

# Roadmap to Reuse

## Plastic Solutions for America



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

# Roadmap to Reuse

## Plastic Solutions for America



### Continuous stakeholder actions

Focus Areas	Resin producers	Manufacturers/ Brands/Retailers	Haulers/ 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>