

January 5, 2016

ACC'S COMMITMENTS & CALIFORNIA'S OPPORTUNITIES



CalRecycle Packaging Workshop



Plastic Packaging Helps to Reduce Food Waste

Grapes in-store wastage:
down by 20%



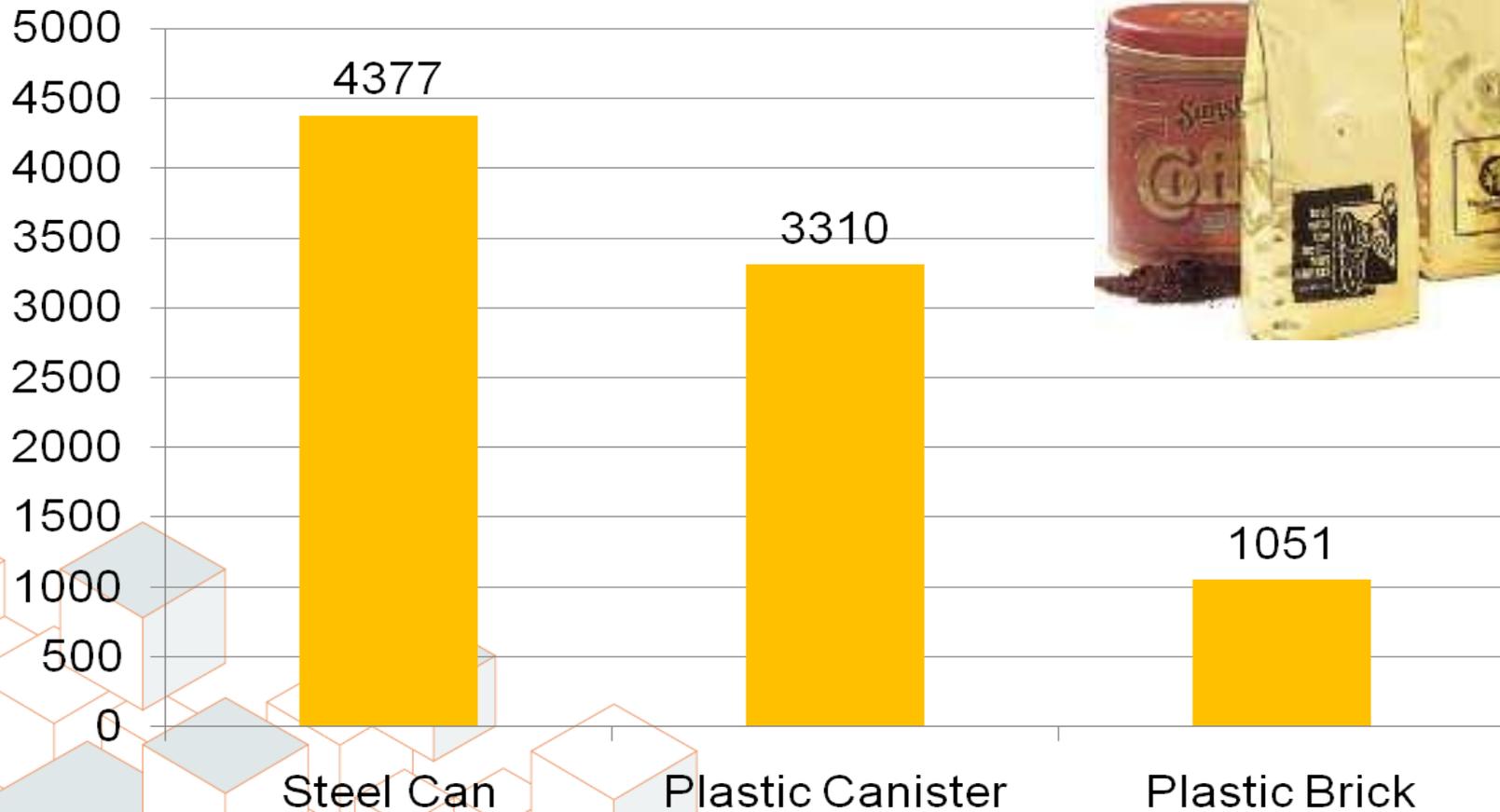
Bunches of identical bananas
stored for 7 days loose & in a
modified atmosphere bag

New Potatoes in-store
wastage: down to <1%

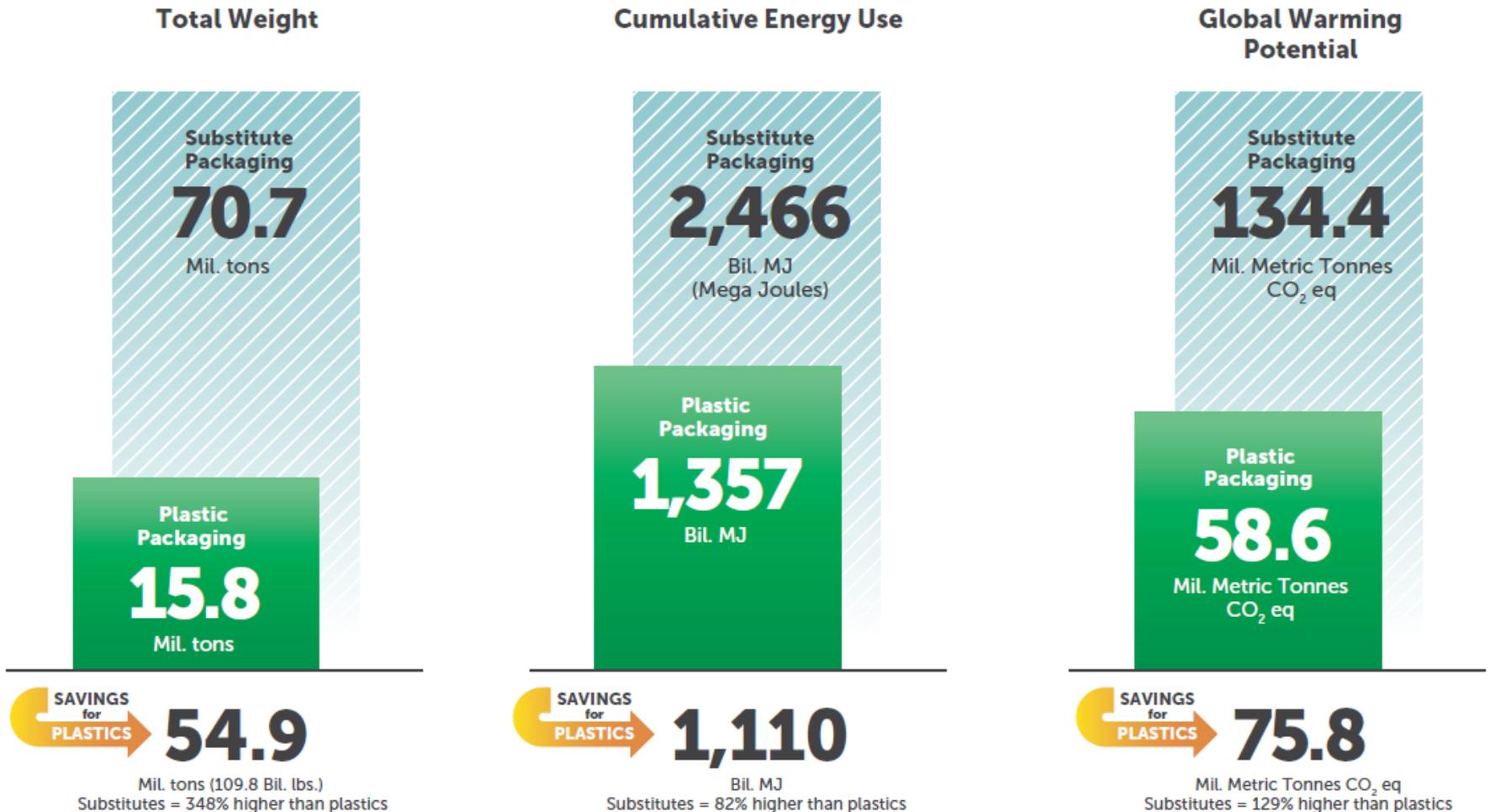


Plastic Packaging: Doing More With Less

Greenhouse gas



Common Plastics Packaging Helps Reduce Package Weight, Energy Use and GHG Emissions in U.S.



Bottles: Beverage Container Recycling

- ✓ Beverage Container Recycling & Litter Reduction Act; high recycling rate: 85%

Keep America Beautiful/Ad Council's *I Want To Be Recycled* Campaign

Increasing recycling awareness
(<http://www.iwanttoberecycled.org/>)



The advertisement features a blue background with a white recycling symbol in the center. To the left of the symbol are two orange bottles and a white tissue. To the right is a white hairbrush. In the top right corner, the Ad Council logo is next to the text 'KEEP AMERICA BEAUTIFUL' and 'IWantToBeRecycled.org'. The main text reads: '23% of Americans would recycle more bathroom products if they understood how they are turned into new products*'. At the bottom right, a small note states: '*based on a 2015 Ad Council & Keep America Beautiful study'.

Ad Council | KEEP AMERICA BEAUTIFUL
IWantToBeRecycled.org

23% of Americans would recycle more bathroom products if they understood how they are turned into new products*

*based on a 2015 Ad Council & Keep America Beautiful study

Non-Bottle Rigid Recycling

- ✓ Widespread access to plastic recycling in California
- ✓ 96% access to PET & HDPE bottle and cap recycling
- ✓ Nationwide, non-bottle rigid container recycling has tripled since 2007 to over 1 billion pounds.
- ✓ Rigid Plastic Packaging Container program, and Mandatory Commercial Recycling program implemented

✓ 85% access to all non-bottle rigid container recycling



APR Grocery Rigid Plastic Recycling

- ✓ Plastic recyclers seek rigid plastic typically found in high volumes behind counters in supermarkets
- ✓ ACC partnership with APR
- ✓ Recent video - [Bailing = Savings](#)
- ✓ Bailing versus Stacking Benefits*:
 - ✓ HDPE & PP mixed → est. net benefit \$96,500
 - ✓ Segregated HDPE & PP → est. net benefit \$116,500

*Grocery Rigid Plastics Recycling Economic Overview Metrics based on historical pricing, 100 stores = 400,000 lbs. (200 tons) of rigid plastics/year

http://recyclegroceryplastics.org/images/pdf/Economics_Overview/Economic-Overview_%20Metrics.pdf

TOOLS & RESOURCES TO INCREASE RECYCLING & REDUCE CONTAMINATION

People are confused and overwhelmed

Plastics 1-7:
Can I recycle
everything
plastic?!

I don't get
it, so forget
it!

OR:
I'm not sure,
but I'll put it in
anyway.

Need **meaningful terms** that effectively
communicate



But, what about these?



Advisory Group:

- Tamsin Ettefagh, Envision Plastics
- Kate Eagles, NAPCOR
- Jon Stephens, Avangard Innovative
- Kurt Humes and Rebecca Jewel, Waste Management
- Steve Thompson, Curbside Value Partnership*
- Pete Adrian, Lake County, IL
- Diana Gentilcore, EPS Industry Alliance
- Michael Westerfield, DART
- Liz Bedard, APR
- Kenny Luong, Ming's Recycling Corp



*now Recycling Partnership

Resource Introduction

Outreach Terms, Images, and Tool to build program flyer

Commodity Terms to support communication between programs, MRFs, and markets.

Found on 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 and Other Drink Bottles
- Plastic Food and Household Bottles / Jars
- Plastic Tubs & Lids
- Plastic Produce, Deli & Bakery Containers, Cups, Trays
- Plastic Non-food Containers & Packaging
- Plastic Bulky Items
- Plastic Bags, Wraps & Film (bag in bag)

Plastic Buckets

Plastic Toys

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

EXCLUSIONS:

- No Containers that held Hazardous Products**
- No Clamshells or Trays from produce, deli, bakery, take-out**
- No Pouches** (stand up to bags or squeeze pouches for items such as ground coffee, juice, dried fruit, yogurt, laundry, oil)



Logo

Community info

Image Gallery

- Royalty-free
- Acceptable items and exclusions
- Provided in JPEG, TIFF, and EPS
- EPS allows for easy layering

Thank you!



Image Gallery

These images are royalty-free and can be downloaded and used as needed.

• NOTES: This page contains many images, please be patient as it loads.

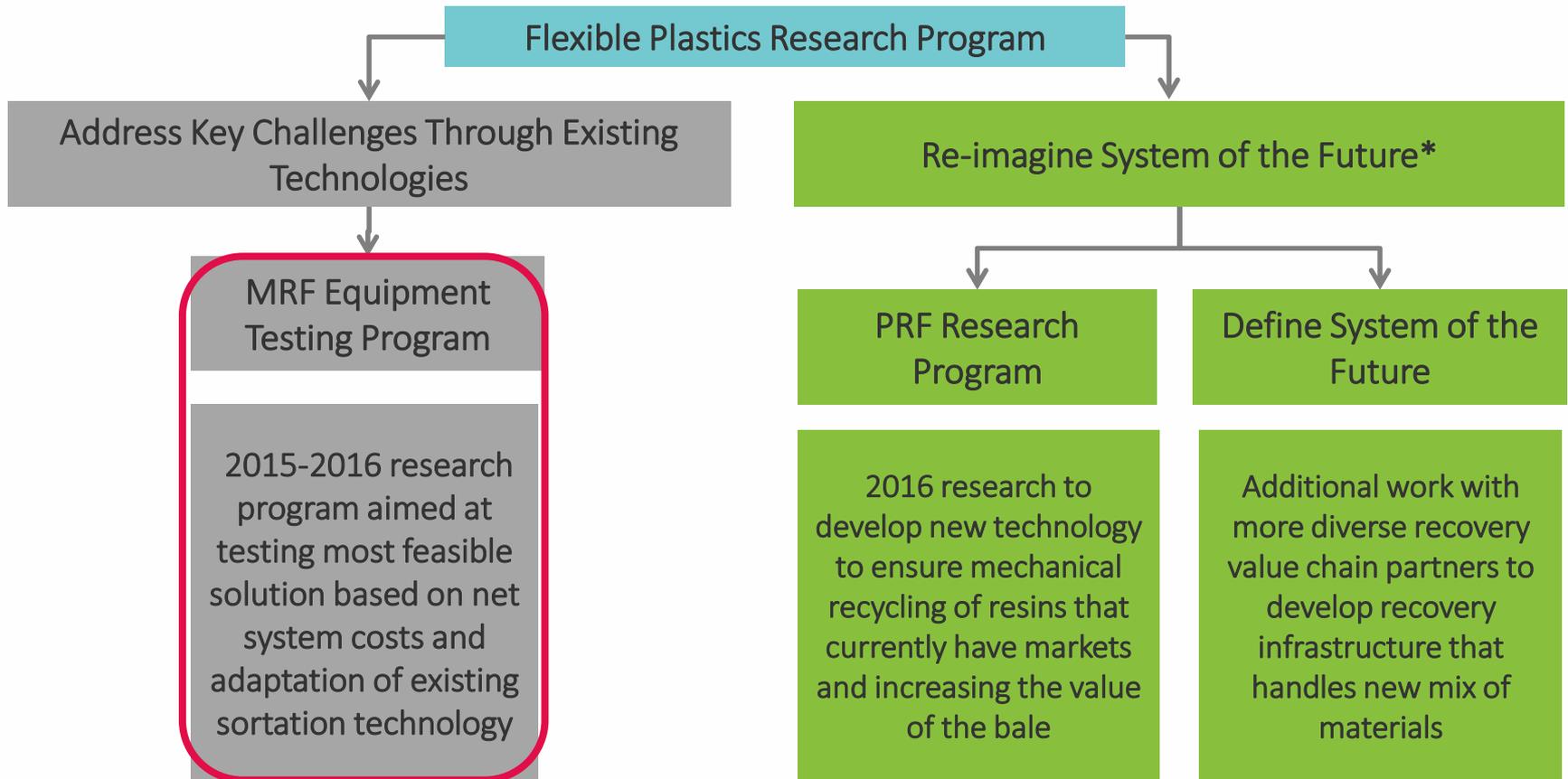
Main Category Group Images

 Specific Plastic Bottles & Jars Download Formats: jpeg eps tiff	 Specific Plastic Bottles & Containers Download Formats: jpeg eps tiff	 Plastic Beverage Bottles Download Formats: jpeg eps tiff	 Plastic Bottles & Jars Download Formats: jpeg eps tiff	 Plastic Bottles & Containers Download Formats: jpeg eps tiff
 Rigid Plastic Download Formats: jpeg eps tiff	 Plastic Download Formats: jpeg eps tiff			



MATERIALS RECOVERY FOR THE FUTURE

Research Collaborative



*Looking for partners to participate in these programs



Why Recycle Film?

Film Use Widespread & Growing

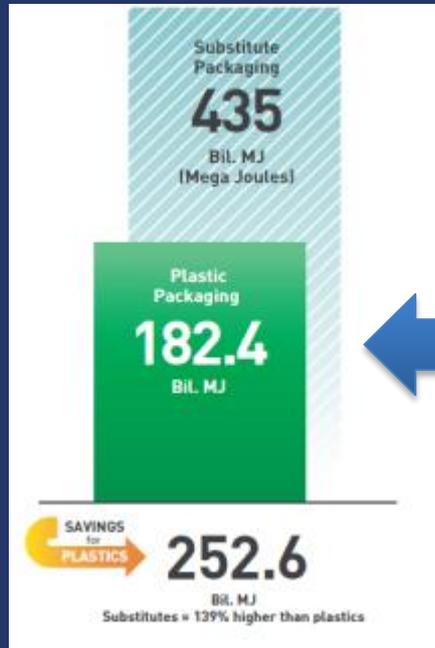


Reduces Used Resources

Efficient

Protects Products

Economical



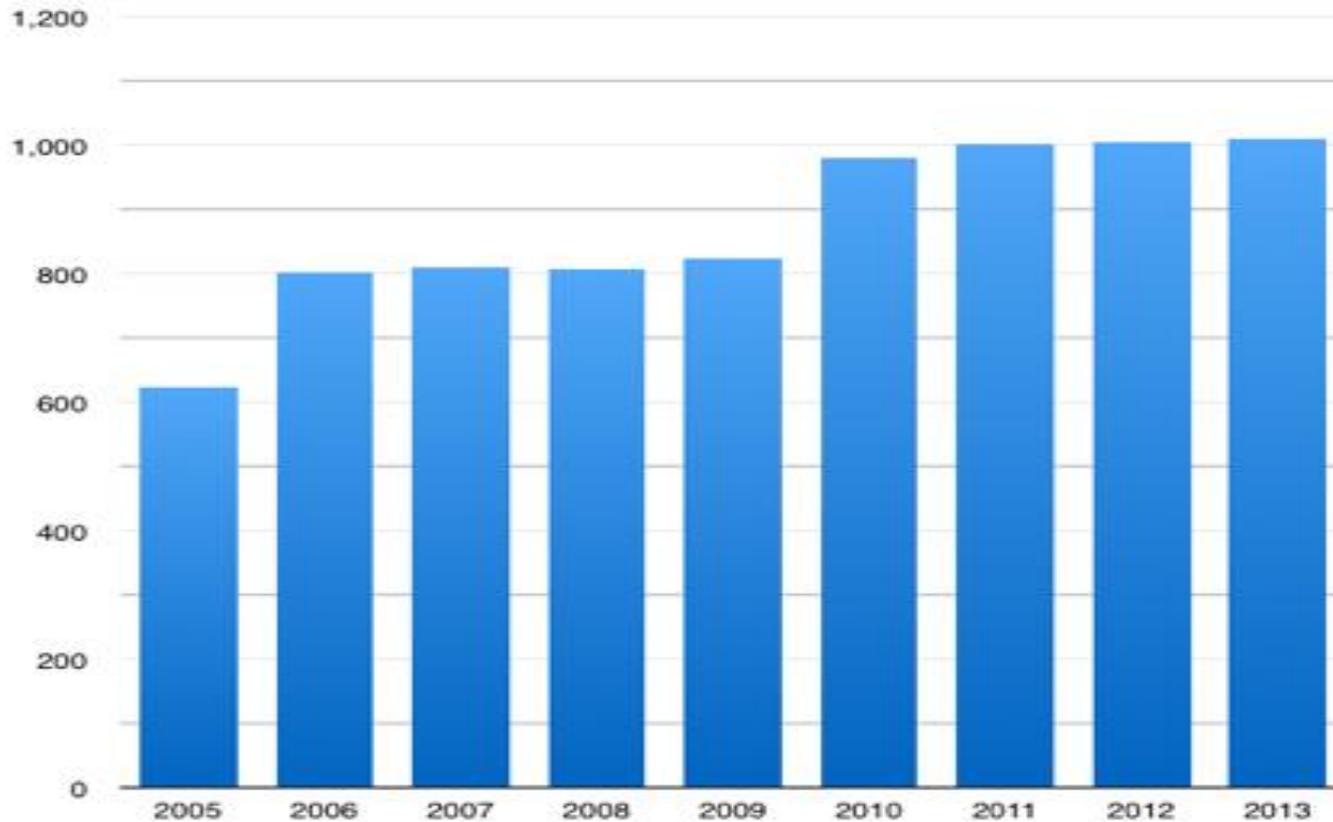
Alternatives nearly 4x GHG emissions

Alternatives over 2x energy

State of Film Recycling

74% Increase since 2005!

U.S. Postconsumer Film Acquired For Recycling
(millions of pounds)



Challenges & Opportunities for Growth



Most people don't know

- **plastic wraps can be recycled**
- **plastic bags and film generally should NOT be in curbside bins**
- **Commercial film - Billions of lbs. to be recovered**

NATIONAL PUBLIC OUTREACH & EDUCATION INITIATIVE



Founders:

Flexible Film
Recycling Group



Goal: Double film recycling to 2B lbs. by 2020

- Forge partnerships
- Educate on importance & how to recycle film
- Share tools/benchmark data/ establish best practices

ACC Investment: \$2.4 million

Right Tools Matter

Free resources at: plasticfilmrecycling.org

Recycle Plastic Film Beyond Bags

film dropoff directory

Find drop off locations in your area

RECYCLE
clean & dry
plastic film packaging,
bags & wraps
HERE

Also look for any packaging with this How2Recycle label

NO candy bar wrappers, chip bags, six pack bags or degradable bags

PlasticFilmRecycling.org

Where do I RECYCLE plastic bags and wraps? NOT curbside.

FIND A STORE OR OTHER DROP-OFF LOCATION NEAR YOU.

CLICK TO FIND

film dropoff directory

CONNECTING BUSINESS WITH

film recycler directory

RECYCLING SERVICES PROVIDERS

WHERE TO RECYCLE

film dropoff directory

PLASTIC BAGS, FILM AND WRAP

Malls and Retail Centers

That you pay interest in setting up a plastic film recycling program!

W.R.A.P.
Waste Reduction Resource Association
Circular Programs

Consumer goods are often shipped to retailers in packages or pallets wrapped with plastic film because it protects products during shipping from contamination like dirt and moisture, helps secure goods for reduced leakage and damage, and helps protect inventory from shrinkage or loss.

Why Recycle Film Plastics?
Businesses care about smart recycling practices. Customers care too, and like to feel good about where they shop. But also, recycled plastic film has a market value – there's a strong domestic market for this material to make things like composite lumber. With retail centers, there is a significant amount of flexible plastic film. Therefore, a well-designed program to collect and sell good quality plastic film to recyclers can offset operating costs, potentially generate revenue for a mall management entity, and can reduce waste disposal costs.

What is Plastic Film?

Plastic film is thin polyethylene plastic used for wraps, packaging or commercial use bags. It is sometimes called stretch film or shrink film. Most plastic film collected for recycling may carry either a #2 HDPE or #4 LDPE mark. Common commercial or retail use materials include:

- Cases, shrink, and pallet stretch film wraps
- Furniture and electronics wraps
- Film and bags designed to protect or transport merchandise
- Bubble wrap and air packets (shipping)
- Grocery, produce, newspaper and retail bags
- Dry cleaning bags

Keeping the film **CLEAN, DRY and CONTAMINANT FREE** is vital to recycling this material. Recyclers say that it is essential to keep the following out of your recycling bins to protect the quality of your material:

- Any material other than #2 or #4 (can be #6 and/or #8)
- Degradable bags and film
- Paper plastics – bottles, hangers, clamshells, etc.
- Tapes, paper, white packets or other waste
- Rigid foam or "pennafix"
- Food waste

Typically, labels and permanent marker on films are okay to recycle, as they will be removed in the recycling process.

Expanding & Positively Impacting Change



Kimberly-Clark



Honest
tea





Vancouver WRAP Campaign

Goal: Increase film recycling, reduce MRF contamination

Objectives

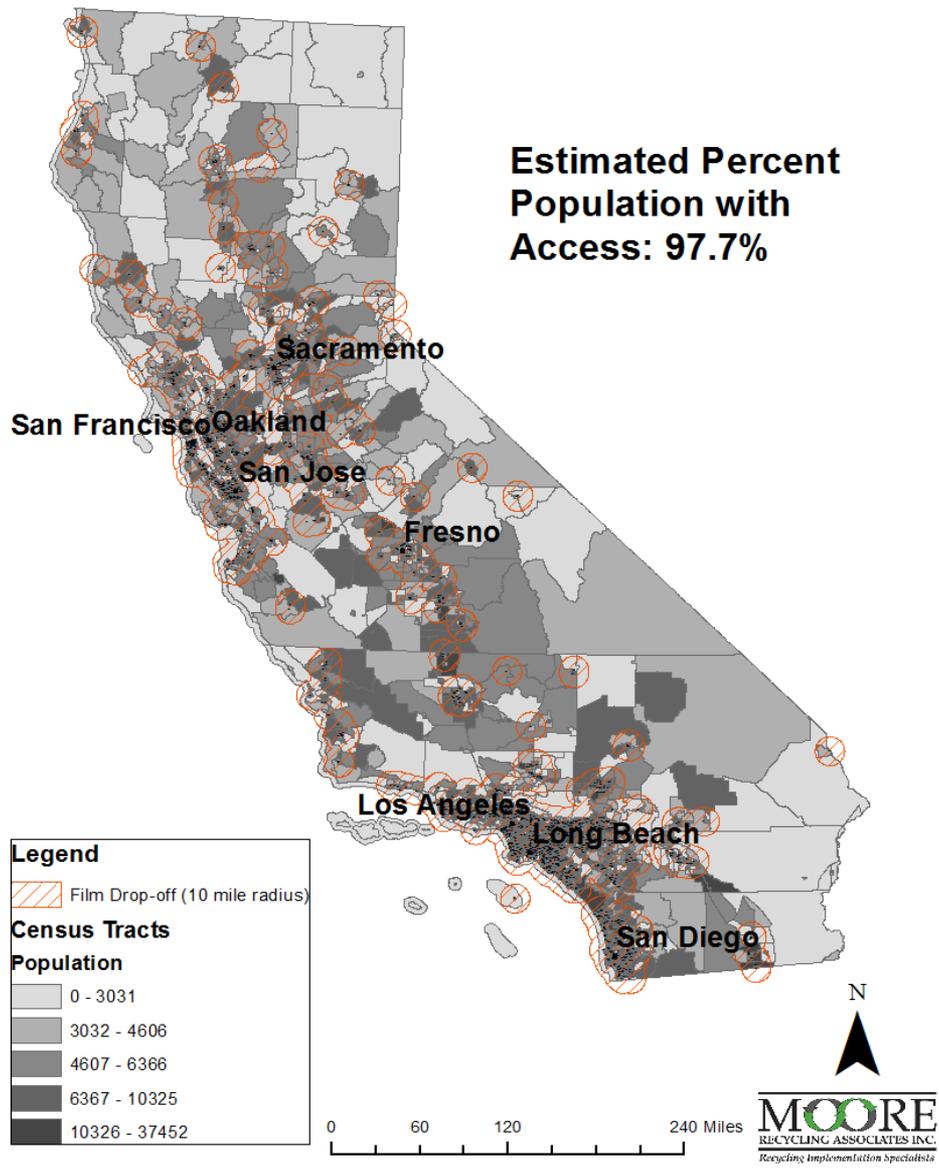
- Raise public awareness - recyclable film & opportunities
- Make film recycling easy to do, common place

- Leveraged City/County multi-year “Recycling Done Right” Campaign
- WRAP Return-to-Retail Campaign: Aug - Sept 2015
- Tested effective educational tools & approaches
- Best practices for program expansion

Vancouver Campaign Results

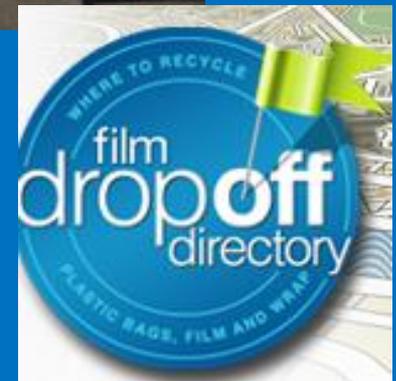
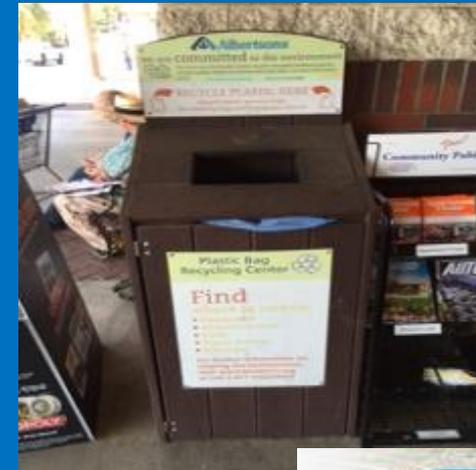
- ✓ 125% increase in bag/film collected during campaign
- ✓ Measurable reduction in contamination of curbside recyclables - 75% less bags
- ✓ Collaborative approach necessary for effectively conveying key messages

California Plastic Film Recycling Access



Access widespread

Where do I RECYCLE plastic bags and wraps?





Retail Commercial Film Recycling Program

Partnership
between RILA, ACC
& SPI



Goal - Establish film
recycling programs for
mall environment



Planning 3-part
webinar series -
1st Qtr. 2016



Alameda StopWaste,
Sustainable Packaging
Coalition & Others
Discussing the 3 Rs

Film 2nd largest recyclable after cardboard

Circular Vision for Plastics Recovery

Natural Gas & Oil



How CalRecycle Benefits

- Help meet 75% waste diversion goal
- Clear recycling solution
- Established partnership with major brands, states and localities/municipalities.

How do you play a part? ...

- Sign on as a **WRAP Champion or Partner!**
- Promote How2Recycle Label





Thank you!

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American Chemistry Council

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