Comprehensive Materials Management Strategy

• CMMS Goals:

1. Improve performance of municipal recycling programs and reduce waste, including increasing participation and compliance with mandatory recycling provisions
2. Develop and improve recycling and waste conversion technologies
3. Encourage corporations that design, produce, and market products to share responsibility for stewarding those materials in an environmentally sustainable manner
WRAP Program – in Connecticut

• Creates solution
  – More than message of “stop putting bags with your mixed recycling”

• Increases/retains value when source separated

• Establish or strengthen program(s) before statewide recycling marketing campaign (expected May 2017)
It’s more than just bags

Recycle clean, dry plastic bags and film packaging

Look for this label on film products like these:

- Air Pillows
- Grocery & Retail Bags labeled #2 (HDPE) or #4 (LLDPE)
  Tip: Store in plastic bag until next trip to the store
- Case Wrap
- Newspaper Bags

Bread Bags (with crumbs shaken out)

Produce Bags

Food Storage Bags

Napkin, Paper Towel, Bathroom Tissue and Diaper Wrap Packaging

plasticfilmrecycling.org
CT WRAP Partners

– American Chemistry Council, Sustainable Packaging Coalition, MoreRecycling, Trex

– CT Municipalities
  • 22 municipalities, plus HRRA and River COG (as of 3/2017)

– CT MRFs accepting residential recyclables

– CT Food Association
  • Price Chopper
  • Adams Markets

– CT Retail Merchants Association
What Does it Take to Be a Champion?

• Register at plasticfilmrecycling.org
• Verify Film Drop-off Location listings in your area
  – Check the Drop-off Directory at plasticfilmrecycling.org for your town.
  – Call or visit locations in your area (even just one is helpful) to verify whether they have a plastic bag/film recycling bin.
  – Email melanie@morerecycling.com and provide a list of the Yes’s or No’s in your area by **April 30**.
• Promote the program to residents and provide a link to the Directory so they can find nearby participating retailers.
Plastic Bags & Film

• Detrimental to staff; staff spend a lot of time taking bags out of the system; cleaning equipment

• Detrimental to equipment; gets wound around equipment

• Plastic bags has less value when collected at and mixed with other recyclables
When it comes to recycling, have you heard that certain plastic items should be taken grocery or retail stores to ensure proper recycling?

53% - Yes, I have heard of this
47% - No, I have not heard of this before now
CT Residents – how much do they know?

Which of the following items, if any are supposed to be taken to grocery or retail stores to ensure proper recycling?

- 53% - plastic bags for groceries
- 16% - Plastic wraps around packs of water
- 15% - Plastic bubble wrap
- 15% - Plastic bags for newspapers
- 13% - Plastic bags for sealable food storage
- 12% - Plastic bags for bread bags
- 12% - Plastic shipping pillows
- 11% - Plastic bags for dry cleaning
- 11% - Plastic wraps around furniture and electronics
- 7% - Plastic bags inside cereal boxes
- 6% - Plastic wraps around diapers
- 6% - Other
- 23% - All of these
- 9% - None of these
CT Residents – how much do they know?

How often, if at all, do you take plastic bags or plastic product wrapping to grocery or retail stores for recycling?

- 18% - always/all the time
- 19% - most of the time
- 24% - sometimes
- 15% - rarely
- 24% - never
Our Partners...brought ideas, challenges

– Municipalities
  • Collect at transfer stations?

– CT Food Association & CT Retail Merchants Association
  • What are retailers in CT doing now? Are they interested in working with us?
CT WRAP Launch Event

• Promote the campaign
• Highlight partners, partnerships
• Encourage residents to participate
• Encourage more municipalities and retailers to partner with us
Data – Before the Launch

- Muni Transfer Station
  - About 125 pounds/month (Branford)

- MoreRecycling plastic film audit (at Price Chopper distribution center - film from 4 different CT stores)
  - 50% grocery bags (weight)

- Plastic film audit (Adams – front of store)
  - 38% grocery bags (volume, not weight)

- ACC Pre-survey
  - 53% aware; 47% not aware you can recycle plastic grocery bags/film
  - Of those who are aware, less than 16% (and less) aware of all other acceptable materials (beyond grocery bags)
DEEP Commissioner Klee (shown with DEEP’s Sherill Baldwin) joined state officials Tuesday at Price Chopper in Middletown to kick off Connecticut WRAP (Wrap Recycling Action Project), an innovative public/private partnership that promotes recycling of plastic “film” beyond bags.

Price Chopper store in Middletown is one of the many retail stores accepting plastic bags and wraps for recycling in storefront bins.

Residents can learn where and what to recycle at www.plasticfilmrec...
Some clippings

- “Shoppers can recycle plastic bags, DEEP stresses,” Rob Polansky, Eyewitness News, February 21, 2017. (includes video)
- “DEEP kicks off new plastic bag recycling program,” Kent Pierce, WTNH News, February 21, 2017. (includes video)
- “Got Plastic Bags? WRAP Aims To Step Up Recycling Education,” John Voket, Newtown Bee
Next Steps

• Continue to promote the program
• Post-launch data collection (June 2017)
• Continue to seek new partnerships
• Promote plastic film recycling and ‘no bags in mixed recycling bin’ as part of “What’s In, What’s Out” statewide recycling marketing campaign (coming in May 2017)
Questions?

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