

A better way to deal with film?





Photo:
Hiddenouterbanks.com





Produce Bags



Plastic Shipping Envelopes



Bread Bags



Dry Cleaning Bags



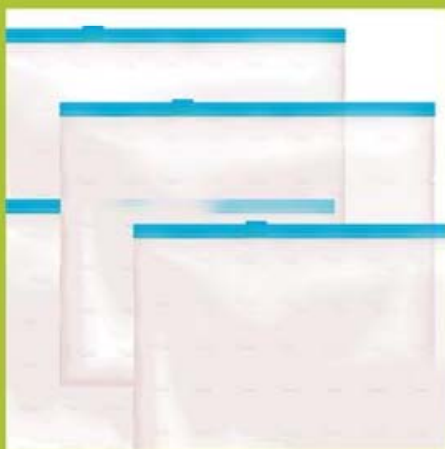
Case Wrap



Air Pillows



Newspaper Bags



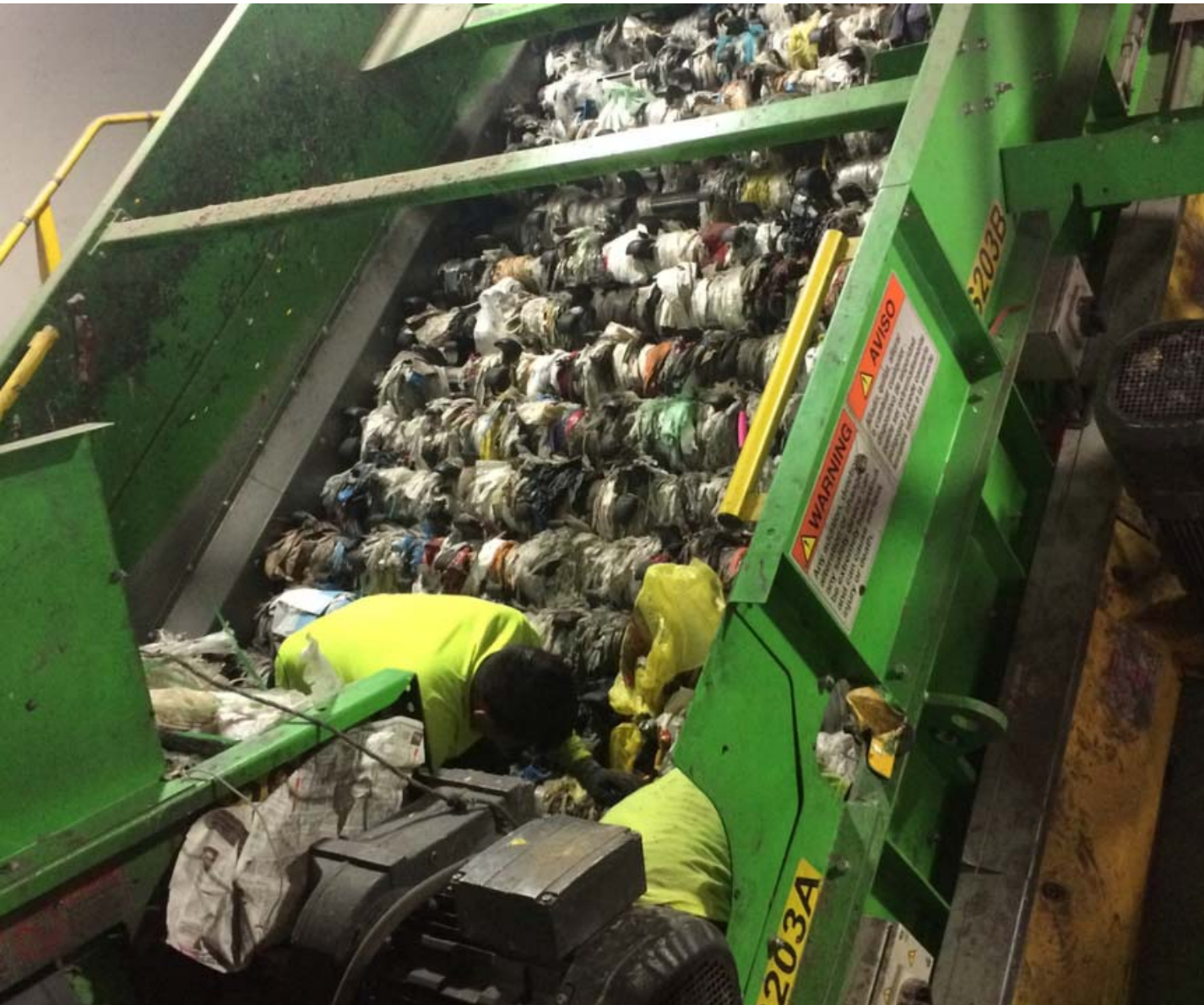
Food Storage Bags



Product Overwrap



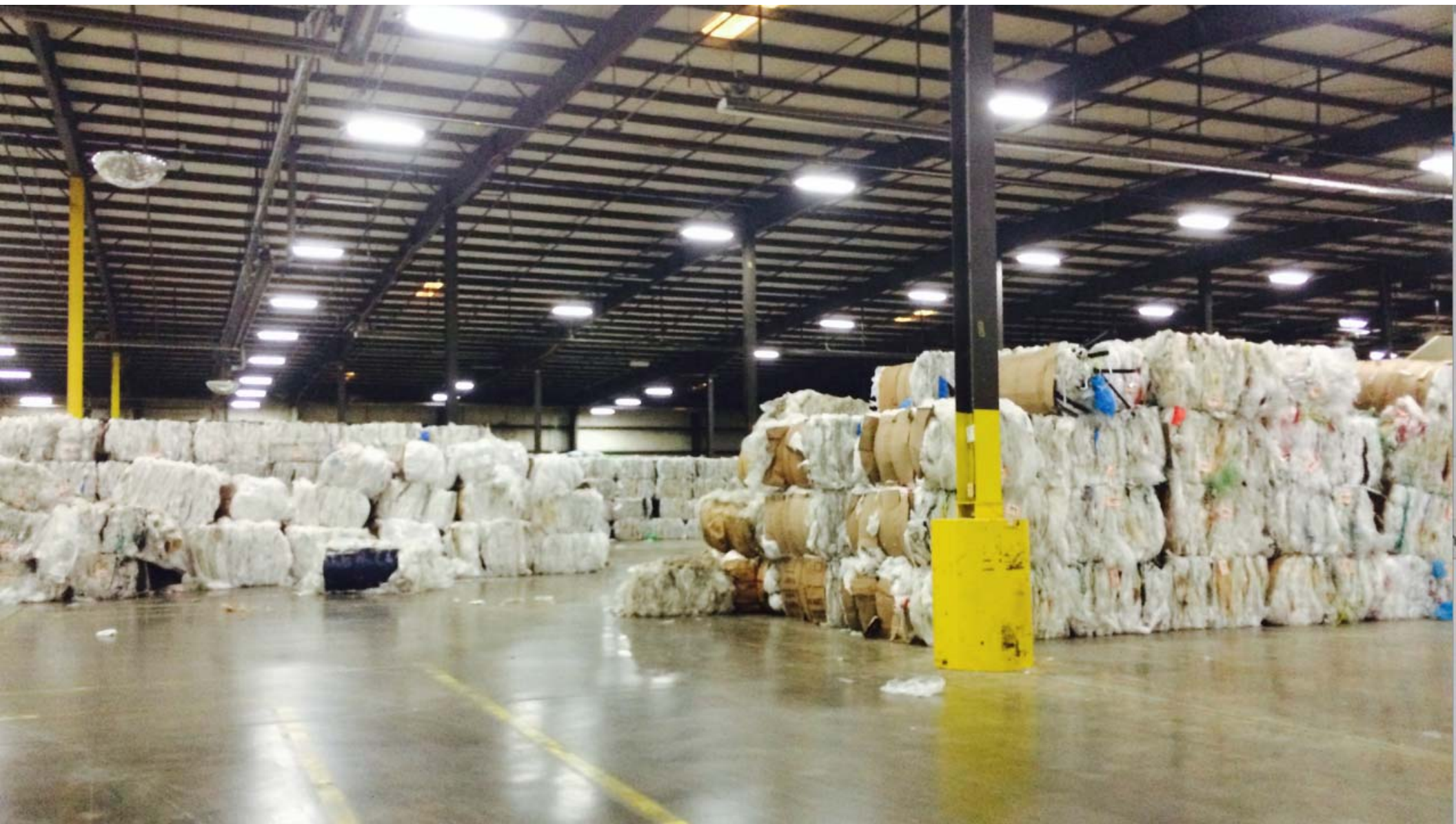
Bubble Wrap

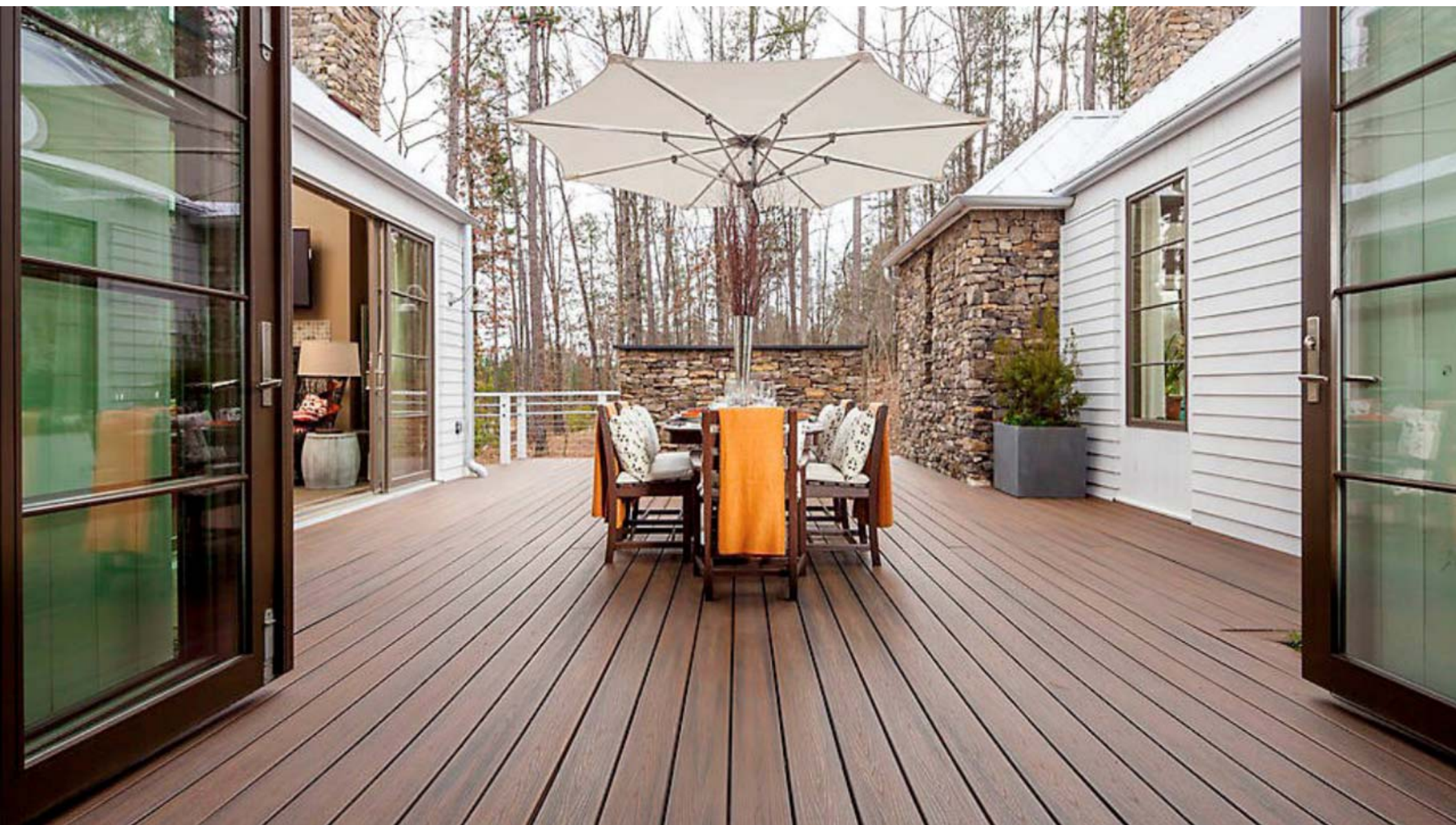


Film clogs operations.

Who wants to buy it?

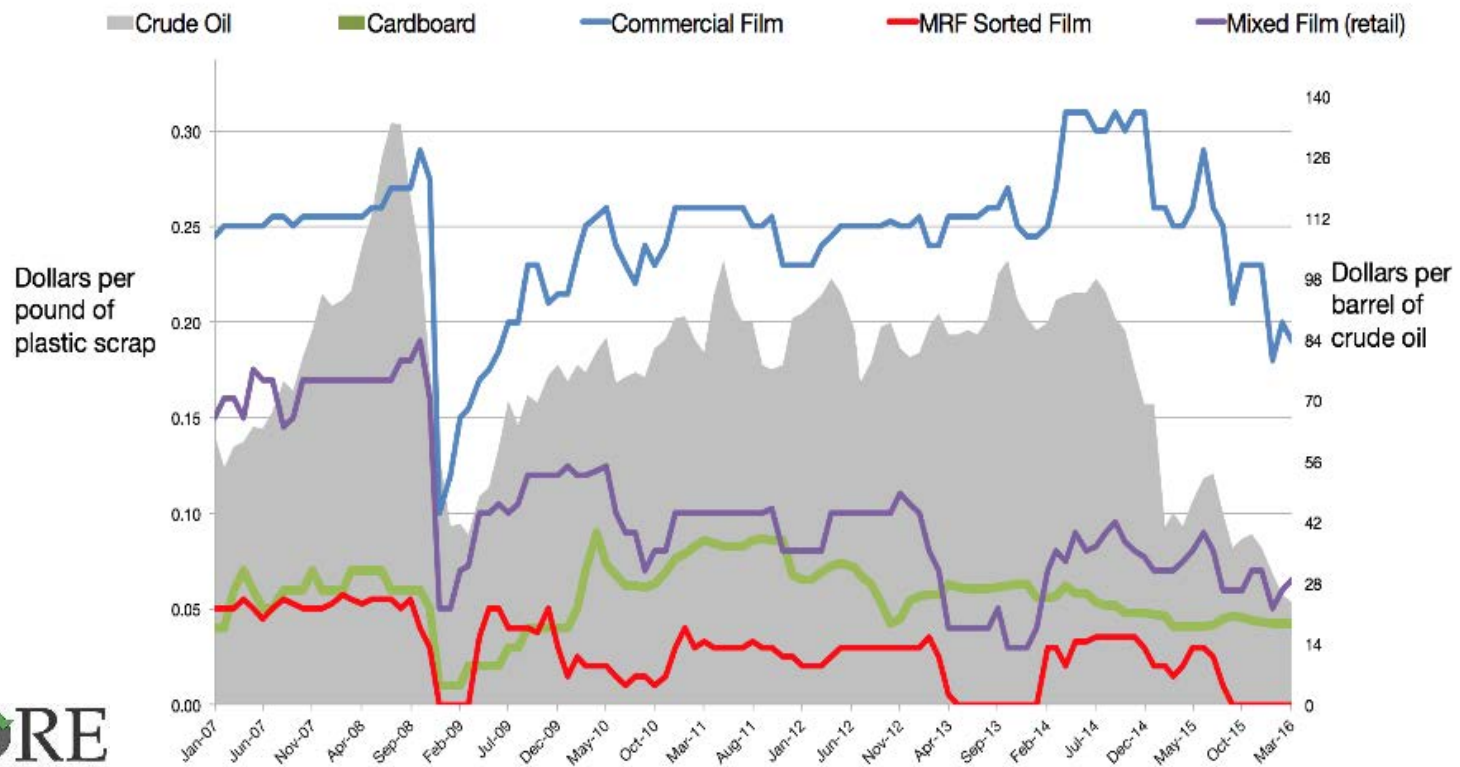






Clean & Dry, Quality Pays!

Historical Pricing for Plastics Film





**Why the
growth in Film?**

Fuel savings!





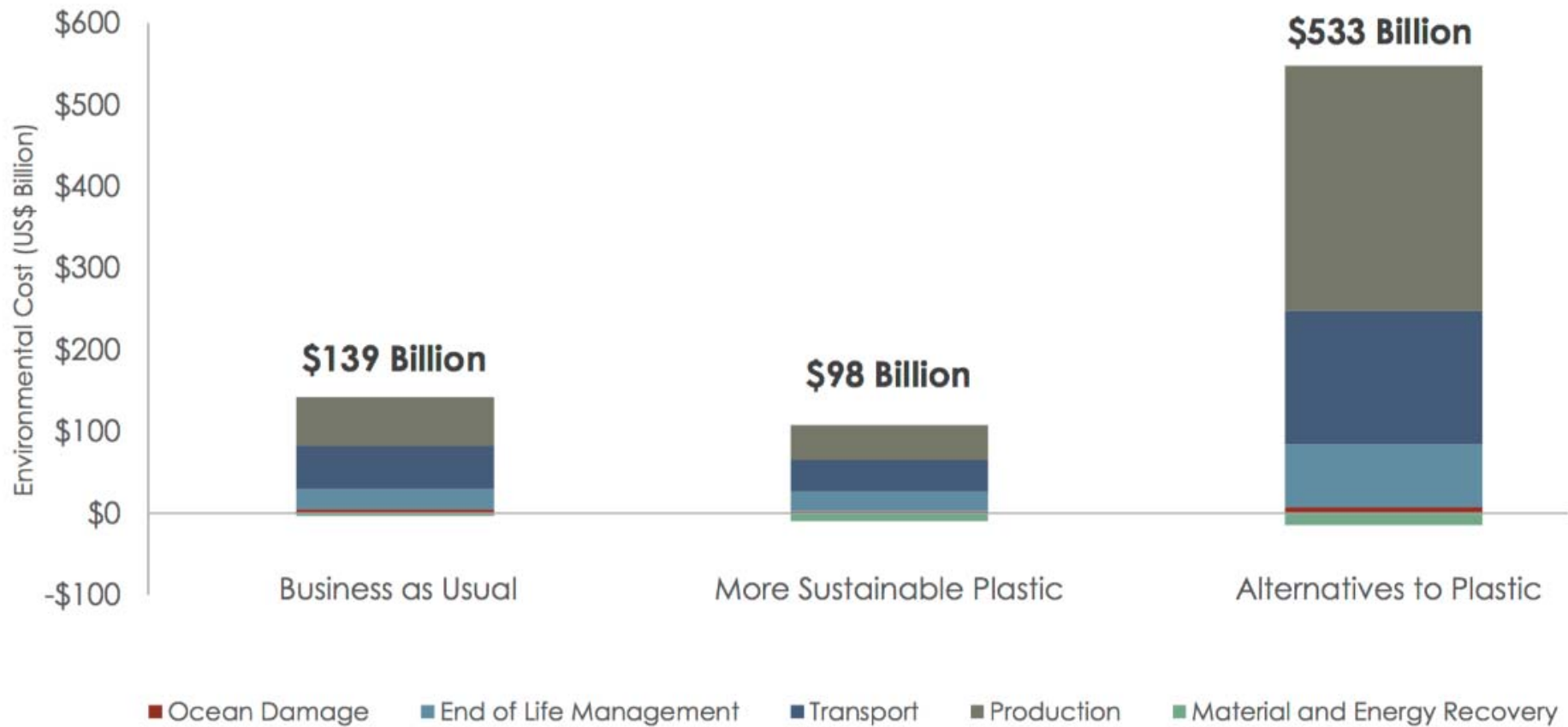
Unilever commitment

“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!

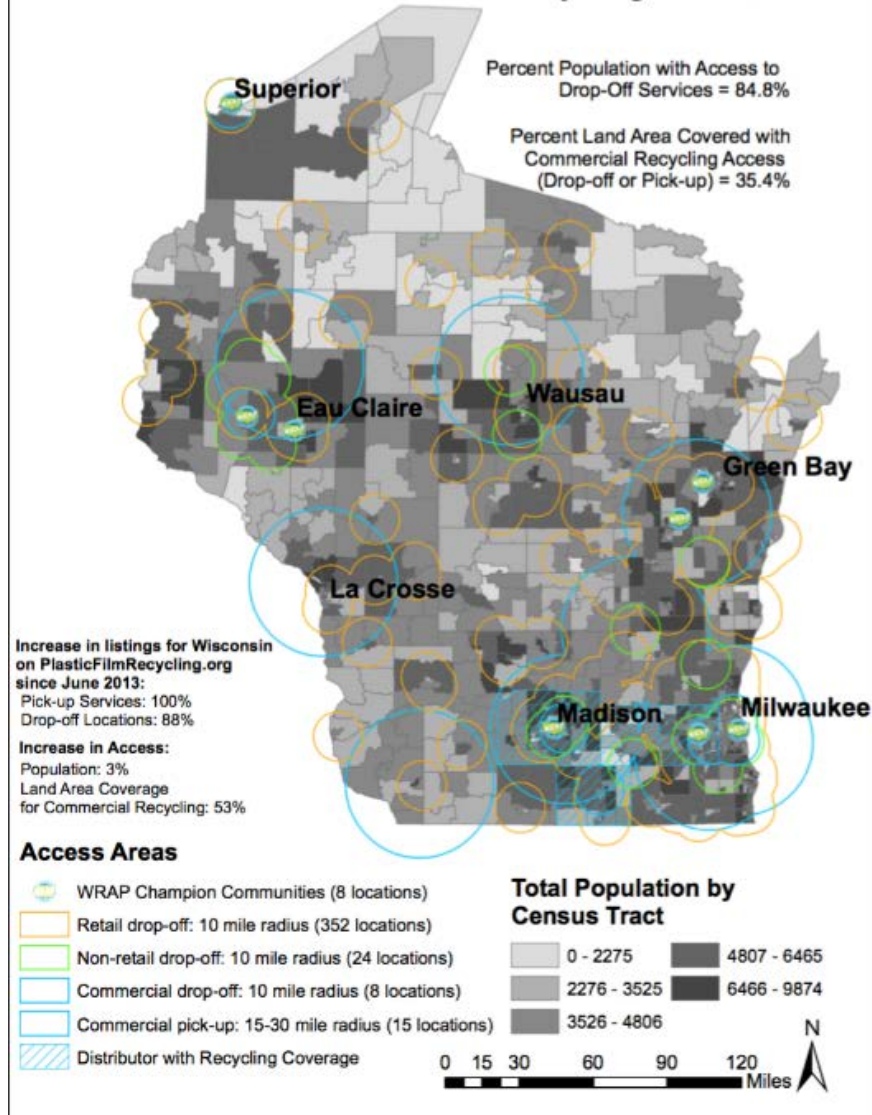


What are we learning from programs across the country?



November 2014

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



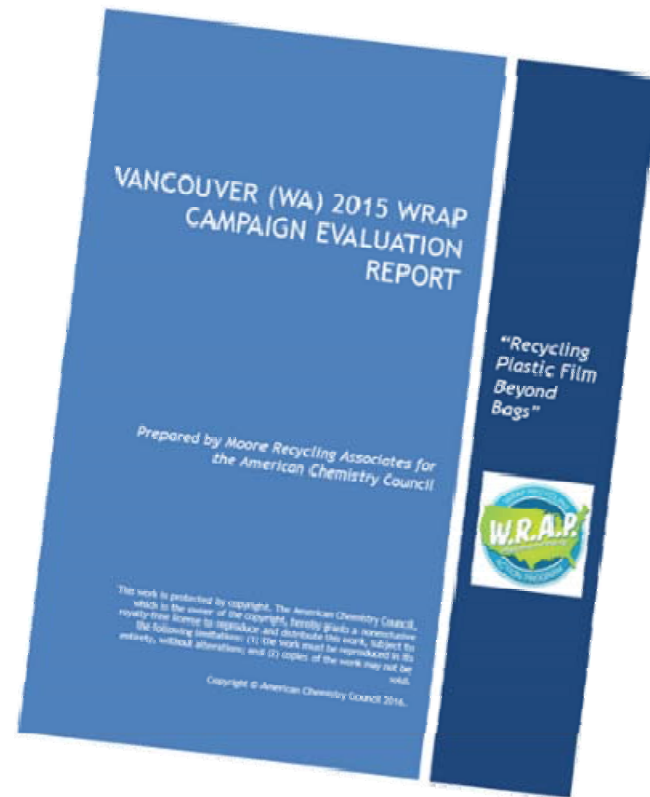
#1 – Recycling Done Right Campaign



#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

✓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!

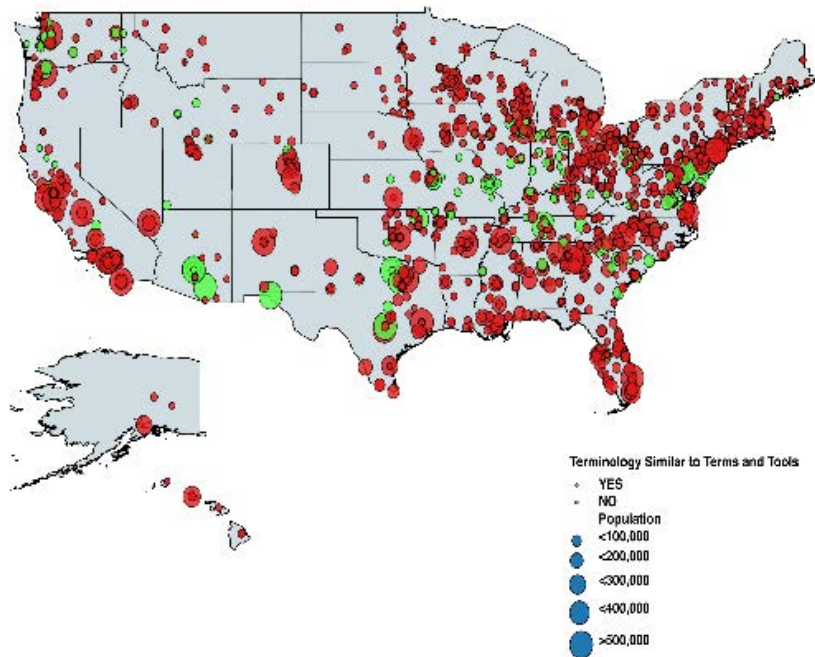




Connecticut



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



recycle *your* plastics

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

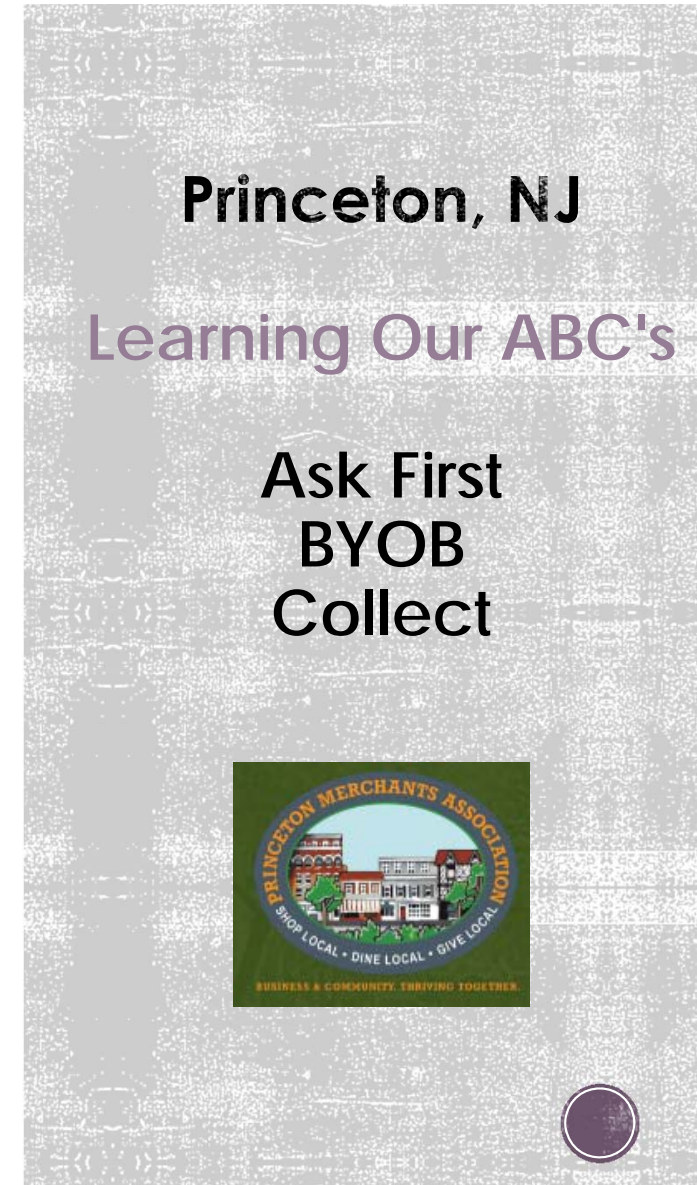




Transfer Station Manager & WRAP Team

Branford, CT





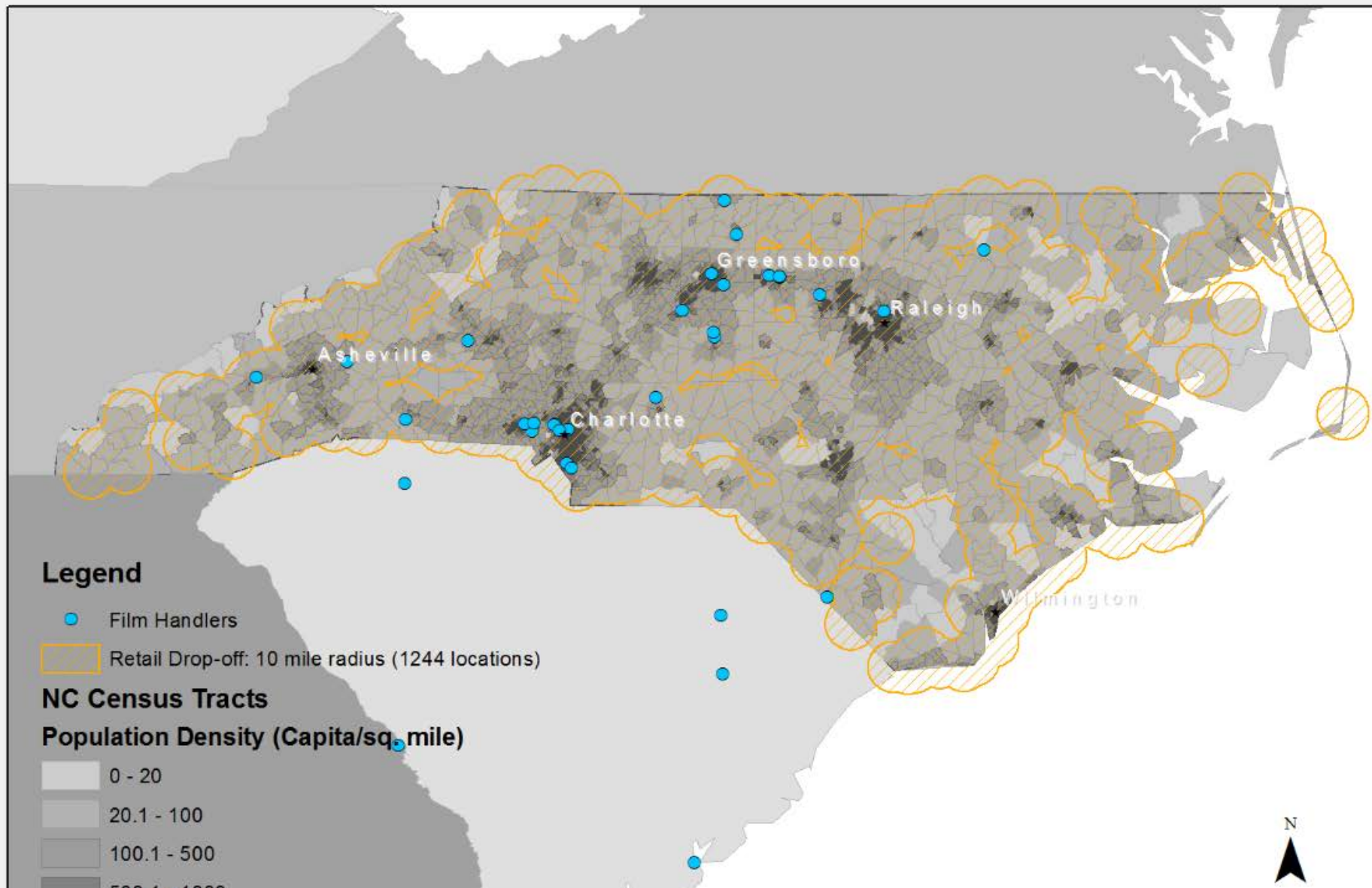


WRAP IN NORTH CAROLINA!

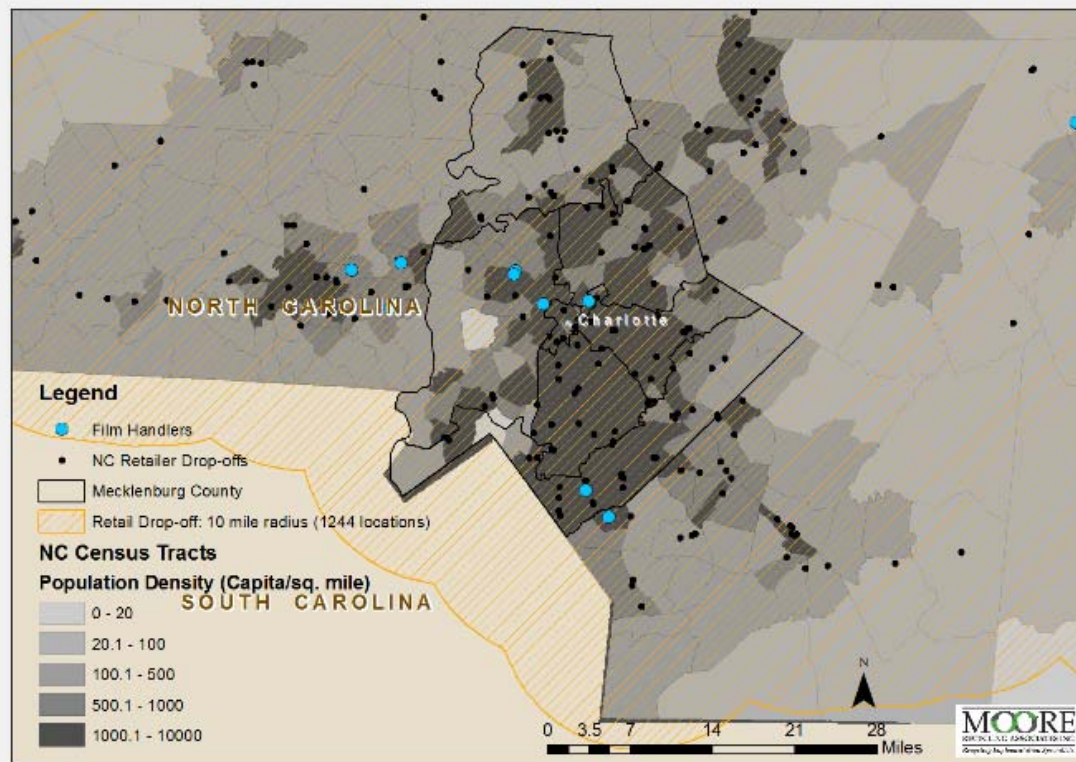


Flexible Film
Recycling Group





FIRST NC CAMPAIGN! MECKLENBURG CO





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

September 13 · 4

UNC Charlotte wraps i
wrap recycling project



UNCC Sustainability
September 6 · 6

Students recycled 71lbs
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:



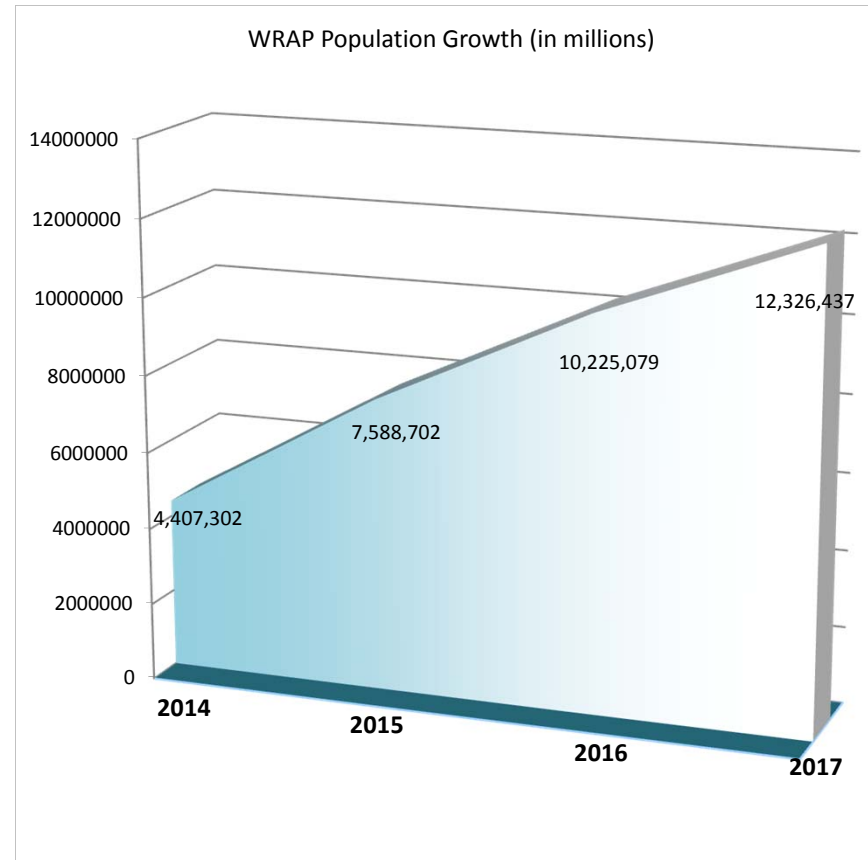
Stop putting all of your grocery bags under the sink or in the curbside bin. Here's what the city wants you to do with them - Charlotte Agenda

CHARLOTTEAGENDA.COM

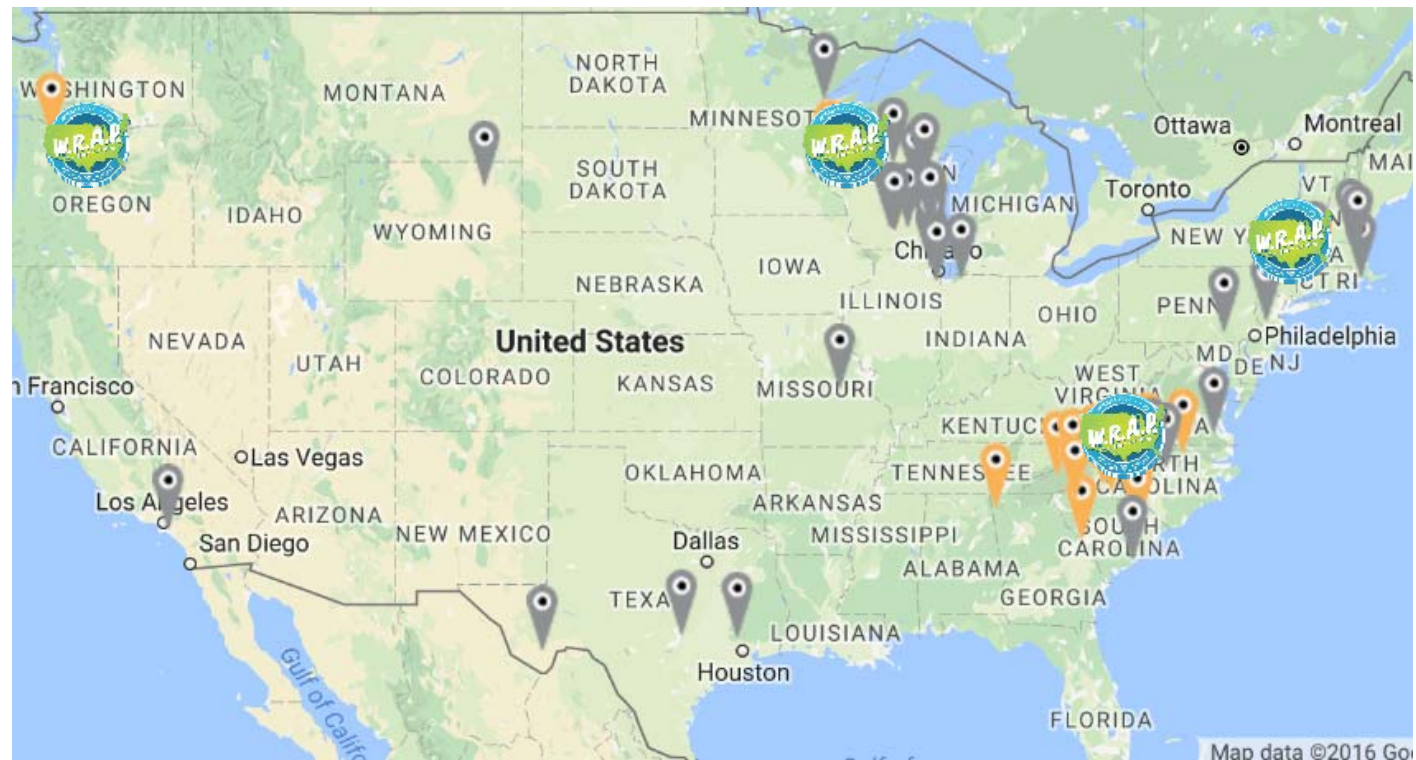


CURRENT WRAP PARTNERS & CHAMPIONS

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



www.facebook.com/WRAPrecycling



Tweets

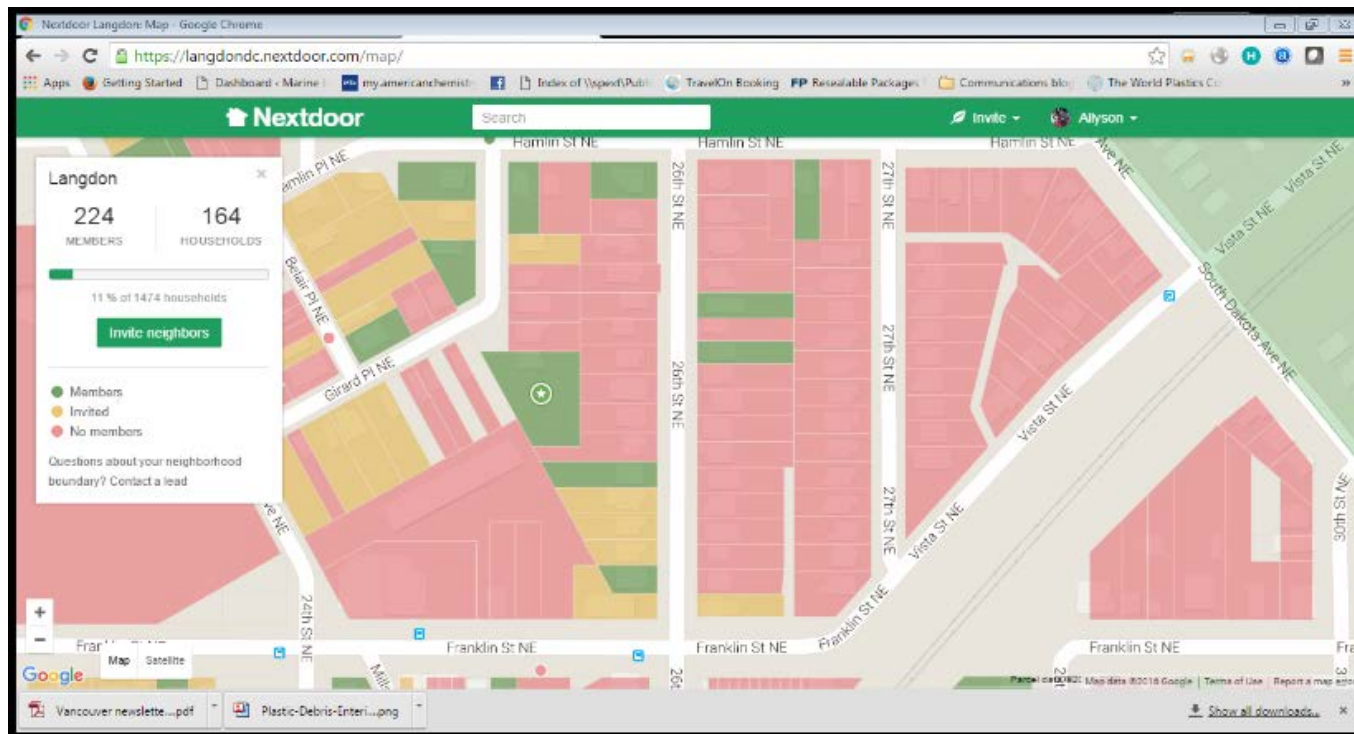


Twitter handle:
[@WRAPrecycling](https://twitter.com/WRAPrecycling)

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

3 Supporting the Business of Recycling

4 Creating a Project Plan

5 OK

6 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:

- 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.
- 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.
- 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](#)

Diagram: A 3D isometric map of a neighborhood with various locations labeled: RETAIL STORES, GROCERY STORES, DRY CLEANERS, PARTNER AGENCIES, SCHOOLS, SERVICE GROUPS, SPONSORS, and NEIGHBORHOODS.

PLASTICFILMRECYCLING.ORG

HELP SPREAD THE WORD

[Twitter](#) [Facebook](#)

- 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



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

- ✓ Checking 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

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
RECYCLING ASSOCIATES INC.

Nina Butler,
Managing Director
(707) 480-0358

nina@moorerecycling.com

