

RECYCLING IS REAL

MEMBER TOOLKIT

SEE WHERE PLASTIC RECYCLING IS
HAPPENING ACROSS AMERICA—
AND LEARN HOW IT WORKS.



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INTRODUCTION



WHAT IS RECYCLING IS REAL?

Recycling is Real is a national campaign demonstrating that recycling happens every day in communities and facilities across the United States. Through videos filmed at real facilities, educational resources, and examples from across the country, the campaign dives inside the recycling process and shows how plastic materials are collected, sorted, processed, and used again.

Recycling is Real makes the process visible, helping audiences better understand the systems, technologies, and people that make plastic recycling possible.

ABOUT THE TOOLKIT

This toolkit brings together the videos, educational resources, and real-world examples that tell the Recycling is Real story. Use it to explore how recycling works, see it happening at facilities across America, and share credible information and content with your audiences.

See recycling in action, understand how it works, and access resources that tell the story of plastic recycling across America.

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HOME

Discover Recycling is Real

Get an introduction to the campaign and see recycling in action.

LEARN

Understand how Recycling works

Learn about circularity, resin codes, and different recycling processes, including mechanical, physical, advanced recycling.

EXPLORE

See recycling across America

Explore the interactive map and videos from facilities across the country to see where and how plastic recycling is happening.

SHARE

Access resources

Find downloadable one-pagers, recycling facts, and educational materials designed to make recycling easier to understand and share.

JOIN THE COMMUNITY

Stay connected

Sign up for Recycling is Real updates, new resources, videos, and more.

SHARE



Help spread the word that plastic recycling is happening—and show your audiences how. Use these facts and sample messages to share Recycling is Real with your network.

RECYCLING BY THE NUMBERS

Use these facts to help tell the recycling story.

5 BILLION POUNDS

of plastic is recycled in America each year.

20,000 LOCATIONS

across North America accept plastic film for recycling.

40%

of PET bottles were recycled in North America in 2024.

SAMPLE COPY

INTRODUCE RECYCLING IS REAL

Plastic recycling is happening every day across America—and Recycling is Real shows you how. Explore real facilities, learn about recycling processes, and access educational resources at recyclingisreal.org.

#RecyclingisReal

LEARN HOW RECYCLING WORKS

What happens after plastic enters the recycling system? Recycling is Real breaks down how recycling works, from collection and sorting to processing and manufacturing.

Learn more at recyclingisreal.org.

#RecyclingisReal

SHARE A RECYCLING FACT

The numbers tell part of the recycling story: [INSERT RIR STAT]. Explore more facts, videos, and resources about plastic recycling in America at recyclingisreal.org.

#RecyclingisReal

Stay connected with Recycling is Real for new videos, educational resources, and stories from across America.

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@recycling_is_real

HELP SPREAD THE WORD

Follow, like, comment, and share Recycling is Real content with your network. Tag the campaign and use #RecyclingisReal so we can engage with and amplify your posts.

SEE RECYCLING IN ACTION. LEARN HOW IT WORKS.

recyclingisreal.org