

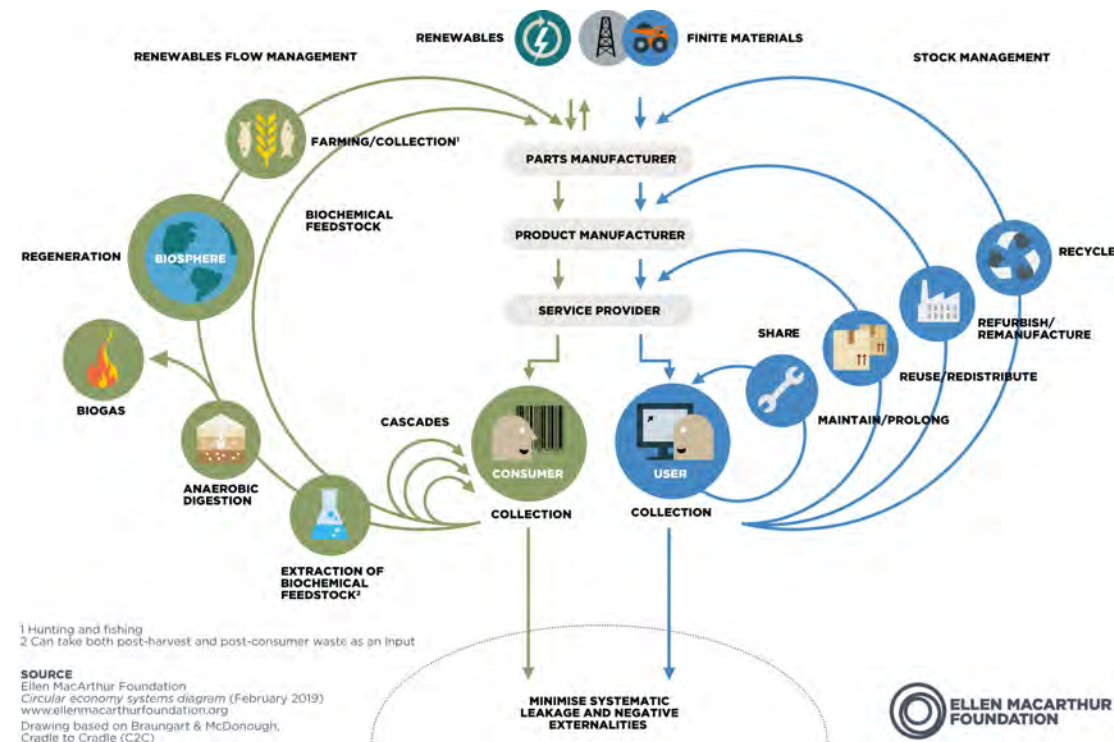
Overview of EPA's Circular Economy Strategy Series and How You Can Join the Effort

Why a Strategy Series on Building a Circular Economy for All?

- Public comments on the October 2020 draft Recycling Strategy:
 - Strategy should be broader than recycling and include a circular economy
- Comments from Congress:
 - Reframe the Strategy and acknowledge importance of circular economy
- Encompass the work of our entire program, not just a small part of it (e.g., recycling)
- Strategies to highlight the connection between material use and climate change and environmental justice
- Provide a vision forward for the next 10 years that encompasses SMM and reflects our statutory authorities

EPA's Circular Economy Strategy Series

- Part 1: National Recycling Strategy
- Part 2: Plastics
- Part 3: Food Waste
- Part 4: Critical Minerals and Electronics
- Part 5: Built Environment
- Part 6: Textiles



We are establishing a 10-year vision and strategic direction for the SMM Program – one that embraces zero waste/circularity, sustainable materials management, addresses climate change, and environmental justice.

Goals of the Circular Economy Strategies

- Reduce domestic and international climate impacts and social inequities associated with natural resource extraction and processing
- Reduce ecosystem loss and destruction
- Stimulate economic development (jobs, businesses) related to circular economy



Scope of Part One: National Recycling Strategy

- Focuses on enhancing the national municipal solid waste (MSW) or “household” recycling system
- Identifies stakeholder-led actions to create a stronger, more resilient, more equitable and more cost-effective MSW recycling system
- Acknowledges recycling alone cannot help us achieve a circular economy
- Commits EPA to developing additional strategies (material reuse and reduction, food waste, plastics)



Challenges to the U.S. Recycling System

- Inadequate recycling infrastructure and market demand for recyclables
- Confusion on what is recyclable, leading to contamination
- Environmental justice concerns, including around exporting recyclables



National Recycling Strategy Objectives

- Improve Markets for Recycled Commodities
- Increase Collection and Improve Materials Management Infrastructure
- Reduce Contamination in the Recycled Materials Stream
- Enhance Policies and Programs to Support Circularity
- Standardize Measurement and Increase Data Collection



Objective C: Reduce Contamination in the Recycled Materials Stream

- Develop messaging and educational materials about the importance and value of recycling.
- Develop common recycling messages on key issues to promote awareness, increase recycling participation and ensure a more consistent stream of recyclable material.
- Identify effective ways to educate the public about recycling, test those methods with pilot educational campaigns and then incorporate them into a national program.
- Enlist the assistance of traditional and social media, governments, MRFs, waste haulers, and product manufacturers to disseminate messaging.
- Improve consistency of labels for recyclable products, recycling bins and trash bins.
- Develop a plan to assist state and local governments with contamination.



Example of Actions to Decrease Contamination

C1.2. Develop common recycling messages

Help public understand how to recycle properly and avoid wishcycling

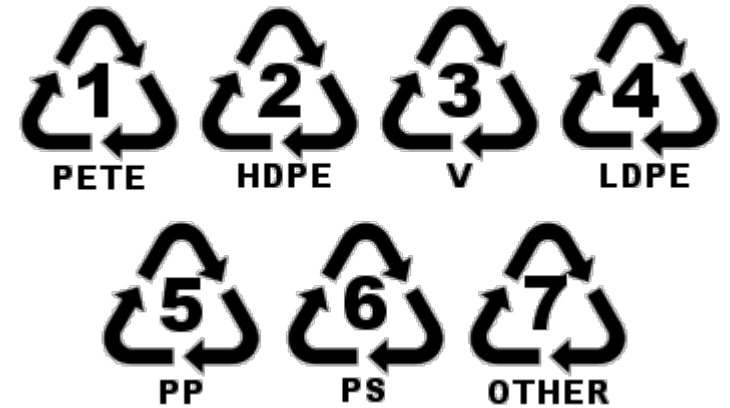
Support states, local and tribal governments

C1.5. Improve consistency of labels for recyclable products and recycling bins

Help address consumer confusion about what can be recycled and which bins to use

Promote labels that are not misleading

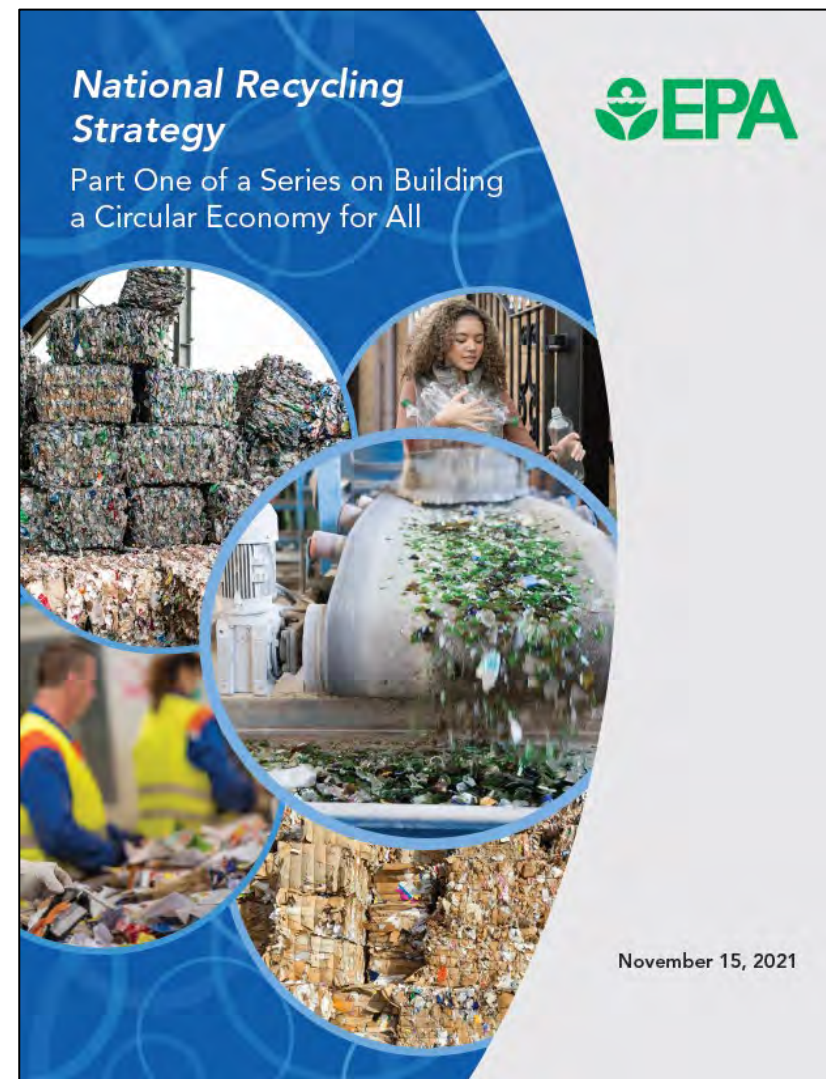
Reduce contamination in recycling



Resin Codes on Plastics

How You Can Join the Effort!

- Strategy released November 15th – visit: <https://www.epa.gov/recyclingstrategy>
- Successful Implementation of the National Recycling Strategy will take action from all stakeholders!
- Encouraging stakeholders to sign up to “lead” or “support” Strategy actions
- Invite entities to identify new actions for consideration



Implementing the National Recycling Strategy

EPA is seeking Stakeholders to “Lead” or “Support” Strategy actions

- **Leads** work with EPA to identify and updated milestones periodically
- **Supporters** work with leads to implement the action

Actions

Select "Lead" or "Support" associated with actions of interest to you or your organization.

A: Improve Markets for Recycled Commodities

A1.1 Conduct market development workshops and dialogues

☒ None ☐ Lead ☐ Support

A1.2 Support regional market development entities

☒ None ☐ Lead ☐ Support

A1.3 Produce an analysis of market development opportunities suited to rural areas

☒ None ☐ Lead ☐ Support

Comments

- There is
 - an emphasis in the Strategy on social aspects of material extraction, recycling, and disposal.
 - An acknowledgement of challenges that recycling faces; contamination, communication, consistency, and markets.
 - A strong tie between the Save our Seas act 2.0, which calls for reports and efforts on plastics, and the Strategy.
- Congress has provided funding for:
 - Investments in recycling (\$55MM X 5 yrs.), plus
 - \$25MM for battery recycling, (development of labeling and collection best practices).