



# THE NEW NATIONAL RECYCLING GOAL

## Increase the national recycling rate to 50% by 2030

### Why Recycle?

Recycling is a key driver of the U.S. economy and a good way to save natural resources (such as timber and water) and protect the environment by reducing the need to create new materials. We help our economy by using materials from the U.S., supporting American manufacturing, and creating jobs in the recycling and manufacturing industries.

### What Is the National Recycling Goal?

At the 2020 America Recycles Summit, Administrator Wheeler announced EPA's first-ever National Recycling Goal to increase the national recycling rate to 50% by 2030. The agency recognizes that collective commitments are best achieved when we have a common goal. EPA challenges Americans – businesses, communities, and individuals to embrace EPA's National Recycling Goal to help our collective efforts to improve the nation's recycling system, create more jobs, and conserve our natural resources. Administrator Wheeler also announced three measures to support that goal and evaluate performance:

- **Measure 1: Reduce contamination in recycling.** Reducing the percentage of wrong materials in the recycling stream helps ensure clean recyclable materials, such as paper, glass, or plastic, can be processed and made into new products. To do this, we need to increase public education and outreach.

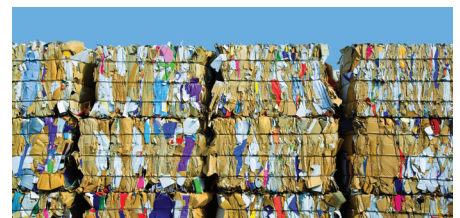
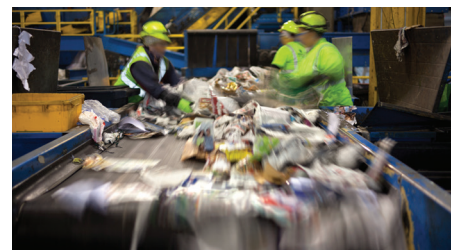
**How we'll measure this:** By calculating the percentage of contaminants (wrong materials) in recycled materials.

- **Measure 2: Make our recycling processing system more efficient.** Making our processing system more efficient will help more of the material that is intended to be recycled get recycled. We can achieve this through improvements to our processing system by investing in new equipment upgrades and making curbside recycling accessible for more Americans.

**How we'll measure this:** By tracking the percentage of materials successfully recycled through a recycling facility compared to the materials that the facility receives.

- **Measure 3: Strengthen the economic markets for recycled materials.** Strengthening economic markets will help manufacturers make more products using recycled materials and encourage consumer demand for more products made with recycled materials. To do this, we need to educate the public about the importance of buying recycled and increase demand through policies and incentives that focus on materials with less mature markets.

**How we'll measure this:** By tracking the average price of a ton of recycled materials (also known as the commodity value) on the market.



Learn more at: [www.epa.gov/americarecycles](http://www.epa.gov/americarecycles)

#AmericaRecycles

#Recycle50by30