



PLASTICS. TOO VALUABLE TO WASTE. RECYCLE. SM

A MESSAGE FROM THE PLASTICS INDUSTRIES OF THE AMERICAN CHEMISTRY COUNCIL.

"Recycling is one of the easiest actions we can all take to protect our environment - and California has led the way in diverting materials from disposal. We know that Californians want to recycle when they are away from home, such as in our parks or on our beaches. That is why this partnership to provide more recycling opportunities is so important and has been so successful."

~ Christine L. Flowers,
Director of Keep California Beautiful



americanchemistry.com



keepcaliforniabeautiful.com



lasbest.org



lagalaxy.com



parks.ca.gov



dot.ca.gov



sportsauthority.com

We know that public-private partnerships can work, and in the current economic climate, they are more important than ever.

To learn more about ACC's efforts to promote recycling and reduce litter and marine debris, see www.2valuable2waste.com or contact Tim Shestek at 916-448-2581.

State and local governments are facing unprecedented budget constraints. Public-private partnerships can help. The plastics industry is working to be part of the solution, but we can't do it alone. If we all work together, we can continue to spread the message that recycling today will help preserve our great state tomorrow and for generations to come.

- Plastics are reliable, convenient, affordable and sustainable.
- Trash and litter are serious issues and plastics makers agree that recyclable plastics belong in recycling bins, not on our beaches or in our waterways.
- We are bringing to life real solutions to help educate Californians about ways to prevent litter and increase recycling.



In California, the American Chemistry Council (ACC) works on behalf of the plastics industry to partner with nonprofit organizations, private companies, and public officials across the state to promote recycling and help protect the beautiful environment where we live, work and play.

To date, the partnership has placed almost 700 recycling bins at California beaches and parks, diverting more than 90,000 lbs. (or 45 tons) of plastic from the waste stream and more than 105 tons of other recyclable materials.



Californians bought 21.9 billion drinks in aluminum, glass, plastic and bi-metal containers in 2009. More than 16.1 billion of those containers were recycled. (Source: California Department of Conservation)

WE CAN DO MORE!



In 2007, experts from government, nonprofits, and academia identified solutions to combat the litter and marine debris problem. Topping the list:

- Public-private partnerships
- Anti-litter education
- Increased focus on recycling

Since that workshop, the plastics industry, working through ACC, has launched multiple successful partnerships and initiatives to help educate Californians about the importance of recycling.



ACC partners with the California Department of Parks and Recreation (California State Parks) and Keep California Beautiful (KCB) to provide recycling opportunities to those who visit California's state beaches and campgrounds.



ACC partners with Caltrans to provide recycling opportunities at rest stops along California highways.

OUR EFFORTS GO BEYOND BINS.



California State Parks, ACC and KCB expanded their partnership to create the Children's Environmental Education Program, which aims to instill a lifelong environmental ethic in our children by promoting reducing, reusing and recycling and involving children and adults in State Parks beach clean-ups and other environmental awareness activities.



We are partnering with LA's BEST, a nonprofit after school program serving 28,000 students at 180 elementary school sites in the Los Angeles area. This program teaches kids about the importance of recycling and healthy habits.



With Sports Authority, LA Galaxy, and Keep California Beautiful, in 2010 ACC launched "Recycle.Goal.", a regional contest encouraging youth soccer players to recycle. In seven short weeks more than 400 players spanning four clubs and 21 teams across Southern California collected and recycled 3,156.91 pounds of items, including nearly 1,700 pounds of plastics.



At the Aquarium of the Pacific in Long Beach, we helped sponsor the popular exhibit Our Watersheds: Pathway to the Pacific, which educates visitors about protecting our local watersheds. We also have installed bins at the aquarium to encourage visitors to recycle as they enjoy the sights and sounds of the underwater world.