

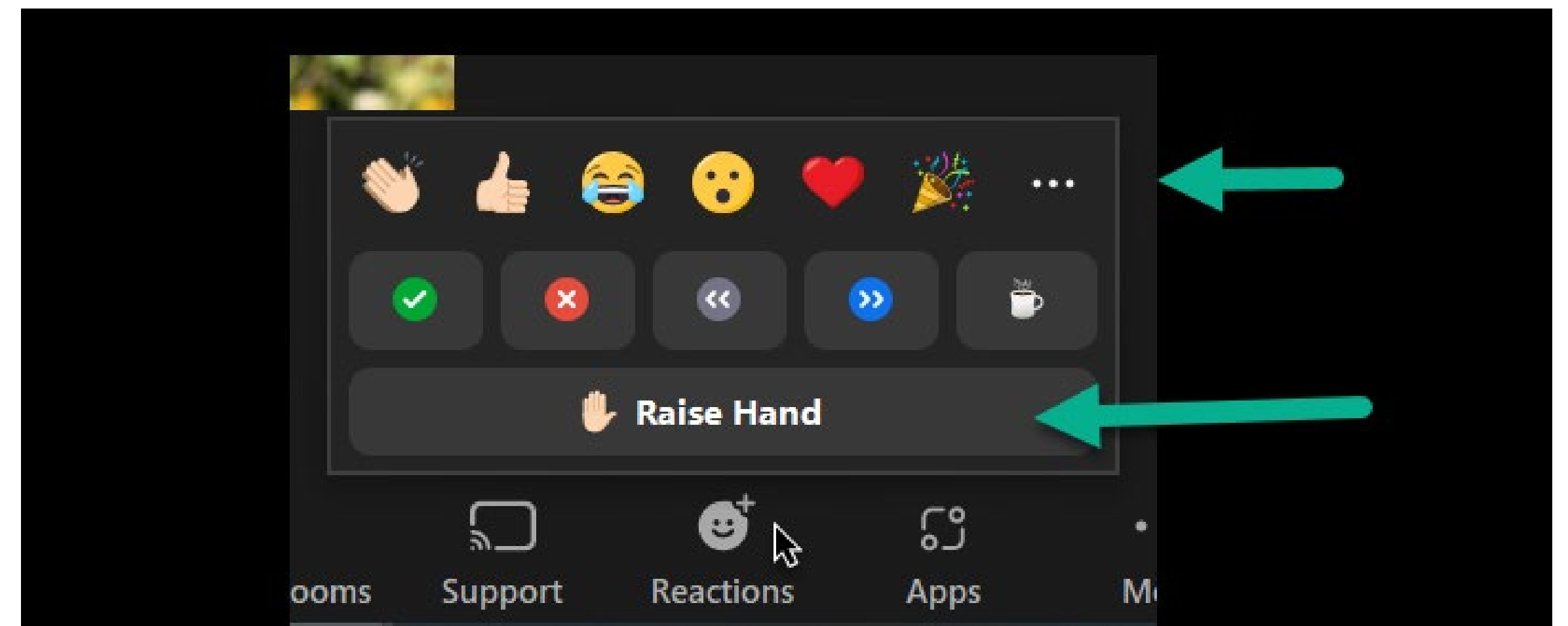


Recycling Development Center Advisory Board Meeting

February 9, 2022 | 9am – 12pm (Pacific time)

Participating in this meeting:

Board members and presenters may unmute themselves.

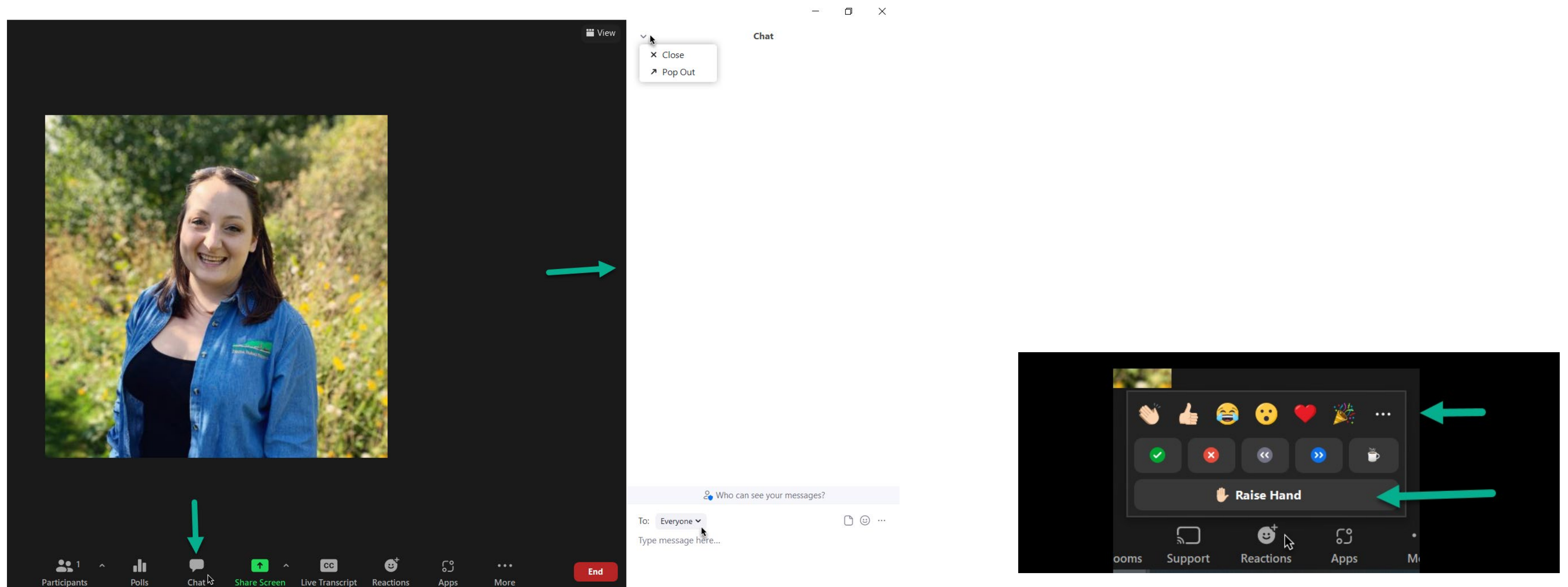


*Note: we are **not** recording this meeting, meeting notes will be posted on the Advisory Board website.*

Participating in this meeting:

Participants may use reactions throughout.

For questions, please raise your hand or type them in the chat box.



Agenda

- | | |
|----------|--|
| 9:10 am | Board roundtable, agency updates |
| 9:40 am | Legislative update |
| 9:55 am | Innovation Cluster Accelerator Program |
| 10:10 am | Plastic presentations and discussion |
| 11:55 am | Wrap-up |





Center updates

Board member roundtable

Ecology update

Commerce update

Attendee comments



Board roundtable:

Corinne Drennan



Scott Morgan



Karl Englund



Chris Piercy



Kyla Fisher



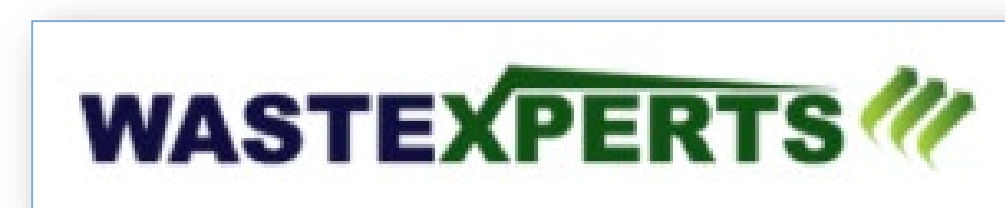
Mike Range



Nina Goodrich



Derek Ruckman



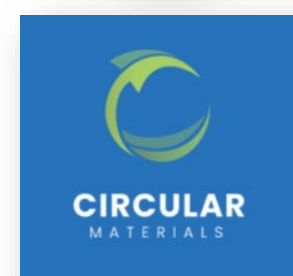
Ruby Irving



Tim Shestek



Allen Langdon



Jay Simmons



Kris Major



Heather Trim



Agency updates:

Kara Steward



Rob Duff





NEXTCYCLE WASHINGTON

By nurturing projects that incorporate waste prevention, repair, reuse, recycling, and/or composting models, the NextCycle Washington program helps develop equitable local economies while reducing waste, keeping materials in use longer and regenerating natural systems.

Participants can be entrepreneurs/start-ups, small businesses, established corporations, non-profits, or a collaboration of entities. By providing technical and business support, NextCycle Washington helps accelerate projects that will improve the state's circular economy to an investment-ready status.

Register For Our Webinar: Help Us Design NextCycle Washington

[REGISTER TODAY](#)

New board members....

- Ruby Irving, Klickitat County
- Kris Major, City of Spokane
- Chris Piercy, Kitsap County





Legislative update

Julie Robertson, Department of Ecology



2022 Session Cutoff Calendar

	Date	Day of Week	Day of Session	
January	10	M	1	
	11	T	2	
	12	W	3	
	13	Th	4	
	14	F	5	
	15	S	6	
	16	Su	7	
	17	M	8	
	18	T	9	
	19	W	10	
	20	Th	11	
	21	F	12	
	22	S	13	
	23	Su	14	
	24	M	15	
	25	T	16	
	26	W	17	
	27	Th	18	
	28	F	19	
	29	S	20	
	30	Su	21	
	31	M	22	
	February	1	T	23
		2	W	24
		3	Th	25
		4	F	26
		5	S	27
		6	Su	28
		7	M	29
		8	T	30
		9	W	31
10		Th	32	
11		F	33	
12		S	34	
13		Su	35	
14		M	36	
15		T	37	
16		W	38	
17		Th	39	
18		F	40	
19		S	41	
20		Su	42	
21		M	43	
22		T	44	
23		W	45	
24		Th	46	
25		F	47	
26		S	48	
27		Su	49	
28		M	50	
March	1	T	51	
	2	W	52	
	3	Th	53	
	4	F	54	
	5	S	55	
	6	Su	56	
	7	M	57	
	8	T	58	
	9	W	59	
	10	Th	60	

- First Day – Jan. 10
- Committee cutoff dates
 - Feb. 3 – policy committee
 - Feb. 7 – fiscal committee
 - Feb 15 – original house
 - Feb 24 – policy committee (opposite house)
 - Feb 28 – fiscal committee (opposite house)
 - March 4 – opposite house cutoff
- Sine Die – March 10

ESHB 1518 - Environmental standards of paper products



Rep. Stonier

2SHB 1663 – Reduction of methane emissions from landfills



Rep. Duerr

2SHB 1799 – Organic materials management



Rep. Fitzgibbon

2SHB 1810

Fair servicing and
repair of digital
electronic products



Rep. Gregerson

SHB 1896

Batteries and the environment



Rep. Harris-Talley

SSB 5526

Studying the global
availability of lithium
and critical materials
for battery
manufacturing



Senator Fortunato

Thank you.

Julie Robertson

Legislative & Policy Coordinator

julie.robertson@ecy.wa.gov

360-763-2728





Innovation Cluster Accelerator Program

Stephanie Scott – Department of Commerce



5 minute BREAK





Plastic presentations

- Karl Englund, Washington State University
- Bill Cooper, Cyclyx
- Nina Goodrich, Sustainable Packaging Coalition
- Jason Lammers, SnoCo Packaging Co and Caitlein Ryan, The Cannabis Alliance
- Allen Langdon, Circular Materials and Sandy Sigmund Return-It



Plastics Recycling Market Development for Washington State and the Northwest Region

RDC Board Meeting

2/9/22


Project Supported by: WA DOE and DOC

Karl Englund, Hui Li, Kristin Brandt, Dane Camenzind, Sarah Dossey, Jonathan Hatt

Project Outputs

- Comprehensive report w/TEA
 - <https://cmec.wsu.edu/project/plastics-recycling-technology/>

Plastics Recycling Market Development for Washington State and the Northwest Region

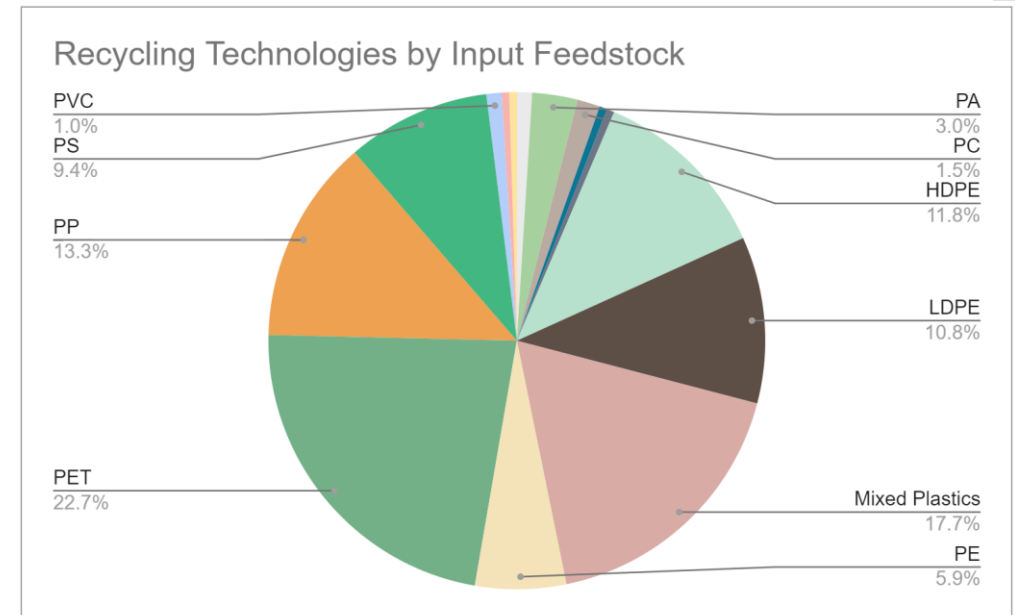


Karl Englund, Hui Li, Kristin Brandt, Dane Camenzind, and Sarah Dossey
Composite Materials and Engineering Center
June 30, 2021

WASHINGTON STATE UNIVERSITY

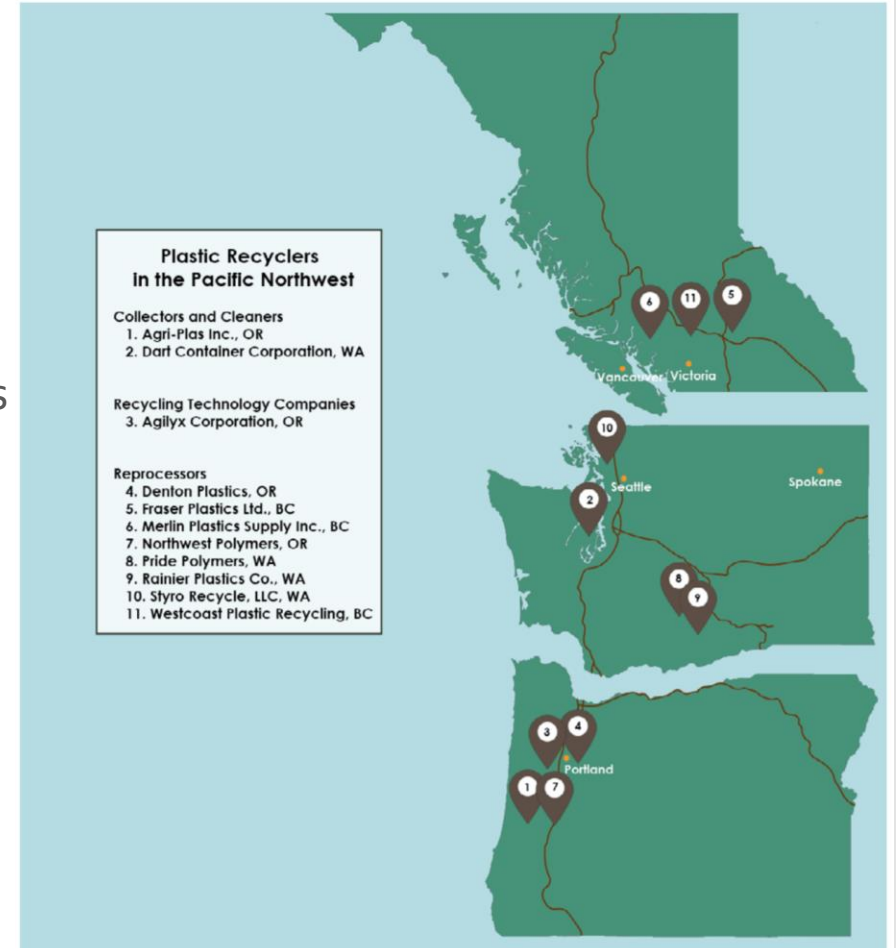
Prepared for: WA State Department of Commerce and WA State Department of Ecology
For inquires, contact Karl Englund: englund@wsu.edu

- Database of plastic recyclers <https://bit.ly/PRTDatabase>
 - Recycling technologies, companies (300+), plastic type, etc..
 - Pivot table generation
 - Web-based data



What's in the report?

- Recycling technologies
 - Depolymerize or not...
 - All need/want clean, sorted materials
- Related members of supply chain
 - WA based
 - Info from DOE/Cascadia reports
- NW – WA Supply chain evaluation
- TEA
 - Pyrolysis and glycolysis operation



Recycling technologies – no depolymerization

- Mechanical
 - Melt/soften and pelletize, often
 - 99% of recycled plastics
 - [KW Plastics](#), [Denton](#), [Merlin](#), etc...
 - Composite decking
 - Often bypass reprocessors
 - [Trex](#), [Fiberon](#), [AERT](#), etc..

- Additives
 - Assist in recyclability
 - Build MW, minimize degradation, etc..
 - Can make MR much more attractive
 - [BASF](#), [Avient](#), etc..



Recycling technologies - Depolymerization

- Chemical, Solvent
 - Breakdown with chemicals
 - Base monomer or other
 - Polymer specific
 - Ex: Glycolysis for PET
 - Process dictates end product
 - High capital investments
 - Potential to take mixed or contaminated??
 - [Eastman](#), [Dupont/Teijin](#), etc...
- Purification
 - No depolymerization
 - Deep chemical clean
 - [Purecycle](#)
- Thermal
 - Heat and anerobic conditions- predominate
 - Output can be returned to plastic
 - Oils and naptha
 - [Agilyx/Cyclx](#), [Alterra](#), [Enerkem](#), etc..
- Biological
 - Enzymes breakdown structure
 - [Ambercycle](#), [BioXycle](#), etc..

Hybrid Recycling

- Combine technologies
 - Avangard Innovative/Honeywell
 - Mechanical and thermal conversion in one site



Avangard to 'cohabitate' mechanical, chemical recycling

Published: February 8, 2022

Updated: February 8, 2022

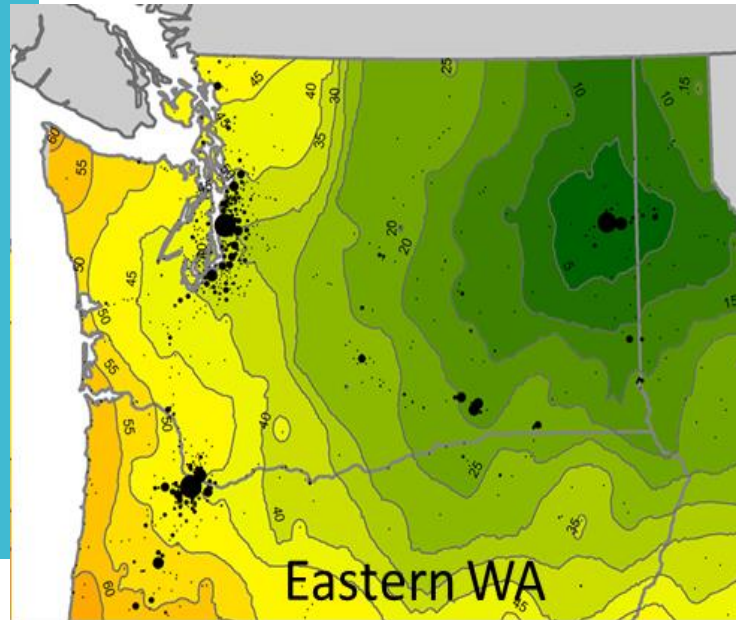
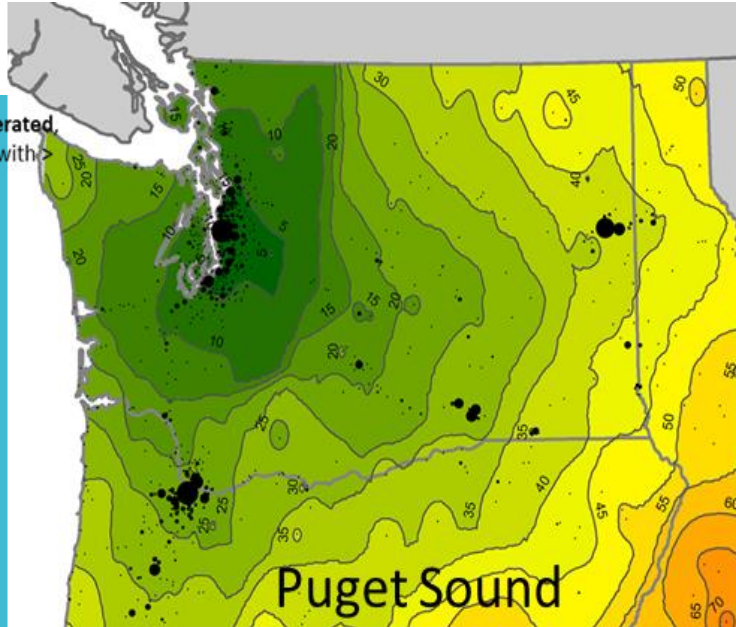
by [Jared Paben](#)



Supply Chain

Total Plastic Generated,
Populated Places with >
500 residents
(t/yr)

- 50
- 4,000
- 15,000
- 30,000
- 60,000



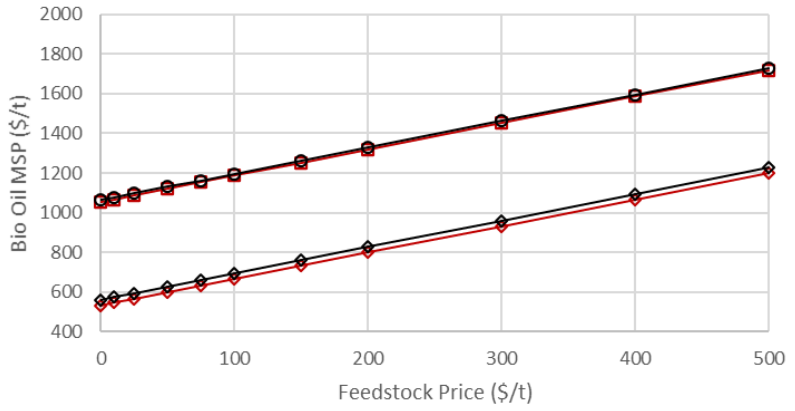
- Plastic (all types) use per capita was combined with census data to create maps of available plastic.
- The geolocated plastic feedstock, road networks and trucking costs were combined to create weighted average delivered feedstock costs to candidate facility locations.
- Sites: Puget Sound and Eastern Washington
 - high population density, access to additional high density locations, existing industrial activity
- Feedstock costs were used as an input into the techno-economic analyses for each candidate facility site.

Techno- Economic Analyses

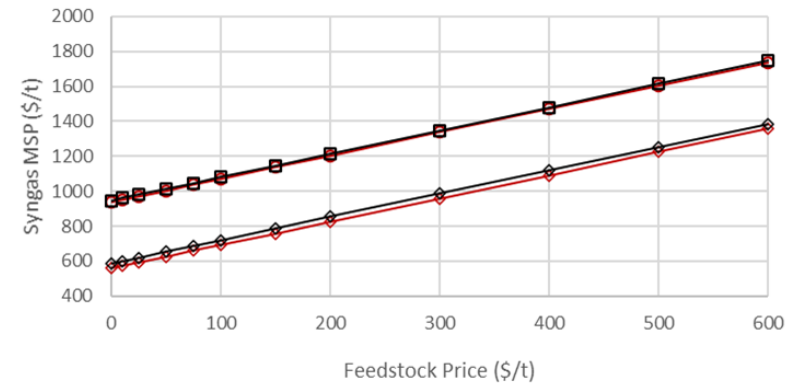
- Ratio factors are used to estimate outside battery limit costs from inside battery limit equipment costs with expected accuracy of $\pm 30\%$.
- Three processes (pyrolysis, gasification, glycolysis) were modeled at multiple scales, locations, yields, feedstock prices and for repurposed facilities.
- TEA output is an estimated product minimum selling price (MSP)

Techno-Economic Analyses

Pyrolysis

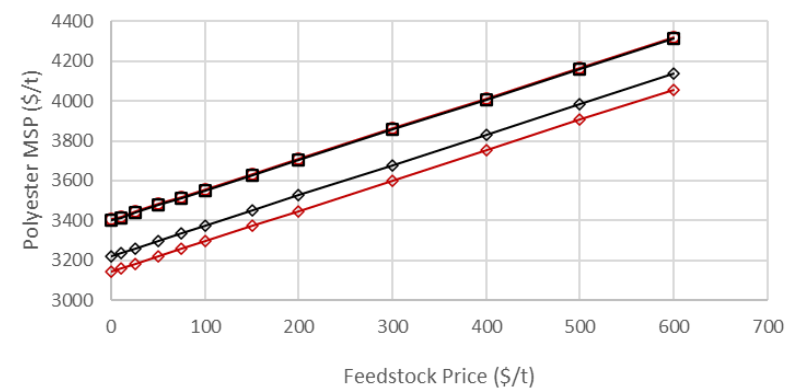


Gasification

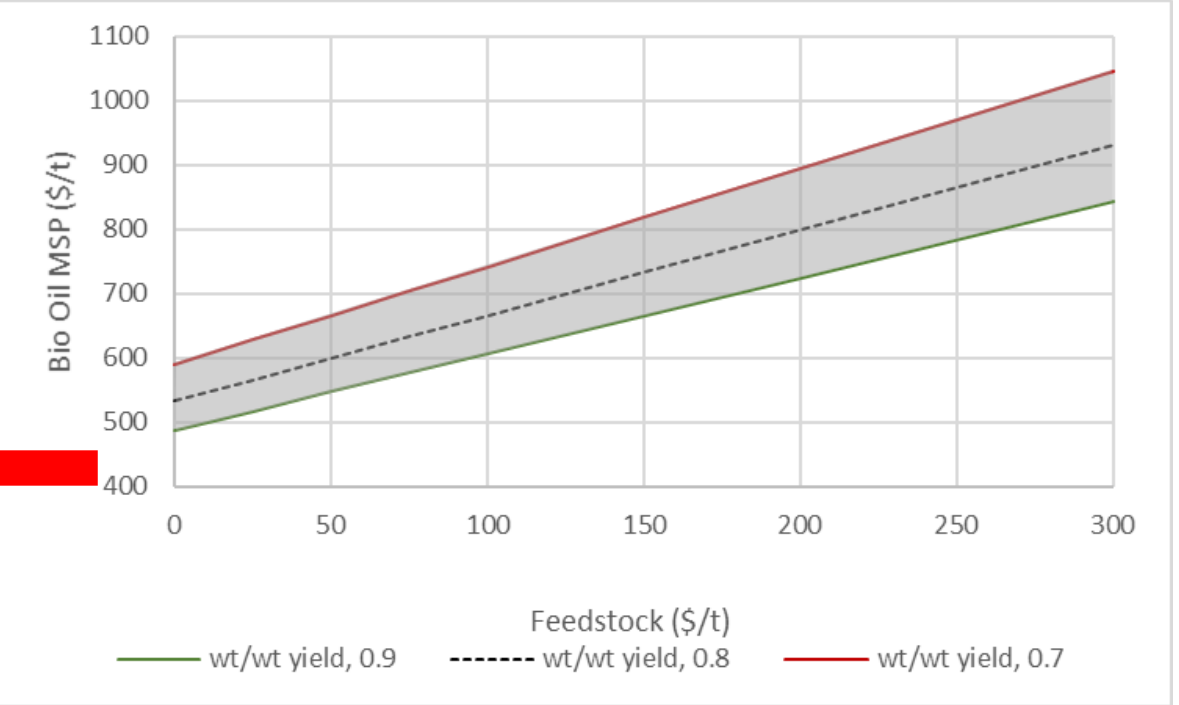
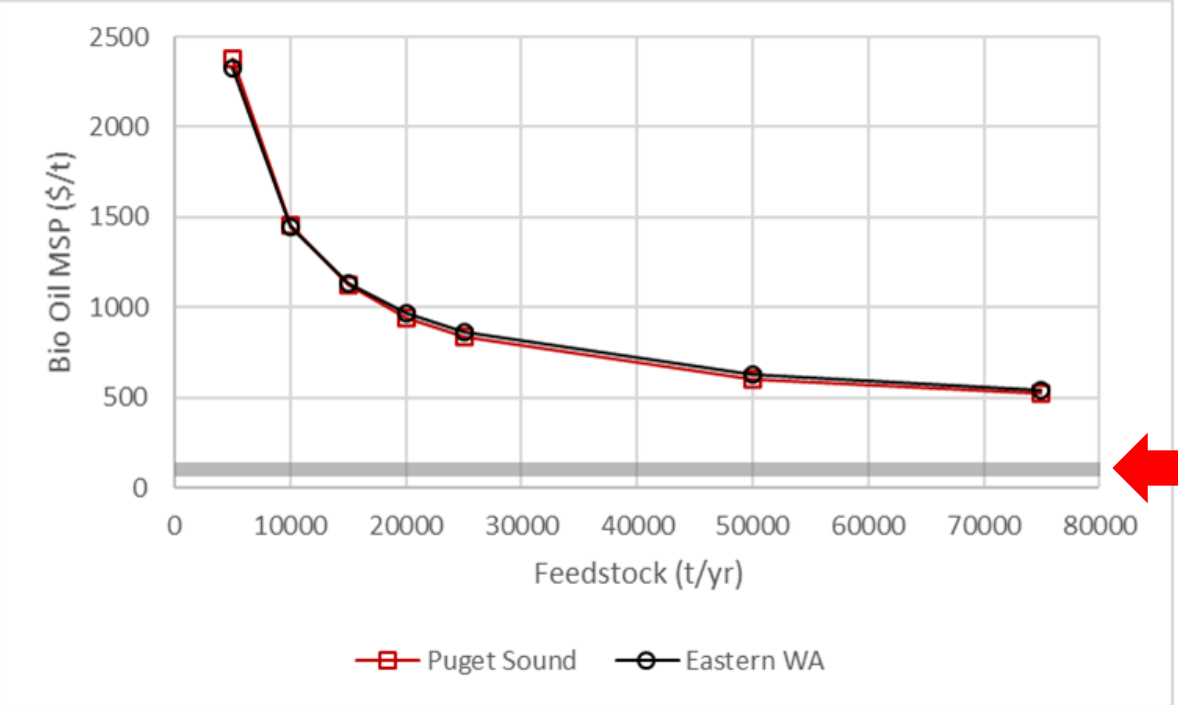
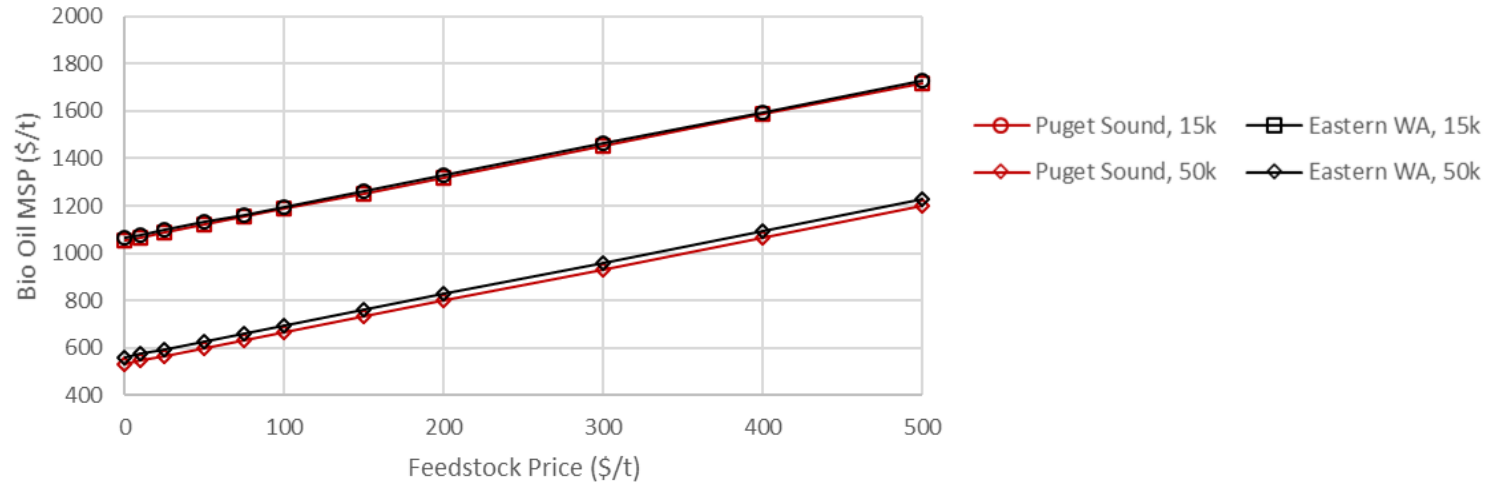


- Puget Sound, 15k
- Eastern WA, 15k
- ◇ Puget Sound, 50k
- ◇ Eastern WA, 50k

Glycolysis



Techno-Economic Analyses: Pyrolysis



Summary

- Many options for plastics recycling technologies
 - All rely on clean feedstocks
 - Hybrid model shows promise
- TEA/Supply chain
 - Scale controls MSP more than location
 - Feedstock price and product yield are also influential
 - Price parity was not attained for the scenarios modeled.
- Many technologies fall short...NEED to consider the entire recycling supply chain
 - Design for deconstruction, better sorting capabilities, etc..


The logo for agilyx, featuring the word "agilyx" in a lowercase, sans-serif font. The "a" and "y" are dark blue, while the "g" and "l" are a light green color.The logo for cyclyx, featuring the word "cyclyx" in a lowercase, sans-serif font. The "c", "y", and "l" are dark blue, while the "c" and "x" are a light green color.

Leading the way to make plastics circular


Washington Recycling Development Center

Agilyx Snapshot


Overview




Founded 2004




4 Global Locations




Oregon
US



Zurich
Switzerland




Boston
US




Oslo
Norway

Number of Employees



100+




Key Partners

- Toyo
- Exxon
- Braskem
- CP Chem
- Kumho
- AmSty
- Mitsubishi Chemical
- NextChem
- Technip

17 Years of Technology Development



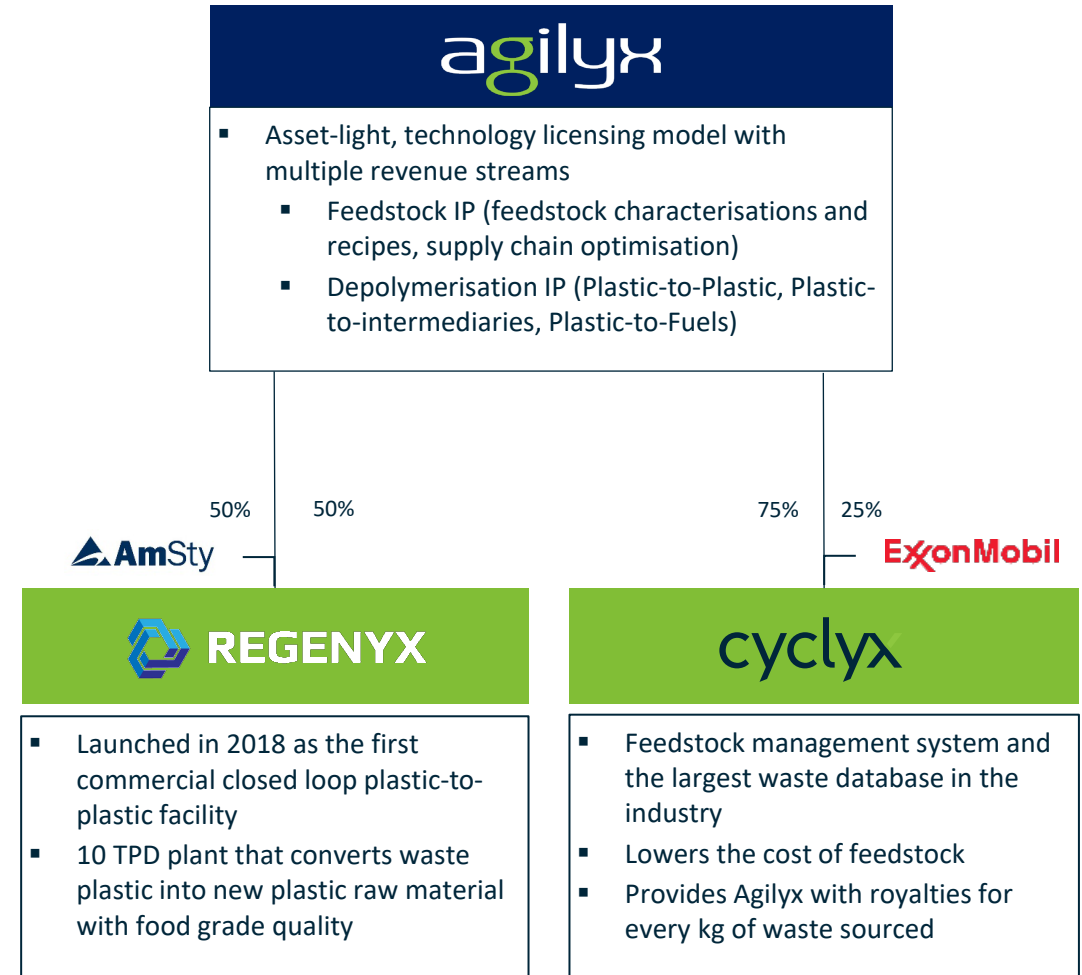
- 16 Patents for Technology
- c \$150m invested
- Leader in Advanced Recycling
- First commercial closed loop plastic to plastic facility



Recycling Pioneer

- Leader in advanced mixed-waste plastics recycling solutions
- Diversified revenue streams from technology license, equipment sales, operating royalties and feedstock service fees
- Working with a broad range of industries focused on petrochemical, retail and technology
- Sophisticated feedstock management and analytics

Corporate Structure and Key Activities



Agilyx Polystyrene processing: Output products & applications



Polystyrene

Latex

Solution Styrene-Butadiene Rubber (SSBR)

Acrylonitrile Butadiene Styrene (ABS)

Agilyx Mixed Waste Plastics (MWP) processing: Output products & applications

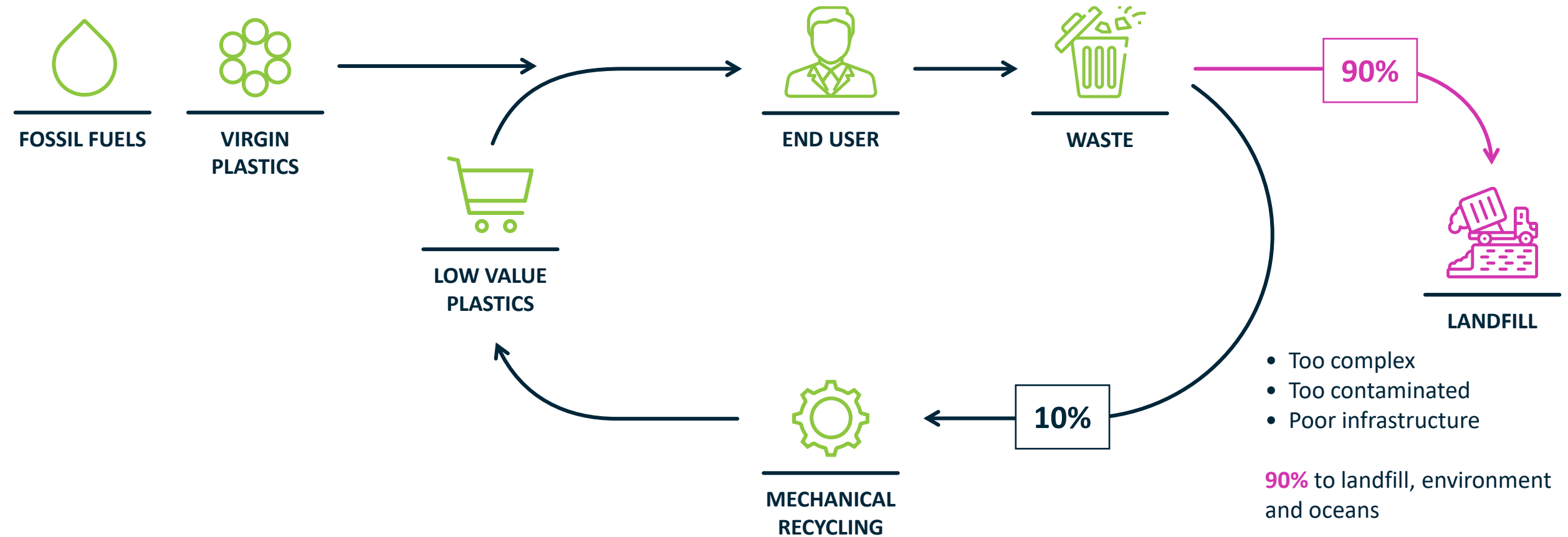


Polyethylene (via Naptha)

Polypropylene (via Naptha)

Bunker fuels

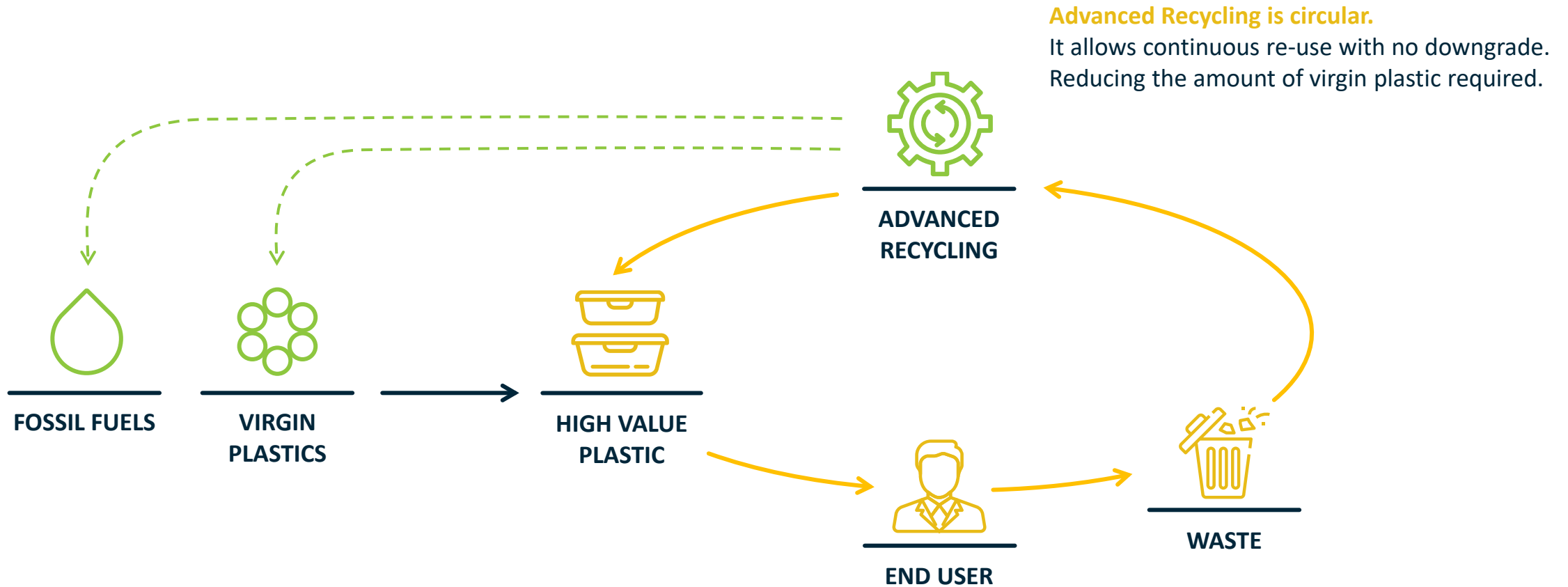
Mechanical Recycling: adds a limited loop to a linear process



Mechanical recycling is linear. After a few cycles mechanically recycled materials end up in a landfill or are incinerated, limiting overall recycling rate to ~10% ⁽¹⁾

Source: 1) Geyer et al. (2017)

Advanced Recycling: making the linear process circular

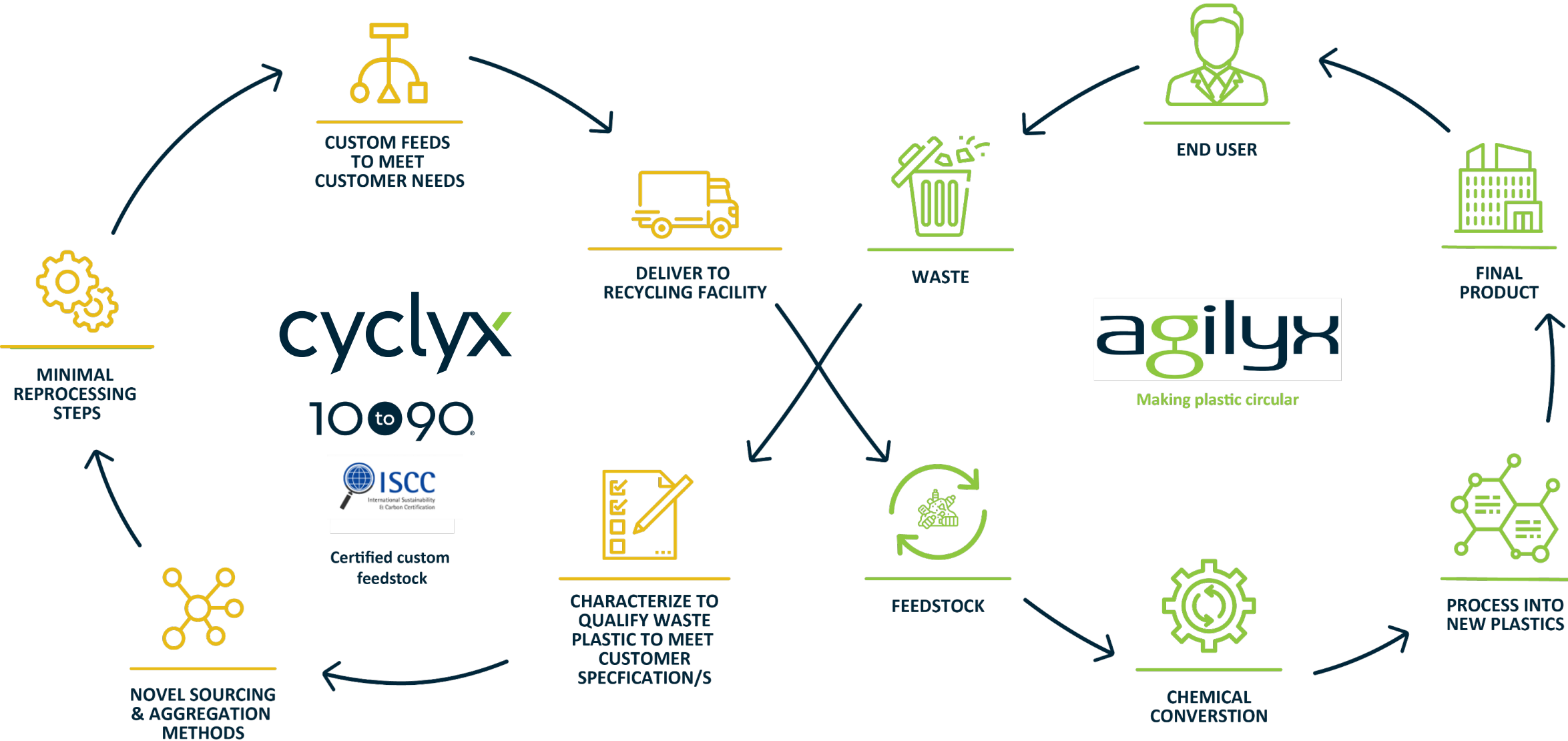


Agilyx Conversion Technology

Market currently not developed to convert waste plastics to useful feedstocks at the right scale



Cyclyx Creating a New Supply Chain for Waste Plastic



Cyclyx Brings a Completely New Approach to Plastics Recycling

The logo for Cyclyx, featuring the word "cyclyx" in a lowercase, sans-serif font. The letter "x" is stylized with a green diagonal line through it.

Cyclyx International, LLC. (“Cyclyx”) is a consortium-based company that has developed a variety of innovations that used in combination has the potential to greatly increase the recyclability of post use plastics.

The logo "10 to 90" where the word "to" is inside a dark circle between the numbers 10 and 90. The number 90 has a registered trademark symbol (®) to its upper right.

Cyclyx has an ambitious mission: to increase the recyclability of post use plastics from **10% to 90%**

- Enabling new recycling options that currently do not exist for **ALL** waste plastics
- Deploying new waste aggregation programs to divert **ALL** waste plastics from Landfill
- Developing new recycling facilities that have a greater ability to process **ALL** waste plastic
- Supporting entire recycling industry: existing mechanical and emerging advanced recycling
- Directing cost efficiencies to all Cyclyx members through a utility like model

Innovations Creating the New Plastic Recycling Model

10 to 90



JDA,
Artificial
Intelligence



CHEMICAL PROFILING TECHNOLOGIES

- Chemical Characterizations of waste plastics: largest chemical conversion database
- Development of custom feedstock recipes for wide range of recycled products
- Artificial Intelligence tools and predictive modeling



NEW / CUSTOM SUPPLY CHAINS

- Demand Based Custom Sourcing
- New takeback programs to capture new waste plastics
- New supply chains and sourcing
- Artificial Intelligence Optimized Logistics



CUSTOM PROCESSING

- Custom designed processing facilities
- Processing to Customer Product Specifications
- ISCC+ qualified feedstock



CONSORTIUM APPROACH

- International and multi-sector Consortium Model
- Operates as Profit Neutral Utility
- Financially Benefits all Members

Join Our Mission

10 to 90[®]

Become a Member

Member Employee Activators

282,000+ (and growing!)

agilyx

AmSty

REGENYX

casella

Chevron
Phillips
Chemical Company LP

Braskem

CORNING

سابك
sabic

INEOS
STYROOLUTION

Hefty

DOW

North American Plastics

lyondellbasell

MILLIPORE
SIGMA

SONOCO

ExxonMobil

cyclix

agilyx

cyclyx

Contact Info:

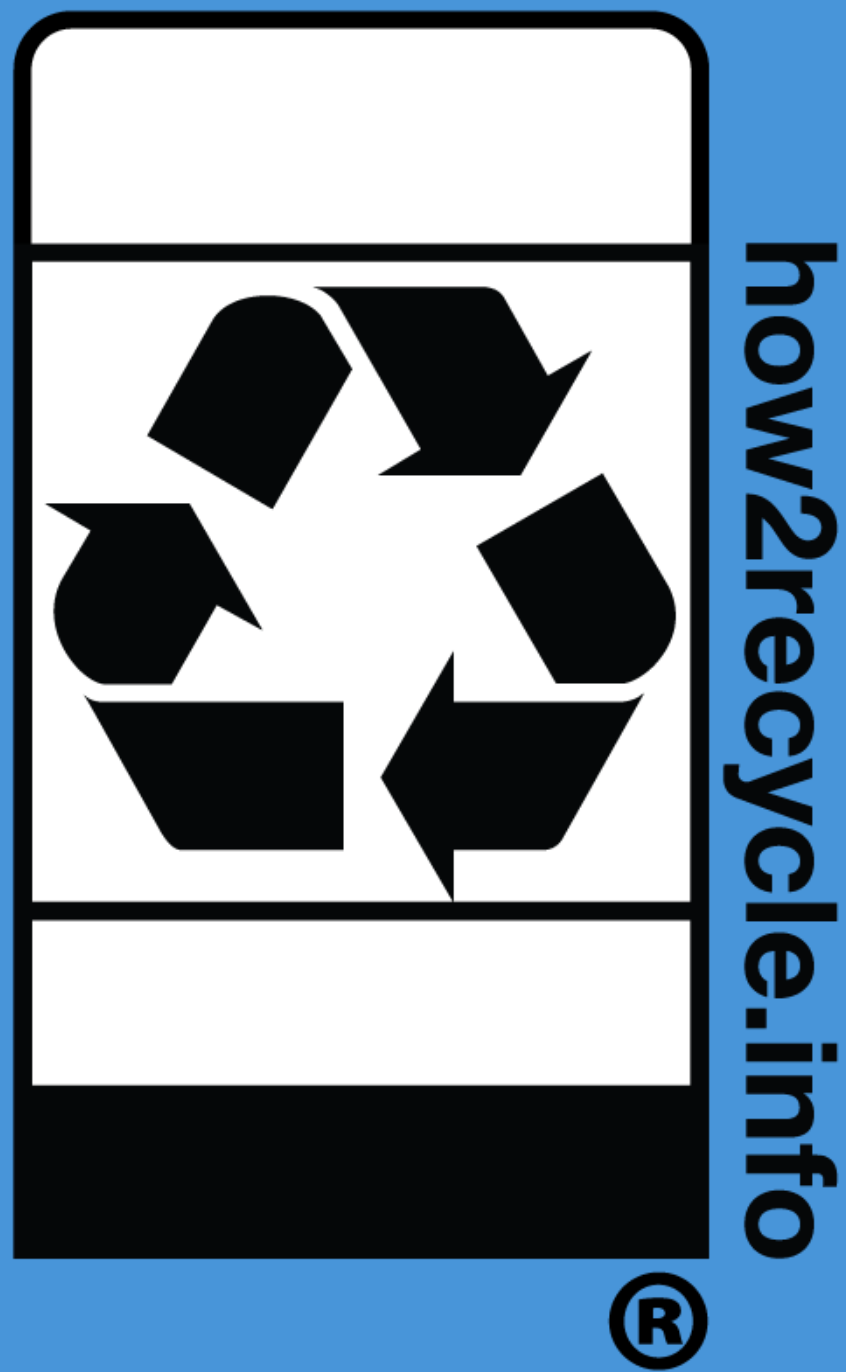
Bill Cooper, SVP Strategic Partnerships

Cyclyx International, LLC.

bcooper@cyclyx.com

+1 415-640-4089

www.cyclyx.com



How2Recycle[®]

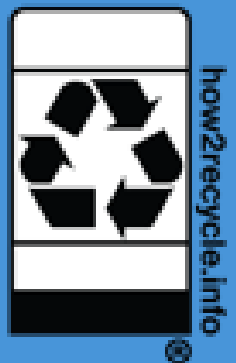
Clarifying Packaging Recyclability

What is How2Recycle?

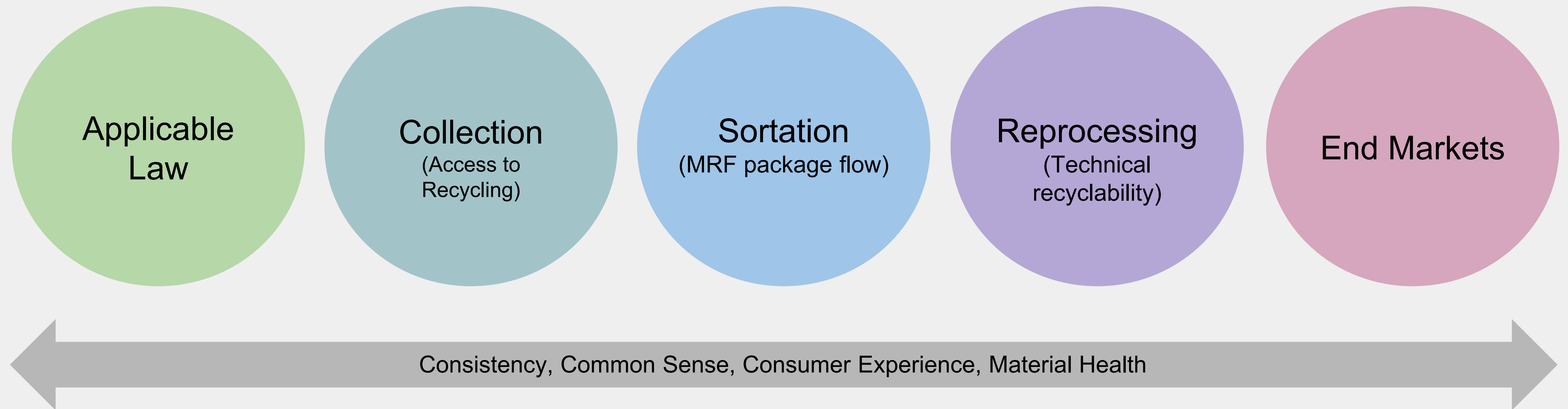
How does How2Recycle define recyclability?



Over 400
brandowner and
retailer members in
the How2Recycle
program in North
America.



This is recyclability.



For complete criteria, visit the How2Recycle Guide to Recyclability at how2recycle.info/guide

Collection	<ul style="list-style-type: none"> . Access above 50% (Canada) or 60% (US) Access
Sortation	<ul style="list-style-type: none"> . Size . Shape . Other attributes . List of potentially relevant test protocols
Reprocessing	<ul style="list-style-type: none"> . Barriers, coatings, additives . Color . Closures . Labels . Attachments . List of potentially relevant test protocols
End Markets	<ul style="list-style-type: none"> . Secondary material pricing . Industry bale specifications . Landfilling or incineration post-collection

Excerpt for conversation purposes only. For a complete list of assessment criteria, visit how2recycle.info/guide



How2Recycle[®]

Empowers consumers

How2Recycle reduces confusion by requiring all parts of the package to be labeled—including the parts that are not recyclable.



how2recycle.info

Widely
Recyclable



how2recycle.info

*Not recycled in
all communities

Sometimes
Recyclable



how2recycle.info

Not Yet
Recyclable

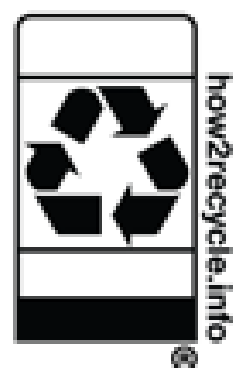


how2recycle.info

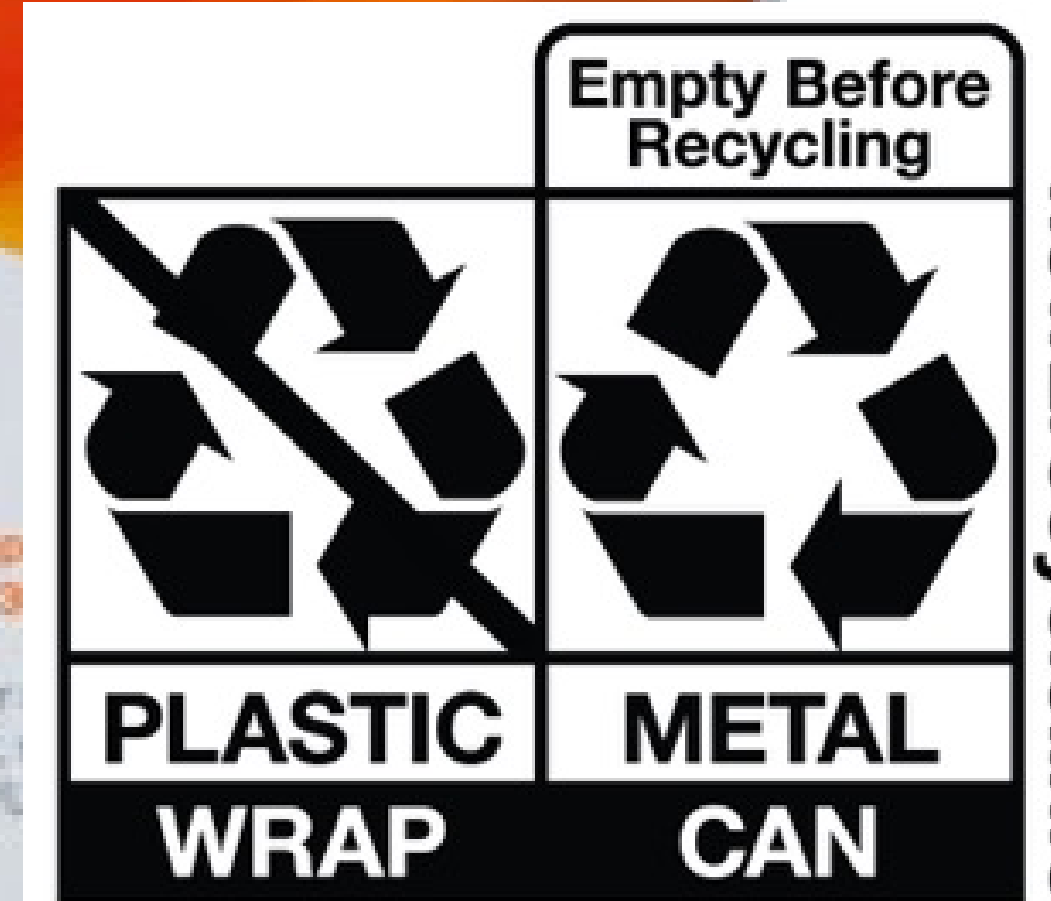
Store Drop-off

How2Recycle conducts a standardized recyclability assessment for every single package that features the label.

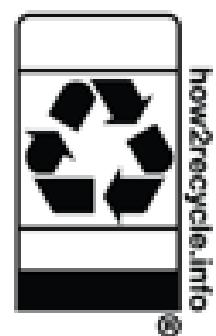
There are over 6500 unique How2Recycle labels in the marketplace, reflecting the vast complexity of packaging and recyclability today.

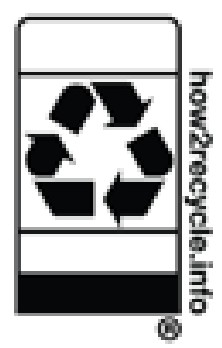


Behind every
How2Recycle label is
a standardized
recyclability
assessment.



how2recycle.info





Not Yet Recyclable

Look a Like Packaging



Empty &
Discard Sprayer



**PLASTIC
BOTTLE**

how2recycle.info



Empty &
Reattach
Sprayer



**PLASTIC
BOTTLE**

how2recycle.info

New rule on material health

How2Recycle may render a package Not Yet Recyclable if it contains intentionally added substances that are harmful or potentially harmful to the environment and/or human or nonhuman animal health.

New rule on consumer preparation for recycling

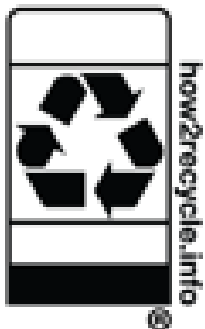
Special instructions to consumers must be 'reasonable'; tightened requirements on label removal

New rules on interpreting access data

Guidance on how to manage inconclusive access to recycling results & more

New rule on end markets

Packages featuring Widely Recyclable labels must demonstrate 'strong end markets'.



Read about all of it and more at [how2recycle.info/news](https://www.how2recycle.info/news)

Rule on all components

Rule on size (less than 2 inches)

Rules on disclosing coatings

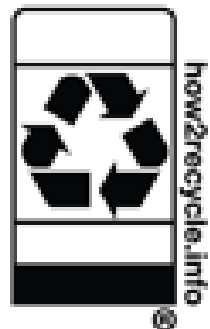
Rule on product residue

Rules on labels and shrink sleeves

Rule on closures and seals

**Rules on color: black, color and
transparency**

Rule on PFAS



Read about all of it and more at [how2recycle.info/news](https://www.how2recycle.info/news)

2



how2recycle.info



65%

Change their behavior as a result of the How2Recycle label or website.

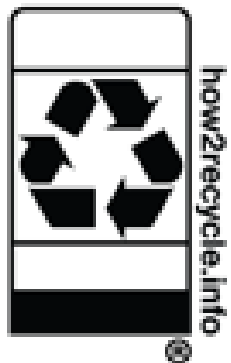
Survey at how2recycle.info, 2020. Report available for download at brandfolder.com/how2recycle

87%

Of consumers on a 2021 survey found the label somewhat (34%) to very helpful (53%)

2021 HCD research label testing study

**How2Recycle is also
helping **improve**
packaging design.**





SUSTAINABLE PACKAGING
COALITION®



GREENBLUE®



SUSTAINABILITY COMMITTEE

**DEDICATED TO THE
ADVANCEMENT OF A VITAL,
ETHICAL, AND SUSTAINABLE
CANNABIS INDUSTRY**

Agenda

Part 1: Intro

Part 2: Successes

Part 3: Proposals

Part 4: Questions



The
Cannabis
ALLIANCE

The Cannabis Alliance is Washington State's largest industry association with just over 220 members including licensees, patients, students, and ancillary businesses.

Committees

Community Engagement
Development
Education
Equity & Justice
Events
Hemp
Human Resources

Legislative
Patient
Social Consumption
Sustainability
Membership
Volunteer
Womans

The sustainability committee began as the packaging waste and sustainability committee and has broadened the scope of work to all types of sustainability initiatives.

Sustainability





Reducing plastic waste

PACKAGE THICKNESS FROM 4ML TO 2ML

The Cannabis Alliance is dedicated to a sustainable industry in all its forms and we are constantly looking for ways to reduce our environmental impact. We brought this solution to the LCBs attention and advocated for a 2mil standard in order to reduce our poly bag waste by 50%. A 2 mil thick bag meets all FDA & USDA requirements for food safety and provides adequate barrier protection.

Utilizing our partnership with Headset Data, along with some packaging sales data from a few of our packaging members, we were able to quantify the following waste reduction impacts.

	ANNUAL SALES	WEIGHT REDUCED IN GRAMS	WEIGHT REDUCED IN LBS	WEIGHT REDUCED IN TONS
gram bags	4,780,221	7,170,331	15,794	7.9
1/8th bags	9,064,673	18,129,346	39,932	20.0
1/4oz bags	1,173,857	3,521,571	7,757	3.9
1/2oz bags	485,025	2,425,127	5,342	2.7
Oz bags	733,267	4,399,602	9,691	4.8
Totals	16,237,043 bags	35,645,977 grams	78,516 lbs	39.3 tons

**Reduction of
plastic waste in
landfills**



- **MADE FROM RECYCLED PLASTIC**
- **COMPETITIVE PRICING**
- **MADE IN USA**
- **RELIABLE SUPPLY CHAIN**



420WholesalePack.com

CANNABIS PACKAGING
SPECIALISTS

(360) 454-9200

info@snocopackaging.com

Industry Innovation

SnoCo Packaging invested in a mold to bring the most popular joint tube packaging from overseas to Everett, WA. We make these child resistant joint tubes from 100% recycled PP at a competitive price point to the overseas product.



Waste Reduction Opportunities



At
Retail

On
Farms



On Farms

- Nitrile Gloves Recycle Program
- Plant Waste Rules with LCB:
allowing for composting and
other sustainable uses.



Recycling

Many if not most items are made to be recyclable but very few items actually get recycled. A lot of cannabis packaging is too small to be recycled in the curbside system.



At Retail

Vape Battery Recycle
Partner with
Call2Recycle

PP recycle program
joint tubes, jars,
lids,etc

Concentrate Jar
upcycle & recycle
program



Questions



Contact Us

www.thecannabisalliance.us

Jason Lammers
jason@snocopackaging.com



Caitlein Ryan
Caitlein.ryan@thecannabisalliance.us

American Chemical Council & Return-It

Plastic Film Recycling Pilot

PROGRAM OVERVIEW



Overview

ACC and Return-It will implement a four-month pilot conducted in King County, Washington State.

The purpose is to test a program that identifies best practices, develops the requisite services and measures participation and outcomes.

A tool kit of standards will be available to ensure consistent messaging for;

- Collection at retail locations
- Consumer/Public participation and engagement
- Transportation and auditing of material collected
- Recycling of the product collected in a responsible manner

An EPR Stewardship Plan template will also be developed for use in multiple jurisdictions or nationally across the U.S.



Operational Overview

Key Players:

ACC is the primary stakeholder and funding partner contracting with all key stakeholders to implement the following;
Sponsors of the pilot – Dow Chemical, Nova Chemical, PAC and General Mills

- Return-It – Oversees logistics, auditing and development of standard practices and the stewardship plan template
- Cascadia - identify and sign-up retail collection partners in King County to participate in the pilot and collect material at their stores
- CWRR – picks up and transport materials to Seadrunar
- Seadrunar – sorts and bales materials, and prepares for shipping to Merlin
- Merlin Plastics – recycling partner. Merlin will recycle the plastic film and sell the commodity for use in new products.

Stores will receive regular pickups and the material will be transported to be sorted and baled. Materials will be delivered to Merlin Plastics where Return-It and Merlin will conduct audits, collect tonnage and recycle materials.



Key Performance Estimates

- Pilot to be conducted Jan – April, 2022
- Consumer Awareness plan and tool kit developed and presented to key stakeholders, steering committee and participating retail collection partners
- Bins and signage delivered to retailer collection partners
- 11 retail collection partners in the King County Area signed to participate
- Collection partners will print, use material in-store and distribute messages based on the tool kit plan
- Material pick-up from stores on a bi-weekly or monthly schedule dependant on volume.
- Estimated volume – 600 lbs per store per month (about 10,000 lbs total)
- Return-It and Merlin will audit material collected and ensure it is recycled responsibly
- A final report on the KPI's and a Stewardship Plan template will be developed



Campaign Overview

Launch Event

Public Outreach Campaign
Key Elements – Social &
traditional media

Retail Partners –
Resources, outreach
plans

Material audits, quality
focus



Plastic Film Recycling Pilot

MARKETING MATERIALS



Participating retailer collection sites, staff/management level:

Customizable information piece; digital piece with downloadable version for printing. Designed in different formats to be adapted to the store needs



About

You may have heard that plastic bags are recyclable, but did you know that plastic film is, too?


Plastic film, such as produce bags, dry cleaning bags, the wrap around paper towels and diapers, and more, can be recycled along with plastic bags.

There are a few differences between recycling plastic film and recycling other plastics, like bottles, jars and jugs. The main difference? Except in a few cases, plastic film cannot be recycled in your curbside bin at home. Instead, it must be taken to a drop-off location, like a grocery or other retail store, to be collected for recycling.

What's recyclable?

Plastic bags and film should be clean and dry. Remove receipts or any other items from bags.


- Retail, carryout, produce, newspaper, bread, and dry cleaning bags (clean, dry and free of receipts and clothes hangers)
- Zip-top food storage bags (clean and dry)
- Plastic shipping envelopes (remove labels), bubble wrap and air pillows (deflate)
- Product wrap on cases of water/soda bottles, paper towels, napkins, disposable cups, bathroom tissue, diapers, and female sanitary products
- Furniture and electronic wrap
- Plastic cereal box liners (but if it tears like paper, do not include)
- Any film packaging or bag that has the How2Recycle Label shown at right



Not accepted

- Degradable/compostable bags or film packaging
- Pre-washed salad mix bags
- Frozen food bags
- Candy bar wrappers
- Chip bags
- Six-pack rings

How does the program work?



- Step 1**
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- Step 2**
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- Step 3**
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FAQ

What is "plastic film"?
Plastic film is thin polyethylene plastic used for wraps, packaging or commercial/retail use bags. It's sometimes called stretch film. Polyethylene (PE) film may carry a #2 HDPE or #4 LDPE mark.

What types of plastic film and bags should I recycle?
Most clean and dry plastic films and bags are 100% recyclable at participating retail and local drop off locations. Some of the most common examples are shown. Also, any bag or wrap with the How2Recycle label shown can be put in the bin. Generally, if plastic film stretches when you pull it with your fingers, it's okay to recycle it.

Where can I recycle plastic film and bags?
In most communities around the United States, plastic film, wraps and bags should be taken to participating retail locations or local drop off sites. Please see below for more information about why bags shouldn't go in curbside bins.

Why can't I put my bags in my curbside bin/cart?
While a few local programs accept bags and wraps in their curbside collection programs, most do not. That's because the bags and wraps have to be clean and dry to be recycled, and collecting them in curbside bins with bottles and containers generally leaves them too dirty and wet to be recycled. Additionally, bags and films can jam sorting machinery, creating problems for the businesses that sort recyclables.

Why can't frozen food or pre-washed salad bags go into the bin with my carryout bags?
Many of these bags may contain a barrier polymer or other additives that is not the polyethylene (#'s 2 and 4) plastic that recyclers want. These polymer barriers help protect the food and extend shelf life but recyclers consider them to be a contaminant in the recycling bin.

STILL HAVE QUESTIONS? Call 1-800-123-4567 or email help@plasticfilmrecycling.org



Resources

Retail Poster
This poster is designed to go on or above your film recycling bin. Clear messages plus images have been found to be the most effective way to increase film recycling without  . This retail collection bin has the capacity to hold significantly more material than traditional bins. Size: 36X12 [ORDER HERE](#)

Counter Signage
The counter signage is a visible reminder to retail customers about recycling their household film packaging using at-store collection bins. recycling without increasing contamination. Size: 4x7 [DOWNLOAD HERE](#)

Tip Card
This tip card is universally used by partners to spread the word. It is easy to hand out with receipts or use as a bag stuffer. recycling without increasing contamination. [DOWNLOAD HERE](#)

Window Cling
This window cling, usually placed at the front entrance, allows you to announce to your customers your participation in a national program dedicated to enhancing plastic film recycling. You are also providing an importance service to enable your customers to recycle their household film packaging. Size: 8.5x11 [DOWNLOAD HERE](#)

Participating retailers, customer level:

Toolkit with retailer assets available for download



Retail Bins

This retail collection bin has the capacity to hold significantly more material than traditional bins.

Size: 36X12

[ORDER HERE](#)



Size: 4x7

Counter Signage

The counter signage is a visible reminder to retail customers about recycling their household film packaging using at-store collection bins. recycling without increasing contamination.

[DOWNLOAD HERE](#)



Size: 11x17

Retail Poster

This poster is designed to go on or above your film recycling bin. Clear messages plus images have been found to be the most effective way to increase film recycling without increasing contamination.

[DOWNLOAD HERE](#)



Window Cling

This window cling, usually placed at the front entrance, allows you to announce to your customers your participation in a national program dedicated to enhancing plastic film recycling. You are also providing an importance service to enable your customers to recycle their household film packaging

Size: 8.5x11



Size: 4x7

Tip Card

This tip card is universally used by partners to spread the word. It is easy to hand out with receipts or use as a bag stuffer. recycling without increasing contamination.

[DOWNLOAD HERE](#)

Participating retailers, customer level:

In Store Signage/Collateral – e.g., shop stoppers/danglers, counter signage with QR code redirecting to landing page

2 versions available in standard sizes:

- Ready to print
- Customizable areas with spot for store brand logo

All available for download - ready to print files

QR code with link to milk landing page on our website



Participating retailers, customer level:

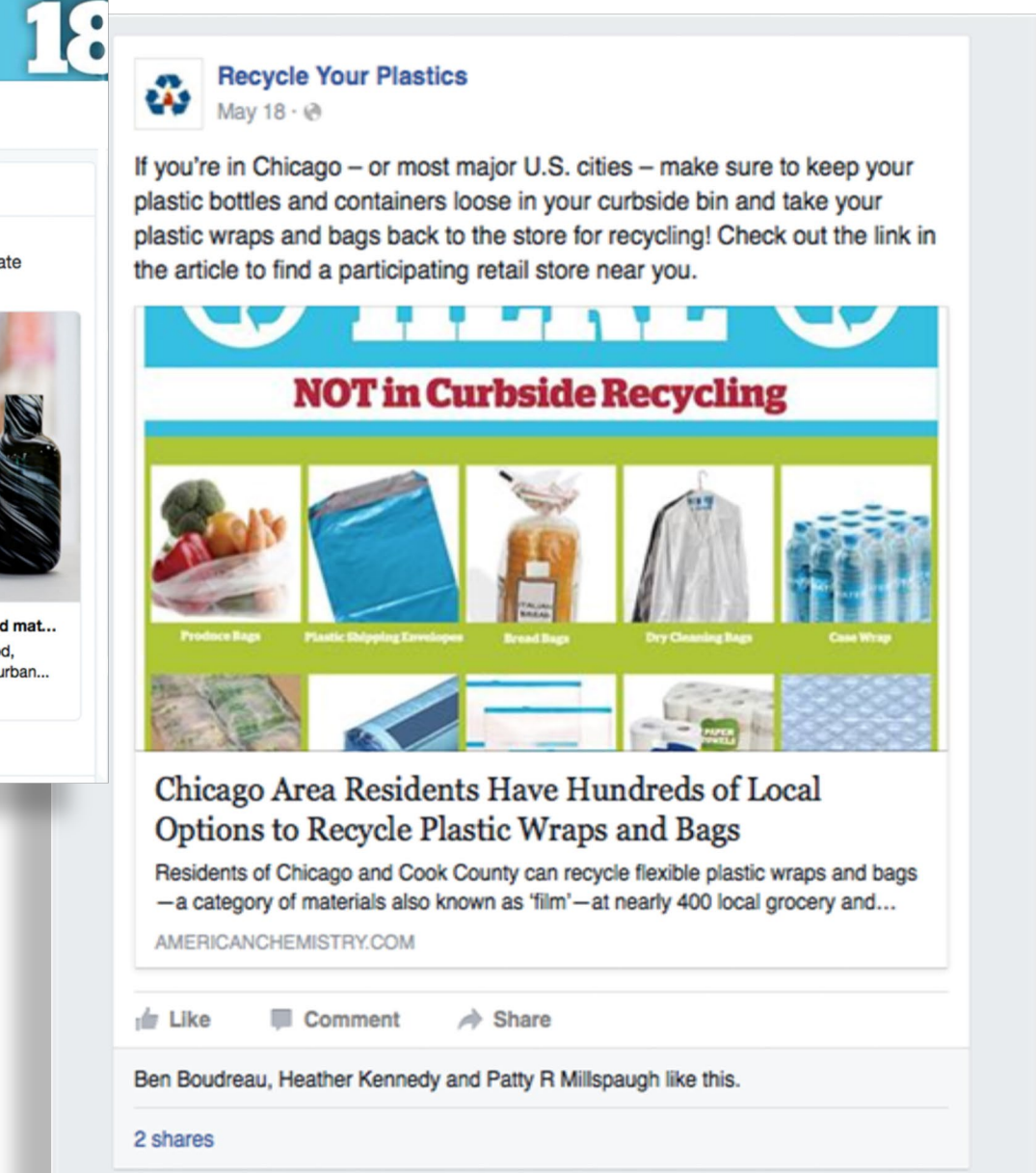
Social Media – Geotargeted social media campaign (WRAP)

- W.R.A.P. to post and retailers will repost

Social Media Toolkit – Available for retailers:

Develop a contact list of communications contacts at each participating retail partner.

- Copy deck, with different versions to share on social media and relevant hashtags
- Image assets, in different formats for all social media platforms with customizable branding area for logo placement.
- W.R.A.P's social distribution schedule to amplify messaging



Social Media Toolkit

Post type: Location awareness

Platforms: Facebook, Twitter, Instagram

Copy:

#DYK Plastic bags and wraps do not go on the curbside recycling bin. Make sure they get recycled and drop them off them at one of our retailers partners. To find a location visit <https://plasticfilmrecycling.org/locations>



Post Type: Educational

Platforms: Facebook, Twitter, Instagram

Copy:

#DYK plastic bubble-lined mailer can be recycled? Drop them off at your local participating retailer. To learn more about what can be recycled visit <https://plasticfilmrecycling.org>



Google Grant

Google Ad Grants shows your message to people searching for relevant information

Each qualifying nonprofit has access to up to \$10,000 per month in search ads shown on Google.com. Additional Google Ads may be purchased in a separate account.

To capitalize on any users actively seeking information on plastic film, packaging bags and wrap recycling, a keyword group focusing on each packaging type can be created for Google Ads Keyword Tool



Public Relations, Story Telling Opportunities

Podcast opportunities

Support with media release distribution

- Engage with City of Seattle and King County
 - Inquire regarding news and information distribution to residents – possible inclusion of our messages

Blog opportunities

- Revise media release into a blog story hosted on the W.R.A.P site

Social media posts linking to the podcast, release and blog post to amplify distribution of the pilot information



2022 Pilot/Campaign Timeline

Item	January	February	March	April
Preparing outreach materials & retail partners for pilot implementation	Jan. 4-14 th			
Material audits	Jan/ Feb. - Baseline		March 7-14 th	April 4-18 th
Launch Consumer Awareness Campaign (press release, virtual launch event)		Feb 15 - 28		
Launch stakeholders public outreach efforts (social media, traditional)		Feb. 15 th		
Stewardship Plan Template Development			7-14 th	April 4-17 th
Campaign Report Results			March 7-April 4 Distribution for input	April 29 th - Final Report
Stewardship Plan Development				April 30- May 15



Stewardship Plan Development

Responsibility of the producers, Brand Owners and/or agency

- Products covered under the plan

Stakeholder consultation

- Collection system – Public access levels

Management of products and environmental impacts

- Consumer education and awareness

Performance management reporting

- Recovery and participation results

Draft timeline – April 2022



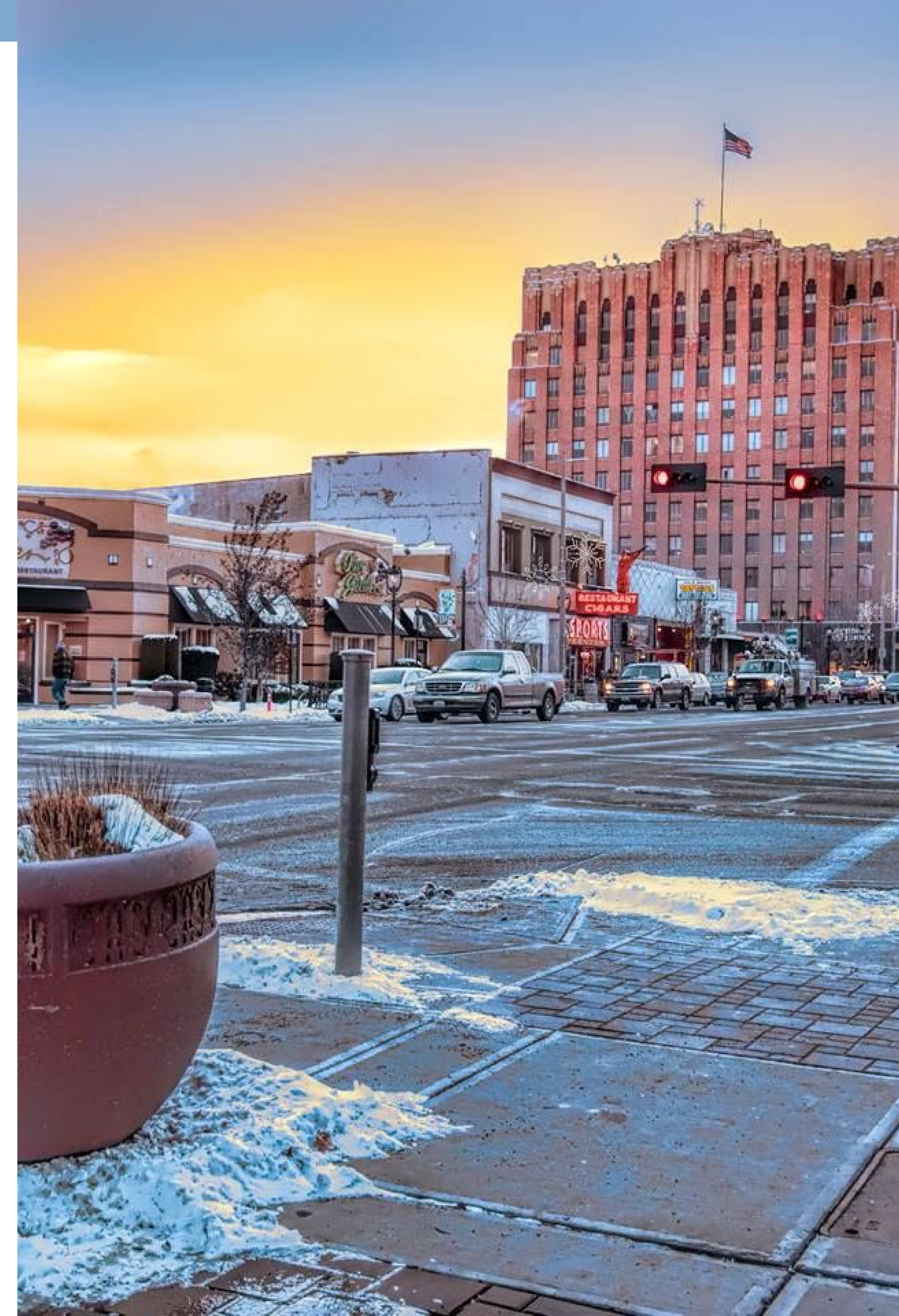
Wrap up

Next meeting:

- Wednesday, April 13, 2021
- Potential topics: further plastic discussion, move to discussion on textiles

Tasks from today:

- Notes from today will be posted next week
- Draft plastic summary





See you at the April 13th meeting

Link to the next ZOOM meeting will be included in an email update next week with today's notes.