



RECYCLING IS REAL

BUILT ON EDUCATION; POWERED BY ENGAGEMENT.

Recycling is Real is a national campaign demonstrating that recycling happens every day in communities and facilities across the United States. Building from efforts to inform and educate, the campaign focuses on engaging audiences to strengthen understanding, expand reach, and drive action that keeps plastic materials in our circular economy and out of the environment.

RECYCLING IS NOT A MYTH

5 BILLION pounds of **curbside** plastic is recycled in North America each year.

Note: This total does not include plastics recovered through store drop-off, commercial and industrial recycling, durable goods recovery, or agricultural programs.

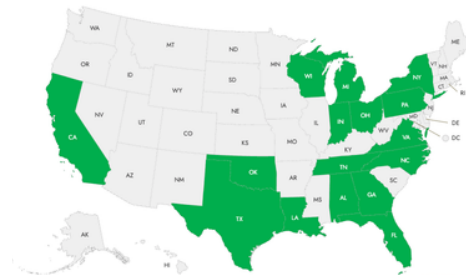
FROM RECYCLING SYSTEMS TO REAL PRODUCTS

Recycling works through a coordinated system—from collection and sorting to processing and manufacturing—that **transforms used materials into new products**. Recycled plastic is used in a wide range of everyday applications, including packaging, clothing, building materials, automotive components, furniture, decking, bottles, and more—**demonstrating the real value of recycled materials in the marketplace**.

RECYCLING IN ACTION NATIONWIDE

Recycling is Real has highlighted recycling in action across communities and facilities nationwide, reflecting the broad footprint of recycling in the United States.

Tens of thousands of Americans go to work every day in the recycling industry and related fields, including manufacturing and waste management—powering systems that keep materials in use and support domestic jobs.



STRENGTHENING RECYCLING SYSTEMS

When recycling systems work effectively, they deliver economic, environmental, and manufacturing benefits that extend well beyond the recycling bin.

- ✓ Supports U.S. jobs and manufacturing
- ✓ Keeps materials in the circular economy
- ✓ Reduces waste and environmental impact

GET INVOLVED

Get involved by **exploring** Recycling is Real stories and **sharing** credible, fact-based content to help reinforce consistent messaging about recycling across communities, industry, and policymaking spaces.

Learn more at recyclingisreal.org.

To expand these outcomes and meet sustainability goals, **continued investment in modern recycling infrastructure is essential**. The **Plastics Industry Association** stands ready to work with federal and state stakeholders to **advance practical solutions that strengthen recycling systems and increase the amount of plastic recycled every day**.



More than one million Americans work in jobs directly or indirectly connected to the plastics industry, spanning a wide range of sectors. From the engineers who design the machinery that manufactures essential plastic products, to the material suppliers distributing raw plastics, to the processors shaping materials into goods, and the recyclers giving used plastic a second life, the plastics supply chain is a vital aspect within both the U.S. and global economy.