Updates:
CT WRAP
What’s IN, What’s OUT

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Sherill Baldwin
Source Reduction & Recycling Group

Connecticut Department of Energy and Environmental Protection
CT WRAP: Plastic bag/film recycling

- Return to Retailer
- Promoting – More than Bags
- New partner: ShopRite
- New Champion: East Hartford
CT WRAP: Media Campaign

- Funded by Partners
- Radio Commercials
- Attended community festivals with radio personalities
- Radio interviews
  - Cmsr Klee and Wayne Pesce with Renee Dinino
  
iHeartRadio https://www.iheart.com/podcast/139-Community-Access-26936016/episode/community-access-interview-wrap-program-28453454/

Cory Myers of Country 92.5 and Sherill Baldwin, CT DEEP
CT WRAP: East Hartford – ShopRite Launch

• East Hartford – ShopRite Launch
  – https://www.easthartfordct.gov/wrap/pages/what-is-wrap

East Hartford and Shop Rite partner to recycle more plastic

Recicla las bolsas plásticas y las envolturas plásticas secas y limpias

Almohadas de Aire

Bolsas de Mercado y de Tienda marcadas con #2 (HDPE) o #4 (LLDPE)
**Consejo:** Guardar estos artículos en una bolsa plástica hasta su próxima visita a la tienda

Envolturas de Cajas/Recipientes

Bolsas de Pan
(sacudir las migas de la bolsa)

Bolsas de Fruta y de Verduras

Bolsas para Almacenar Comida

Envolturas de Servilletas, Papel Toalla, Papel Higiénico y de Pañales

Para más información, visita nuestro sitio web: www.plasticfilmrecycling.org
CT WRAP: Trex Challenge Webinar

- School recycling contest
- Starts Nov 15 – America Recycles Day
- Ends April 22 – Earth Day
- Different categories – regions, level & size of schools
- Trex provides 3 bins, poster, magnets, award for each participating school, additional tools
- Winner receives a bench
What’s IN?  What’s OUT?

Learn about the new, universal list for recycling.
What’s IN, What’s OUT

• RecycleCT Wizard
  – For residents
  – Widget available to municipalities, haulers and processing facilities

• Resources – collateral material
  – Researching bulk printing

• Reaching out to all municipal recycling coordinators

www.RecycleCT.com
What’s IN, What’s OUT: Paid Media

• Soft launch

AMERICANS THROW AWAY A BILLION DOLLARS WORTH OF CANS A YEAR

Recycle CT

emojis are in
old technology is out
What’s IN, What’s OUT: Recycling Opera

- Have full script for schools!
Sherill Baldwin
Sherill.Baldwin@ct.gov
860-424-3440