

Wrap Recycling Action Project

WRAP

Where do I **RECYCLE**
plastic bags and wraps?
NOT curbside.
FIND A STORE OR OTHER
DROP-OFF LOCATION NEAR YOU.

[CLICK TO FIND](#)



Residential Goal:

- ▶ Increase recycling of plastic bags and film through already established retail drop-off infrastructure
 - Increase awareness
 - Drop-off options
 - Acceptable materials
 - Curbside concerns and limitations
 - Document change
 - Determine what worked



Residential Awareness Messages

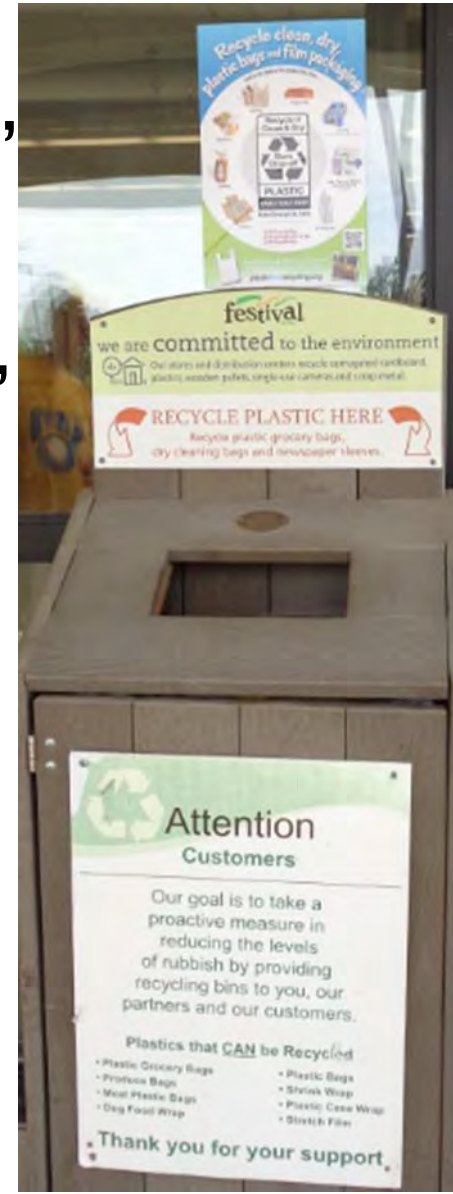
RUs– sign up as community champion, educate residents, update drop-off listing, educate retailers

Residents – what and where to recycle, keep out of curbside, **why**

Collectors – use BMPs, no added cost, customers want

Waste Industry – promote to reduce MRF shut downs and litter issues

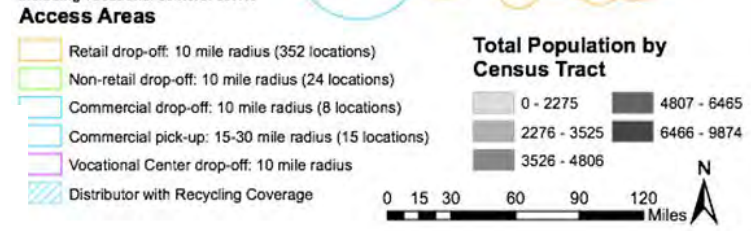
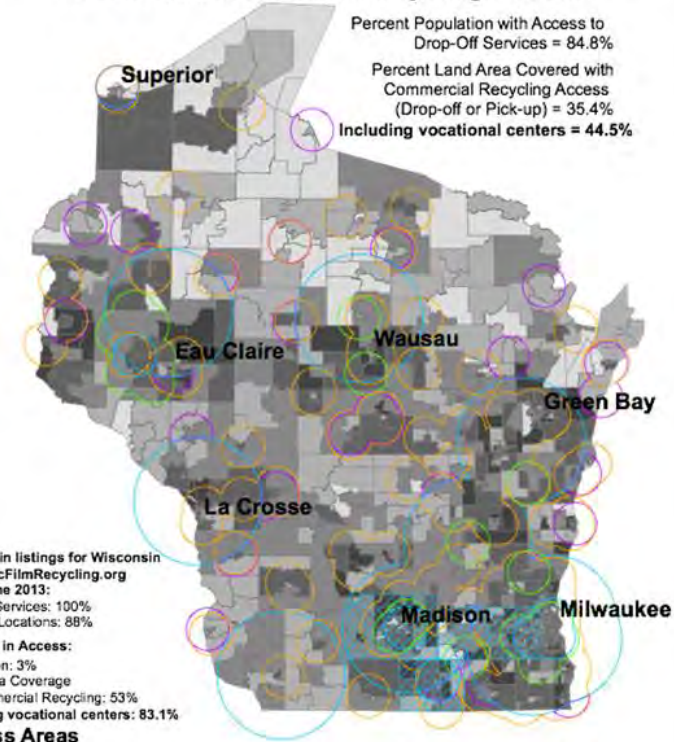
Community Groups– infrastructure is there but retailers could help by following BMPs



Residential Awareness Methods

- ▶ **RUs** – webinars, RU evals, outreach doc, conferences, emails
- ▶ **Residents** – NR magazine, website, special events, outreach docs, social media, RU recycling guides, emails
- ▶ **Collectors** – **cooperate**, individual stores, **grocer's association**
- ▶ **Waste Industry** – outreach doc, inspections
- ▶ **Pilot Programs** – billboards, radio advertising, governmental leaders, newspaper articles, I heart radio ads, TV trailer ads
- ▶ **Community Groups** – presentations

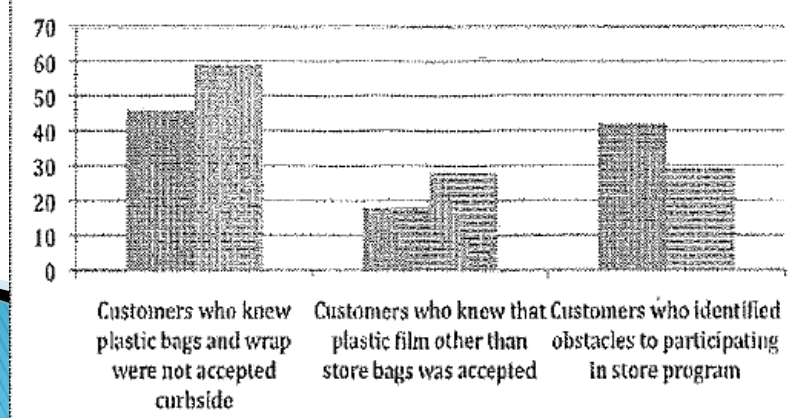
Wisconsin Plastic Film Recycling Access



Residential Change

- ▶ Drop off listing map
- ▶ Milwaukee study
- ▶ Dunn County data
- ▶ Outagamie study

Customer Knowledge Before and After 2015 Campaign



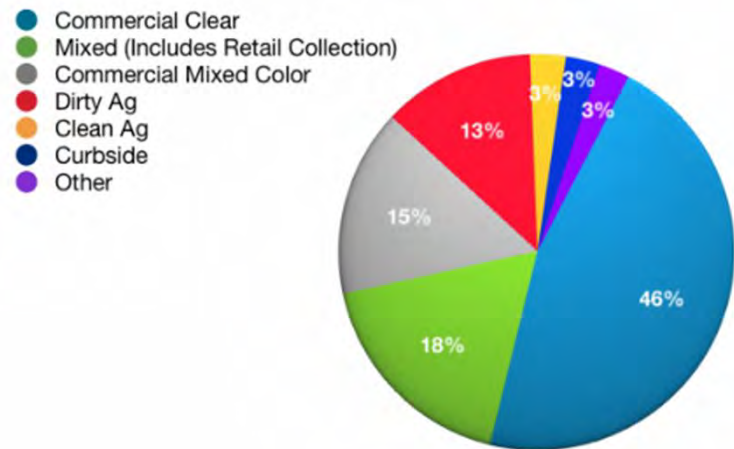
2013
2015



Business Goals

- ▶ Increase recycling of business film
 - Increase availability
 - Large producers – connect producers and recyclers
 - Mid and Small producers – create cost effective infrastructure
 - Increase awareness
 - Document change

Percentage of Recycled Film by Category



Large Business Availability

- ▶ WRAP web page “[find a recycler](#)”
 - ▶ Baler assistance
 - ▶ BMP assistance
- 

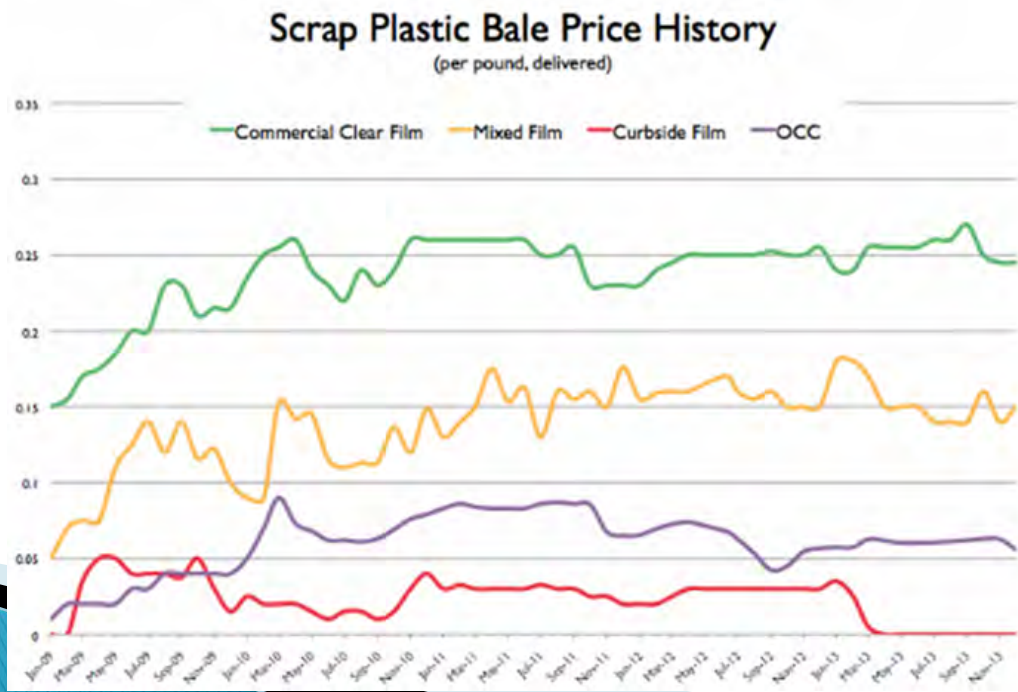
Mid and Small Business Availability

- ▶ Milk run collection by haulers, co collection with OCC
- ▶ Back hauling by distributors
- ▶ Co collection at a single business
- ▶ Vocational centers
- ▶ Retail drop-off
- ▶ Hand baling



Awareness Message

- ▶ Recycling plastic film can be at least cost neutral
- ▶ Recycling options based on amount generated and location



Awareness Methods

- ▶ Cold calls – Dunn County
- ▶ Medical distributions list
- ▶ Industry associations
- ▶ Industry conventions
- ▶ Manufacturing business sector
- ▶ Green tier
- ▶ UW Systems sustainability



Milwaukee

- ▶ Performed baseline surveys at Roundy's stores
- ▶ Radio ad campaign
- ▶ Surveys with store managers
- ▶ Bale audits
- ▶ BMP implementation with new Trex bins
- ▶ Bale audits
- ▶ Report of changes out in two weeks



Dunn & Eau Claire

- ▶ Worked with a vocational centers to get balers
 - Outreached to businesses and UW Stout
 - Started collection at county drop-offs
 - Purchased baler to extend drop-off hours
- ▶ Obtained a grant for outreach
 - Hired an ad company
 - Created newspaper, I heart radio, movie trailer and bus signs



Outagamie

- ▶ Outreach to retail stores
- ▶ 1 route of 2,500 households had a audit done by Outagamie County to see percent plastic film
- ▶ Hauler tags will be attached to the carts
- ▶ The audit will be done at 1 month and 2 months after the hauler tags



Resources

- ▶ [DNR film webpage](#)
- ▶ DNR residential outreach [full page](#) & [1 / 3 page](#)
- ▶ DNR outreach for [RUs](#), [MRFs & landfills](#), [retail stores with back of store programs](#), [retail stores without back of store programs](#), [outreach tips for WRAP Champions](#)
- ▶ [Plastic film recycling web page](#)
- ▶ [Drop-off directory](#)
- ▶ casey.lamensky@wisconsin.gov