

Plastic Wars, which aired on PBS Frontline on March 31, 2020, exposed the growing conflicts between a rapidly expanding virgin plastics industry, persistently low plastics recycling rates, diminishing financial returns, and mounting concerns about ocean plastic pollution, carbon impacts and resource depletion.

The **National Recycling Coalition** (NRC) is the non-profit organization that has served as the “voice of recycling” in the US since it was founded in 1978. The NRC, in collaboration with dedicated state affiliates, government agencies, industry, and other NGOs, has advocated for recycling for more than 40 years. With recycling rates below 40% we recognize that we must approach our challenges with new strategies to address the economics and environmental impacts of our consumption choices.

NRC leadership commends PBS Frontline for shedding light on the current realities of plastics use and recycling and applauds Frontline journalists for questioning how recycling best fits into sustainable materials management practices. All materials have their own recycling stories, successes and continuing challenges.

Important questions raised during *Plastic Wars* require further probing; Oregon DEQ Senior Policy Analyst David Allaway’s statement on Frontline that “Producers should disclose carbon footprints,” is a compelling one. This transparency is needed for all materials, particularly in light of the disparity between carbon-intensive production capacity and grossly insufficient plastic recycling processing capabilities. Greater demand for recycled materials is sorely needed.

The NRC is committed to overcoming obstacles addressed by *Plastic Wars*, and has placed its focus in 2020-2021 on harnessing the power of its recycling knowledge from its member base to advance much-needed recycling market development.

On April 30 at 12:00 PM EDT, the NRC is co-hosting a free, interactive webinar, [Recycling Markets Outlook Forum](#). Registration is open to the public, including businesses, local governments and recycling industry representatives who seek to gain insights into the recycling value chain for all commodities, and how the industry is working through barriers to achieving a Circular Economy in these uncertain times.

Are you a student or an individual who is interested in meaningfully supporting recycling and responsible materials management in the US? The NRC is the place to be. Student membership is just \$35; individuals are \$100. Business and other organization costs range from \$500 to \$2500.

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