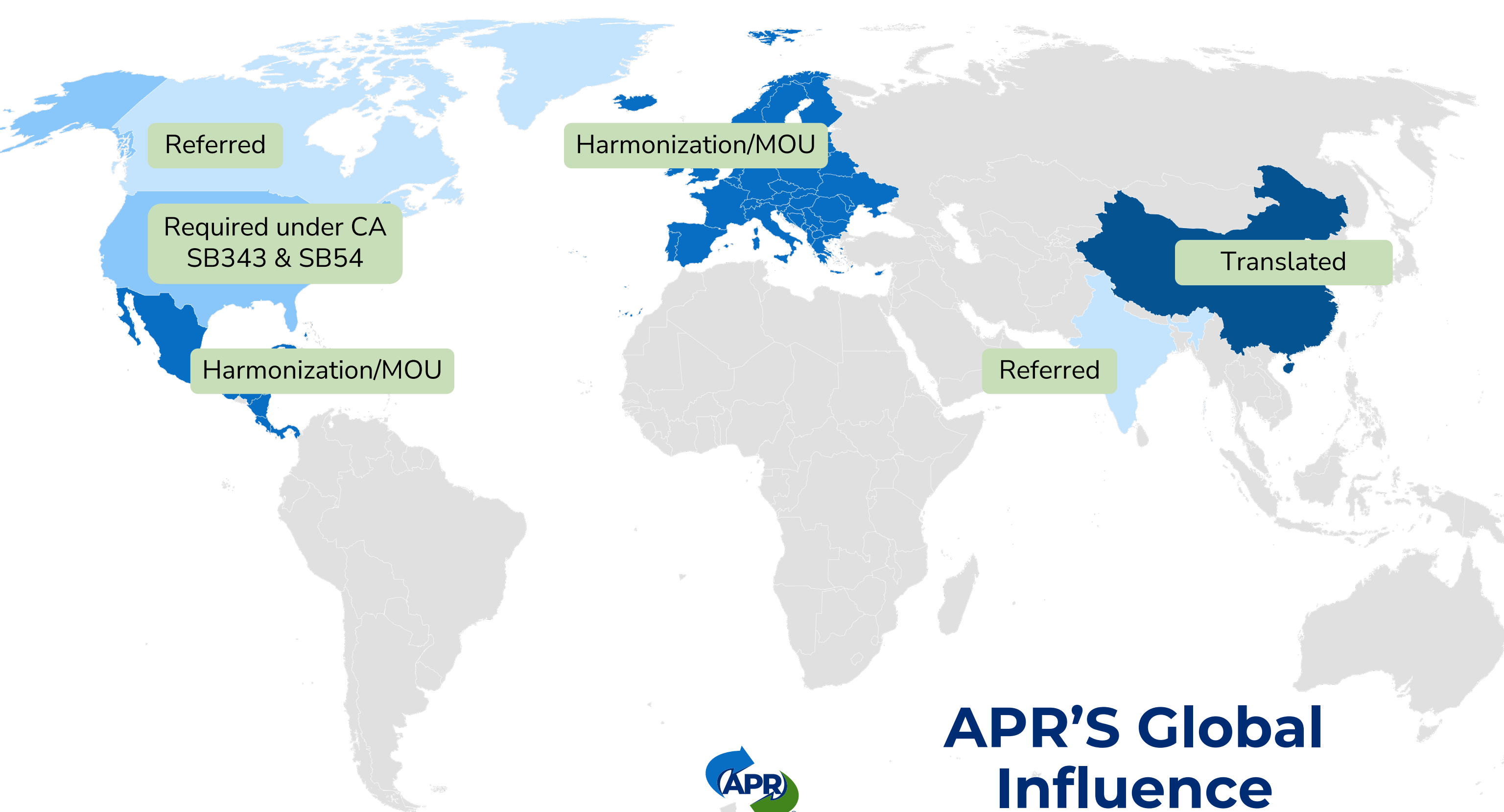
Informational Resources



The APR Design® Guide for Plastics Recyclability

- Celebrating 30 years of impact
- Progress toward global harmonization
- French, Spanish, & Mandarin coming soon
- APR Design® Recognition – over 130 products recognized in 2024 alone and growing
- APR Design® Training





Referred

Harmonization/MOU

Required under CA
SB343 & SB54

Harmonization/MOU

Referred

Translated



APR'S Global Influence

Key Trends Driving the Future of Plastics Recycling

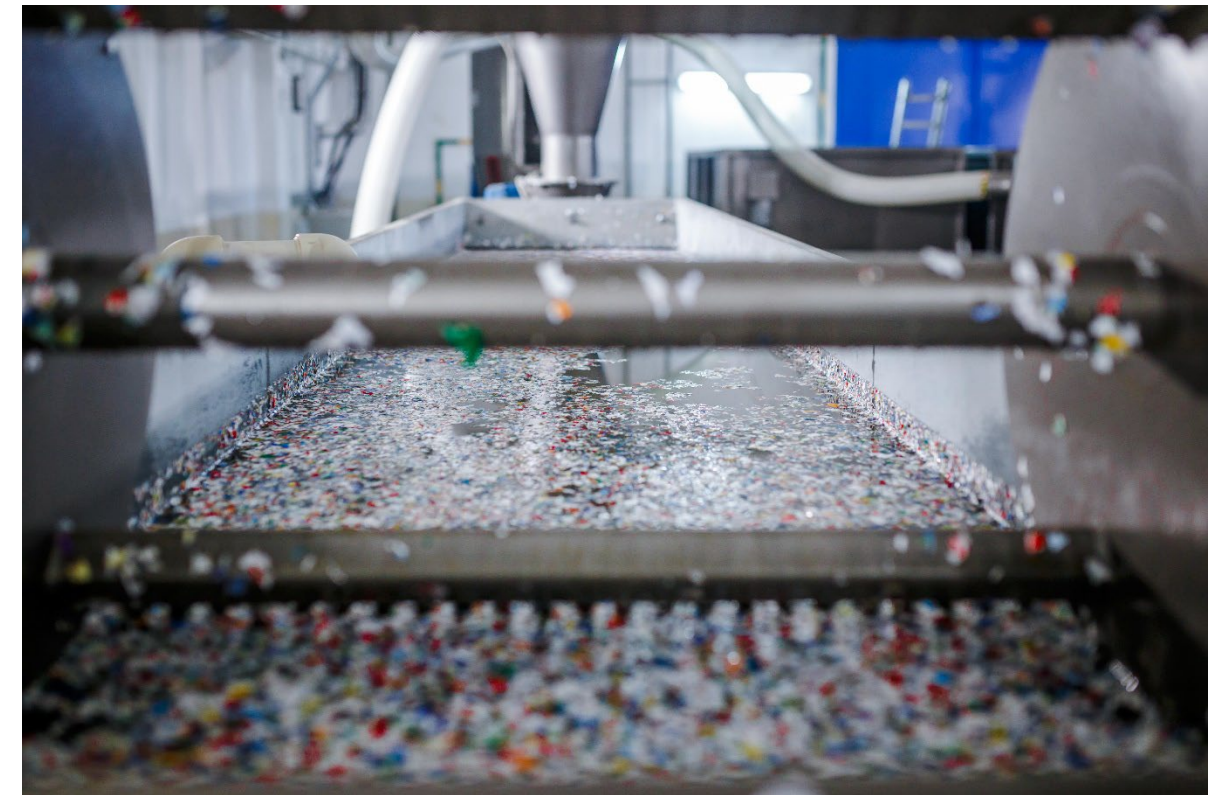
High Production of Virgin Plastic

- Petrochemical companies are pumping out virgin plastic at record rates.
- New, inexpensive plastics often undermine the market for recycled materials.
 - Off-spec and wide-spec resin, byproducts of massive virgin production,
- When brand companies are making packaging decisions exclusively on price, it can be nearly impossible for recycled content to compete.
- **What can we do?** PCR policies, Long-term Contracts



Shifting Commitments and Inconsistent Demand

- Companies are backing away from 2025 goals
- Shifting commitments to 2030 and beyond
- Shifting commitments away from PCR and recyclability
- Lower prices and demand stifle infrastructure investments in recycling
- **What can we do?** Work with companies committed to sustainability, APR PCR Certification, policy requirements



Attacks on Plastics Recycling and Misinformation

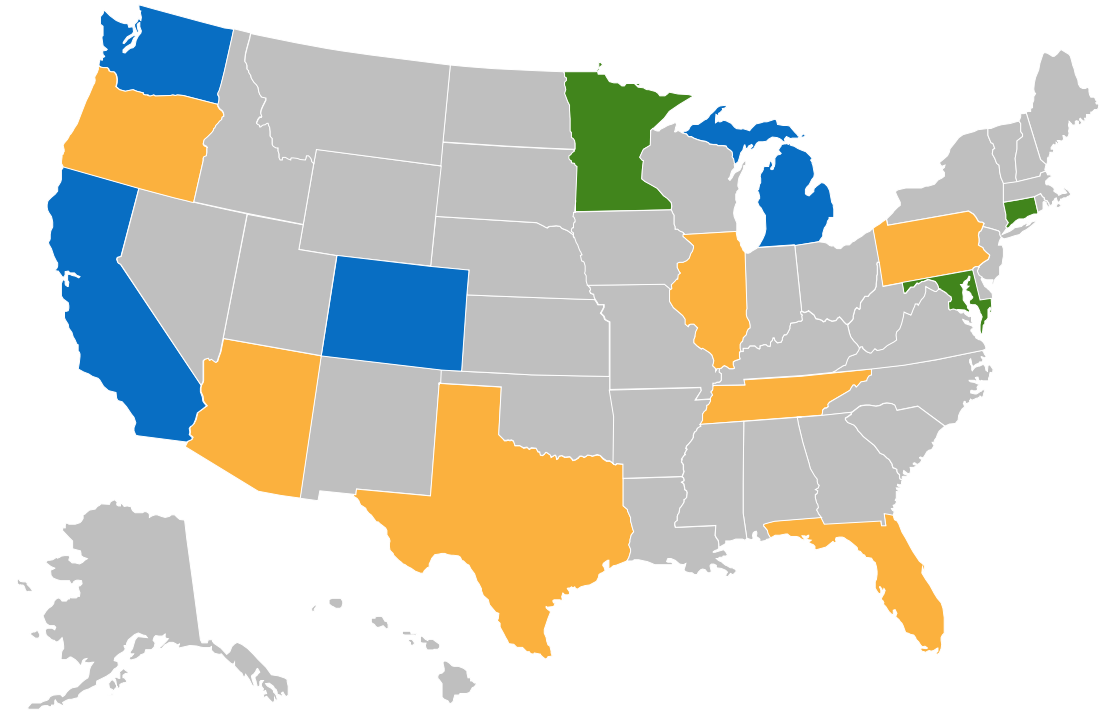
- NGO attacks on recycling to drive policies toward bans, production caps, and reuse goals
 - Raising doubts about the efficacy of plastic recycling isn't doing anything to stop virgin plastic production
 - Leads to recyclable plastics going in the landfill
 - Recyclers can't recycle what isn't collected
 - Recyclers have the capacity to recycle more
 - Consumers misunderstand data – what does that 9% really mean?
-
- **What can we do?** Data, consistently correct the record



State Efforts to Grow and Improve Recycling

- Extended Producer Responsibility (EPR)
- Mandatory Recycled Content
- Bottle Deposit Laws

- **What can we do?** APR drives significant new legislation to increase plastics recycling, improve quality, and expand PCR markets.



Key Driver: Policy

Priority Policies to Improve Plastics Recycling



Design

Harmonized design standards can help reduce consumer confusion and increase participation in recycling, streamline processing, and deliver higher quality recycled plastics.



Collection

Extended Producer Responsibility (EPR) laws provide the needed funding and coordination to scale local recycling programs. Bottle deposit programs incentivize recycling and reduce litter for beverage containers.

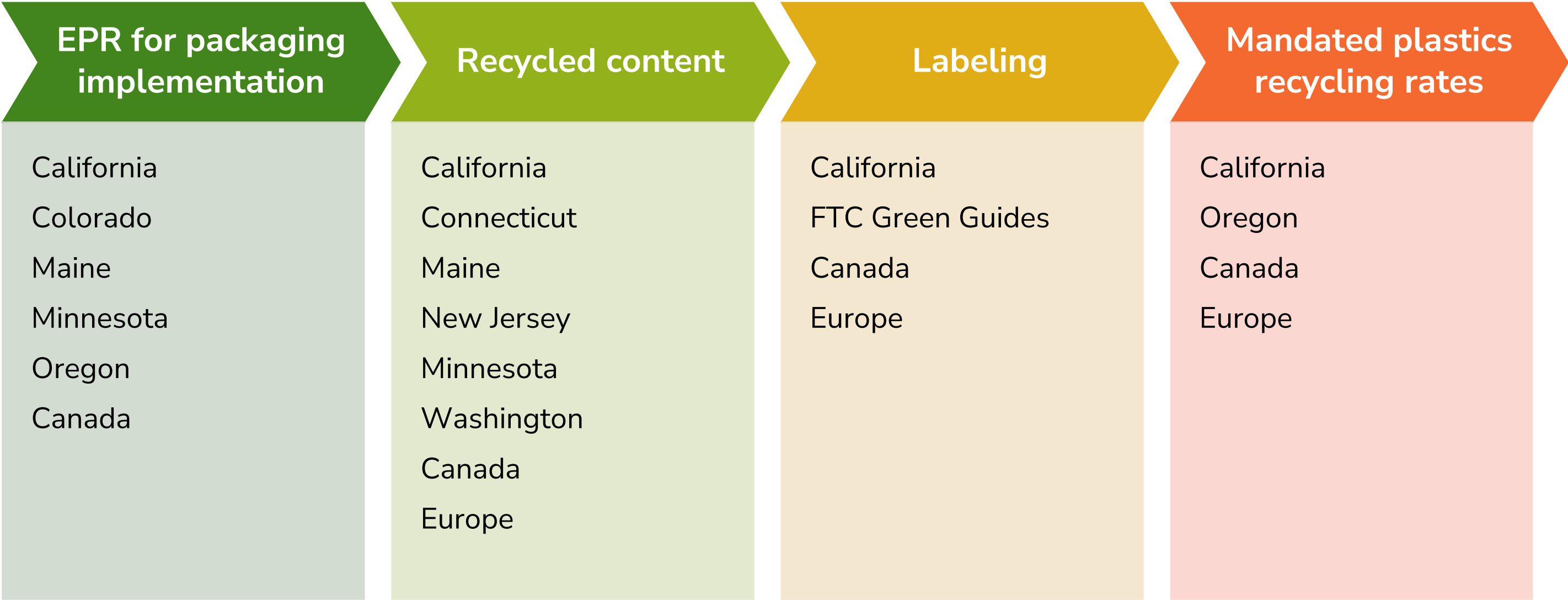


Remanufacturing

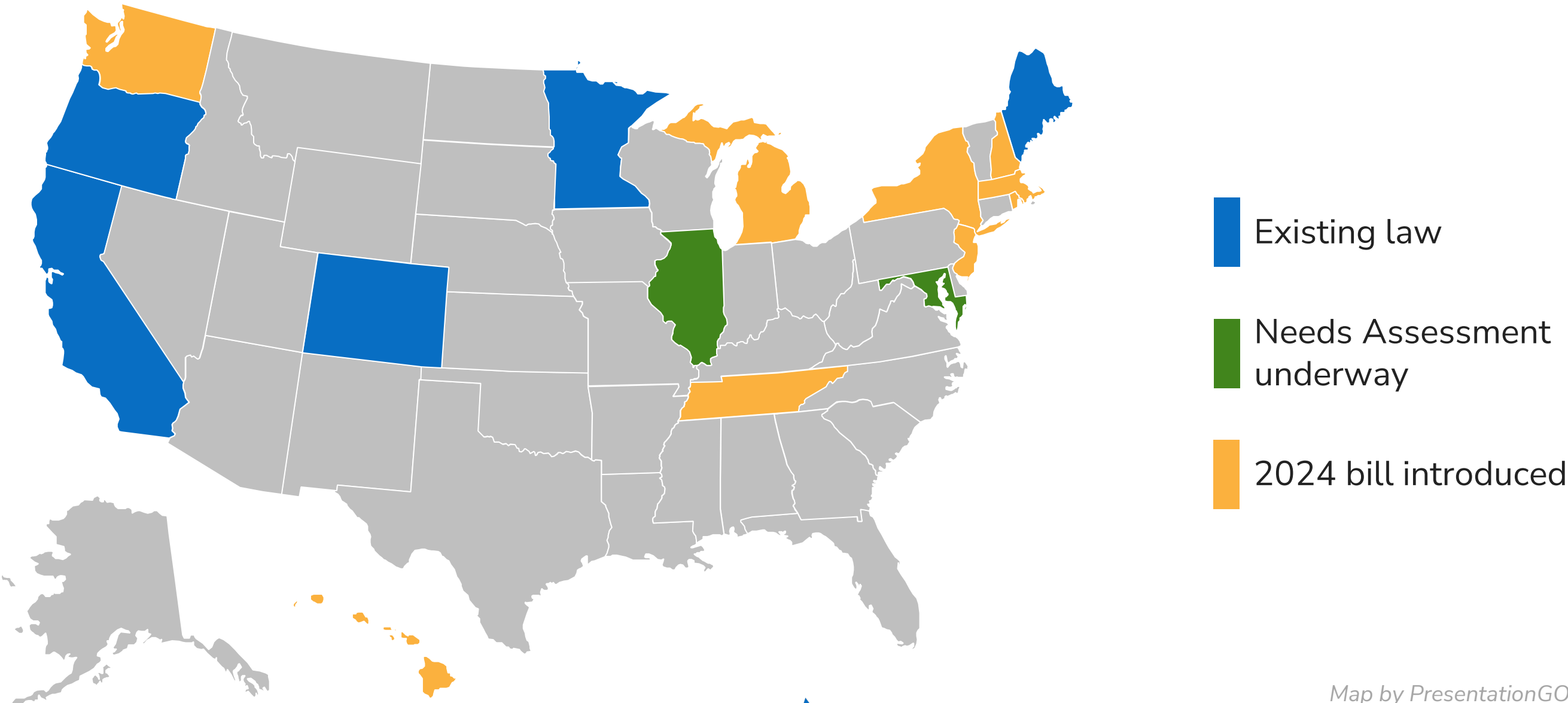
Minimum recycled content standards, tax credits, and other economic tools create stronger end markets and unlock investment and innovation so recycled plastics replace virgin plastics as the primary feedstock for new plastic products.



2025 KEY PLACES TO WATCH



EPR FOR PACKAGING IN US: 2024 RECAP



Map by PresentationGO.com



As of Dec 2024

MANDATED RECYCLING RATES APPROACHING SOON

LOCATION	MATERIALS COVERED	1 ST TARGET	2 ND TARGET
California	All plastic packaging	30% by 2028	40% by 2030
Oregon	All plastic packaging	25% by 2028	50% by 2040
Ontario	Flexible – rigid plastics	25-50% by 2026	40-60% by 2030
European Union	Plastic packaging	50% by 2025	55% by 2030



2024 US FEDERAL POLICY RECAP

- Historic levels of federal agency engagement
- Congress introduces dozens of bills, no progress
- Shift in US position in global plastics treaty
- GSA push to phase out single-use plastics
- EPA Safer Choice program requires 15% PCR for plastics packaging
- No updates on FTC Green Guides labeling
- Administration releases plastic pollution roadmap



2025 OUTLOOK: FEDERAL & GLOBAL

FEDERAL

- **Tax code update: potential credits for recycling infrastructure, PCR use**
- Save our Seas 3.0, chemical recycling, national EPR
- Continued agency involvement
- FTC Green Guides update expected

CANADA

- Integrating APR Design Guide into PRO operations and regulatory oversight
- Exploring options to pursue PCR regulations and/or tax credits

GLOBAL

- Monitor UN treaty process, opportunities for future technical engagement



TAKEAWAY MESSAGES



Global recognition of recycling as essential solution to reduce plastic pollution.



State, national, and global regulations are rapidly increasing, and key dates for implementation are fast approaching.



Politics may change but long game remains certain: eliminate plastic pollution.



Design for recycling is key and increasingly required.

RECYCLING WORKS



when we all work together





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Thank you!

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*The information provided in this presentation is not a substitute for professional advice.
Before taking any actions based upon such information, consult with the appropriate professionals.*

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