



Taking Action to Reduce  
Plastic Waste

### **Establishing a National Standard for Environmental Marketing Claims**

The Recycling Leadership Council (RLC) is a unified, broad-based coalition committed to advancing solutions that promote plastic waste reduction, resource efficiency, and new manufacturing processes, with the goal of establishing greater clarity for consumers and improving recycling rates. The RLC is led by the Consumer Brands Association and partners across the manufacturing, packaging, and recycling sectors and is the cross-industry voice taking action to reduce plastic waste.

**The Issue:** Environmental and recycling marketing claims are governed by overlapping and conflicting federal and state laws, resulting in:

- **Consumer confusion:** Without a federal standard, varying state consumer protection laws for environmental marketing claims create confusion and undermine confidence in the accuracy of recycled-content claims.
- **Increased compliance costs:** Companies face conflicting standards across states, raising legal and operational expenses.
- **Regulatory uncertainty:** Conflicting standards create regulatory risk, ultimately discouraging domestic investments in sustainable packaging and materials, as well as the infrastructure that supports them.

**The Ask:** RLC seeks support for the Recycled Materials Attribution Act (RMAA), which establishes a national framework for environmental and recycling marketing claims. The RMAA legislation would eliminate consumer confusion, lower consumer costs, and position the United States as the global standard-setter for sustainability and transparency.

Specifically, the RMAA:

- Establishes a uniform, predictable, evidence-based national framework regarding key terms to reduce complexity for consumers, manufacturers, retailers, and suppliers.
- Requires the U.S. Federal Trade Commission (FTC) to update and clarify its Guides for the Use of Environmental Marketing Claims, also known as the *FTC Green Guides*, to ensure accuracy and consistency.

**Conclusion:** The RMAA will ensure consistent consumer-protection obligations and enforcement, while also supporting economic growth and U.S. competitiveness by encouraging American innovation and investment in domestic manufacturing, decreasing reliance on foreign inputs, lowering compliance costs and consumer prices, ensuring



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domestic supply-chain resiliency, and creating good-paying jobs. Consumers will gain clear, consistent, and trustworthy labeling to make more informed purchasing decisions. Federal leadership is needed; Congress should enact the RMAA.