

**A better way to deal with film?**





Photo:  
[Hiddenouterbanks.com](http://Hiddenouterbanks.com)





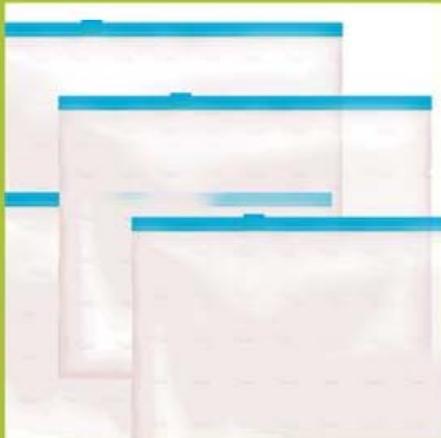
**Produce Bags**

**Plastic Shipping Envelopes**

**Bread Bags**

**Dry Cleaning Bags**

**Case Wrap**



**Air Pillows**

**Newspaper Bags**

**Food Storage Bags**

**Product Overwrap**

**Bubble Wrap**

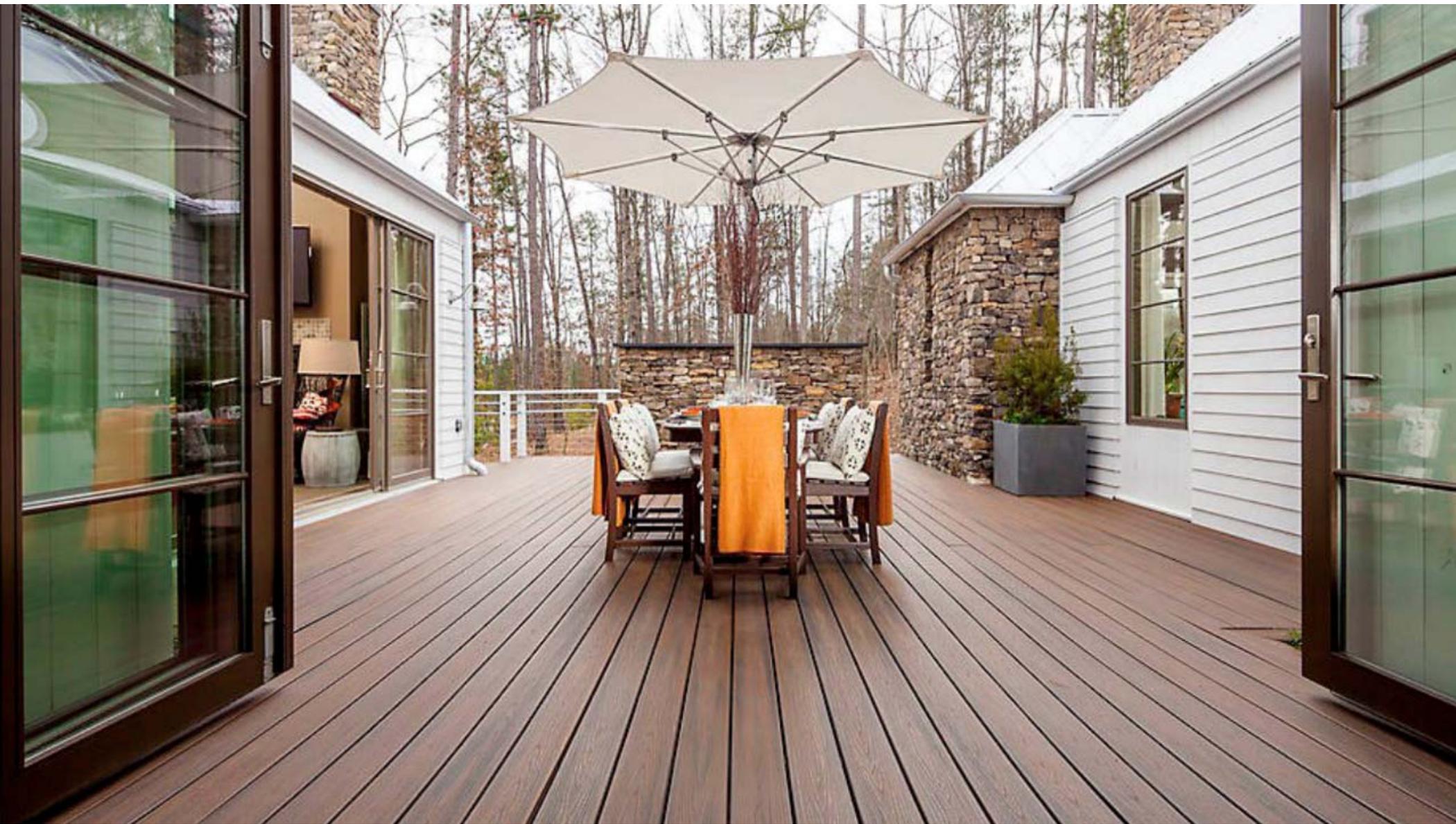


**Film clogs operations.**

**Who wants to buy it?**

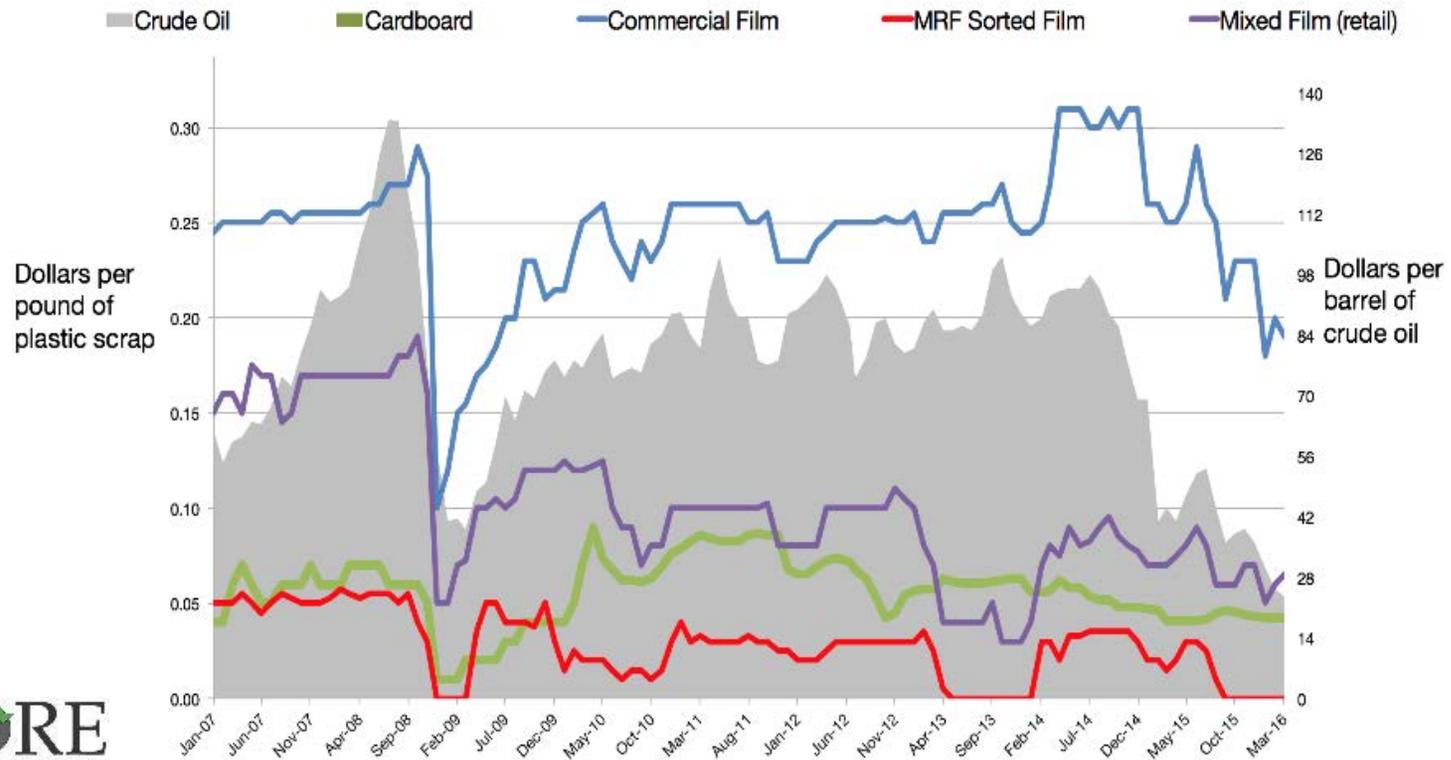






# Clean & Dry, Quality Pays!

## Historical Pricing for Plastics Film





**Why the  
growth in Film?**

**Fuel savings!**





*Fresher, Lighter, Safer, Smarter*

Packaging innovation for a better tomorrow

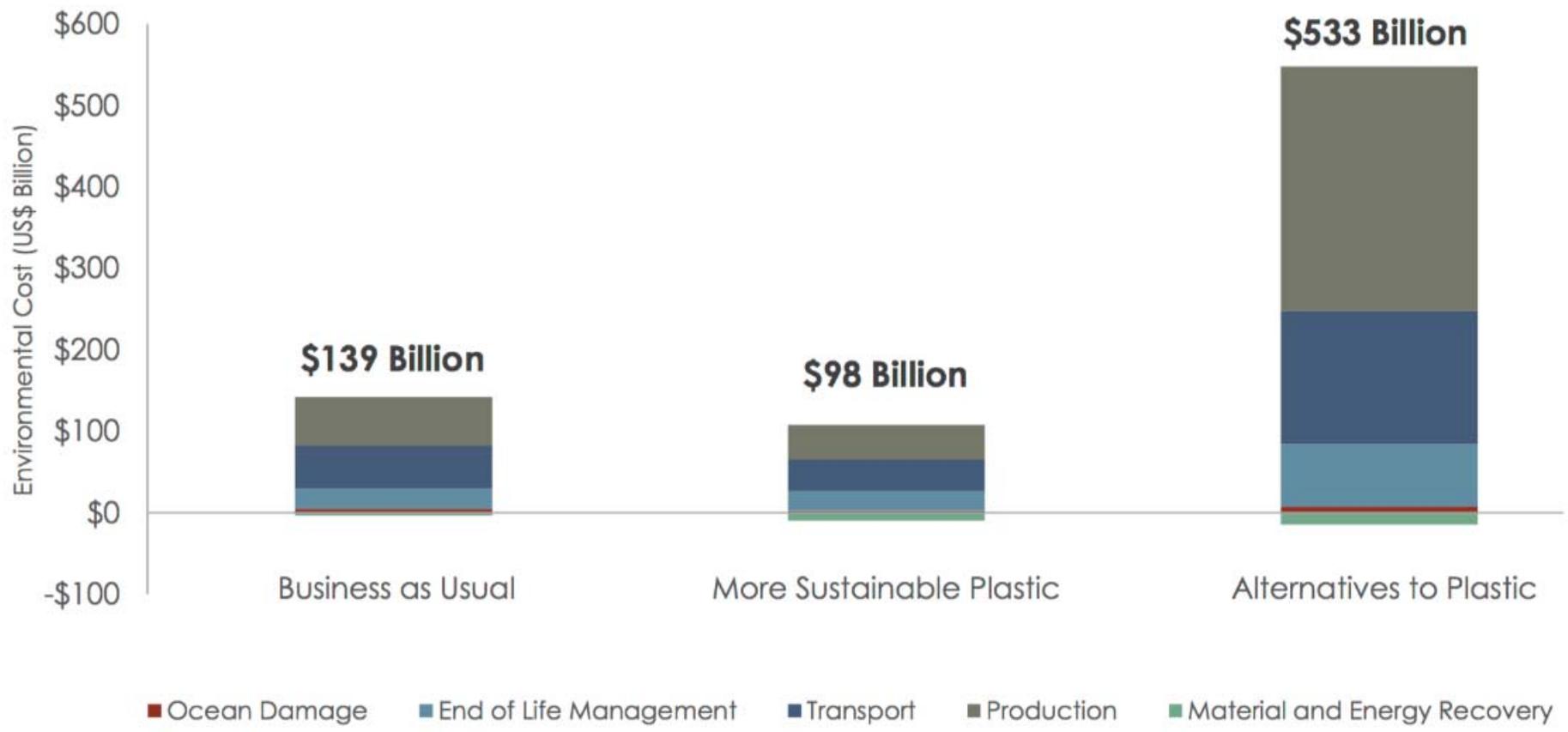
### **Unilever commitment**

*“Companies like Unilever have a commitment to reduce the weight of their products by one third, and these trends will continue,” he added.*

**Light-weighting is key sustainability driver for Sonoco**



# The Environmental Cost of Business as Usual



Trucost.com



# Significant CO2 Savings From Film Recycling



1.2 BIL lbs. of PE film  
recycled annually

=

Eliminating 111k cars  
from our roads



**What to do about the film generated in  
EVERY household and EVERY business?**



# Coordinated effort to overcome barriers



## National Public Outreach & Education Initiative

Goal: 2 Billion pounds recycled by 2020





# What do we know?

National Consumer Survey...

**MOST don't know they can recycle film packaging and are unaware that it creates problems when tossed in the curbside stream.**

Consumer Survey in Mecklenburg County...

**~75% (of those aware of film recycling ~51%) said they sometimes, most of the time, or always recycle by returning bags and wraps to retail locations.**

...So there is hope!





**Most film is generated in the commercial sector**

Film recycling not yet available to most businesses.

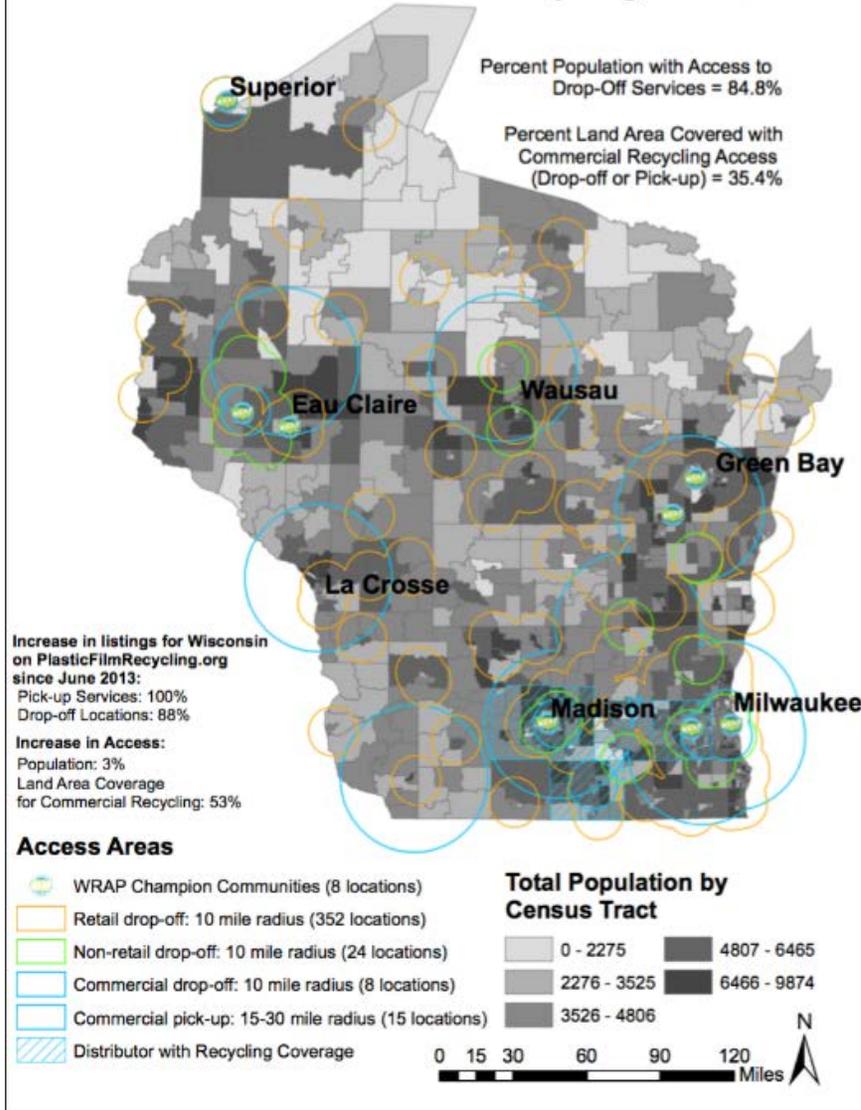
Lots of wishful recycling!



**What are we learning from programs across the country?**



# Wisconsin Plastic Film Recycling Access





# Vancouver, WA

Population ~ 450,000



## Contamination Concerns

Before cart <6% and after >19%

(film and sheet ~ 4%)



*Piles of plastic bags and strapping cut from the machinery*

*An example of a clean screen*

**Desire to reduce costs and improve safety**



# Vancouver, WA Case Study

## Addressing Plastic Film in Curbside Carts



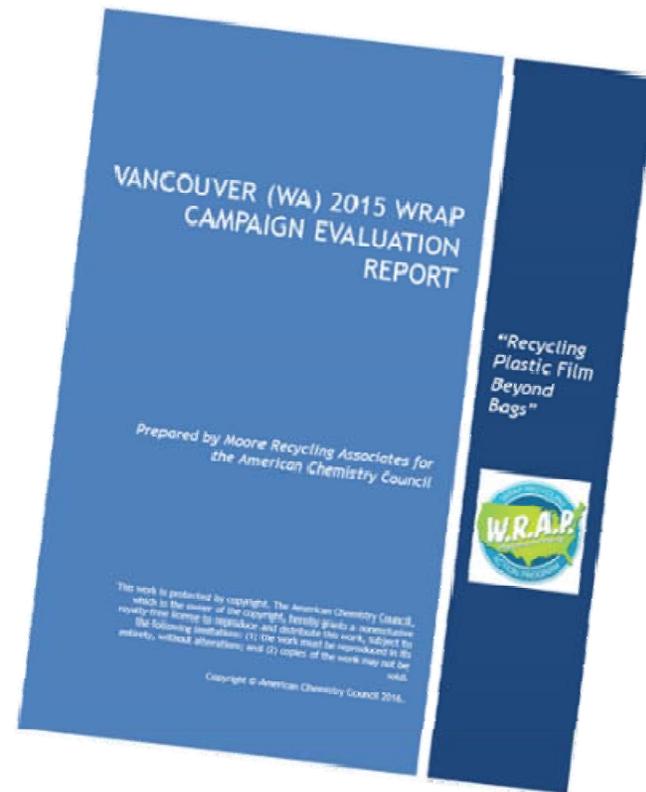
### #1 – Recycling Done Right Campaign



### #2 – WRAP Campaign

# Vancouver Campaign Results

- ✓ 125% increase in plastic bags/film collected at pilot stores
- ✓ 75% reduction in bags from targeted (tagged) routes
- ✓ Positive, measurable impact on customer knowledge
- ✓ Collaboration needed for effective messaging impact



Full report is available at  
[www.plasticfilmrecycling.org](http://www.plasticfilmrecycling.org)

✓Cart Tag

✓Well labeled store recycling bin



**Greatest Impact?**



- B2B Safeway & Albertsons accept from 70+ neighboring businesses
- Post Office separating film for pick up with OCC (reducing disposal cost by nearly 1K/mo)
- Valet apartment recycling service educating and collecting separated film
- Dry cleaner distributor backhauling
- Community Rehabilitation Facility setting up a milk run program
- Film recycling in a mall
- School district to collect film from operations

## **Next Phase in Vancouver, WA**

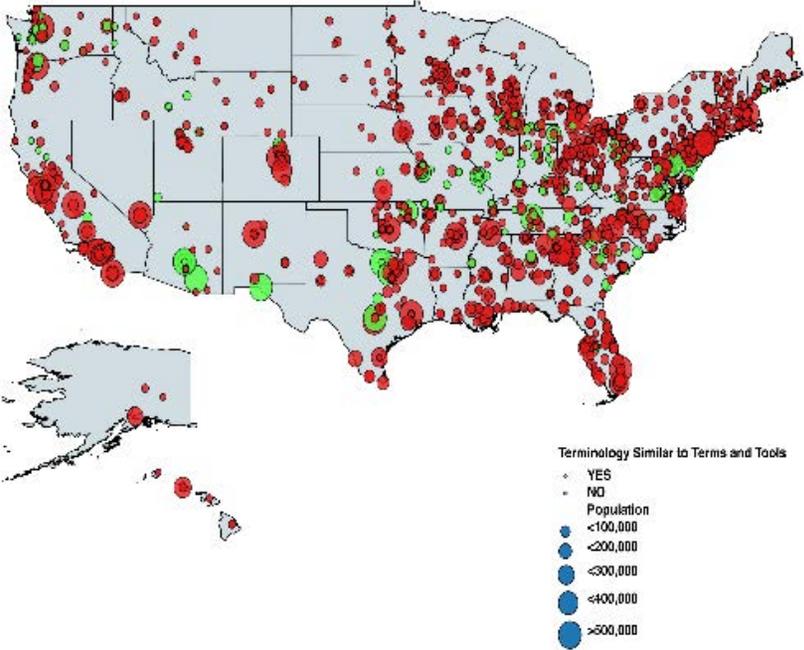
## **Commercial Film Recycling!**





# Connecticut

# Availability of Recycling Data



Education Type	% of AoR Cities
Similar Terms, No Numbers	3.3%
Similar Terms & Numbers	9.5%
Dissimilar Terms, No Numbers	23.6%
Dissimilar Terms & Numbers	43.5%
Numbers only	19.9%



# A Solution:

## Outreach Terms:

4 easy steps to build your program with Images and Tool to build program flyer.



RecycleYourPlastics.org

 **Plastics Recycling Terms & Tools**  
*Better Communication... Better Recycling*



## Terms and Tools

[Terms & Tools Home](#) | [Feedback](#) | [login](#)



### Plastics Recycling Terms & Tools

*Better Communication... Better Recycling*

This resource provides common terminology to help streamline communications for community recycling programs throughout the U.S. and Canada. Its goals are to strengthen consumer education and increase the quantity and quality of plastics recycled.

Click each section below in succession to learn more

#### Overview

1	What are the Terms & Tools?	+
2	Who created the Terms & Tools?	+
3	Why every community should use the Terms & Tools	+

#### How to Use the Outreach Terms

4	Before/After Example Using the Outreach Terms	+
5	Tool: Use the New Outreach Terms	+
6	The Plastics Recycling Outreach Terms (complete list)	+

#### Additional Outreach Resources/Tools

7	Image Gallery: A picture is worth a thousand words	+
8	Further Your Outreach with Re-TRAC	+
9	Plastic Film & Bag Recycling	+



# Create Your Own Flyer

- Pulls in
  - Program selections
  - Image selections
- Add
  - Logo
  - Community info
  - Contact info



**Recycle More Plastic**

**PLEASE RECYCLE:**

**Plastic Bottles & Containers**

- Plastic Soda, Water & Other Drink Bottles
- Plastic Food & Household Bottles/Jars
- Plastic Tubs & Lids
- Plastic Produce, Deli & Bakery Containers, Cups, Trays
- Plastic Non-food Containers & Packaging

**Plastic Buckets**

**OH AND BY THE WAY...**

- \* Empty, flatten and put caps back on bottles/jars
- \* Rinse or wipe clean all food or other residue from bottles & containers

**EXCLUSIONS:**

- No Containers that held Hazardous Products**
- No Bags, Wrap or Film Plastic**
- No Foam**





# Transfer Station Manager & WRAP Team

Branford, CT



BRING YOUR OWN BAG'S  
We Ask First



**Princeton Merchants Association  
embraces the reduction of  
single use  
BAGS, BOTTLES and CUPS**

**Princeton, NJ**

Learning Our ABC's

Ask First  
BYOB  
Collect



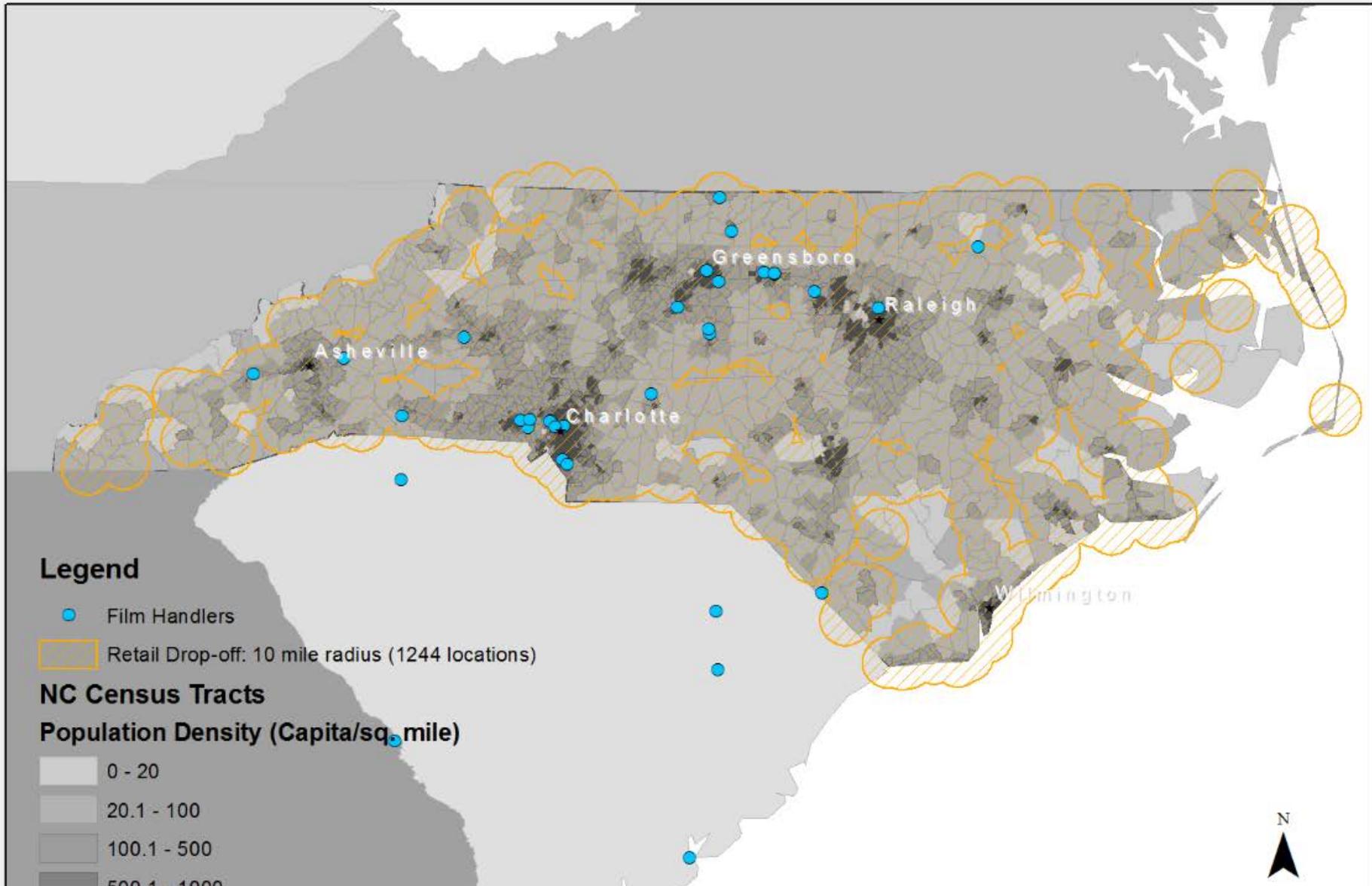


# WRAP IN NORTH CAROLINA!

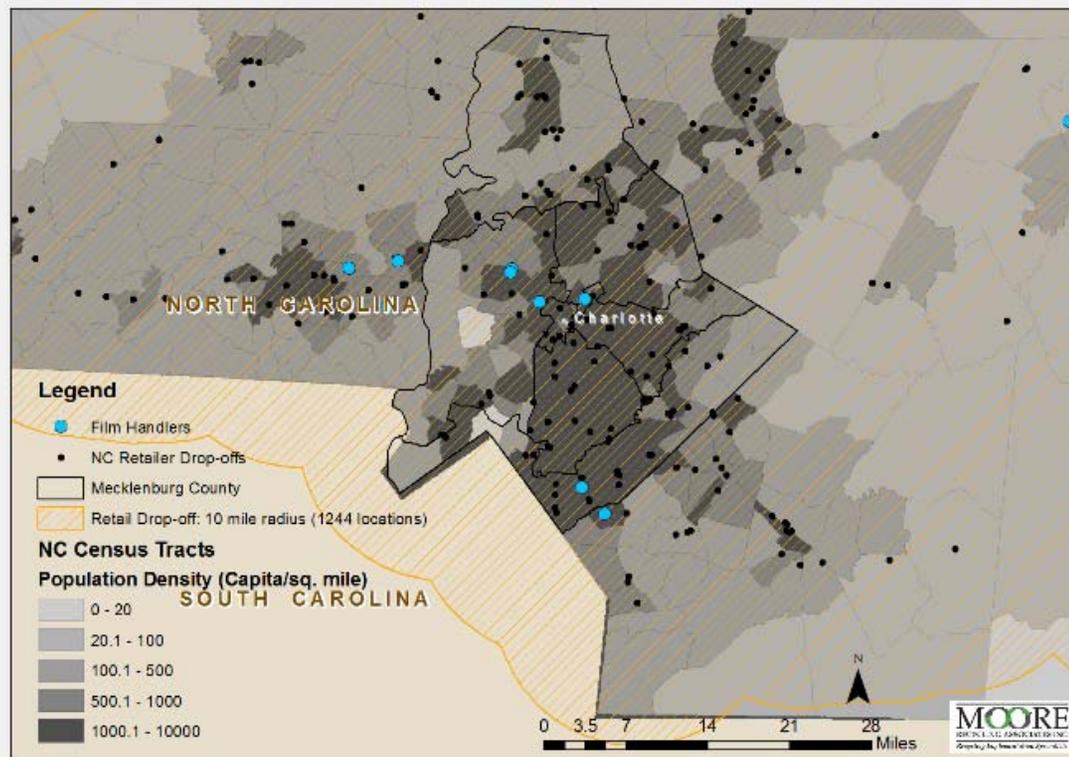


Flexible Film  
Recycling Group





# FIRST NC CAMPAIGN! MECKLENBURG CO





Wrap Recycling Action Program - WRAP shared UNCC Sustainability's photo

September 13 · 4

UNC Charlotte wraps t  
wrap recycling project



UNCC Sustainability  
September 6 · 6

Students recycled 71 lbs  
on! Plastic collection at  
#nofilter #recycle #plast



Mecklenburg County

September 28 · 8

County and City off  
recycling of plastic  
people in Mecklenb  
recycle.

Read more: <http://b>



New Recycling  
Bags and Wrap

County and City officia  
plastic bags and wraps

CHARMECK.ORG



Wrap Recycling Action Program - WRAP

October 11 at 1:51pm · \*

From [Charlotte Agenda](#): If you're in [Mecklenburg County](#), don't put your plastic bags (or wraps) in your curbside bin. Do this instead:



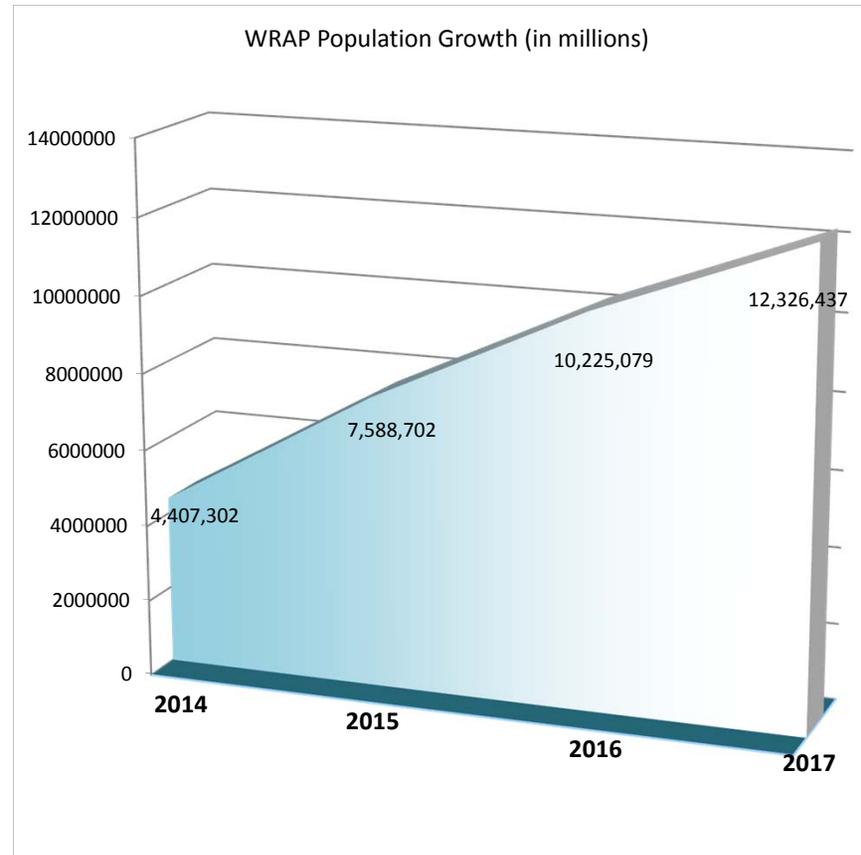
Stop putting all of your grocery bags under the sink or in the curbside bin. Here's what the city wants you to do with them - [Charlotte Agenda](#)

CHARLOTTEAGENDA.COM

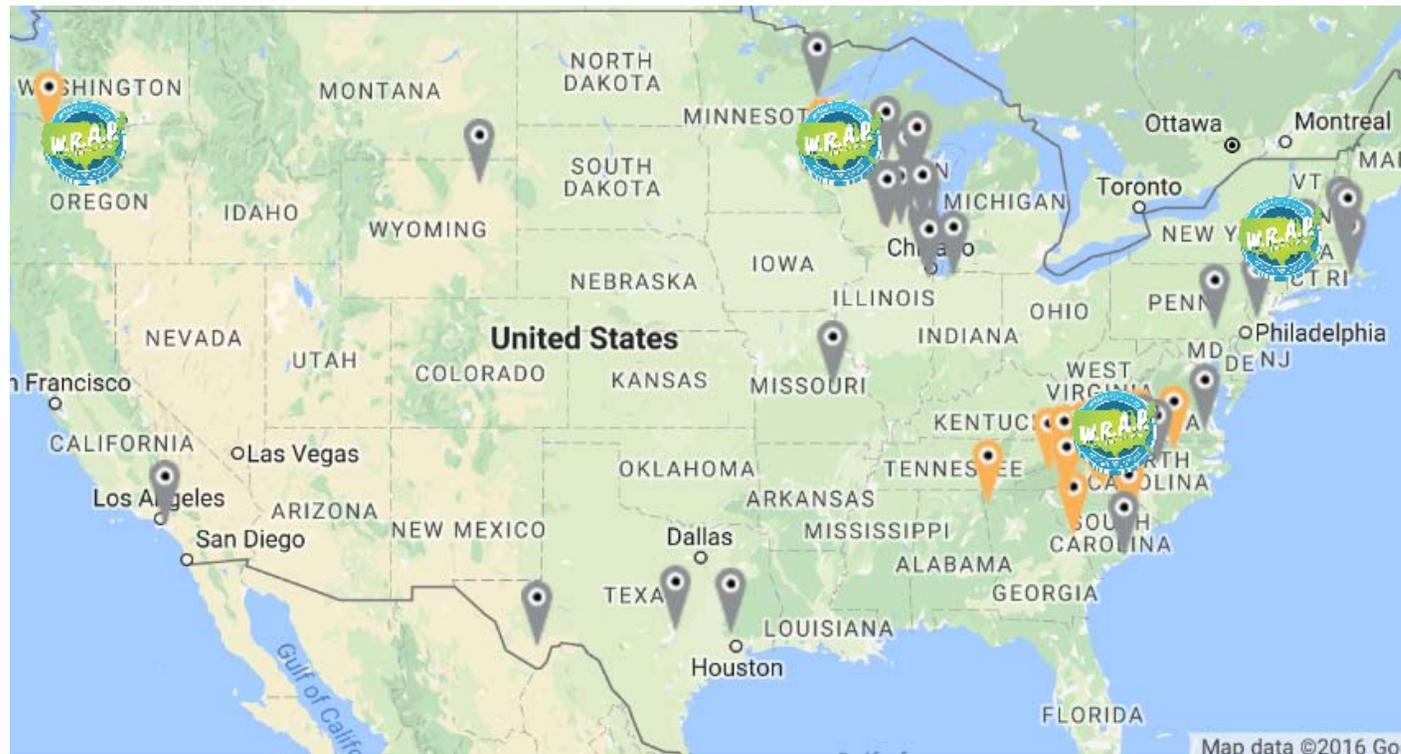


# CURRENT WRAP PARTNERS & CHAMPIONS

Communities = 70  
Brands = 15  
State Gov't = 5  
Universities = 5  
Retailers = 8  
MRFs = 5



# CURRENT WRAP PARTNERS & CHAMPIONS



# WRAP Campaign Collateral



# WRAP Campaign Collateral (cont.)



# SOCIAL MEDIA

## Facebook posts



**Recycle Your Plastics**  
May 18 · 🌐

If you're in Chicago – or most major U.S. cities – make sure to keep your plastic bottles and containers loose in your curbside bin and take your plastic wraps and bags back to the store for recycling! Check out the link in the article to find a participating retail store near you.

**NOT in Curbside Recycling**

Produce Bags Plastic Shopping Containers Bread Bags Dry Cleaning Bags Clear Wine

**Chicago Area Residents Have Hundreds of Local Options to Recycle Plastic Wraps and Bags**  
Residents of Chicago and Cook County can recycle flexible plastic wraps and bags – a category of materials also known as 'film' – at nearly 400 local grocery and...

AMERICANCHEMISTRY.COM

Like Comment Share

Ben Boudreau, Heather Kennedy and Patty R Millsbaugh like this.

2 shares

[www.facebook.com/WRAPrecycling](http://www.facebook.com/WRAPrecycling)

## Tweets



**WRAP Recycling**  
@WRAPrecycling

The Wrap Recycling Action Program (WRAP) is a new public awareness campaign designed to grow the recycling of plastic film packaging.

Vancouver, WA  
planetofrecycling.org  
Joined November 2011

11 Photos and videos

**More than 1 BILLION POUNDS** of plastic film, bags and wraps are recycled every year in the US\*

**PLASTIC FILM RECYCLING** has grown **74%** since 2005\*

There are approximately **2,250 PLASTIC BAGS** in a standard **16 FOOT** bags at

**64** TWEETS **8** FOLLOWING **66** FOLLOWERS **1** LISTS

Tweets Tweets & replies Media

**WRAP Recycling** @WRAPrecycling · 3h  
See how **Ikea** uses recycled **plastic** film pallet wrap to create exciting new furniture!

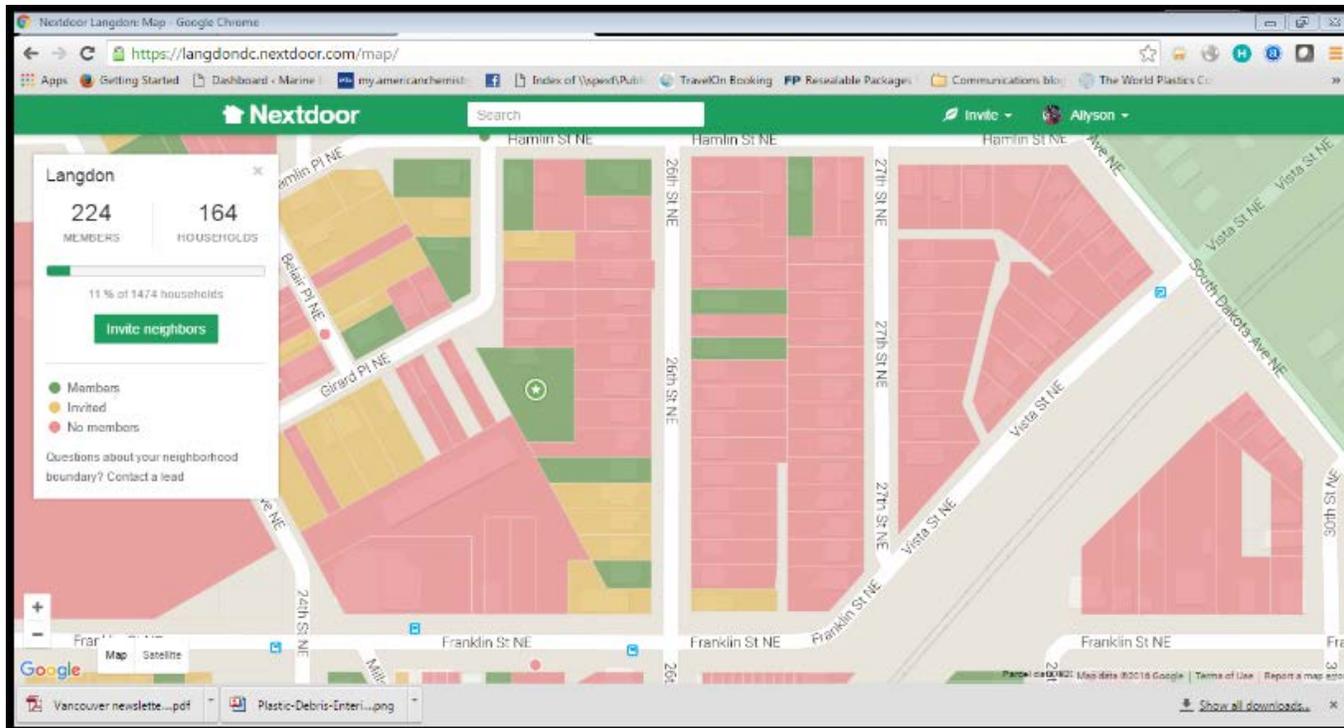
Ikea's PS 2017 collection includes products made from recycled mat...  
Ikea has unveiled furniture and homeware made from recycled wood, plastic and glass as part of its latest PS collection aimed at young urban...  
dizzen.com

Twitter handle:  
[@WRAPrecycling](https://twitter.com/WRAPrecycling)

# NEXTDOOR APP / COMMUNITY COMMUNICATIONS



Partners can and should post messages about the WRAP campaign on NextDoor, the social app for neighborhoods. Vancouver engaged neighborhood leaders to execute on NextDoor.



# ROADMAP TO WRAP

**STEP TWO**  
**Seeking Out Partners**

1 Understanding Your Local Needs and Opportunities

2 Supporting the Business of Recycling

3 Creating a Project Plan

4 GO!

5 Promoting Success

**TIPS**

1. Since the key tenet of WRAP outreach is "return-to-retail," a strong retail partner plays a critical role in educating the public.
2. WRAP surveys show that public education works best when provided through varied channels, i.e. from participating retail stores and community outreach efforts.

Many organizations in your state, city, and community support recycling and make great partners. Retailers like grocery and department stores make valuable partners. Many collect plastic film already and even partner with WRAP at the corporate level. Engaging a local retail partner can help your campaign, not just with a primary collection location, but also collection data and additional in-store consumer education. As you seek partners, consider the following:

- o To increase outreach to residents and businesses, contact state or local agencies like Solid Waste & Recycling departments, Chambers of Commerce, economic development groups, and nonprofits or government extensions.
- o When you seek sponsorship, remind organizations that they can provide funding or 'in kind' services such as volunteer time and marketing, advertising, and promotion services.
- o Dedicated volunteers can support you! Organizations such as Keep America Beautiful, local schools, religious groups, community service groups, and even neighborhoods have helped other communities establish thriving recycling programs.

**RESOURCES**

- [WRAP Campaign for Retailers](#)
- [WRAP Campaign for other Partners](#)



PLASTICFILMRECYCLING.ORG

HELP SPREAD THE WORD



- Created to support states and localities interested in WRAP Campaigns
- Vetted content with WRAP participants to create what their peers would find most valuable
- Online tool will be available soon.
- Interactive map to illustrate what happens to film and spotlight companies and programs

# Please get listed in

[plasticfilmrecycling.org](http://plasticfilmrecycling.org)



## WHAT DO I NEED TO DO TO BECOME A WRAP CHAMPION?

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- ✓ Checking [plasticfilmrecycling.org](http://plasticfilmrecycling.org) drop-off directory for accuracy/omissions of local store listings.
- ✓ Downloading and using WRAP communications materials most helpful to your outreach program.
- ✓ If motivated, join a WRAP campaign or help expand commercial film recycling.

# I CAN DO THAT... HOW DO I "SIGN UP"?

Sign up is as Easy as 1-2-3



1

Click the *Sign Up* icon at [PlasticFilmRecycling.org/WRAP](http://PlasticFilmRecycling.org/WRAP)

2

Create a *FREE* Re-TRAC Connect account

3

Verify your email address and follow instructions to *Complete your WRAP Profile*.

Already a Re-TRAC user?

Simply click on the WRAP icon in the *Programs Section*, and follow the *Instructions*.



**MOORE**  
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