

**Summary of April 17, 2013 Meeting
of Council on Recycling
Plastics Recycling Subcommittee**

Introductions

There were about 40 people in attendance. They represented businesses, government (state, county, and municipalities), university, and consultants. Besides Wisconsin, participants also came from Illinois, Iowa and Minnesota.

Registration sheet:



PRS_04172013_reg.
xlsx

Note: if your name or contact information is incomplete or wrong, please contact Cynthia Moore at cynthia.moore@wisconsin.gov.

Summary of Wisconsin Plastics Recycling Study

This study, contracted by the DNR and completed in October 2012, looked at the current situation, barriers to plastic recycling, job growth potential and economic development resources, and potential action steps. **The conclusion of this study is that Wisconsin is well-poised to substantially improve plastics recycling rates.** The right combination of actions identified in this study could offer a platform for significant progress on the challenge of supporting jobs and economic growth through enhanced recovery of plastics. Public-private partnerships will play a significant near-term role in the enhancement of plastics recovery.

Options to Increase Plastics Recycling

Nina Bellucci Butler (Moore Recycling Associates) provided an overview of the current status and recent trends in plastics recycling in the US. Following this, Dan Krivit (FOTH, and lead consultant on the DNR Plastics Study) summarized potential action steps identified in the study. Links to both presentations, as well as a third presentation given by Nina Butler to the Flexible Film Recycling Group at a morning meeting, are provided below:

Dan Krivit:



Krivit Plastics PRS
prstn 4-17-13.ppt

Hyperlinks to Nina Bellucci Butler's two presentations: morning and afternoon (in "Prezi" format):

Nina's morning presentation:

["Wisconsin Film Recycling Initiative"](#)

http://prezi.com/r2txahpidqax/april-17-meeting/?auth_key=9e3d7c9d35f3738abe00b0c4674d52809f7aehc2&kw=view-r2txahpidqax&rc=ref-30688241

Nina's afternoon presentation:

["The State of Plastics Recycling"](#)

http://prezi.com/kws3e9y4syjz/state-of-plastic-recycling/?auth_key=ac65478e1c98b95a18bfd1a76705c45fd5c21177&kw=view-kws3e9y4syjz&rc=ref-30688241

These links will also be posted shortly on the Council on Recycling's / **Plastics Recycling Subcommittee** (PRS) webpage (<http://dnr.wi.gov/topic/recycling/council.html>) and a notice sent out informing others that they are available.

Summary of action options: Action options are classified into three broad planning scenarios, each with varying levels of government intervention. One scenario is the **"Status Quo Scenario"** which would rely on prevailing industry trends to support growth in plastics recycling in Wisconsin. The **"Partnership-Oriented Scenario"** would implement a series of government initiatives and foster voluntary private sector actions that would generally avoid legislation or other mandates. Examples of new program initiatives include promotion of a phased increase in municipal curbside and drop-off recycling programs, an enhanced plastic film and bag recycling program, and public-private partnerships that would enhance "away from home" recycling collection systems. The **"Policy-Oriented Scenario"** would institute policy-oriented options such as container deposits, additional landfill surcharges and material "take back" requirements. A detailed description of the alternative improvement options can be found in the study.

Workgroup Kick-Off Session

In the second half of the meeting, the **participants broke into three focus groups – bottles, non-bottle rigids, and film/bags**. The groups discussed goals (long, intermediate, and short term), key strategies/actions to achieve these goals, etc. Due to the limited time and with the ultimate goal of having a white paper with legislative initiatives by the end of August, each group will have 3 meetings/conference calls between now and August with another meeting of the Plastics Recycling Subcommittee to finalize the report.

Summary of workgroups "report out":

1) Bottles Workgroup:

Facilitators- Mark Walter will take the lead working through AROW membership to recruit additional workgroup members

Next Meeting/call: TBD

Objectives and Potential action items:

Comment [RJM1]: I recommend placing the below reports in the order they appear above, bottles, non-bottle rigids, and film/bags.

- 1) Focus on away from home recycling. Majority of people want to recycle/do the right thing, but when they're away from home/on-the-go, recycling options are limited
 - a. Despite the State law requirements, many workplaces do not have a recovery system in place for bottles and cans
 - b. Plastic bottles can comprise a significant volume of the recyclables in the away from home waste stream
- 2) Create public demand for recycling receptacles everywhere with messaging (potentially with Travel Green WI) to encourage people to recycle as well as they do at home, when they're not home
- 3) Promote WI plastics recycling jobs (39,800)
- 4) Meet with businesses that would benefit their customers and employees by providing recycling receptacles/messaging about current receptacles; determine barriers currently preventing them from providing more recycling services
 - a. Gas stations
 - b. Arenas/stadiums
 - c. Retail store fronts
- 5) RUs nominating local businesses that provide best away from home recycling service through DNR recognition program (to be developed)
- 6) Encourage (or regulate) haulers to collect both solid waste & recycling
 - a. Provide financial incentive?
 - b. Try to avoid creating a punishment system

2) Non Bottle Rigids Workgroup:

Facilitators: Amanda Dent and Rebecca Mattano

Next meeting: To be set via doodle

Objectives and Potential action items:

- 1) Goal: Increase awareness of recyclability of and markets for non-bottle rigids.
- 2) Short term actions:
 - a. Educational campaign to target industrial as well as commercial and consumer sectors
 - b. Research the standard that the DNR would use to determine when/if it is appropriate to rescind a landfill ban waiver
- 3) Longer term action:
 - a. Business assistance program to provide free, confidential, and non-regulatory service to assist business and industry with implementation of waste reduction and recycling practices
 - b. Feasibility studies -

- i. Additional processing capacity through Plastic Recycling Facility sited in Wisconsin (sorting, processing, remarketing of plastics from mixed bales)
- ii. Asses the current ability of MRFs to process non bottle rigids. Develop a practical guide for MRFs to self-evaluate the feasibility of expanding rigids collection and processing capacity

3) Film/Bags Workgroup:

Facilitators: Claudia Alvarez and Randy Bertram

Next Meeting/call: May 6

Objectives and Potential action items:

1) Short term Goals:

- a. Increase awareness
- b. Develop infrastructure, including for densification and route density (e.g. regional hubs)

2) Longer Term Goals:

- a. Use of low value material as a fuel source
- b. Work with WEDC on proposal for loan/grant

Notes submitted by Cynthia Moore, DNR staff assigned to support Council on Recycling based on notes taken by Joe Ancel and Waneta Kratz. Many thanks to both for taking on this task!

April 24, 2013