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
Residential Change

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