

RECYCLING TO KEEP NATURAL RESOURCES IN THE GROUND



The **Alliance for Mission-Based Recycling (AMBR)** is a coalition founded by four of the original pioneers of mission-driven, community-based nonprofit recycling in the U.S. Together, we are guiding new recycling policies and infrastructure investments to rebuild credible, transparent recycling systems.

Evolving Recycling Systems to Protect People and the Planet. As recycling operators, AMBR members collect and sort tons of recyclables monthly, offering an intimate view of “take-make-waste” consumption. From our unique vantage point of processing piles of recyclables, we can identify, propose, and implement systemic solutions. From the pile, we look “upstream” at how products could be redesigned to be more resource-efficient, made from recycled content, reused and recovered more easily, and how unnecessary, toxic products could be eliminated. We also look “downstream” at how systems and infrastructure could better recover and remanufacture materials into new products. Informed by our unique perspective, we guide new recycling policies and infrastructure investments to build credible, transparent recycling systems that are in service of zero waste.

View our **video** to learn more:



We Strive for Zero Waste. Voluntary brand commitments and consumer education have not led to the changes needed to address the plastic production and pollution crisis and rebuild our recycling system to be more circular. State and national policies must sustain existing recycling programs while also charting the course to fundamentally revamp our consumption systems to create a closed-loop economy.

Amid historic supply chain disruptions, the intensifying climate crisis, and rampant plastic pollution, there has never been a more critical time to invest in a materials economy that prioritizes reduction and reuse.

What is Mission-Based Recycling?

AMBR recycles to keep natural resources in the ground.

We collectively work toward the elimination of waste, toxins, and pollution, and toward a system where all products are reused, refilled, recycled, or composted.

Grounded in Operational Experience, Driven by Mission

AMBR works to advance state and national policy solutions, including:

Extended Producer Responsibility (EPR) for Packaging: To address excess waste and the plastic crisis, thoughtfully designed EPR policies could be a key legislative solution. Effective EPR policy should create incentives for packaging reduction and redesign, build equitable access to recycling services, reduce toxic chemicals in packaging, set source reduction targets, and prohibit false solutions like “chemical recycling.”

Elimination of Unnecessary Plastics: Toxic, unnecessary plastics should be significantly reduced or eliminated rather than recycled. Plastic pollution reduction policies aim at reducing the prolific production of products like plastic bags, or eliminating materials like polystyrene and #3, #6, and #7 plastics.

Bottle Deposit Programs: Bottle deposit policies result in higher recycling rates for glass, aluminum, and plastic beverage containers. Policies should include expanding reusable and refillable beverage containers; a transition plan to help curbside recycling programs and materials recovery facilities (MRFs); minimum recycled content standards to increase bottle-to-bottle recycling; and fair and inclusive standards for informal workers.



Visit ambr-recyclers.org to learn more.



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