Top Ten Learnings on Recycled content
Barriers

1. There is not enough price advantage for PCR over virgin plastics
2. There is not enough PCR available that matches specifications;
   - Performance concerns for some polymers (color, odor, strength)
3. There needs to be more demand from brands and/or governments for PCR on the market
4. There is a lack of diversity of plastics reclaimers
   - Corresponds to lack of diversity of supply from MRFs
5. There is a lack of supply for some types of plastics that make use of PCR challenging
   - Need better, broader collection system to better meet market needs
Opportunities

6. Governments can help facilitate end market demand through policy support such as PCR mandates, assisting with developing local resource partnerships, fee mechanisms, tax breaks/incentives e.g., for recycling equipment purchases.

7. Brands and retailers can create demand through diverse strategies like committing to use PCR, work directly with resin material suppliers to obtain it; design for PCR from the beginning to meet performance and color standards.

8. Converters and material manufacturers can enable their customers to use PCR by developing innovative solutions for using PCR, for example, by testing recycled content to see how it performs; conducting R&D projects to make recycled grades as high performing as virgin grades; working with customers to find ways to incorporate PCR into their products; investing in new technologies; collaborating with recyclers.

9. There are key ways in which everyone in the value chain can support end markets: fund or support recycling market development programs and pilot projects (NEMO, MRFF); support selected policy mechanisms; buy recycled content products in your own supply chain.
Markets for PCR

10. There are many existing markets for PCR, which can be divided into 4 key buckets:

- **Durable products**
  - **Household**: automotive parts, air ducts, toys, playsets, gardening sets, picture frames, pots, pails, paint trays, vacuum cleaners, coffee machines, skateboards, sunglasses, pens, stationary products, razors, toothbrushes, electronics.
  - **WIP items**: crates, trays, pallets, trash bins, recycling bins, carts. These are a low-hanging fruit since these are less strict in terms of aesthetic/performance requirements.
  - **Construction**: High level of PCR content is common in lumber and fencing. Can also be used in plumbing products, piping, architectural molding, streetscape, landscape, construction bricks, asphalt.

- **Films**: garbage bags, grocery bags, agricultural film, overwraps; Isri says 20% PCR is easily achievable by all major plastic bag manufacturers at pricing comparable to 100% virgin.

- **Packaging**: rigid containers and bottles, flexible packaging, multipack holders, labels.

- **Textiles**: For PET - clothing/cloth bags, carpet, rope, fishing nets).