



# News Release

For Immediate Release

April 23, 2020

Contact: Allyson Wilson (202) 249-6623

Email: [allyson\\_wilson@americanchemistry.com](mailto:allyson_wilson@americanchemistry.com)

## ACC AND MORE RECYCLING TO DEBUT NEW ONLINE RECYCLING HUB

WASHINGTON (April 23, 2020) – The American Chemistry Council (ACC) and More Recycling (MORE) are pleased to announce a new website to accelerate end market development for plastics. The Recycling Market Development Platform is endorsed by the U.S. EPA, the Northeast Recycling Council (NERC), the Carolina Recycling Association (CRA) and the US Green Building Council's Zero Waste Program (TRUE). This free, open-source website was developed by MORE with ACC as a founding partner.

“We’re pleased to introduce this tool to the marketplace,” said Keith Christman, managing director of plastics markets at ACC. “It’s an important platform to help equip stakeholders throughout the value chain with resources to accelerate the expansion of end markets for recycled plastics.”

The tool is available to preview on [www.circularityinaction.com](http://www.circularityinaction.com). All features on the site will be available on April 30. A free webinar, “The Recycling Markets Outlook Forum,” will familiarize participants with the platform’s resources and demonstrate how to use them. The webinar, also on April 30, is hosted by National Recycling Coalition (NRC), U.S. EPA and RRS Renew.

Brand owners, retailers, packaging designers, local and state government representatives, and recycling industry professionals can register for the webinar [here](#).

The Recycling Market Development Platform will be managed by the NRC with promotional support from the U.S. EPA.

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<http://www.americanchemistry.com>

*The American Chemistry Council (ACC) represents the leading companies engaged in the business of chemistry. ACC members apply the science of chemistry to make innovative products and services that make people's lives better, healthier and safer. ACC is committed to improved environmental, health and safety performance through Responsible Care®; common sense advocacy designed to address major public policy issues; and health and environmental research and product testing. The business of chemistry is a \$553 billion enterprise and a key element of the nation's economy. It is among the largest exporters in the nation, accounting for ten percent of all U.S. goods exports. Chemistry companies are among the largest investors in research and development. Safety and security have always been primary concerns of ACC members, and they have intensified their efforts, working closely with government agencies to improve security and to defend against any threat to the nation's critical infrastructure.*

