



Fact Sheet

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PLASTIC MAKERS AT FOREFRONT OF EFFORTS TO RECYCLE

Companies that make plastics materials have a long history of working to increase plastics recycling. Since the early 1990s, plastics makers and plastics recyclers have invested over \$2 billion in developing technologies, building infrastructure and promoting education to grow plastics recycling. Below are some examples of the American Chemistry Council's recent activities:

- Together with the California Department of Parks and Recreation and the nonprofit Keep California Beautiful (KCB), ACC is sponsoring programs to place recycling bins and educational signage on beaches to help reduce litter, protect the marine environment and encourage recycling. To date, this partnership has placed nearly 700 bins at 19 coastal locations in the San Diego, Los Angeles, San Luis Obispo, Monterey and Santa Cruz areas. These bins divert 45 tons of plastics and over 105 tons of other recyclables from the waste stream annually. Through a similar partnership with the California Department of Transportation (Caltrans) we have expanded this program to heavily trafficked rest stops along coastal and watershed areas. For more, see: <http://2valuable2waste.com/>.
- For twenty years, ACC has helped fund annual reports on the recycling of plastic bottles, which has grown each year since 1990. More recently, we began yearly tracking recycling of plastic bags and plastic containers, both of which have increased significantly, with bag recycling rising 31 percent over five years and container recycling spiking nearly 50 percent in just two.
- ACC has sustained a multi-year partnership with www.Earth911.com in order to help educate consumers about increasing opportunities to recycle plastics and to make it easier to identify which plastics are recycled in communities across the United States. Users can search by zip code to learn what is recycled in their communities.
- Through the consumer-focused Plastics Make it Possible® campaign, ACC is highlighting innovative products made from recycled plastics and providing regular reminders to consumers on how to recycle more everyday plastics.
- ACC has partnered with community organizations in four states (Florida, North Carolina, Texas and Virginia) to implement programs aimed at increasing the recycling of plastic bags and wraps at major grocery and retail chains. The website www.abagslife.com allows users to search for convenient recycling locations by zip code. The "A Bag's Life" campaign is in the process of expanding into other states. ACC also supports plastic bag recycling program in three major counties.



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- Working with partners throughout the plastics value chain, ACC helped to launch www.recycleyourplastics.com – a new website aimed at centralizing tools and best practices for plastics recycling professionals.
- Led by the Association of Postconsumer Plastics Recyclers, ACC helped to sponsor an effort to create consistent definitions of various types of bales of recovered plastics that can be marketed to recyclers. The standards are helping to generate higher quality and more predictable materials that can facilitate greater use of recycled plastics among manufacturers.
- ACC has helped to sponsor the development and maintenance of www.plasticmarkets.org, a website that allows plastics recyclers to locate buyers and buyers to locate recyclers around the country.
- In 2010, ACC sponsored a report that identified current sortation technologies to help municipal recycling facilities make informed choices when they purchase new technologies to increase the plastics they recycle.
- ACC has partnered with LA's BEST, a nonprofit after school enrichment program, to teach Los Angeles area students how to reuse and recycle more plastics. To date, we've reached more than 30,000 children at 180 LA's Best sites.
- ACC has supported legislation that prevents litter, reduces waste and promotes recycling including state and local programs to increase the recycling of plastic bags and wraps, state and local programs to increase the recycling of plastic containers, and legislation that requires companies that handle plastics to implement stringent containment practices.
- In March 2008, ACC partnered with KCB, the California Highway Patrol, Caltrans, California Integrated Waste Management Board, California State Parks, and others to launch the Great American Cleanup™ campaign for a litter-free California. ACC has supported this effort every year since.
- ACC has partnered with Keep Los Angeles Beautiful and the City of Los Angeles' Bureau of Sanitation to promote the recycling of additional materials, including expanded polystyrene.
- ACC has long been a supporter of Keep America Beautiful, and we are continuing to work with them, as a founding sponsor of a new, national campaign to prevent litter and promote recycling. In addition, we've sponsored local KAB affiliates and clean up events in California, Los Angeles, Philadelphia and other U.S. cities.
- With www.plasticbagrecycling.org, ACC introduced the first online resource aimed at helping businesses, retailers and community recyclers start or expand programs to recycle plastic bags and product wraps.

For more information, visit <http://plastics.americanchemistry.com/recycling>.

About the Plastics Division

The American Chemistry Council's Plastics Division represents leading companies dedicated to providing innovative solutions to the challenges of today and tomorrow through plastics. Ongoing innovations in



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plastics have led to medical advances and safety equipment that make our lives better, healthier and safer every day. ACC members are finding innovative ways for plastics to help save energy, reduce greenhouse gas emissions and decrease waste. Since plastics are a valuable resource, too valuable to waste, the Plastics Division is at the forefront of efforts to reduce litter through increased access to recycling, advancements in recycling technology, and public education. www.americanchemistry.com/plastics

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<http://www.americanchemistry.com>

The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care[®], common sense advocacy designed to address major public policy issues, and health and environmental research and product testing. The business of chemistry is a \$674 billion enterprise and a key element of the nation's economy. It is one of the nation's largest exporters, accounting for ten cents out of every dollar in U.S. exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.

