

NERC RETHINK RESOURCE USE CONFERENCE • OCT 2026



Leveraging research and data to advance recycling access for aerosol cans

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About Us



AEROSOL RECYCLING BY 2030

85%

Achieve at least an 85 percent recycling access rate for all aerosol cans.

90%

Label at least 90 percent of all aerosols as recyclable with messaging on how to properly recycle them.

Link [here](#) to the Aerosol Recycling Initiative

SPONSORS

Phase 1

GOLD TIER



SILVER TIER



BRONZE TIER



SUPPORTER



Phase 2

GOLD TIER



SILVER TIER



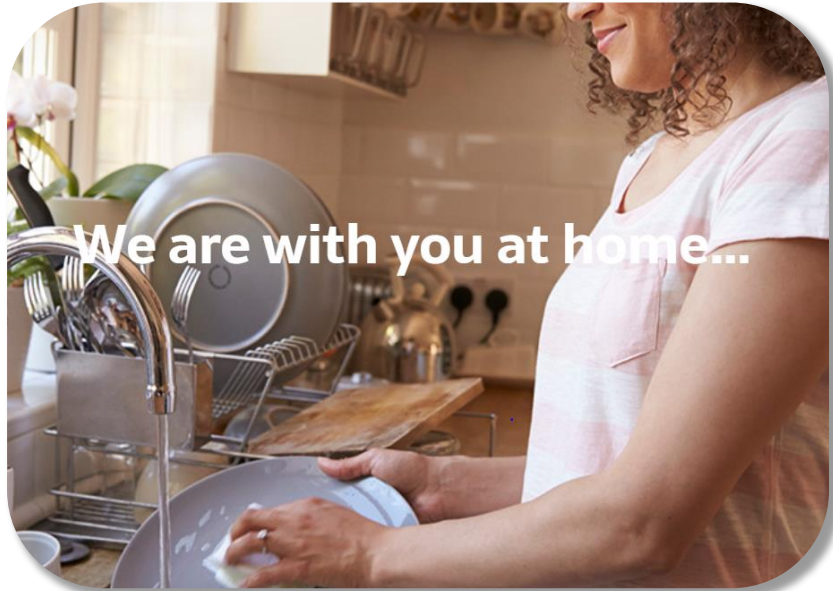
BRONZE TIER



SUPPORTER



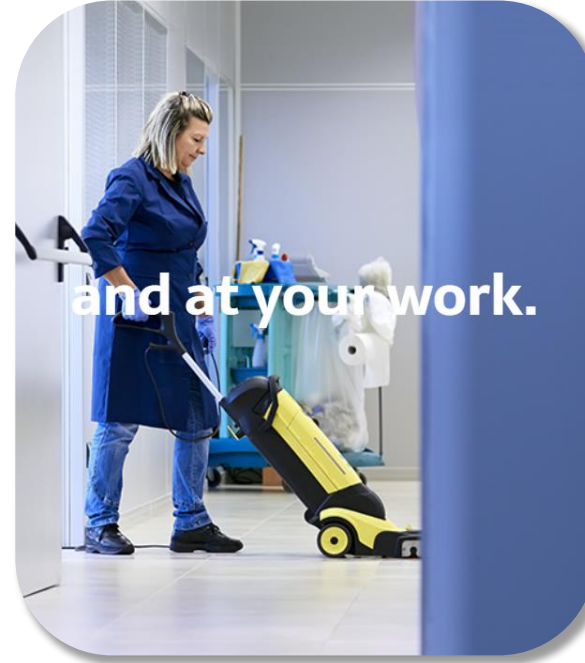
What is HCPA?



We are with you at home...

7 Product Divisions:

Air Care, Antimicrobial, Cleaning, Floor Care, Industrial & Automotive, Pesticides, Aerosols



and at your work.

7 Councils:

Air Quality, Federal and State Government Affairs, International Affairs, Regulatory Affairs, Scientific Affairs, Sustainability & Product Stewardship

Phase 1 Highlights



The white paper with all the information from Phase 1 the Initiative can be found in link [here](#).

- ✓ Researched the environmental and economic impact of improved aerosol recycling
- ✓ Analyzed the state of current recycling related labeling on aerosols
- ✓ Conducted can testing to assess the amount of residual content remaining in aerosols
- ✓ Carried out consumer omnibus survey to understand current awareness
- ✓ Published White Paper

White Paper: Key Findings

Benefits of a 50% recycling rate:

\$39M+ in material revenues

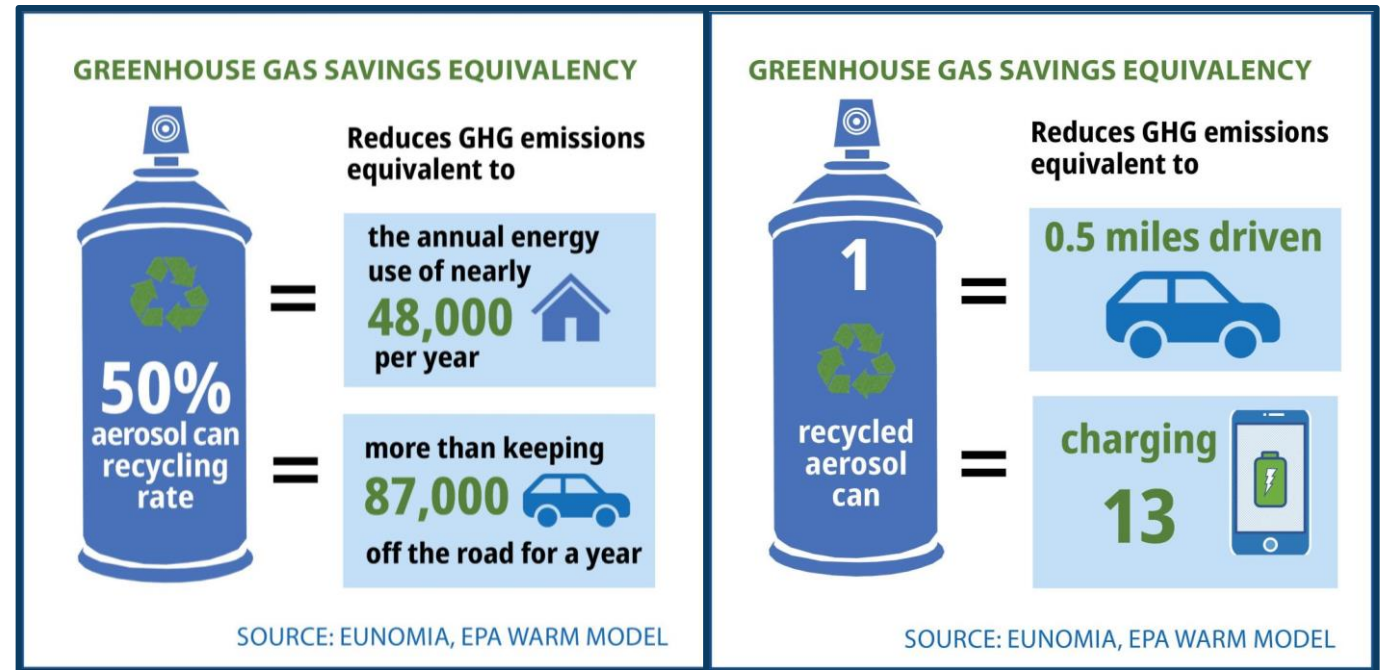
\$43M+ in direct wages paid

\$8.5M+ landfill tipping fees saved

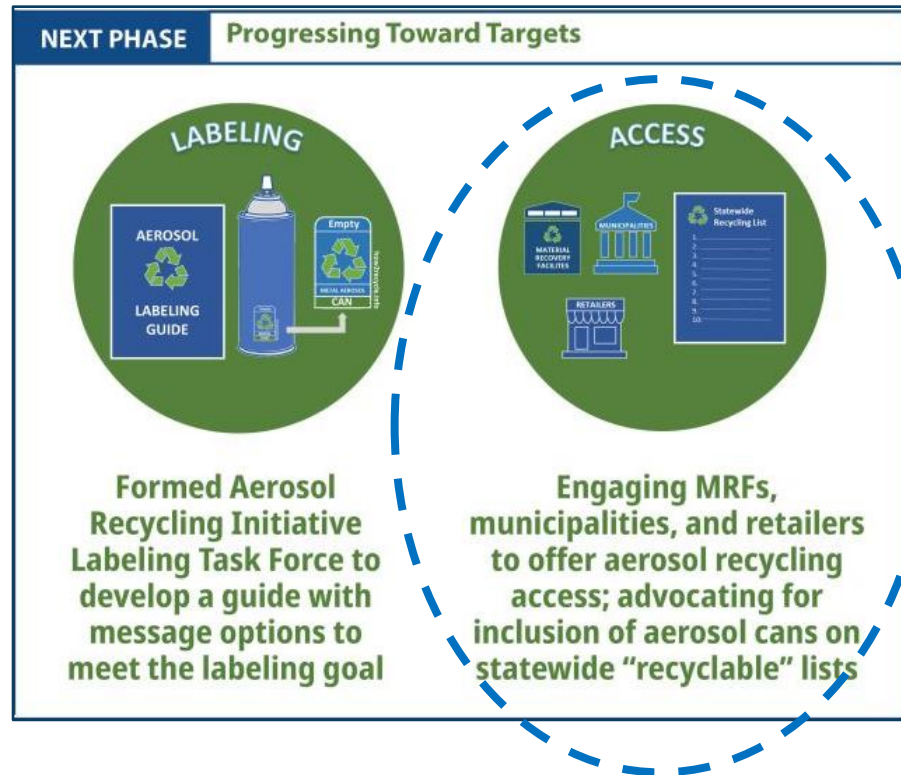
13k tons of aluminum recycled content

137k tons of steel recycled content

366,622 MTCO₂e GHG reductions



Phase 2 Highlights

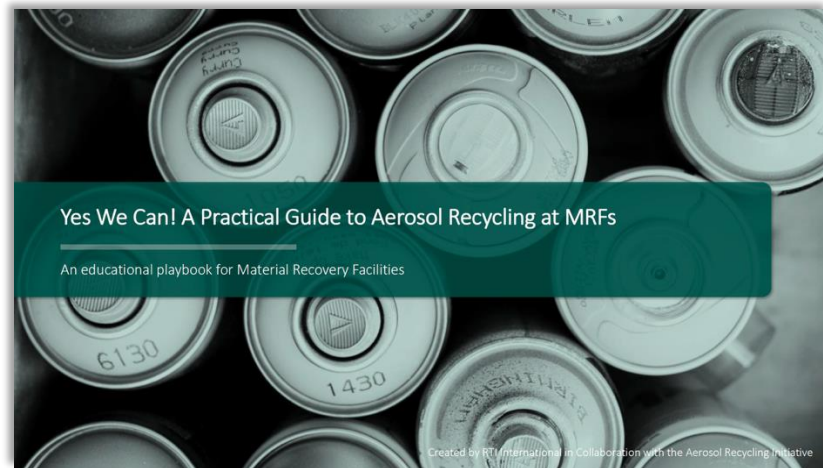


- ✓ Collaborated with RTI Innovation Advisors to produce and publish the "MRF Playbook"
- ✓ Partnered with Circular Action Alliance (CAA) and Portland Metro government for consumer educational messaging campaign
- ✓ Conducted two rounds of residue testing from cans collected at Far West MRF in Portland
- ✓ Engaged other MRFs for partnership towards explicit acceptance

MRF Playbook

Yes We Can! A Practical Guide to Aerosol Recycling at MRFs

Developed by RTI International, the MRF Playbook is a research-based resource to help MRFs evaluate aerosol acceptance within their own systems.



Link [here](#) to the MRF Playbook.

Link [here](#) to Spray magazine article explaining the Playbook.

How It Was Developed

- Interviews with 13 MRFs across 11 states
- Diverse mix: public/private, rural/metro, accepting and non-accepting facilities
- Interviews with nine city and state officials

What the Playbook is:

- A practical roadmap for navigating aerosol acceptance, grounded in real-world case studies and operational insights
- A tool to support informed conversations across the recycling supply chain

MRF Playbook: Personas

Personas

MRF Personas

How to use the MRF personas:

The following pages show three common types of MRF “personas” when it comes to aerosol can recycling.

Step 1 – Identify your fit

Review each persona and decide which most closely matches your MRF’s current stance and operations. Does your MRF currently accept aerosol cans or not? If you accept empty aerosol cans, do you publicly state acceptance?

Step 2 – Explore the concerns

Each persona lists main concerns. These link to more detail later in the playbook. These sections provide context, examples, and safety considerations you can adapt to your facility. Which of these concerns do you share? Which are not relevant?

Step 3 – Consider the opportunities

Even if your MRF does not currently accept aerosol cans, the “Opportunities” sections show where value could be captured, whether through new end markets, improved safety measures, or operational changes.

Step 4 – Use as a discussion tool

Share the personas with your team to spark conversation about potential next steps. This can help guide internal assessments, investment decisions, or safety planning around aerosol can acceptance.

Benefits

Risks

Recommendations
and Roadmaps

An Aerosol Rejector
MRF that does not currently accept aerosol cans for recycling

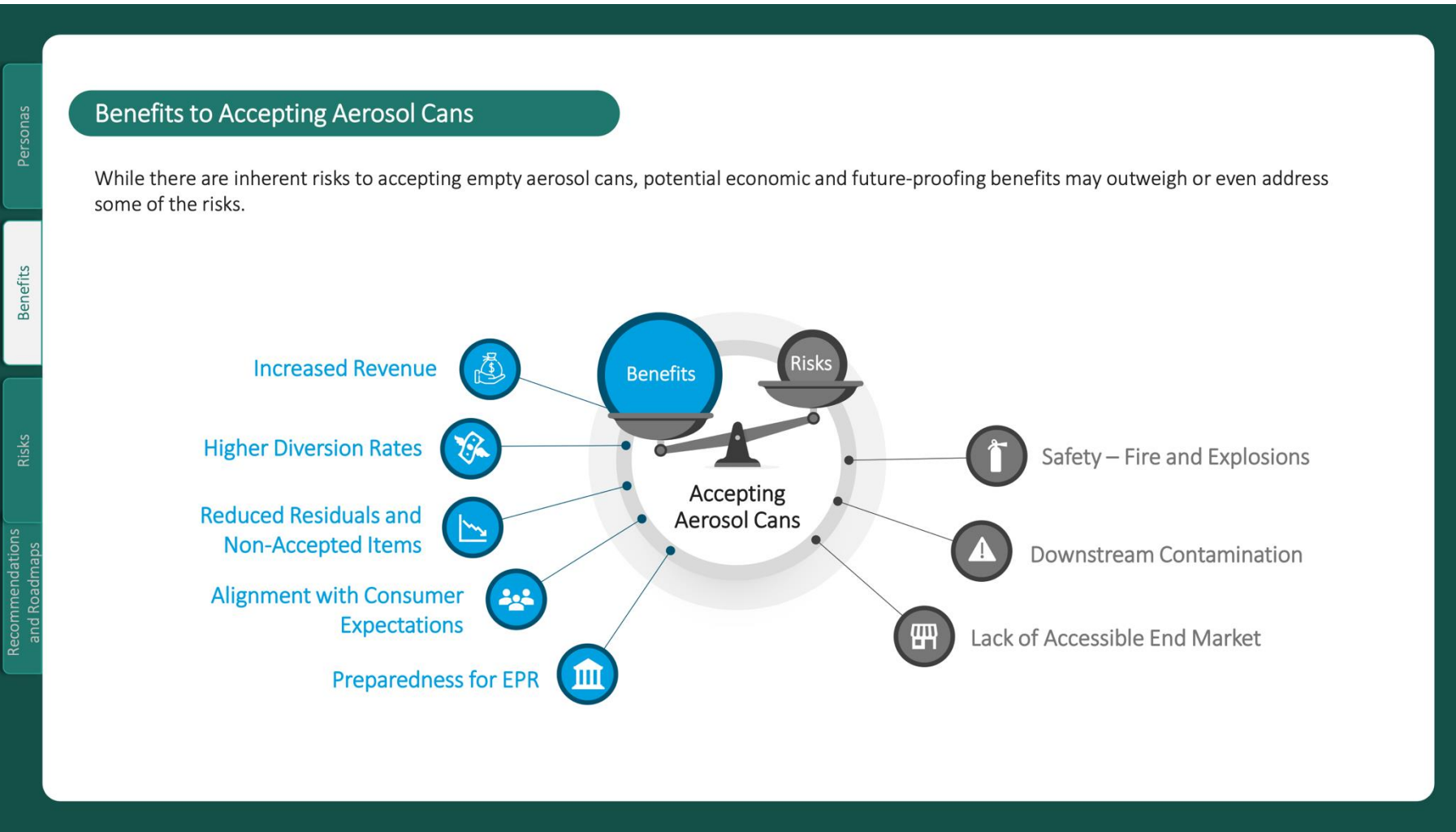
1 General Description
As a MRF operator, our primary focuses are safety, operational efficiency, and profit. Currently, we do not accept aerosol cans due to unresolved concerns around risk, both to our staff and equipment, as well as market demand. While we do occasionally see aerosols on the line, we remove them and manage them through alternative disposal methods.

2 Main Concerns
Safety
How do we reduce the risk of aerosol cans starting fires?
End Market Requirements
Are any end markets for aerosol cans profitable for MRFs?
Challenges in Education
How do we educate households on proper disposal?

3 Opportunities
We currently do not accept aerosol cans, largely due to risk from pressurized or non-empty cans. But if we accept aerosol cans, there may be some opportunities:
• We know we will receive aerosol cans regardless of acceptance status. Explicitly accepting aerosol cans means we can educate households on how to properly empty aerosol cans, increasing safety and decreasing risk from pressurized cans.
• Steel and aluminum end markets want aerosol cans. If we explicitly accept aerosol cans, we can sell them to steel end markets for additional revenue.

Between the Bin and the Bale
“We’re caught between what residents put in their bins and what end markets demand. Our job is to protect our workers and equipment, while delivering high-quality recyclables, but we don’t design the products we’re asked to process.”

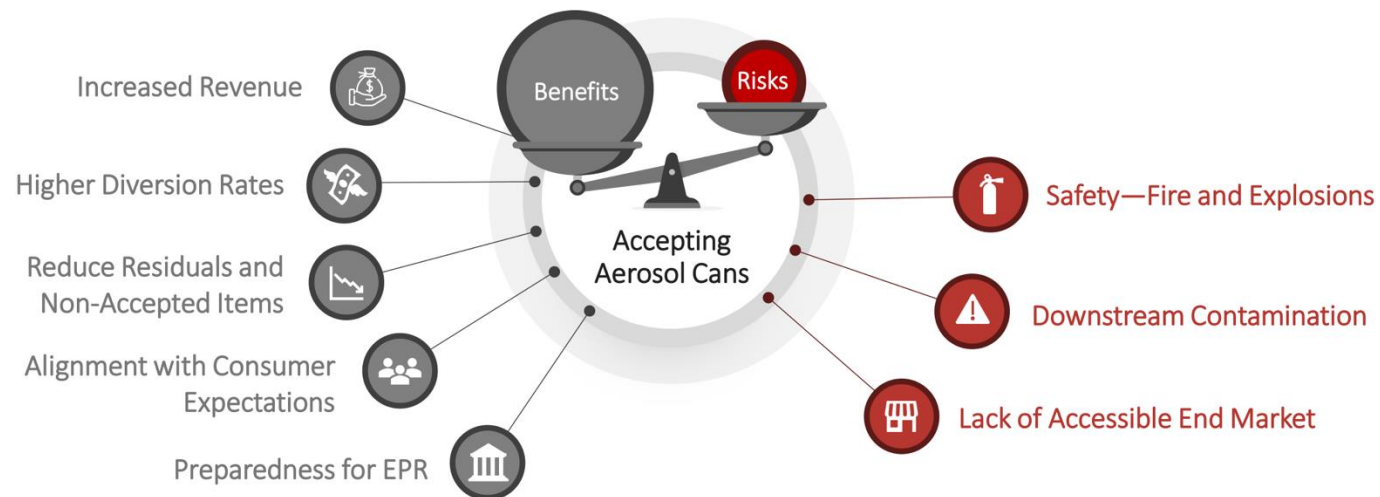
MRF Playbook: Benefits



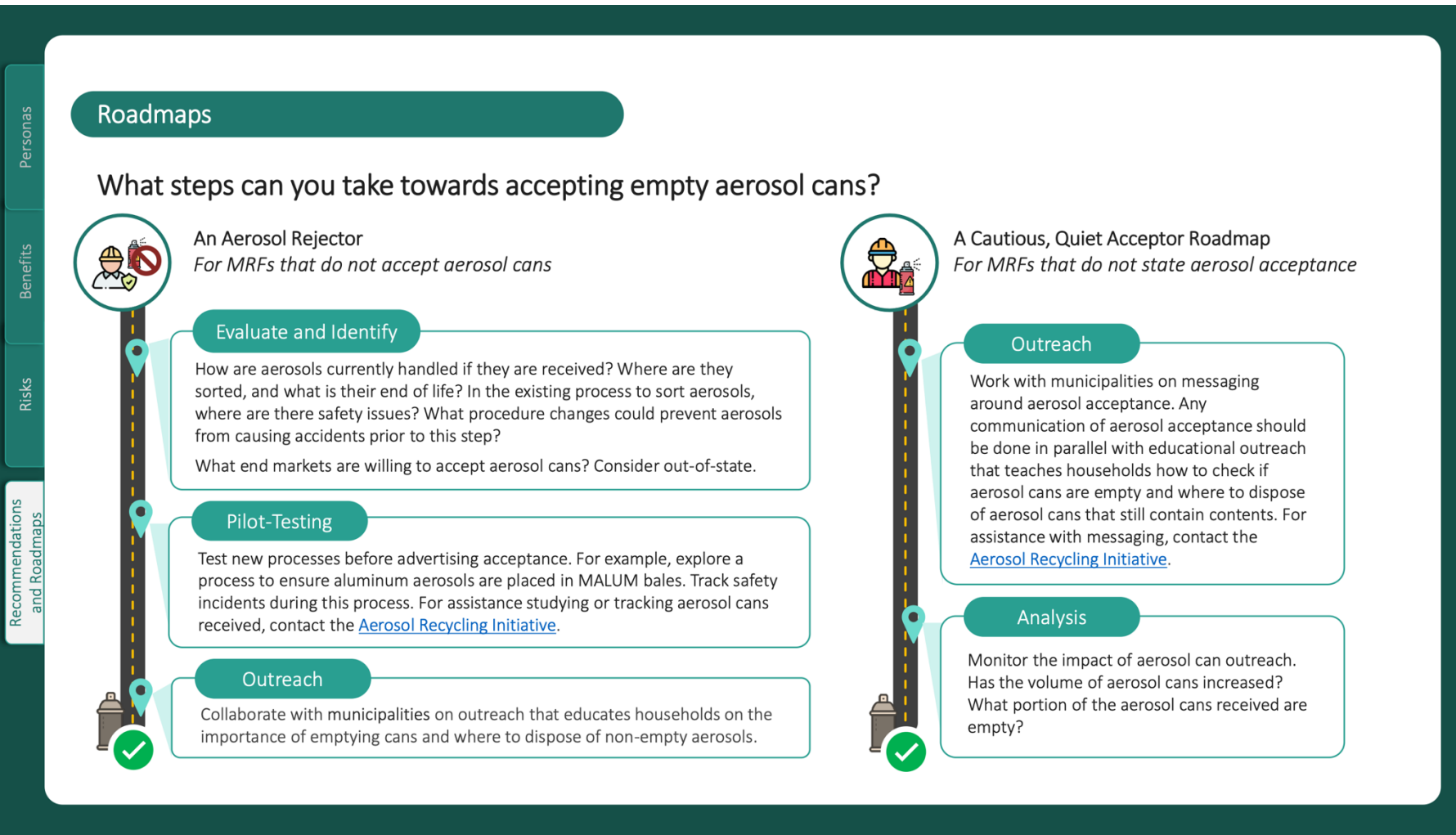
MRF Playbook: Risks

Risks to Accepting Aerosol Cans

Accepting empty aerosol cans comes with a range of both risks and benefits. Safety, contamination, and end-market risks pose significant but not insurmountable challenges for MRFs considering accepting aerosol cans.



MRF Playbook: Roadmaps



Consumer Education

How To Recycle Empty Aerosol Cans



Goal: Improve acceptance of empty aerosol products

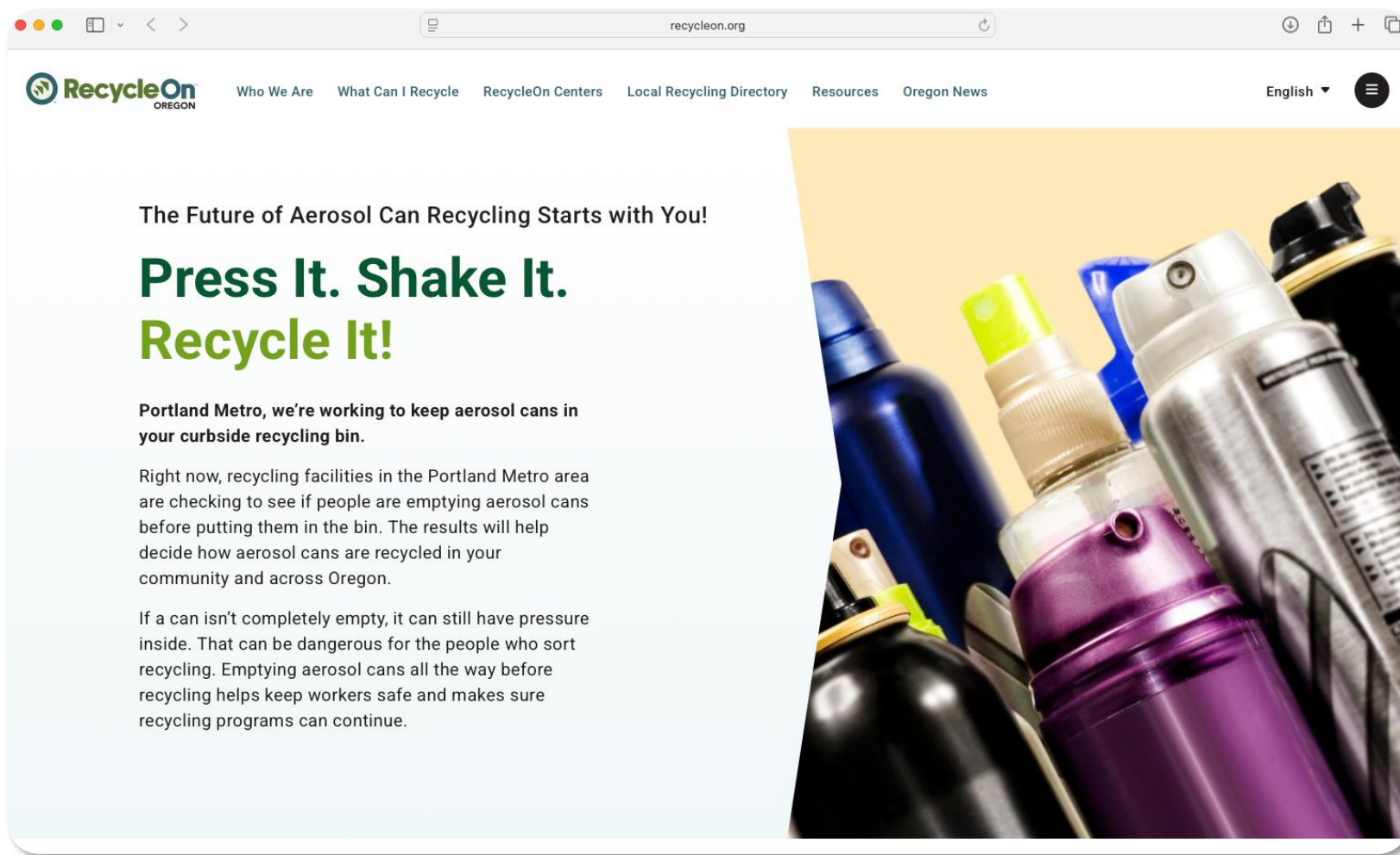
Where: Portland, Oregon Metro

Who: Aerosol Recycling Initiative, Circular Action Alliance + Metro Local Governments

How: Marketing campaign-mainly social media, but also mailers



RecycleOn Campaign



The screenshot shows the RecycleOn Oregon website. The header includes the RecycleOn Oregon logo and navigation links: Who We Are, What Can I Recycle, RecycleOn Centers, Local Recycling Directory, Resources, and Oregon News. The main content area features the headline "The Future of Aerosol Can Recycling Starts with You!" followed by the large text "Press It. Shake It. Recycle It!". Below this, a paragraph states: "Portland Metro, we're working to keep aerosol cans in your curbside recycling bin. Right now, recycling facilities in the Portland Metro area are checking to see if people are emptying aerosol cans before putting them in the bin. The results will help decide how aerosol cans are recycled in your community and across Oregon." Another paragraph explains: "If a can isn't completely empty, it can still have pressure inside. That can be dangerous for the people who sort recycling. Emptying aerosol cans all the way before recycling helps keep workers safe and makes sure recycling programs can continue." To the right of the text is a large image of several aerosol cans in various colors (blue, yellow, silver, purple, black).

Visit CAA's RecycleOn site in link [here](#)



Measuring Campaign Success



Residue testing was first conducted in 2025 to establish a baseline and again a year later following the consumer education campaign

- » Samples sourced from **Far West MRF** in July 2025 and again in July 2026
- » 2 totes with a total of 2,385 aerosol containers collected in 2025, 3 totes with 3,552 samples collected in 2026
- » Sorting & testing completed at **Recycle Aerosol, LLC**



Residue Testing Results



3,552 samples collected from Far West — a 49% increase vs. the same period last year

- Total mass also increased by 49%
 - Steel mass increased 44%
 - Aluminum mass increased 81%

48.7% increase in recyclable material

- Total mass of recyclable material increased to 721 pounds compared to 458 pounds last year

Total Residue Content

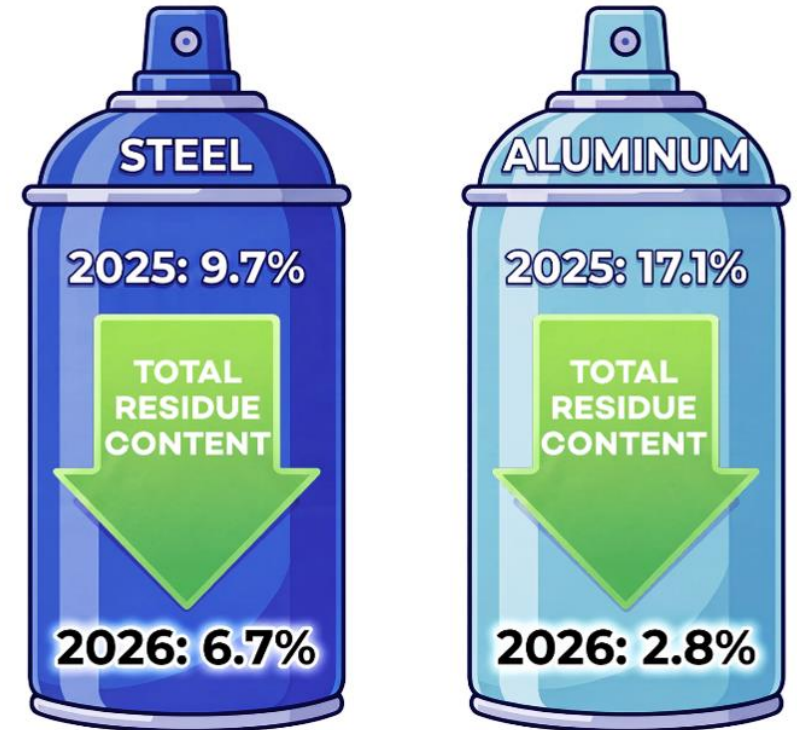


Residue content overall decreased to **6.1%**

- On average, each container contained less than 6 grams of residue

Residue content for aluminum decreased to **2.8%** from 17.1%

Residue content for steel decreased to **6.7%** from 9.7%



Portlanders Love Whip Cream

Food products, particularly whipped cream, were more prevalent, but overall product mix generally aligns with known consumer recycling practices and past testing

The steel, aluminum, and plastic container mix aligned with expectations



What's Next?

- ① MRF Assessments and residue tests in Sarasota Florida through Kessler Consulting, Inc.
- ② Publishing Aerosol Product Design for Recycling Guide
- ③ **Phase 3 in 2027:** Engagement and collaborations with more MRFs, communities, and end markets





Questions & Discussion

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