

# Roadmap to Reuse

## Plastic Solutions for America



| Focus Areas |                                     | Phase I:<br>Jump-start impact<br>(2020-2023)                   | Phase II:<br>Most elements in place<br>(2024-2027)   | Phase III:<br>Full system complete<br>(2028-2040) |
|-------------|-------------------------------------|--|--|---|
| Supply      | Value chain engagement              | Roadmap  | Create and implement national recycling framework  |   |
|             |                                     | Material innovation and product redesign                       |  |   |
|             | Consumer engagement                 | Standardize labeling and expand recycling education            |  |   |
|             |                                     | Develop and implement incentives and penalties                 |  |   |
|             | Access to recycling                 | Expand access for multi-family                                 | Expand access for suburban/exurban   | Expand access for rural residential single-family |
|             |                                     |  | Expand access for away from home   |   |
|             | Collection and sortation capability | Activate programs for films, foams, flexible and small items   | Scale up alternative collection programs and accelerate investment in sortation facilities |   |
| Demand      | Recycling capabilities              | Demonstrate advanced recycling                                 | Scale up advanced recycling  | Fully commercialize advanced recycling            |
|             |                                     | Expand and improve mechanical recycling                        |  |   |
|             | Economics / end markets             | Economic support to stabilize recycling of non-bottle plastics | Economic support for return to profitability   |   |
|             |                                     | Grow and expand end markets                                    |  |   |

# Roadmap to Reuse

## Plastic Solutions for America



### Continuous stakeholder actions

| Focus Areas  | Resin producers   | Manufacturers/<br>Brands/Retailers   | Haulers/<br>MRFs   | Reclaimers   | Industry groups   | Governments  |
|--|---|--|--|--|---|--|
|  <b>Value chain engagement</b>                | <ul style="list-style-type: none"> <li>Continue producing resins that support recyclability</li> <li>Drive innovation in materials and design</li> </ul>              | <ul style="list-style-type: none"> <li>Design packaging for recyclability</li> </ul>   | <ul style="list-style-type: none"> <li>Identify needs to improve collection and sortation</li> </ul>   | <ul style="list-style-type: none"> <li>Identify needs to improve quality and expand markets</li> </ul>                           | <ul style="list-style-type: none"> <li>Catalyze support and drive dialogue</li> <li>Maintain roadmap and guide actions</li> </ul>               | <ul style="list-style-type: none"> <li>Enable national recycling framework</li> <li>Track and measure progress</li> </ul>  |
|  <b>Consumer engagement</b>                   | <ul style="list-style-type: none"> <li>Support policy and programs to drive education/behavior</li> <li>Provide funding to non-profits to expand education</li> </ul> | <ul style="list-style-type: none"> <li>Use labeling programs</li> <li>Multi-material packaging fees to fund education, behavior, access</li> </ul>                             | <ul style="list-style-type: none"> <li>Expand education and outreach to communities</li> <li>Support coalition policy to drive access</li> </ul>   | <ul style="list-style-type: none"> <li>Continue to develop design guidance on recyclability</li> </ul>                           | <ul style="list-style-type: none"> <li>Expand education and labeling</li> <li>Create model incentive systems</li> </ul>                         | <ul style="list-style-type: none"> <li>Support pay-as-you throw incentives</li> <li>Expand education and incentive programs</li> <li>Support labeling</li> </ul>       |
|  <b>Access to recycling</b>                   | <ul style="list-style-type: none"> <li>Support policy and programs to expand access</li> </ul>  | <ul style="list-style-type: none"> <li>Multi-material packaging fees to fund education, behavior, access</li> </ul>  | <ul style="list-style-type: none"> <li>Expand residential recycling access</li> <li>Support coalition policy to drive access</li> </ul>  |  | <ul style="list-style-type: none"> <li>Engage partners and geographies</li> <li>Coordinate support</li> </ul>                                   | <ul style="list-style-type: none"> <li>Expand residential recycling access</li> <li>Expand public space recycling</li> <li>Support away-from-home recycling</li> </ul> |
|  <b>Collection and sortation capability</b> | <ul style="list-style-type: none"> <li>Partner with value chain to invest in technologies to improve collection and sortation of harder to recycle items</li> </ul>   | <ul style="list-style-type: none"> <li>Partner with value chain to invest in technologies to improve collection and sortation of harder to recycle items</li> </ul>            | <ul style="list-style-type: none"> <li>Invest in additional sortation capacity</li> <li>Partner with value chain to invest in technologies to improve collection and sortation of harder to recycle items</li> </ul> | <ul style="list-style-type: none"> <li>Develop bale specifications for mechanical and advanced recycling markets</li> </ul>      | <ul style="list-style-type: none"> <li>Identify and share new data, research, and best practices to improve collection and sortation</li> </ul> | <ul style="list-style-type: none"> <li>Support research and development of new technology</li> </ul>   |
|  <b>Recycling capabilities</b>              | <ul style="list-style-type: none"> <li>Commercialize advanced recycling</li> <li>Expand mechanical recycling</li> </ul>   | <ul style="list-style-type: none"> <li>Use recycled content plastics in packaging</li> </ul>   | <ul style="list-style-type: none"> <li>Expand specification bales of plastics for advanced recycling</li> </ul>  | <ul style="list-style-type: none"> <li>Commercialize advanced recycling</li> <li>Expand mechanical recycling</li> </ul>          | <ul style="list-style-type: none"> <li>Identify and share new data, research, and best practices to improve recycling technologies</li> </ul>   | <ul style="list-style-type: none"> <li>Develop policy to incentivize investment in mechanical and advanced recycling</li> </ul>  |
|  <b>Economics / end markets</b>             | <ul style="list-style-type: none"> <li>Expand markets for recycled resins</li> <li>Partner with value chain on residual/rigids sortation and markets</li> </ul>       | <ul style="list-style-type: none"> <li>Design packaging using recycled materials</li> <li>Partner with resin manufacturers on residual/rigids sortation and markets</li> </ul> | <ul style="list-style-type: none"> <li>Partner with resin manufacturers, brands on residual/rigids sortation and markets</li> </ul>  | <ul style="list-style-type: none"> <li>Expand markets for recycled resins</li> <li>Supply on-spec bales for customers</li> </ul> | <ul style="list-style-type: none"> <li>Coordinate enhanced recycling facilities</li> <li>Expand new markets</li> </ul>                          | <ul style="list-style-type: none"> <li>In collaboration with industry, develop recycled content standards</li> </ul>   |