

# U.S. RECYCLING IS IN A SERIOUS CRISIS.

So **let's** fix it, shall we?



**THURSDAY, JUNE 28th**  
2 PM - 3 PM EDT

**WEBINAR LINK:**  
<https://join.freeconferencecall.com/recycleacrossamer>

**WEBINAR PHONE #:**  
(712) 770-4010 Access code: 788169

**REGISTER FOR WEBINAR:**  
[https://recycling\\_solution\\_webinar.eventbrite.com](https://recycling_solution_webinar.eventbrite.com)

## PRESENTERS

John R Seydel  
Director of Sustainability  
**City of Atlanta**

Chris Castro  
Director of Sustainability  
**City of Orlando**

Mitch Hedlund  
Executive Director  
**Recycle Across America**

## A SOLUTIONS WEBINAR FOR SUSTAINABILITY DIRECTORS AND RECYCLING COORDINATORS FOR U.S. CITIES

### Cities Can Lead the Nation in Helping Society Recycle Right!

On Thursday, June 28th you are invited to join a nationwide gathering of sustainability directors and recycling coordinators for U.S. cities, to learn how your city can help fix the U.S. recycling crisis and benefit from a thriving recycling culture.

Join us as we talk with the City of Orlando Sustainability Director, Chris Castro, the Sustainability Director of the City of Atlanta, John R. Seydel and the Executive Director of the nonprofit organization, Recycle Across America. They will discuss the impact of the China National Sword Policy on U.S. cities, the recycling industry, closed-loop manufacturing, and on the global crisis of waste in oceans. On this call, Chris and John will share what is being done in their cities and what can be done collectively in the U.S. to prevent the further collapse of U.S. recycling.



**Here's why it is so critical to have this webinar with you right now:** Due to inconsistent and often confusing labels on recycling bins throughout society, the public is confused, apathetic and even skeptical about recycling. As a result, millions of tons of garbage are thrown in recycling bins each day, which is crippling the economics of the recycling industry and compromising many cities' and businesses' investments in recycling programs.

Ultimately the public confusion at the bin and the subsequent contamination issue is causing the collapse of U.S. recycling and is preventing U.S. manufacturers and brands from meeting their closed loop manufacturing goals. Additionally, as more and more stories continue to surface about residents' and businesses' recyclables being sent to landfills versus recycling processing plants, society's trust in recycling and sustainability is quickly beginning to wane.

As leaders in sustainability and recycling for U.S. cities, we can solve this crisis to make recycling and closed-loop manufacturing begin to thrive once and for all - and create one of the most progressive strategies to prevent waste from going into oceans in U.S. history.

