AGENDA

Background: Recycling System and *National Sword*

Why Quality Matters: Sorting Recyclables for Value

What is Industry Doing to Help Communities Improve Quality?

Introduction to the American Chemistry Council

Plastics Recycling Tools and Programs
HOW PLASTICS MOVE FROM HOUSEHOLDS TO NEW PRODUCTS

1. Collected
2. Sorted
3. Baled
4. Reclaimed
5. Recycled*

*Recycling is a circle, so consider the ways that you can buy more recycled content in your office or at home.
RECYCLING IS A GLOBAL INDUSTRY

• February 2017 – China National Sword

• July 2017 - WTO Notice – import ban
  • Post-consumer plastics • Mixed paper

• January 1, 2018: Other materials have to meet stringent contamination levels to be imported (effectively banning some baled material).
PLASTIC TYPES: EXPORTED VS. DOMESTIC USE

28% of all plastics exported in 2015
ALL PLASTICS HISTORICAL SCRAP PRICE

Scrap Price History vs Oil: 2007 to date

Source: More Recycling
Plastic Film Scrap Price History: 2007 to date

Source: More Recycling
FILM CURBSIDE VERSUS RETAIL COSTS

Source: More Recycling
HOW OUTREACH LEADS TO QUALITY

Remember to:

1. Keep Messages Simple
2. Make Information Easy to Find
3. Use Graphics/Images to Amplify Your Message

Because
you are the source of information for your residents!
RECYCLE YOUR PLASTICS WEBSITE

Terms & Tools

Recycle More Plastics in Your Community

Increase the amounts and types of plastics recycled in your community. The Plastics Recycling Terms & Tools can help.

What are the Terms & Tools?

This site helps community recycling programs more effectively educate their residents about which plastics to recycle. Our Outreach Builder tool lets you choose common plastics recycling terms that best fit your program, then download free images for your outreach materials or build a custom flyer that shows what can and can’t be recycled in your community. Use these terms and watch your plastics recycling quantity and quality grow.

Start the Outreach Builder

Why Use Common Terms to Talk About Plastics Recycling?

Every region has different plastics recycling rules. Using the common terms provided here in your community will help reduce confusion and contamination.
RECYCLING RESOURCES

- SteelSustainability.org
- RecycleCartons.com
- GlassRecycles.org
- GPI.org (glass)
- PaperRecycles.org
- RecyclingPartnership.org
- PlasticFilmRecycling.org
- RecycleYourPlastics.org
- PlasticsRecycling.org
- GlassRecycles.org
THANK YOU

Tonya Randell
More Recycling
Tonya@MoreRecycling.com
919-360-4045
UPDATED TOOLS AND RESOURCES

Increase Quantity and Improve Quality of Recycled Plastics
THE PLASTICS RECYCLING TERMS AND TOOLS

A resource to increase the quantity and quality of plastics collected

• In 2014, stakeholders came together to come up with a common set of terms for plastics recycling
  – Recyclers
  – Reclaimers
  – Exporters
  – Recycling coordinators
  – Plastics makers
  – Recycling/trade associations

• Created the Plastics Recycling Terms and Tools
  – Outreach Terms: Common terminology and simple tools for community recycling programs in the US and Canada to help these programs communicate more effectively to residents about plastic recycling.
  – Commodity Terms: Streamline communications about buying and selling plastics that have been collected in the plastics value chain.
WHY PLASTICS RECYCLING TERMS?
A new way of talking about plastics recycling

- Plastics recycling can be confusing
  - The types of plastics collected for recycling varies from one community to the other
  - The language we use to talk about plastics recycling varies
WHY PLASTICS RECYCLING TERMS?

A new way of talking about plastics recycling

• Plastics recycling can be confusing
  – Clear, descriptive recycling instructions are more effective than numbers
  – Images reinforce written instructions
Recycle More Plastics in Your Community

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Why Use Common Terms to Talk About Plastics Recycling?

Every region has different plastics recycling rules. Using the common terms provided here in your community will help reduce confusion and contamination.
STEP 1: SELECT YOUR MAIN PROGRAM

The Terms & Tools were designed with input from recycling professionals to be simple, intuitive and comprehensive. Simply match the plastics collected in your recycling program with the new terms.

Hover over the terms to see more detailed definitions.

1. Select one category that best describes the plastics you accept.

Tip: You'll be able to add qualifiers in the following steps, so don't worry if the category you choose isn't a perfect match.

- **Specific Plastic Bottles & Jars**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars

- **Specific Plastic Bottles & Containers**
  - Plastic PET (1) Bottles & Jars
  - Plastic HDPE (2) Bottles & Jars
  - Plastic PET (1) Containers & Lids
  - Plastic HDPE (2) Containers & Lids

- **Plastic Beverage Bottles**
  - Plastic Soda, Water & Other Drink Bottles

- **Plastic Bottles & Jars**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars

- **Plastic Bottles & Containers**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
  - Plastic Tubs & Lids
  - Plastic Produce, Deli & Bakery Containers, Cups, Trays
  - Plastic Non-food Containers & Packaging

- **Rigid Plastic**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & Household Bottles/Jars
  - Plastic Tubs & Lids
  - Plastic Produce, Deli & Bakery Containers, Cups, Trays
  - Plastic Non-food Containers & Packaging
  - Plastic Bulky Items

- **Plastic**
  - Plastic Soda, Water & Other Drink Bottles
  - Plastic Food & 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)
STEP 2: SELECT ADDITIONAL ITEMS

1. Add any additional items you accept that weren't captured in the category you chose in Step 1.

- Plastic PET (2) Bottles & Jars
- Plastic PET (2) Containers & Lids
- Plastic PP (5) Bottles
- Plastic HDPE (2) Bottles & Jars
- Plastic HDPE (2) Containers & Lids
- Plastic Non-food Containers & Packaging
- Plastic Buckets
- Plastic Bulky Items
- Plastic Flower Pots
- Plastic Toys
- Plastic Bags
- Plastic Bags, Wraps & Film (bag in bag)
- Plastic Tubing
- Plastic Blocks & Shapes
- Plastic Food Service & Other Containers
- None of these items

Hover over the terms to see how they are defined in the Plastics Recycling Terms and Tools.
### STEPS 3 & 4: SELECT EXCLUSIONS AND OPTIONAL NOTES

3. Select the plastic materials you would like to exclude.

   **Tip:** Only include the most important exclusions. (We recommend no more than 4.) People are less likely to read long lists.

<table>
<thead>
<tr>
<th>Exclusion</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Containers that held Hazardous Products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Toys</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Foam Peanut</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Products that are Compostable (e.g., PLA)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Blister Pack (clear formed plastic packaging around products like toys, hardware and electronics)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Flower Pots</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Black Plastic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Plastic marked PVC (g)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Clamshell or Trays from Produce, Deli, Bakery, Take-out</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Frozen Food Bags</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Plastic marked Other (g)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Straws</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Pans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Food Contaminated Containers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Lids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>None of these items</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Optional Notes/Instructions</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Empty, flatten and put caps back on bottles/jars</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rinse or wipe clean all food or other residue from bottles &amp; containers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Include lids with containers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove caps/lids and put in trash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Remove tape and labels from foam blocks and shapes/protective packaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place all clean, dry bags and film inside another bag and tie off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Separate non plastic (e.g., paper or metal) attachments from plastic products</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Add optional notes/instructions.

Next: Review
SELECT ROYALTY-FREE IMAGES FROM THE GALLERY

Image Gallery
Choose a category
Choose an Image Gallery to download!

<table>
<thead>
<tr>
<th>Main Recyclable Groups</th>
<th>Group &amp; Individual Items</th>
<th>Exclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milk Bottle Large</td>
<td>Milk Bottle</td>
<td></td>
</tr>
<tr>
<td>Water Bottle</td>
<td>Water Bottle Large</td>
<td></td>
</tr>
<tr>
<td>Ice Tea Bottle</td>
<td>Sports Drink Bottle</td>
<td></td>
</tr>
<tr>
<td>Food Bottle</td>
<td>Peanut Bottle</td>
<td></td>
</tr>
<tr>
<td>Liquid Soap Bottle</td>
<td>Liquid Soap Bottle</td>
<td></td>
</tr>
<tr>
<td>Vegetables</td>
<td>Milk Jug</td>
<td></td>
</tr>
<tr>
<td>Milk Jug With Label</td>
<td>Dairy Drink Bottle</td>
<td></td>
</tr>
<tr>
<td>Yogurt Bottle</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Download for your communications material or use in the flyer builder
BUILD YOUR FLYER

- Tools pulls in your customized program, including exclusions and instructions
- Uses images selected in the gallery
- Pulls in relevant contact information for your program
• The Outreach and Commodity Terms are available to download as PDFs
TESTIMONIALS

COLUMBIA, SC
New City Program Installs New, Innovative Plastic Education Materials

Plastic Messaging Decreases Confusion and Contamination

A new initiative to educate residents about plastic contamination is being launched in Columbia, SC. The city has installed educational materials at key locations throughout the community to help residents understand the importance of proper plastic disposal.

Recycling program began in 2000 with a 10% capture rate, recently increased to 30%.

Through their efforts, city officials hope to encourage increased recycling and proper plastic disposal.

OUTAGAMIE COUNTY, WI
Expanded Recycling Access Drive Supported by Plastics Technology

Descriptive Plastic Terms Enable NBF to Expand Collection and Access

The NBF has expanded its recycling capabilities with the help of descriptive plastic terms. This has allowed them to increase the amount of plastic they can collect and process.

GARRISON COUNTY, ND
Plastic Recycling Program Increased by 50% with New Technology

Plastics Recycling Program Increased by 50% with New Technology

The county’s recycling program has seen a 50% increase in plastic recycling with the help of new technology. This has allowed them to expand their recycling capabilities and decrease plastic contamination.

GREENSBORO, NC
Eco-Friendly Recycling Barns Reduce Contamination

Eco-Friendly Recycling Barns Reduce Contamination

A new recycling barns have been installed in Greensboro, NC to help reduce plastic contamination. These barns feature advanced technology to separate and process plastic waste.

"Recycling needs to be simple, clear, and engaging." - Tom Davis, Recycling Education Specialist

"We would love to have more information on the local recycling program and how it impacts our community. We see it as a positive step towards a cleaner environment." - Sarah Thompson, Green Waste Assistant Superintendent
TESTIMONIAL: OUTAGAMIE COUNTY, WI

BEFORE: Original message relied on numbers and was confusing to residents.

AFTER: New materials using descriptive terms are clear and easy to understand.
**TESTIMONIAL: GREENSBORO, NC**

**BEFORE:** Original message of “All Plastics 1-7” was confusing to residents and many didn’t know exactly what to put in carts.

**AFTER:** New outreach materials were bright and grouped plastics by clear, descriptive terms and images.
GROWING ADOPTION OF THE TERMS AND TOOLS

Working at the:

• Local Level:
  – Individual communities and cities

• State Level:
  – State recycling associations
  – State environmental agencies

Are you next?
“From the feedback from the MRF, it seems quality is steady. Quantity is steadily increasing. Overall, our residents are extremely happy with our education program. They say they understand better what recycling is and isn't. Pictures paired with terms are the most helpful.”—Samantha Yager, Solid Waste Assistant Superintendent
THE WRAP RECYCLING ACTION PROGRAM (WRAP)
A Public Education and Outreach Initiative

• WRAP works to:
  – Provide resources and best practices for plastic film recycling
  – Refine best practices in collaboration with partners
  – Expand network of stakeholders
Many people don’t know:

- Plastic bags—and wraps and other flexible film packaging—can be recycled
- Plastic film typically should not be recycled curbside
- How or where to recycle plastic film

PLASTIC FILM RECYCLING CHALLENGES

Lack of awareness
Principal Tactics and Strategies:

- Common suite of materials
- Educate on how & why
- Measure impact, improve results
- Share & expand best practices
HOW WRAP WORKS

Brands, SPC - How2Recycle Label

Recyclers, APR

APR DesignTM Guide for Plastics Recyclability - PE Films

State & Local Outreach

Public-Private Partnerships

Retail Collection - 18,000 drop-off locations
Plastic bags and film **widely recycled** – not curbside

These programs collect a **variety of flexible plastic packaging** for recycling: produce, shopping and dry cleaning bags; **wraps from napkins, paper towels, bathroom tissue**, beverage cases....

Recycle at one of the more than **18,000 store drop-off locations** across the country.
ROADMAP TO WRAP: PDF AND DIGITAL
DIRECT TO RESIDENTS: CART TAGS

NO BAGGED RECYCLABLES...
NO BAGS OF BAGS...
NO BAGS!

Recycle clean, dry, plastic bags, film and wrap at participating stores.

We need your help!

Because you put a lot of effort into recycling, we want to help you do it right. Please remember to keep plastic bags, plastic wrap and glass out of your blue recycling cart. These items can dog sorting machines and create a hazard for workers.

WIN PRIZES!

We want to thank you for recycling right! Go to RecyclingDoneRight.com for the chance to win a Kindle, a reusable bag or other prizes.

Questions?
Call (360) 297-2121 ext. 4362
DIRECT TO RESIDENTS: BILL INSERTS/MAILERS

Now RECYCLE
Clean & dry plastic film packaging, bags and wraps at your local store or drop-off location.

(Not in your curbside Recycle Cart)
Find out where to recycle plastic items like those shown on the reverse side at PlasticFilmRecycling.org.

Please do not include candy bar wrappers, chip bags, six-pack rings, degradable bags or foam food bags.

Recycle Right beyond the bag!
Learn more about what you can do in our community at cityofwaukesha.us/wrap

Plastic Bags (Film)
Don’t bin it – Recycle it!

Look for plastic bag & film recycling containers near local grocery and retail stores entrances:
- Pick ’n Save
- Sam’s Club
- Metro Market
- Target
- Kohl’s
- JC Penney
- Walmart

Types of plastic films accepted:
- Plastic bags
- Produce bags
- Bread bags
- Dry cleaning bags
- Plastic case wrap from snack and beverage cases
- Plastic film packaging (clean and dry)

For more information visit cityofwaukesha.us/wrap

RECYCLE CLEAN, DRY PLASTIC BAGS AND FILM PACKAGING

Air Fills
Grocery & Retail Bags (includes canvas & linen)
Canteen Wrap (his not included in plastic recycling)
Newspaper Bags

plasticfilmrecycling.org

Bread bags
Produce Bags
Dry Cleaning Bags (Impulse power and handport)
Napkins, Paper Towel, Kitchen, Floor and Paper Wrap Packaging
INFORMATIONAL DIGITAL BADGE

Where do I RECYLE plastic bags and wraps? NOT curbisde.
FIND A STORE OR OTHER DROP-OFF LOCATION NEAR YOU.
CLICK TO FIND

film dropoff directory
WRAP COMMUNICATIONS TACTICS

• Social Media
• E-newsletters & Websites
• Other Community Outreach

Film Plastics

In an effort to recycle as much as possible, many people mistakenly put their plastic bags in their recycling carts. Unfortunately, plastic bags and other types of film plastics do more harm than good when disposed of in this way. Plastic bags, shrink wrap, bubble wrap and other types of “stretchy” film plastic easily tangle in the machinery that is meant to sort recyclables into separate categories. This slows efficiency of the facility, as the machines have to be shut down to allow workers to climb in and cut out the bags with box cutters. This material accounts for at least a 25% reduction in efficiency.

So what should I do with them?
First and foremost, try to eliminate plastic film from your life as much as possible by taking your own reusable bags to the grocery store, reuse bubble wrap, and try to reduce the amount of plastic film you buy in general.

Reuse and Recycling: Plastic bags can be reused in your home (e.g. as waste basket liners or doggy poo scooper bags.) Any bags you don’t reuse can be properly recycled by placing them in the receptacles found near the front of most grocery stores. These bags will be recycled with other materials of the same kind and not have a chance to choke recycling sorting machinery.

For more information, go to wcnorthwest.com
THANK YOU

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