

Industry Initiatives

Progressive Bag Alliance

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Progressive Bag Alliance



- **Four U.S. Bag Manufacturers**
 - Hilex Poly, API, Inteplast, Superbag
- **Supply – CA Grocers, Retailers**
- **Programs for Solutions**
 - Increase Recycling
 - Effective Bag Use
 - Anti-Litter

Progressive Bag Alliance



Tired of Hearing “No, it can’t be done”

And instead – find new innovative ways to get it done by working with local governments, environmentalists, and customers.

Solutions Campaign - Think Outside the Box

“Solutions Campaign”

Establish Credible Programs



RECYLCE:

- Bag 2 Bag Collect bags, make new bags
- Bags-in-Bags New Local Program
- NextLife Full service collection
- Increase At-Store Bag Recycling
- Online/ APC www.plasticbagrecycling.org

Plastic Bag Initiatives



REDUCE:

- Rhino Bags Larger, stronger bags
- Clerk Training Intense, monthly on site
- Public Ed Fewer bags used
 - More Items/bag – No Double Bagging
- Printed Bags Anti-litter/recycling messages

San Juan Capistrano



- Curbside Collection of Plastic Bags
- Innovative Staff – Think Solutions, Not Restrictions
- Willing to Try Something Different
- Trusted Industry
- Hilex Poly – Stepped Up and Worked Hard
- Everybody Gave Each Other a Chance



Residential Plastic Bag Recycling Program

Used bags are cleaned, processed and made into brand new bags.



Residents collect used plastic bags.



Bags are placed in recycling cart with other recyclables.



Plastic Bag Recycling Program



Bales are transported to the Hilex® Recycling Center.

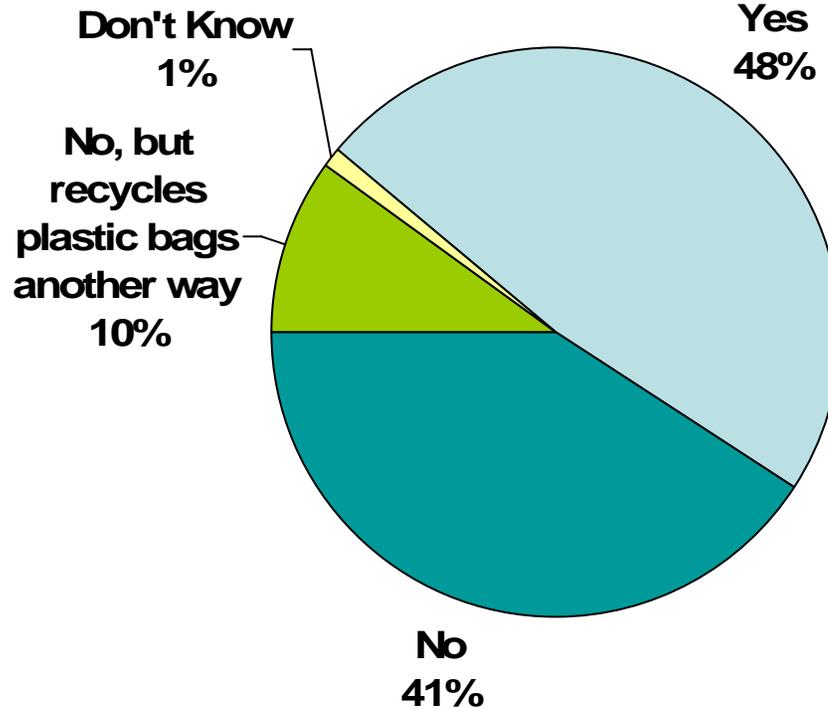


Bags are collected and baled for shipping.



Best manufacturing practices. Environmental leadership. Sound public policy.

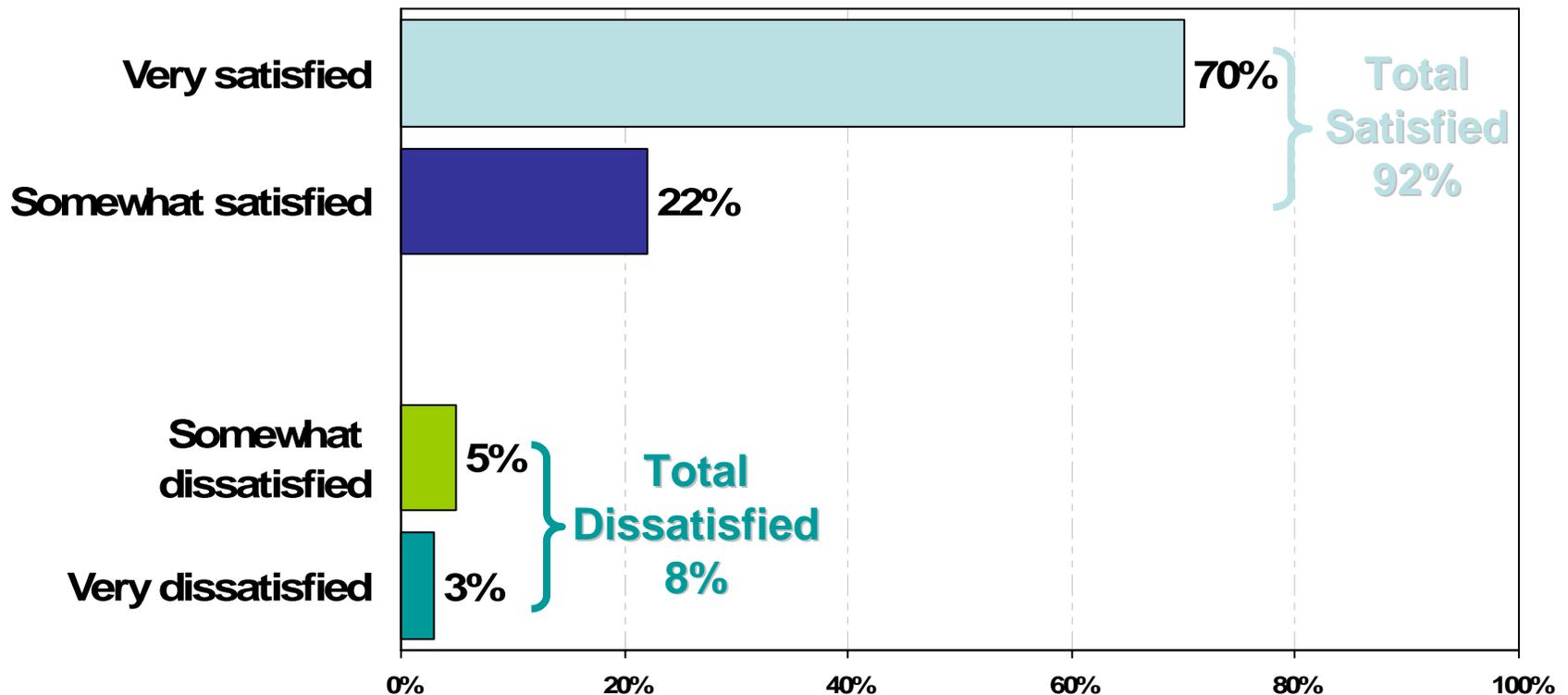
Have You/Someone in Your Household Recycled Using Program



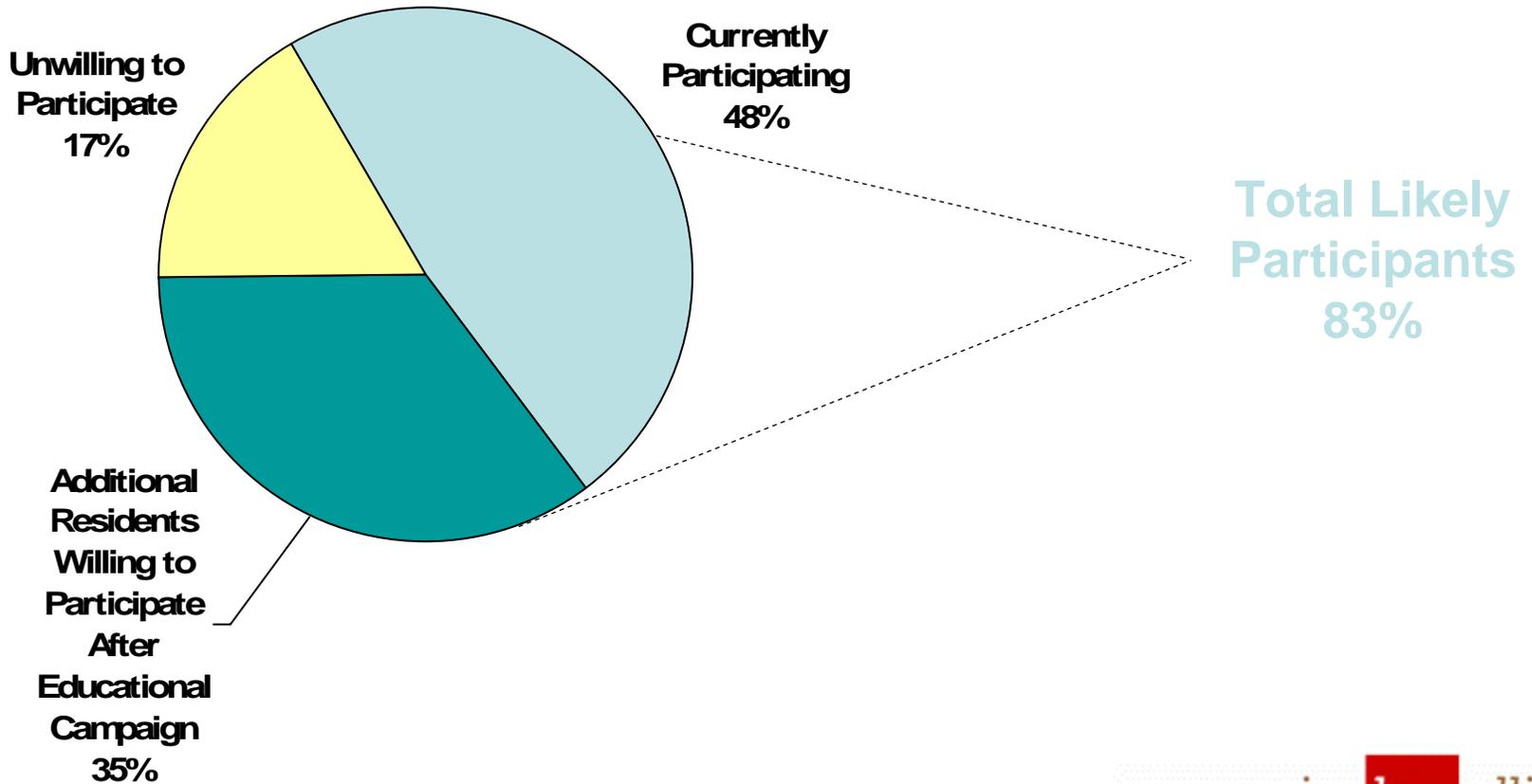
10. To the best of your knowledge have you or someone in your household ever recycled plastic bags using this program, also known as curbside Bag-to-Bag Program, which asks you to place your plastic bags in a blue bag and put the blue bag in your recycling cart for pick-up?

Participants Satisfaction with the Program

(48% of Sample)



Total Likely Residents to Participate in Recycling Plastic Bag Program



Curbside Collection Programs



- Expansion - #1 PBA Goal
- Recruiting Additional Cities
- Developed Municipal Tool Kit

Municipal Tool Kit



- How-to Implement
- Templates –
 - Advertisements – Print
 - PSA
 - Bill Stuffers
 - Letters to Citizens
- Assistance from PBA
- Technical Personnel

Recycle your plastic bags - it's easy!

Start recycling plastic bags today.

- 1** Gather your clean plastic bags (grocery bags, retail bags, dry cleaning bags)
- 2** Put them all into one bag and tie it off
- 3** Place the filled bag into your curbside recycling bin



Recycle Every Bag.
CITY OF [INSERT CITY]

To learn more about [INSERT CITY] Plastic Bag Recycling Program,
please visit [www.\[INSERT CITY\].org](http://www.[INSERT CITY].org)

Please Recycle

Print Ad

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Recycle your plastic bags - it's easy!

Did you know plastic bags can be recycled?

Reusing plastic bags is important, but it is not the same as recycling.

This new recycling program allows plastic bags to be made into new products and not end-up in the landfill or on our streets.

Please start recycling plastic bags today.

- 1 Gather your clean plastic bags (grocery bags, retail bags, dry cleaning bags)
- 2 Put them all into one bag and tie it off
- 3 Place the filled bag into your curbside recycling bin



Please Recycle

To learn more about **[INSERT CITY]** Plastic Bag Recycling Program, please visit [www. \[INSERT CITY\] .org](http://www.[INSERT CITY].org)

Matte Release

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RECYCLE YOUR PLASTIC BAGS AT YOUR CURB



[www.\[INSERT CITY\].org](http://www.[INSERT CITY].org)

Please Recycle

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Bill Stuffer

Recycle your plastic bags - it's easy!

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To learn more about [\[INSERT CITY\]](#) Plastic Bag Recycling program, please visit [www.\[INSERT CITY\].org](#)

Please Recycle

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THIS BAG IS STRONGER THAN YOU THINK

- ✓ Fill the bag with at least 8 items
- ✓ Build out the sides, fill in the middle
- ✓ A well-packed bag won't spill
- ✓ A well-packed bag guarantees a happy customer



JUST ASK FOR ONE BAG





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LA River – Plastics Task Force



- Team Approach
 - Company Executives, City Staff, FoLAR, Recycler
- Evaluated Goals – Agreed on Desired Outcomes
 - prevent plastic bags from blighting local waterways,
 - deliver recommendations that Council can approve,
 - Avoid a political battle
- **“Our goal was to arrive at collaborative opportunities that enhance the city’s environmental stewardship as well as the city’s business climate.”**

Recommendations



- Establish “Adopt-a-River Program”
- Funding – New Foundation
- Uniform city-wide public education message
- Trash Hot Spots: pilot anti-litter projects
- Market Development – Increase Recycling

Specific Projects

Los Angeles



- **Public Education – Behavior Modification**
 - Reduce, Reuse, Recycle, “Just Don’t Litter”
 - “Just Say One” – No double bagging-more items
 - Messages on Bags – 1 bag, recycle it
- **Increase At-Store Recycling Programs**
 - LA-Branded, Attract Consumers – Bring Bags Back!!
- **Adopt-A-River – Public/Private \$\$\$ Partnership**
 - Keep it Clean
 - Industry – Adopt-A-Block

San Francisco



- Voluntary Agreement Signed
 - Grocers and Mayor
- 10 Million Bag Reduction - 12/31/06
- Increase At-Store Recycling
- Curbside Collection of Bags ????

San Francisco



- PBA to Develop Public Education Programs with SF DOE
 - Reduce, Reuse, Recycle
 - Effective Bag Use
 - Increased Recycling
- Grocers – Recycling, Bag Usage
 - In Store Recycling Promo
 - Clerk Training – Intense
 - Reusable Bags for Sale