

Corporate Engagement Principles

Purpose

The private sector plays a critical role in shaping the U.S. residential recycling system—from designing goods and packaging, to educating the public, to investing in the infrastructure that returns recycled material to supply chains. To fulfill its mission of building a better recycling system, The Recycling Partnership both demands meaningful change and helps companies (alongside communities and policymakers) achieve it.

Partnership is central to our name for a reason: we believe in the hard, necessary work of collaboration to unlock the full economic and environmental benefits of recycling. These principles define and safeguard the integrity of our work with corporate partners.

All corporate engagements must meet the following principles:

Mission Aligned

Corporate engagements must align with The Recycling Partnership’s mission to solve recycling’s toughest challenges, together, our vision of transforming the burden of waste into a beneficial resource, and our purpose of protecting natural resources, building sustainable communities, and ensuring that everyone who wants to recycle can.

Systems-Focused and Public-First

Engagements must produce transparent, measurable outcomes that strengthen the broader U.S. residential recycling system. It is imperative that the public value created in service of our mission outweighs any potential private benefit to corporate partners, financial or reputational.

Data-Grounded and Results-Driven

Engagements must be informed by evidence, grounded in real-world experience, and designed to drive meaningful, scalable outcomes whether through direct action or capacity-building. Every engagement must reflect The Partnership’s commitment to acting with integrity and intentionality.

Independent, Transparent, and Accountable

While collaboration is key, The Partnership protects its independence. All engagements must clearly communicate The Partnership’s role and involvement. We’re open about our funding relationships with corporate partners and maintain full independence to comment on any company’s activities relevant to our mission and work.