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“A World Changing Solution”
by Ashoka


Recycling and the society-wide standardized labels for recycling bins are listed as
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Katharine Wilkinson, Co-Author Drawdown
RealLeaders

The society-wide standardized labels for recycling bins are part of:
Historic U.S. Bill to Clean Up Recycling at the Bin and Save Billions
Forbes

“With the support of Recycle Across America, we can help our visitors recycle better by implementing standardized labeling on recycling containers, and in turn help protect these parks unimpaired for future generations.”
Shawn Norton – Chief Sustainability Operations, U.S. National Park Service

Dear Honorable _____:

As you are intimately aware, the country is suffering through multiple crises. Not only are we suffering through a pandemic that is catastrophic to human health and the economy – but the necessary federal response to the COVID-19 crisis is also increasing the U.S. debt, which is already extreme.

Additionally, just because a new crisis is upon us doesn't mean that the pre-existing crises are on pause, such as: the recycling crisis, the waste in oceans crisis, and the economic stress that municipalities are experiencing since they are no longer earning millions of from their recycling programs.

I am writing to you today, to inform you of a solution and a federal bill proposal which can quickly:

1. solve the recycling crisis,
2. reduce the waste from going into oceans, and
3. begin providing millions of dollars of revenues back to municipalities, by helping their recycling programs begin to thrive.

94% of American voters support recycling and 74% believe it should be a national priority (PIRG 2019). Also, voters are extremely concerned about the 48,000,000 pounds of waste going into oceans each day. Recent reports state that the amount of waste going into oceans has increased 27% to 61,000,000 pounds per day since the onset of the global recycling collapse (Reuters Oct 2019).

THE PROBLEM: The economics and demand for recyclable materials suffer due to the millions of tons of *garbage* being thrown in recycling bins. It is solely because of that contamination that China and other countries banned the purchase of U.S. recyclables. This costly contamination stems directly from the hundreds of thousands of inconsistent labels displayed on recycling bins throughout the U.S., which cause public confusion, apathy, and skepticism about recycling.

THE SOLUTION: To fix this, our nonprofit organization created the first and only society-wide standardized labels for recycling bins in 2010 to help people be able to recycle properly wherever they are. There are now more than nine million standardized labels displayed on recycling bins throughout the country, including on bins in thousands of federal, state, and municipal locations, businesses, schools, airports, sports stadiums, industrial facilities, and households. This solution has already been developed, paid for, tested and proven. And therefore, it does not require funding from the government if the bill is passed. I'm happy to explain how the solution is implemented without the costing the government, and how it can generate revenues for the government.

The standardized labels for recycling bins consistently increase recycling levels 50-400%, and reduce contamination significantly; in many cases, entirely. The more the labels are seen on bins throughout society, the more the efficacy and economics of recycling will thrive for municipalities, taxpayers, recycling markets, processors, and manufacturers who need these materials to reuse.



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THE ASK: As we pursue federal legislation for the society-wide standardized labels for recycling bins, I’m asking that you please consider supporting this simple solution which will improve the economics for municipalities across the U.S., create jobs, and help manufacturers begin to have access to affordable and high quality recyclables to reuse. Let’s follow the example of earlier leaders who voted to standardize road signs, nutritional labels, etc. – simple solutions that eliminate public confusion and allow people to act on their good intentions.

With one easy swoop, we can pass federal legislation to implement a proven national solution to: end the dysfunction and fix recycling once and for all, generate millions and in some cases, billions of revenues for municipalities while saving taxpayer dollars, begin reversing climate change, prevent millions of tons of waste from going into oceans...and avoid another global recycling catastrophe. We have a vaccine for what ails recycling. Let's put it in use across the U.S.

Visit www.recycleacrossamerica.org/legislation to learn more about the "Let's Recycle Right" Bill and see examples of how the simple, standardized label solution can help municipalities begin making a profit right now from a thriving recycling program.

Please let me know when we can schedule a time to discuss support for this bill and the solution.

Sincerely,



Mitch Hedlund - Founder/Executive Director, Recycle Across America
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