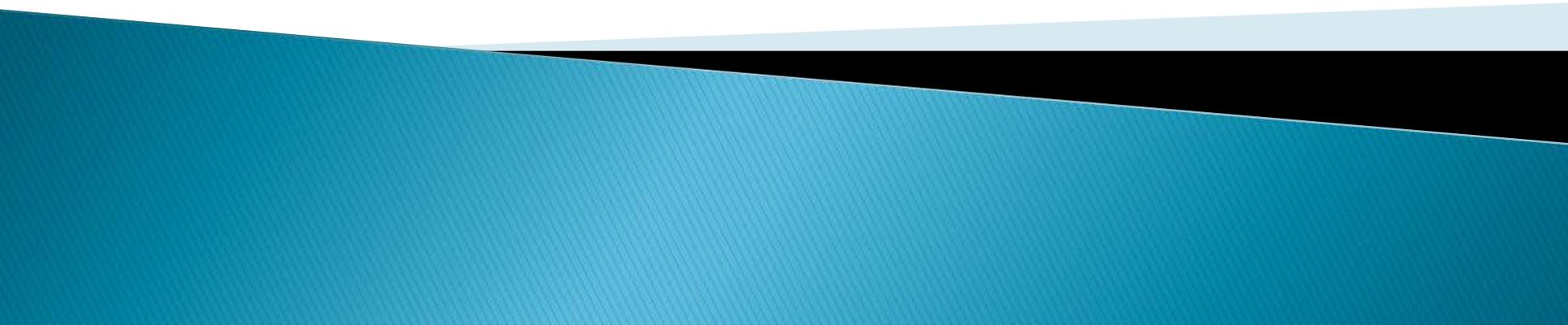
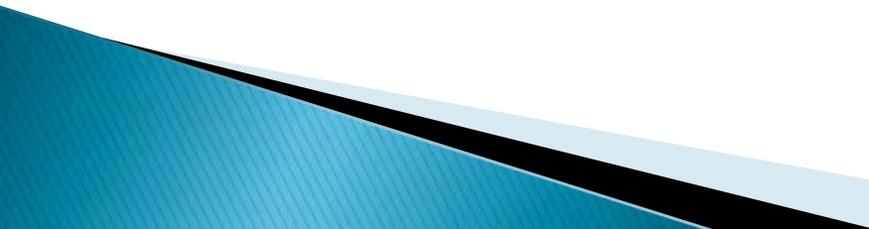


# Increasing Plastics Recycling

May 15, 2013



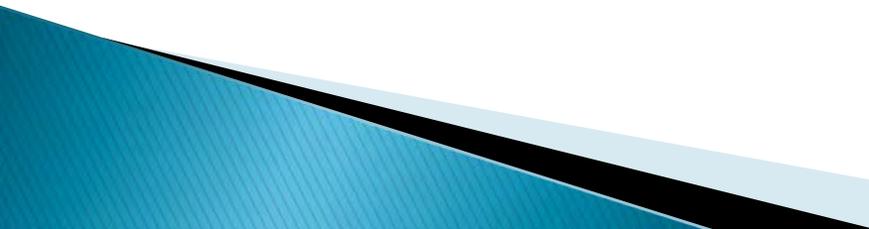
# Why opt for plastics recycling?

- ▶ Chapter 287 – State solid waste reduction, reuse, recycling, composting and energy recovery policy
  - ▶ Popular demand
  - ▶ Market demand and supply chain security
  - ▶ Value of pollution reductions: \$200–\$700/MT
    - Energy savings
    - GHG reduction
    - Human toxics reduction
    - Ecological toxics reduction
    - Acidifying emissions reduction
- 

# Timeline

- ▶ 2009 Waste Composition Study: 600,000+ tons (14% of all MSW) landfilled
  - ▶ 2010 Legislative Council Study Committee on Single-Use Plastics
  - ▶ 2012 Wisconsin Plastics Recycling Study
  - ▶ 2013 Council on Recycling forms subcommittee
  - ▶ 2013 DNR partners with American Chemistry Council, Sustainable Packaging Coalition on pilot project to increase recycling of bags and film
- 

# Plastics Recycling Study

- ▶ Completed October 2012
  - ▶ Pinpoints barriers and opportunities for recycling plastics
  - ▶ Identifies 40 actions that could increase recycling of plastics
  - ▶ Suggests target of 100,000 additional tons recycled
  - ▶ Verifies end-market demand for additional plastics
  - ▶ Projects increase in jobs and economic benefits to Wisconsin companies
- 

# COR Subcommittee

- ▶ Independent body, not DNR
  - ▶ 3 workgroups
    - Rigid plastics
    - Flexible film and bags
    - High-value plastic bottles (PET and HDPE)
  - ▶ External membership includes plastics industry, municipal, and recycling representatives
  - ▶ 6 month timeline for recommendations to DNR, Legislature, Governor
    - Immediate actions
    - Longer-term actions
- 

# APR Grocery Rigid Plastics Campaign

- ▶ How-to website with detailed procedures
- ▶ Technical assistance
- ▶ Help finding markets



<http://www.recyclegroceryplastics.org/>

# Flexible Film/Bag Partnership

- ▶ multi-year project to significantly increase recycling of plastic film packaging
  - ▶ Soliciting participation throughout supply chain – mfrs, wholesale, retail, recyclers
  - ▶ Targeting commercial material from small and medium size businesses it already
  - ▶ Expand the collection infrastructure
  - ▶ Provide tools and resources
  - ▶ Increase consumer awareness
  - ▶ Promote SPC's How2Recycle labeling
- 

# How2Recycle labeling

