



Connecticut Department of Energy and Environmental Protection



CT WRAP: Plastic Film Recycling in Connecticut

November 14, 10:30am
Presented by Sherill Baldwin
NERC Fall Conference, Amherst, MA



Connecticut Department of Energy and Environmental Protection

Why plastic bags; plastic film?

- In 2012, contracted Product Stewardship Institute to help set product stewardship priorities in partnership with the CT Product Stewardship Council for Connecticut (17 product categories identified)

#5 packaging

#11 plastic films

#14 plastic bags

[CT DEEP, Product Stewardship](#)



Connecticut Department of Energy and Environmental Protection

Comprehensive Materials Management Strategy

Three Main Strategies:

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

Comprehensive Materials Management Strategy

Statewide Waste Characterization, incl. composition of mixed recycling

- Film (in MSW)
 - 3.7% of waste stream
- Film (in mixed recycling)
 - 3.2% of residential mixed recyclables



[CT DEEP 2015 Statewide Waste Characterization Study](#)



Connecticut Department of Energy and Environmental Protection



AVISO
WARNING

¡Atención! Este equipo está diseñado para ser operado por personal capacitado. No toque partes móviles, especialmente las partes de corte, cuando el equipo esté en funcionamiento. Mantenga las manos y los pies alejados de las partes móviles. No opere el equipo si está cansado o bajo los efectos de alcohol o drogas. No opere el equipo si no está autorizado para hacerlo. No opere el equipo si no está familiarizado con su uso. No opere el equipo si no está familiarizado con su mantenimiento. No opere el equipo si no está familiarizado con su reparación. No opere el equipo si no está familiarizado con su desmontaje. No opere el equipo si no está familiarizado con su transporte. No opere el equipo si no está familiarizado con su almacenamiento. No opere el equipo si no está familiarizado con su eliminación. No opere el equipo si no está familiarizado con su reciclaje. No opere el equipo si no está familiarizado con su reutilización. No opere el equipo si no está familiarizado con su recuperación. No opere el equipo si no está familiarizado con su gestión. No opere el equipo si no está familiarizado con su tratamiento. No opere el equipo si no está familiarizado con su disposición. No opere el equipo si no está familiarizado con su eliminación. No opere el equipo si no está familiarizado con su reciclaje. No opere el equipo si no está familiarizado con su reutilización. No opere el equipo si no está familiarizado con su recuperación. No opere el equipo si no está familiarizado con su gestión. No opere el equipo si no está familiarizado con su tratamiento. No opere el equipo si no está familiarizado con su disposición.

203B

03A

WRAP Program – in Connecticut

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



It's more than grocery 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

plasticfilmrecycling.org

CT WRAP Partners

- American Chemistry Council/Flexible Film Recycling Group, Sustainable Packaging Coalition, MoreRecycling, Trex
- CT Municipalities aka “Champions”
 - 40+ municipalities, plus HRRRA and River COG (as of 10/2017)
- CT MRFs accepting residential recyclables
- CT Food Association
 - Price Chopper, Adams Markets, ShopRite
- CT Retail Merchants Association
 - WalGreens (soon)



What Does it Take to Be a Champion?

Municipalities, Schools or Organizations

- 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.
- Promote the program to residents and provide a link to the Directory so they can find nearby participating retailers.





Initial Goals of CT Campaign

– CT DEEP

- Reduce contamination in curbside, offer positive alternative for residents *where can bags/film be recycled*

– CT Municipalities

- Can bags/film be collected at transfer stations, libraries, schools, community centers?
- Ideas for promoting locally; other resources available

– CT Food Association & CT Retail Merchants Association

- What are retailers in CT doing now? Interested in joining campaign? What resources do they need?



What ACC/More Recycling Bring

- National perspective, awareness
- A few counties/couple of states behind them
- Expertise in markets and connections to those markets
- Willingness to work on our goals, challenges, ideas, etc.
- Contractors: Marketing, Surveys, Audits





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)



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



CT WRAP Launch Event

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





Connecticut
Department of
Energy &
Environmental
Protection (DEEP)
@CTDEEP

- Home
- About
- Photos
- Events
- Policies
- Likes
- Other DEEP Pages
- Videos

Posts

Create a Page

- Like
- Follow
- Share
- ...



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](#)



- Like
- Comment
- Share
- ...

12




Learn More

Message

About See All

- 📞 (860) 424-3000
- 💬 Typically replies within an hour [Message Now](#)
- 🌐 www.ct.gov/deep
- 🏢 Government Organization · Environmental Co...
- 🕒 Hours 8:30AM - 4:30PM [Open Now](#)

Liked by This Page ➤

-  **Center for Climate Pre...** Like
-  **Richard Blumenthal** Like
-  **Gateway National Rec...** Like

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

Privacy · Terms · Advertising · Ad Choices · Cookies · More ▶
Facebook © 2017

Expanding Program

- ACC's Portal; press release templates, suggested tweets, photos, videos, etc.
- Municipalities continue to join
- Support CT Munis:
 - Webinar – Trex Challenge - recycling coordinators, teachers and parents
 - Local launch events, promotional activities
- Local media contractor



East Hartford Launch

- East Hartford Mayor, ShopRite
- Spanish version of “tip card”;
- Telemundo joined for launch event
- Created page to promote to their residents
- Created video



Connecticut Department of Energy and Environmental Protection

Post-Audit Results: Price Chopper

- 4 Hartford-area Price Chopper supermarkets
 - Before and After
 - 15% increase (bags & film together) in supermarket collection
 - 15% decrease in contaminants (mostly trash, some non PE films)
- “Control” – non-study area stores
 - Two stores – similar to CT’s results
 - Two had 84% and 45% trash contamination (due to collecting in redemption center areas).



Next Steps

- Continue to promote the program
- Post-launch consumer survey
- 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





Sherill Baldwin

Sherill.Baldwin@ct.gov

860-424-3440

www.ct.gov/deep/recycle

www.facebook.com/CTRecycles

www.RecycleCT.com



Connecticut Department of Energy and Environmental Protection