

Plastic Container Cooperative Recycling Initiative

**Problem Statement and
Proposed Project**

Sacramento, Ca

January 25, 2006

Invitation to Participate

- **Asking for your help!**
 - **Manufacturers and Businesses**
 - **Government**
 - **Industry and Environmental Organizations**
- **Commit to expanding plastic container recovery and recycling**

Problem Statement

- **Low recycling rates for plastic**
- **Facilitate compliance with California's Rigid Plastic Packaging Container Law**
- **Decrease disposal**
- **Reduce litter**
- **Conserve resources**

Background Information

- **Insufficient supply of Postconsumer Material (PCM) to meet demand**
 - **production and use of plastic packaging continues to increase**
 - **recovery rates for plastic containers continues to decline**

Proposed Project Plan

- **Phase One: October, 2005 – Today**
 - **Secure Participation**
- **Phase Two: Today**
 - **Design Programs and Projects**
- **Phase Three: January – December, 2006**
 - **Jan. thru June, 2006: Convene working groups to assist the Board in identifying barriers, opportunities, and focus areas for increasing plastic container collection and recycling**
 - **July thru December, 2006: Development of programs and projects to increase plastic container recovery and recycling**

Proposed Project Plan

(continued)

- **Phase 4: January, 2007 – December, 2010**
 - **Implementation of voluntary recommendations and implementation projects.**
 - Short term (6 months–1 year)
 - Long term (1–3 years)
- **Beginning January 2011**
 - **Annually review progress and determine next steps and objectives for future efforts**

Key Issues Discussion:

- **Increase collection and recycling**
- **Increase demand for PCM**
- **Create economic incentives**
- **Increase education and outreach**

Interactive Session:

- **Comments on Proposed Project**
- **“Fishbone” Exercise**
 - **ID focus areas**
 - **Form workgroups**

What can you do?

- **Pick a workgroup and commit to participating:**
 - **Name & Organization**
 - **Email and phone**
 - **Focus Area and Working Group**
 - **Brief description of how you can contribute to focus and working group**



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