SHARING TOOLKIT | Projected Benefits of the New York Packaging Reduction and Recycling Infrastructure Act

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Thanks so much for helping to spread the word about the new report, "Projected Benefits of the New York Packaging Reduction and Recycling Act." Below you'll find all the content, graphics, and guidance you need to easily share the report.

***Please use the content below to share the report with your colleagues and networks** to help drive support for this critical piece of legislation.*

***Questions?** Please contact Beyond Plastics communications director Melissa Valliant at melissavalliant@bennington.edu.*



Quick Share Links ⏰

👉If you're in a hurry, you can share the links below to help amplify Beyond Plastics' social posts:

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Sample Social Posts

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Add a graphic to your tweet and tag the following state legislators>> @CarlHeastie @AndreaSCousins @SenatorHarckham @DeborahJGlick

.@plasticsbeyond just released a report showing New Yorkers could save $1.3 billion💰in 10 years if #NewYork state lawmakers pass the Packaging Reduction & Recycling Infrastructure Act. It's a win for the environment, public health AND taxpayers' wallets! https://bit.ly/prria-report

Bluesky Post

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Facebook Post

Add a graphic to your post and tag the following state legislators >> *@Honorable Speaker of the New York State Assembly Carl E. Heastie @andrea.stewartcousins @SenatorPeteHarckham*

.@beyondplasticsaction just released a report showing New Yorkers could save $1.3 billion💰in 10 years if state lawmakers pass the Packaging Reduction and Recycling Infrastructure Act. This bill is a win for the environment, public health, AND taxpayers' wallets. 📄Get the report: https://bit.ly/prria-report

Instagram Post or Instagram Story

Add a graphic to your post and tag the following state legislators >> *@cheastie @andreastewartcousins @senatorharckham*

.@beyondplasticsaction just released a report showing New Yorkers could save $1.3 billion💰in 10 years if state lawmakers pass the Packaging Reduction and Recycling Infrastructure Act. This bill is a win for the environment, public health, AND taxpayers' wallets. 📄Get the report: https://bit.ly/prria-report

#protectourhealth #plasticpollution #newyork #planetoverplastic #plasticreduction @cheastie @andreastewartcousins @senatorharckham

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@beyond-plastics just released a report showing New Yorkers could save $1.3 billion💰in 10 years if state lawmakers pass the Packaging Reduction and Recycling Infrastructure Act. This bill is a win for the environment, public health, AND taxpayers' wallets. 📄Get the report: https://bit.ly/prria-report

#protectourhealth #plasticpollution #newyork #planetoverplastic #plasticreduction



Sample Email

Subject: New report shows New Yorkers could save $1.3 billion 💰under state bill

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Hi [name],



Beyond Plastics has just released a new report showing **New Yorkers could save $1.3 billion** 💰over 10 years if state lawmakers pass the Packaging Reduction and Recycling Infrastructure Act (PRRIA). This bill is a win for the environment, public health, AND taxpayers' wallets. Among the findings in “Projected Economic Benefits of the New York Packaging Reduction and Recycling Infrastructure Act”:

- **New York state would save $1.3 billion** during the first decade after PRRIA is enacted.
    - That’s $568 million for local governments, benefiting taxpayers, and $696 million for private waste hauler services — savings that would presumably be passed down to customers.
    - Two-thirds of the annual savings will accrue to **New York City, which stands to save $818 million** over the next 10 years.
- **Almost 3.8 million tons of packaging waste will be generated** in New York state in 2025 alone — a weight **roughly equivalent to 10 Empire State Buildings**.
- Of the 1.5 million tons of PRRIA-covered packaging that New York City residents and businesses generate each year, our analysis estimates that **1.2 million tons are incinerated or landfilled**.
    - **All but one of New York state’s incinerators** are located in environmental justice communities.
- *More waste recycled, less waste landfilled and incinerated via PRRIA:*
    - New York state’s packaging **recycling rate will rise to an estimated 28% in 2035 and 44% in 2040** (from the current 18%) under PRRIA.
    - New York state can expect an estimated **half a million tons more recyclables to be sent to recycling facilities** in 2040 under PRRIA than in 2025.
    - New York state can expect an estimated **2 million tons less garbage to be sent to landfills and incinerators** under PRRIA.

Get your copy of this groundbreaking report (free download) here.

Please share the free report with any of your colleagues, friends, or family you think would be interested. Your support matters 💪🏿💪💪🏻as we urge New York state lawmakers to put people and the planet over plastic. 🌎

Sincerely,