



# RLC

## Taking Action to Reduce Plastic Waste

### THE RECYCLING LEADERSHIP COUNCIL: TAKING ACTION TO REDUCE PLASTIC WASTE

Plastic plays an essential role in modern life, from keeping food fresh and enabling life-saving medical devices to protecting electronics and improving transportation efficiency. As plastic use continues to evolve, recycling systems must keep pace to ensure materials are responsibly recovered and reused.

**The Challenge:** The ability to reduce plastic waste at scale is limited by a number of barriers, including outdated, confusing, and inconsistent recycling definitions across states and federal agencies. These foundational obstacles undermine consumer confidence in recycling and recycled-content claims and discourage the investment needed to modernize America's recycling system and infrastructure.

**A Solution:** Legislation is needed to establish clear, consistent national standards that lay the groundwork for incorporating modern recycling processes across the U.S. and expanding the supply of recycled materials for U.S. manufacturers. Greater clarity will spark domestic manufacturing and infrastructure investments, and enable more plastic waste to be recovered, keeping it out of landfills.

**The Recycling Leadership Council (RLC):** The Recycling Leadership Council (RLC) is a unified, broad-based coalition committed to finding and advancing practical, bipartisan solutions that promote plastic waste reduction, resource efficiency, and improved manufacturing processes, with the goal of establishing greater clarity for consumers and improving recycling outcomes.

Led by the Consumer Brands Association (CBA), the RLC is bringing together a broad coalition of industry leaders representing the recycling, manufacturing, packaging, and consumer products sectors.

The RLC stands ready to work with Congress to:

- Modernize recycling and recycled content definitions to strengthen U.S. manufacturing and enable more materials to be recovered and recycled.
- Build consumer confidence through clear, transparent, and verifiable recycled content labels and claims.
- Update national standards to unleash innovation and unlock investment needed to effectively tackle plastic waste.
- Advance innovation by creating a predictable regulatory environment where traditional and modern recycling technologies can work together to recover post-use plastics and convert them into new, high-quality products.

As of January 15, 2026, members of the RLC include:

- Consumer Brands Association
- Ag Container Recycling Council
- Alliance for Automotive Innovation
- American Chemistry Council
- American Fuel & Petrochemical Manufacturers
- Closed Loop Partners
- Consumer Technology Association
- Council for Responsible Nutrition
- Household & Commercial Products Association
- International Sleep Products Association
- Meat Institute
- National Lubricant Container Recycling Coalition
- North American Association of Food Equipment Manufacturers
- Plastics Industry Association
- Retail Industry Leaders Association
- The Toy Association
- Vinyl Institute

For more information or to join the coalition, visit [recyclingleadershipcouncil.org](https://recyclingleadershipcouncil.org).