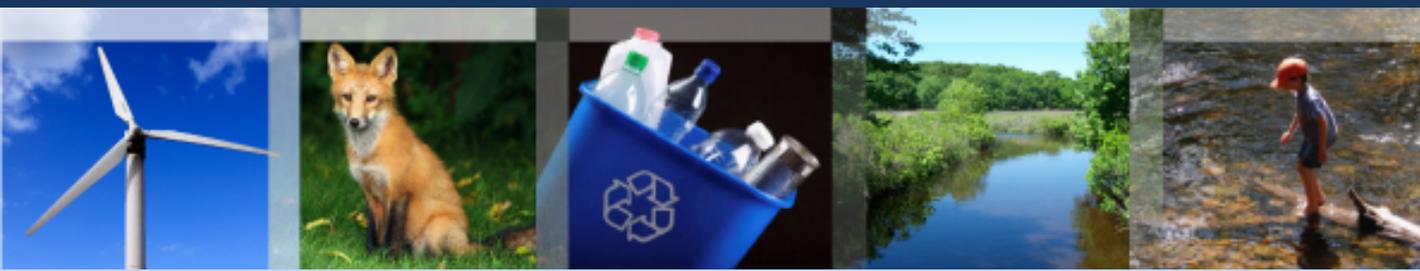




Connecticut Department of Energy and Environmental Protection



CT WRAP Program Update, April 2017

Comprehensive Materials Management Strategy

- CMMS Goals:

1. Improve performance of municipal recycling programs and reduce waste, including increasing participation and compliance with mandatory recycling provisions
2. Develop and improve recycling and waste conversion technologies
3. Encourage corporations that design, produce, and market products to share responsibility for stewarding those materials in an environmentally sustainable manner

[Comprehensive Materials Management Strategy, 2016](#)



Connecticut Department of Energy and Environmental Protection



WRAP Program – in Connecticut

- Creates solution
 - More than message of “stop putting bags with your mixed recycling”
- Increases/retains value when source separated
- Establish or strengthen program(s) before statewide recycling marketing campaign (expected May 2017)



It's more than just bags

Recycle clean, dry plastic bags and film packaging



Air Pillows



Grocery & Retail Bags
labeled #2 (HDPE) or #4 (LLDPE)

*Tip: Store in plastic bag until
next trip to the store*



Case Wrap



Newspaper Bags

Look for this label
on film products
like these:



Bread Bags
(with crumbs shaken out)



Produce Bags



Food Storage Bags



Napkin, Paper Towel,
Bathroom Tissue and
Diaper Wrap Packaging

CT WRAP Partners

- American Chemistry Council, Sustainable Packaging Coalition, MoreRecycling, Trex
- CT Municipalities
 - 22 municipalities, plus HRRRA and River COG (as of 3/2017)
- CT MRFs accepting residential recyclables
- CT Food Association
 - Price Chopper
 - Adams Markets
- CT Retail Merchants Association



What Does it Take to Be a Champion?

- Register at plasticfilmrecycling.org
- Verify Film Drop-off Location listings in your area
 - Check the Drop-off Directory at plasticfilmrecycling.org for your town.
 - Call or visit locations in your area (even just one is helpful) to verify whether they have a plastic bag/film recycling bin.
 - Email melanie@morerecycling.com and provide a list of the Yes's or No's in your area by **April 30**.
- Promote the program to residents and provide a link to the Directory so they can find nearby participating retailers.





↓ CAUTION ↑

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EASTERN

Plastic Bags & Film

- Detrimental to staff; staff spend a lot of time taking bags out of the system; cleaning equipment
- Detrimental to equipment; gets wound around equipment
- Plastic bags has less value when collected at and mixed with other recyclables







CT Residents – how much do they know?

When it comes to recycling, have you heard that certain plastic items should be taken grocery or retail stores to ensure proper recycling?

53% - Yes, I have heard of this

47% - No, I have not heard of this before now



CT Residents – how much do they know?

Which of the following items, if any are supposed to be taken to grocery or retail stores to ensure proper recycling?

53% - plastic bags for groceries

16% - Plastic wraps around packs of water

15% - Plastic bubble wrap

15% - Plastic bags for newspapers

13% - Plastic bags for sealable food storage

12% - Plastic bags for bread bags

12% - Plastic shipping pillows

11% - Plastic bags for dry cleaning

11% - Plastic wraps around furniture and electronics

7% - Plastic bags inside cereal boxes

6% - Plastic wraps around diapers

6% - Other

23% - All of these

9% - None of these



CT Residents – how much do they know?

How often, if at all, do you take plastic bags or plastic product wrapping to grocery or retail stores for recycling?

18% - always/all the time

19% - most of the time

24% - sometimes

15% - rarely

24% - never



Our Partners...brought ideas, challenges

– Municipalities

- Collect at transfer stations?

– CT Food Association & CT Retail Merchants Association

- What are retailers in CT doing now? Are they interested in working with us?





CT WRAP Launch Event

- Promote the campaign
- Highlight partners, partnerships
- Encourage residents to participate
- Encourage more municipalities and retailers to partner with us



Data – Before the Launch

- Muni Transfer Station
 - About 125 pounds/month (Branford)
- MoreRecycling plastic film audit (at Price Chopper distribution center - film from 4 different CT stores)
 - 50% grocery bags (weight)
- Plastic film audit (Adams – front of store)
 - 38% grocery bags (volume, not weight)
- ACC Pre-survey
 - 53% aware; 47% not aware you can recycle plastic grocery bags/film
 - Of those who are aware, less than 16% (and less) aware of all other acceptable materials (beyond grocery bags)





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Connecticut Department of Energy & Environmental Protection (DEEP)

February 22 · 🌐

DEEP Commissioner Klee (shown with DEEP's Sherill Baldwin) joined state officials Tuesday at Price Chopper in Middletown to kick off Connecticut WRAP (Wrap Recycling Action Project), an innovative public/private partnership that promotes recycling of plastic "film" beyond bags.

Price Chopper store in Middletown is one of the many retail stores accepting plastic bags and wraps for recycling in storefront bins.

Residents can learn where and what to recycle at www.plasticfilmrec... [See More](#)



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Chat

Some clippings

- ["Kennedy, DEEP, Grocery Stores and Retailers Launch Campaign to Promote Recycling of Plastic Bags and Wraps,"](#) The Branford Seven, February 22, 2017.
- ["CT DEEP, Public Officials Launch Campaign to Recycle More Plastic Bags, Wraps,"](#) The Register Citizen, February 21, 2017. Shoreline Plus
- ["Shoppers can recycle plastic bags, DEEP stresses,"](#) Rob Polansky, Eyewitness News, February 21, 2017. (includes video)
- ["DEEP kicks off new plastic bag recycling program,"](#) Kent Pierce, WTNH News, February 21, 2017. (includes video)
- ["Got Plastic Bags? WRAP Aims To Step Up Recycling Education,"](#) John Voket, Newtown Bee
- ["Public-private partnership launches plastics-recycling push,"](#) Matt Pilon, Hartford Business, March 2, 2017.
- [Officials Launch New Plastics Recycling Program,"](#) CBS Connecticut, February 21, 2017.
- ["Connecticut launches WRAP program to increase flexible film recycling,"](#) Cole Rosengren, Waste Dive, February 22, 2017.
- ["Connecticut launches new campaign to boost plastics recycling,"](#) Paul Ploumis, Scrap Monster, February 22, 2017.
- ["Plastic Matters, Retailers Partner to Increase Plastic Film Recycling,"](#) Jessica Lyons Hardcastle, Environmental Leader, February 21, 2017.



Next Steps

- Continue to promote the program
- Post-launch data collection (June 2017)
- Continue to seek new partnerships
- Promote plastic film recycling and ‘no bags in mixed recycling bin’ as part of “What’s In, What’s Out” statewide recycling marketing campaign (coming in May 2017)



Questions?

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www.ct.gov/deep/recycle

www.facebook.com/CTRecycles



Connecticut Department of Energy and Environmental Protection