



# THE EMERGENCE OF WRAP: OVERCOMING BAG & FILM CHALLENGES

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Flexible Film  
Recycling Group



# OVERVIEW

What are the Challenges?

Existing Policies

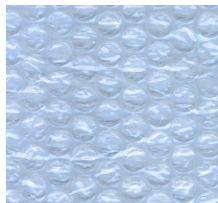
What Bans/Fee May Miss

WRAP and Program Success

# CHALLENGE: LITTER & DISPOSAL ISSUES



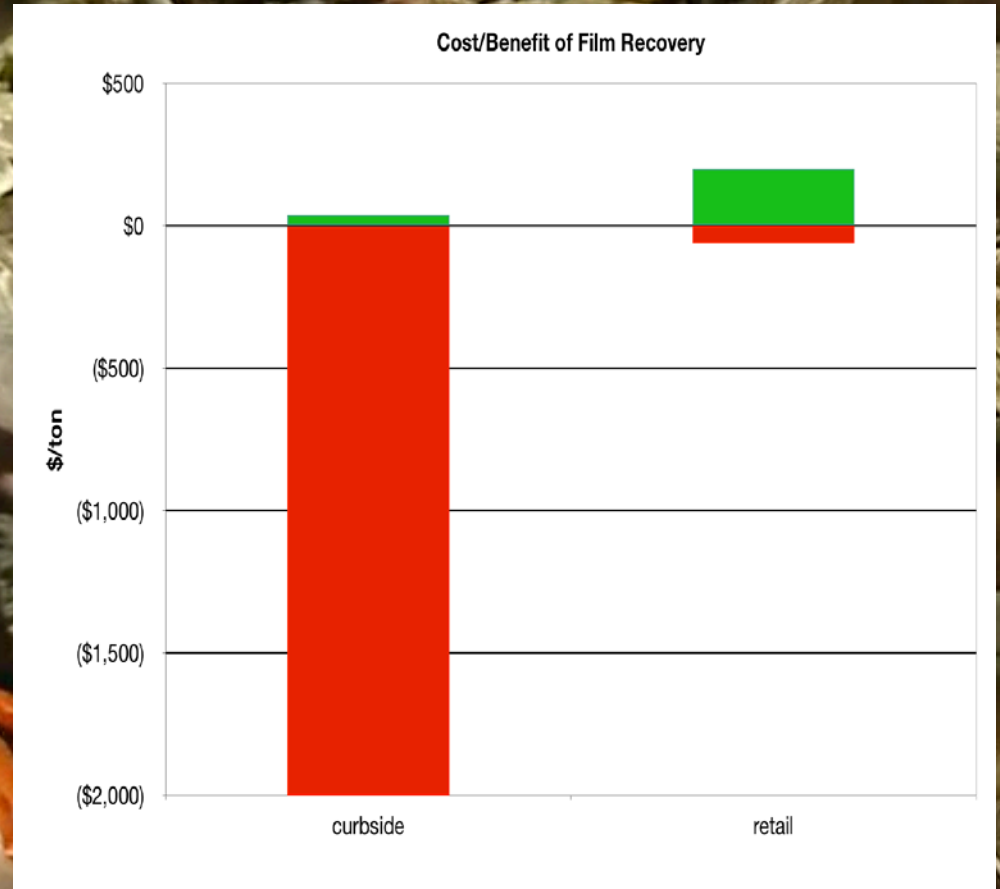
# CHALLENGE: LOW PUBLIC AWARENESS



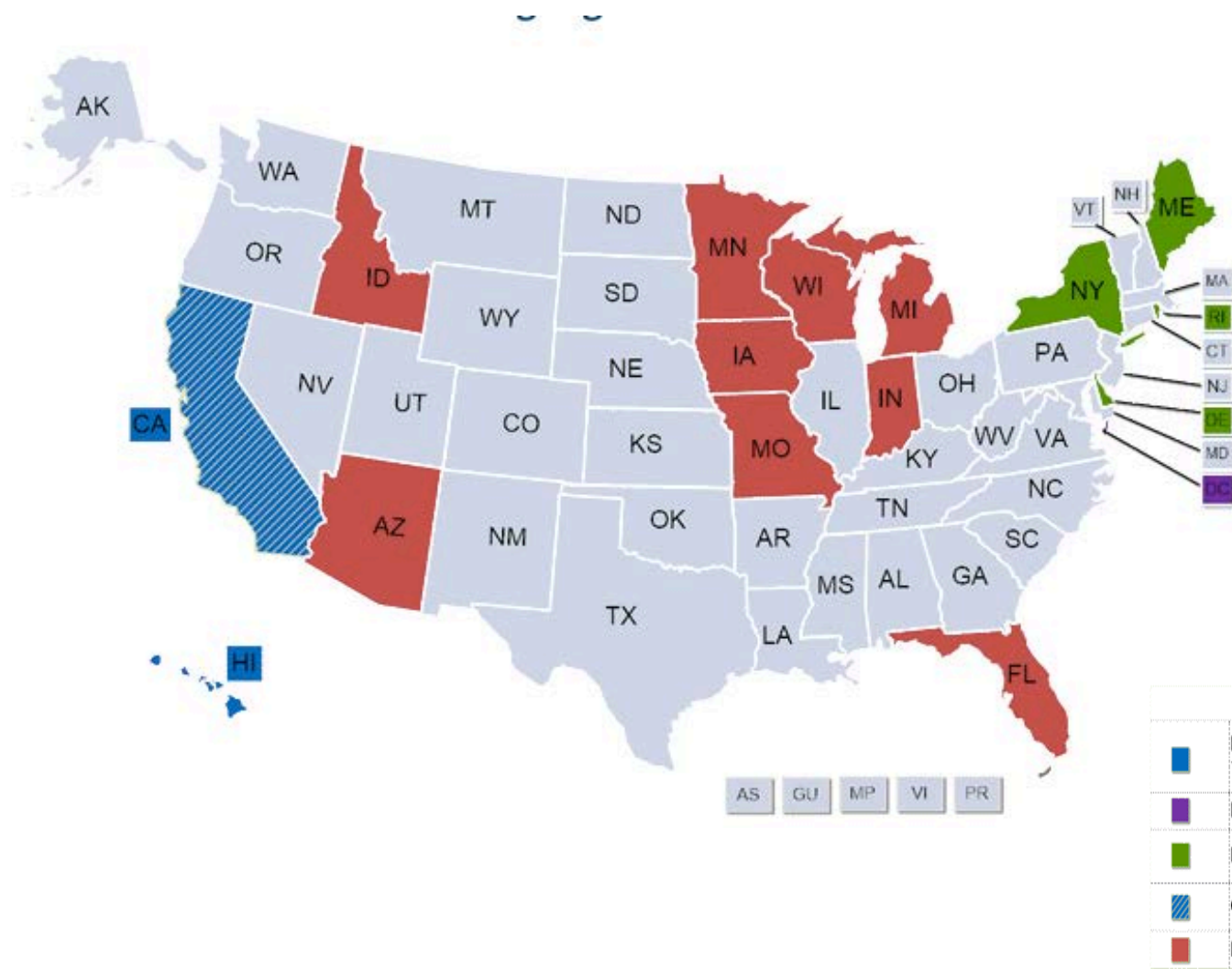
Most people don't know ....






- Plastic bags and film can even be recycled
- Plastic bags and film are *generally not accepted in curbside recycling*

# CHALLENGE: MRF CONTAMINATION & COSTS



# POLICY RESPONSE: BAG LEGISLATION



LEGEND	
	Bans *HI has a de facto statewide ban
	Fees or Taxes
	Labeling, Recycling or Reuse Programs
	CA has both a ban and labeling, recycling or reuse programs
	Preemption

Source: National Conference of State Legislatures

# POLICY RESPONSE: BAG BANS AND FEES

## Notable Cities with Plastic Bag Bans/Fees

Cities with Plastic Bag Bans	Cities with Plastic Bag Fees
Austin	Boulder, CO
Cambridge, MA	Brownsville, TX
Chicago	Montgomery County, MD
Los Angeles	New York City
San Francisco	Portland, ME
Seattle	Washington, D.C.

Source: National Conference of State Legislatures

# BEYOND THE BAG: WHAT BANS & FEES MAY MISS

- Plastic bags account for only about 1/3 to 1/2 of the mixed retail material recycled in the US.
- **Remaining 1/2 to 2/3 is film packaging that still presents recycling challenges for MRFs and curbside recycling programs.**
- Legislation/Policy should be enacted with retailers as stakeholders





# BEYOND THE BAG: WHAT BANS & FEES MAY MISS

- Bans often lead to removal of recycling bins and access to recycle “beyond the bag” materials, even with state mandates
- Spot checks in CA found removal of bins after Nov 2016 ban.
- **Access is necessary for recyclability claims**



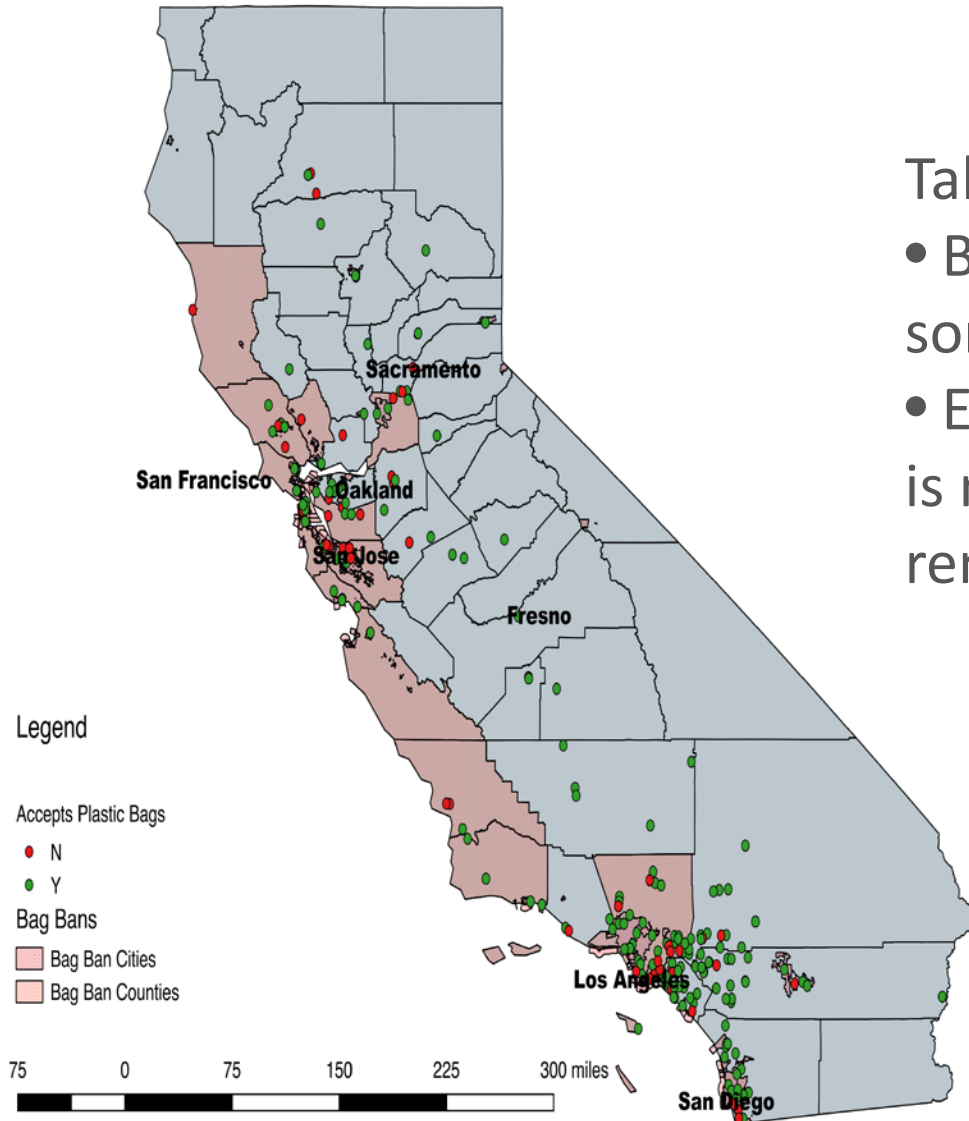
## CA DROP OFFS SAMPLE- NOVEMBER 2018

- **Surveyed 118 stores in areas with no prior local ban**
  - 75% (89 stores) are still accepting bags and film.
    - 86% of those accepting have a bin.
    - 30% of those accepting do not have a bin (but say they accept)
  - 17% (20 stores) no longer accepting bags and film.
    - 29% (8 stores) of those no longer accepting confirmed they *previously did in the last year.*
      - **50% (4 stores) of those confirmed no longer accepting because of the ban**
  - Remainder of stores were closed.

## CA DROP OFFS SAMPLE- NOVEMBER 2016

- **Surveyed 119 stores in areas with a prior local ban**
  - 67% (80 stores) are still accepting bags and film.
    - 81% of those accepting have a bin.
    - 19% of those accepting do not have a bin (but say they accept);
  - 24% (28 stores) no longer accepting bags and film.
    - 46% (13 stores) of those no longer accepting confirmed they *previously did in the last year.*
      - **62% (8 stores) of those confirmed no longer accepting because of the ban**
  - Remainder of stores were closed.

# CA DROP OFFS SAMPLE



## Take Aways:

- Bans can lead to removal of some bins
- Enforcement of state mandate is needed to curtail further removal

# WRAP RECYCLING ACTION PROGRAM (WRAP)



The Association of  
Plastic Recyclers

- “Return to Retail” message uses existing efficient collection pathway
- Maximize material quality- for film *and* other commodities
- Protect local environment & reduce litter
- Educate consumers about recycling material “beyond the bag”
- **Agnostic on bans and fees**

# HOW WRAP WORKS



Common Goal

One Initiative

Motivated Partners

**REINVIGORATING FILM RECYCLING:  
DOUBLE FILM RECYCLING BY 2020 TO 2 BILLION POUNDS**

# PRINCIPAL AUDIENCE AND PARTNERS

Consumers /  
General Public



Businesses



Partnerships,  
Campaigns, Allies



Educate  
on why &  
how

Common  
suite of  
materials

Measure  
impact &  
improve results

Share &  
expand best  
practices

# TOOLS & COLLATERAL



Front of Card

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

Where Can I Recycle Plastic Bags & Wraps? All Store Drop-Offs! See back panel for details.

W.R.A.P.

Back of Card

Recycle clean, dry plastic bags, film and wraps at participating stores

Recycle clean & dry plastic film packaging, bags & wraps **HERE**

**NOT in Curbside Recycling**

Produce Bags	Plastic Shopping Bags	Bread Bags	Dry Cleaning Bags
Ziploc Bags	Shipping Boxes	Shipping Containers	Shipping Labels
Ziploc Bags	Shipping Containers	Shipping Labels	Shipping Labels

Also look for any packaging with this How2Recycle label

**NO candy bar wrappers, chip bags, six-pack rings or degradable bags**

PlasticFilmRecycling.org

**PLEASE RECYCLE PLASTIC BAGS & WRAPS RIGHT HERE!**

We are excited to be participating in the Wrap Recycling Action Program (WRAP) – a new campaign encouraging consumers to recycle plastic packaging... more than just carryout bags. Help us!

1. collect your clean and dry plastic bags and film packaging
2. place them in a plastic bag
3. deposit it in the storefront recycling bin next time you shop

**YOU CAN RECYCLE:**

- plastic carryout bags
- bread bags
- product overwraps for bathroom tissue, napkins, paper towels, bottled water cases, etc.
- shipping pillows
- zip-top bags
- produce bags
- dry cleaning bags
- newspaper bags

WRAP is a public/private partnership of the Wisconsin Department of Natural Resources, City of Milwaukee, Bemis, SC Johnson, Waste Management, Trax, the American Chemistry Council's Flexible Film Recycling Group and GreenStar's Sustainable Packaging Coalition. Let's work together to recycle more plastic film!

**Pick 'n Save**  
for a list of locations visit: [picknsave.com/storelocator](http://picknsave.com/storelocator)

PLEASE DO NOT PLACE PLASTIC BAGS AND WRAPS IN YOUR CURBSIDE RECYCLING

bag  
plasticfilmrecycling.org  
wrap



# REDUCE, REUSE MESSAGE & WRAP

## Princeton Merchants Association

- Created “ABC” program to encourage Reduce, Reuse, *then* Recycle.
- Partnership with local merchants, major grocer and municipality.
- Many tons of material diverted in the first year.

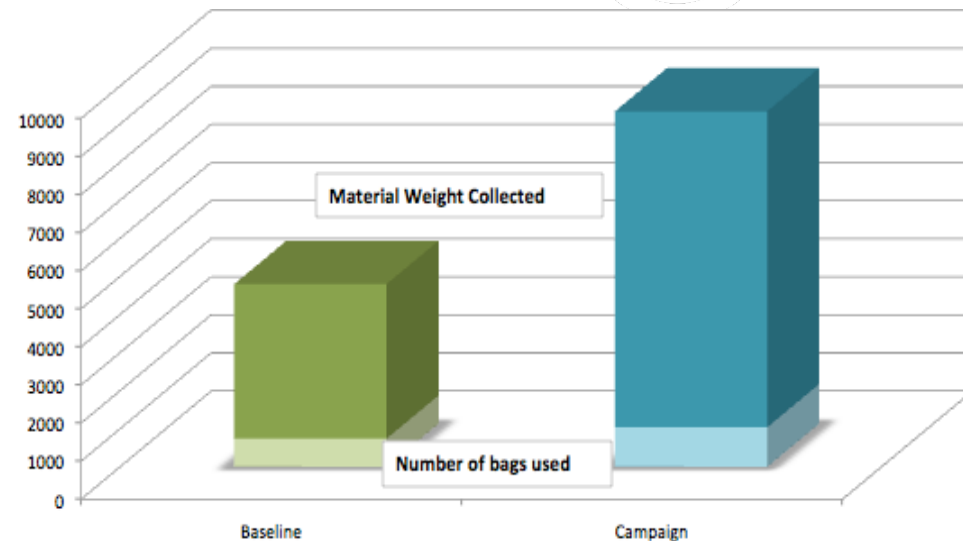


# WRAP CAMPAIGN SUCCESS

- Increase from 41% to 53% of respondents knew that bags and film shouldn't be in curbside carts

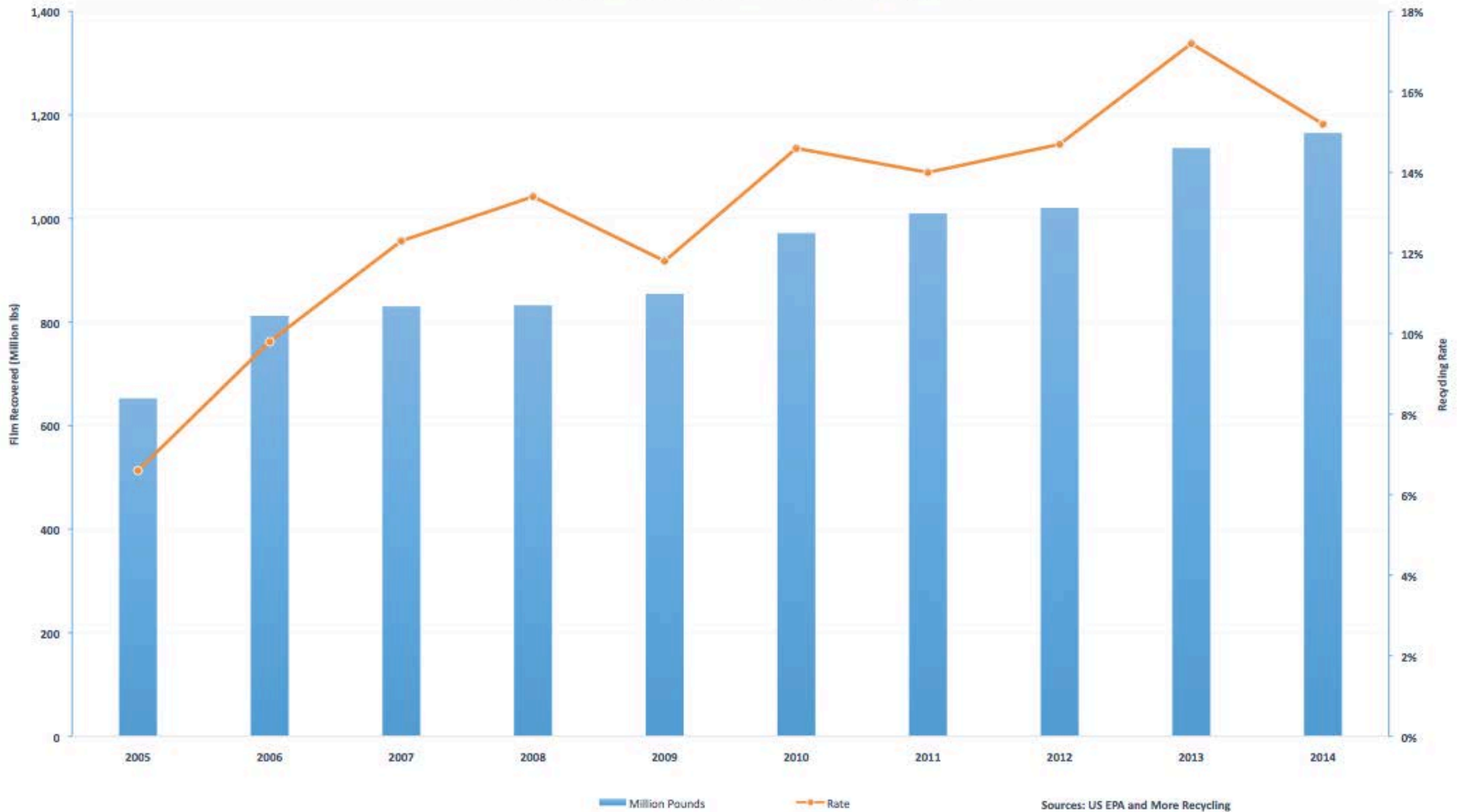
- 75% percent reduction in plastic bag contamination in recycling carts of residents who received cart tags

- 125% increase in material collected at participating Safeway stores with minimal increase in contamination



# GROWTH OF FILM AND BAG RECYCLING

U.S. Post-consumer Film Recovered vs. Recycling Rate



Sources: US EPA and More Recycling

# RETURN TO RETAIL ISN'T PERFECT

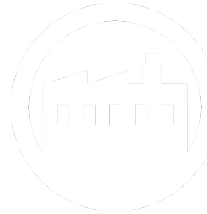
BUT... It's best option currently available.



# CONCLUSION

WRAP provides tools and technical assistance for communities to provide “Return to Retail” messages to consumers and businesses to alleviate the challenges related to:

- Litter and Disposal
- MRF sortation and collection
- Low consumer awareness and participation





**THANK YOU!**

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