



Media Release

ACOR AGENDA 19: PROJECTS FOR PRODUCTS

ACOR's focus for 2019 will be promoting the uptake of recycled content products through innovative industry-led projects, according to the **ACOR AGENDA 19** released by the peak body today.

"If society is not buying recycled content products, then we're not really recycling," Pete Shmigel, ACOR CEO, said.

"The Board of ACOR has decided that we best contribute by doing practical projects that increase the usage of products with recycled content. It is market demand that will ensure the full economic, social and environmental benefits of recycling are delivered upon, and that's what we will drive.

"Our sector is massively innovative, enterprising and results-driven, and ACOR's upcoming initiatives reflect that industry ethic," Shmigel said.

Projects and partnerships under the **ACOR AGENDA 19** include:

- anti-contamination educational initiative for kerbside recycling, starting with NSW, to improve the quality of materials needed for product manufacturing;
- recycling commodities index to provide greater certainty for recycled content manufacturing industry participants;
- recycled content products directory and on-line trading platform;
- thought leadership initiative on incentives for the use of recycled content;
- voluntary industry accreditation across the supply chain;
- industry-provided training for regulatory partners.

"While having the right public policy is important for recycling's future, and ACOR will continue to advocate, we are determined to positively and practically act, and not just talk, in the recycling sector's best interests," Shmigel said.

"We are an industry that employs some 50,000 people and may generate some \$20 billion of value. It's time we and our partners take that to the next level," Shmigel said.

ACOR AGENDA 19 is available in full in the Resources section of the ACOR website.