

# PLASTIC RECYCLING WEEK

PLASTICS is evaluating creating a social media driven event aimed to raise awareness for and educate on plastics recycling. Inspired by our very successful social media event, Bioplastics Week, Plastic Recycling Week will collaborate with like-minded organizations on the shared goal of generating attention to the benefits of and potential for plastic recycling. While the first “real” Plastics Recycling Week will be in 2022, we are trialing the event with a “pilot” from November 15th, America Recycles Day, to November 19th.

We encourage you to join in by posting content related to the themes of each day and include the hashtag #PlasticRecyclingWeek!

**PLASTICS Members:** Download this Social Media Tool Kit for a few extra tips on how to participate and curated social posts for each day.

## MONDAY, NOVEMBER 15<sup>TH</sup> – AMERICA RECYCLES DAY / RECYCLING 101

In honor of America Recycles Day, we will be shouting out PLASTICS members that have signed the [America Recycles Pledge](#). We will also be kicking off Plastic Recycling Week by posting a handful of Recycling 101 resources on our social channels. Recycling is complex topic and to reduce confusion, we have compiled a few items to explain the basics.

To further this celebration, PLASTICS is offering a one day only Flash Sale on [Relfocus 2021 virtual event: A Practical Guide to Sustainability in Plastics](#) registration!

## TUESDAY, NOVEMBER 16<sup>TH</sup> – BUYING RECYCLED

Recycling wouldn't be possible without companies that integrate recycled content into their products! Today we will be featuring Member's products that contain recycled content. We encourage you to do the same! Educate the public about products containing recycled content. This day is also a chance to educate people on where to find products made from recycled content and how to identify these products through labeling.

## WEDNESDAY, NOVEMBER 17<sup>TH</sup> – INNOVATIONS IN RECYCLING

There have been many advancements and innovations in the recycling process. Today is the day to put them in the spotlight! Share information about innovations that your company or others have achieved in the areas of:

- Technology
- Infrastructure
- Design for recycle
- Materials
- Etc.

Our members have contributed some astounding innovations to improve plastic recycling and sustainability of plastic in general. Therefore, we will be highlighting some of our Sustainability Innovation Award winners today.

## THURSDAY, NOVEMBER 18<sup>TH</sup> – ADVANCED RECYCLING

Advanced recycling has been in a state of rapid growth recently and people are still learning about what this process is and how it works. Share information about:

- What advanced recycling is
- What different technologies are available
- How it can be complimentary to mechanical recycling
- How it can help to achieve recycled content usage goals
- Etc.

We will also be promoting some companies that are active in advanced recycling, we encourage you to do the same!

## FRIDAY, NOVEMBER 19<sup>TH</sup> – CONTINUE YOUR EDUCATION

Recycling is a topic we think about all year in the plastics industry. To ensure that it is top of mind for those outside of the industry as well, share resources that folks can follow along with to continue their education year-round. Highlight what other organizations are doing in the recycling space.

Thank you for participating in the 2021 Plastic Recycling Week! See you next year.



TO PARTICIPATE, FOLLOW THE EVENT  
HASHTAG #PLASTICRECYCLINGWEEK.  
POST, LIKE, AND RETWEET THROUGHOUT  
THE WEEK!

Questions? Please contact Heather Nortz at [hnortz@plasticsindustry.org](mailto:hnortz@plasticsindustry.org)

Want to join the Plastics Industry Association and partner in future events like this? [Find out more here.](#)