

Examples of Action Ideas for Organizations to Support Recycling

Overview: The following actions align with or appear in the National Recycling Strategy: Part One of a Series on Building a Circular Economy for All.

Possible Actions for Manufacturers of Products:

1. Improve product design to increase use of recycled materials in products. (Improves markets for recycled materials, making the recycling system more viable.)
2. Commit to creating and using recycled content measures for measuring recycled content in company's products.

Possible Actions for All Corporations:

1. Commit to purchasing products made with recycled content (such as plastic bags and bins made from post-consumer plastic resin (PCR)).
2. Develop and share messaging about buying products made with recycled content.
3. Host dialogues with manufacturers and other stakeholders to learn what policies, programs and incentives would promote greater use of recycled content in products.

Other Possible Actions for Any Organization:

1. Promote EPA's announcement of the National Recycling Strategy on November 15th.
2. Fund research, development, demonstration, and deployment of new technologies and processes for recycling.
3. Develop or promote educational messaging about the importance and value of recycling and buying recycled materials.
4. Enlist the assistance of traditional and social media, governments, material recovery facilities, waste haulers, and product manufacturers to disseminate recycling education messaging. (Helps reduce contamination in the recycling stream.)
5. Identify effective ways to educate the public about recycling, test those methods with pilot educational campaigns, and then incorporate them into a national program.
6. Increase awareness of and continue voluntary public-private partnerships.