

September 20, 2016

Ms. Cynthia Dunn
Senior Environmental Scientist
CalRecycle, Dept. of Resources Recycling and Recovery
1001 I Street
P.O. Box 4025
Sacramento, California 95812-4025
Via Email: Cynthia.Dunn@calrecycle.ca.gov

RE: Request for Approval – Summary of Manufacturers Challenge and Potential Next Steps

Dear Ms. Dunn:

The American Chemistry Council (ACC) Plastics Division is encouraged that the California Department of Resources Recycling and Recovery (“CalRecycle”) supports Option 2 in the Request for Approval: Summary of Manufacturers Challenge and Potential Next Steps.¹ In particular, we are pleased to see CalRecycle’s interest in the Wrap Recycling Action Program (“WRAP”) and look forward to additional discussion to engage the state.

WRAP is aggressively pursuing a goal of doubling film recycling nationally to two billion pounds by 2020. The program seeks to do so by forging partnerships with stakeholders (e.g., local grocers, retailers (national and local), brand companies, reclaimers, local governments, and municipalities), by increasing the use of the Sustainable Packaging Coalition’s How2Recycle label, by providing educational tools, and by establishing and evaluating metrics with each film collection campaign. Great opportunity exists to develop WRAP campaigns across California, with the participation of willing partners.

Partnership with WRAP and the development of California-specific campaigns can help the state work toward the goal of 75 percent recycling by 2020. It can also work toward CalRecycle’s goal of reducing the amount of packaging going to landfill by 50 percent by 2020. Successes toward these goals will take commitment and dedication from multiple stakeholders; and, we look forward to collaborating with the state.

Sincerely,



Emily Tipaldo
Director, Packaging and Consumer Products

CC: Howard Levenson, Deputy Director, CalRecycle (Howard.Levenson@CalRecycle.ca.gov)
Tim Shestek, Senior Director, ACC (Tim_Shestek@americanchemistry.com)

¹ CalRecycle Request for Approval, September 16, 2016,
http://www.calrecycle.ca.gov/Actions/Documents%5c124%5c20162016%5c1721%5cMFRs%20Challenge%20RFA_09-20-16_vfinal.pdf.

