

**KEEP AMERICA  
BEAUTIFUL**

# **Plastics Recycling Doesn't Have to be Confusing: Terminology for Improving Community Outreach**

**Feb. 16, 2016**



# Housekeeping



## Your Participation

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# Today's Presenters



**Brenda Pulley**  
**Keep America Beautiful**



**Tonya Randell**  
**Moore Recycling Associates**

# Agenda

- **General “recycling decoders”**
- **Plastics Terms & Tools**
- **Webinar: March 10**
  - **Zero Waste Programs in Office Settings**

# Win a T-Shirt!

Everyone who asks a question through the question box will be entered into a drawing for a PET recycled-content America Recycles Day T-Shirt!

Or order one today @  
[www.americarecyclesday.org](http://www.americarecyclesday.org)



# Who We Are



Keep America Beautiful **inspires and educates** people to take action every day to **improve and beautify** their community environment.

We envision a country where every community is a **clean, green and beautiful** place to live.

We provide the **expertise, programs and resources** to help people:

- **End Littering;**
- **Improve Recycling;**
- **Beautify communities in America.**

Our collective action champions **environmentally healthy, socially connected and economically sound** communities.

# Improve Recycling



# Keep America Beautiful – Recycle!

## National Recycling Platform

**Objective: Improve recycling quantity and quality**



# Integrated Campaign



**I want to be**



Mobile ◦ Social ◦ Outdoor ◦ Partnership ◦ TV ◦ Online ◦ Radio

# Recycling Resources

**I ♻️**  
America Recycles Day  
NOVEMBER 15

## Recycling Rules!

AmericaRecyclesDay.org

A nationwide initiative by **KEEP AMERICA BEAUTIFUL**

Made with 100% post-consumer recycled content materials.

**I ♻️ | WHAT CAN I RECYCLE?**

**TOP 10 IN THE BIN**

1. CARDBOARD
2. PAPER
3. FOOD BOXES

[Learn More](#)

America Recycles Day  
NOVEMBER 15

### What can I recycle?

[www.amrecyclesday.org](http://www.amrecyclesday.org)

**I ♻️**

- Check here
  - Bottles & Cans: Beverage cans, Food cans, Glass bottles and jars
  - Paper: Cardboard boxes, Magazines, Newspaper, Paper bags, Paper Towels and Unwaxed mail
  - Plastics: Laundry Detergent bottles, Milk and juice jugs, Mouthwash bottles, Plastic bottles and caps, Shampoo bottles
  - Check Locally: Cans (juice and milk), Phonobooks, Plastic table

**Take to Retailers**  
Plastic bags and film  
Dry-cleaning bags  
Newspaper bags  
Pencil bags

My Recycling Day is: \_\_\_\_\_

America Recycles Day  
NOVEMBER 15

**I ♻️**  
My Recycling Day is: \_\_\_\_\_

### What can I recycle?

- Plastics**  
Bottles and Caps  
Tubs
- Paper**  
Cardboard  
Magazines  
Newspaper  
Office Paper  
Phone Books  
Unwanted Mail
- Metal**  
Aluminum Cans  
Steel Cans
- Glass**  
Bottles  
Jars

FIND OUT ABOUT YOUR LOCAL RECYCLING OPTIONS FOR THESE AND OTHER ITEMS:  
[americarecyclesday.org](http://americarecyclesday.org)

**KEEP AMERICA BEAUTIFUL**

My Recycling Day is: \_\_\_\_\_

# Plastics Recycling Doesn't Have to Be So Confusing!



Tonya Randell  
Moore Recycling Associates  
KAB Webinar  
February 16, 2016



How to compare data  
from states like CA,  
TN and NH?

Or with neighboring  
communities?



How to  
communicate with  
residents what to  
put in the bin?

How to  
describe  
what's in the  
bale that  
you're selling?

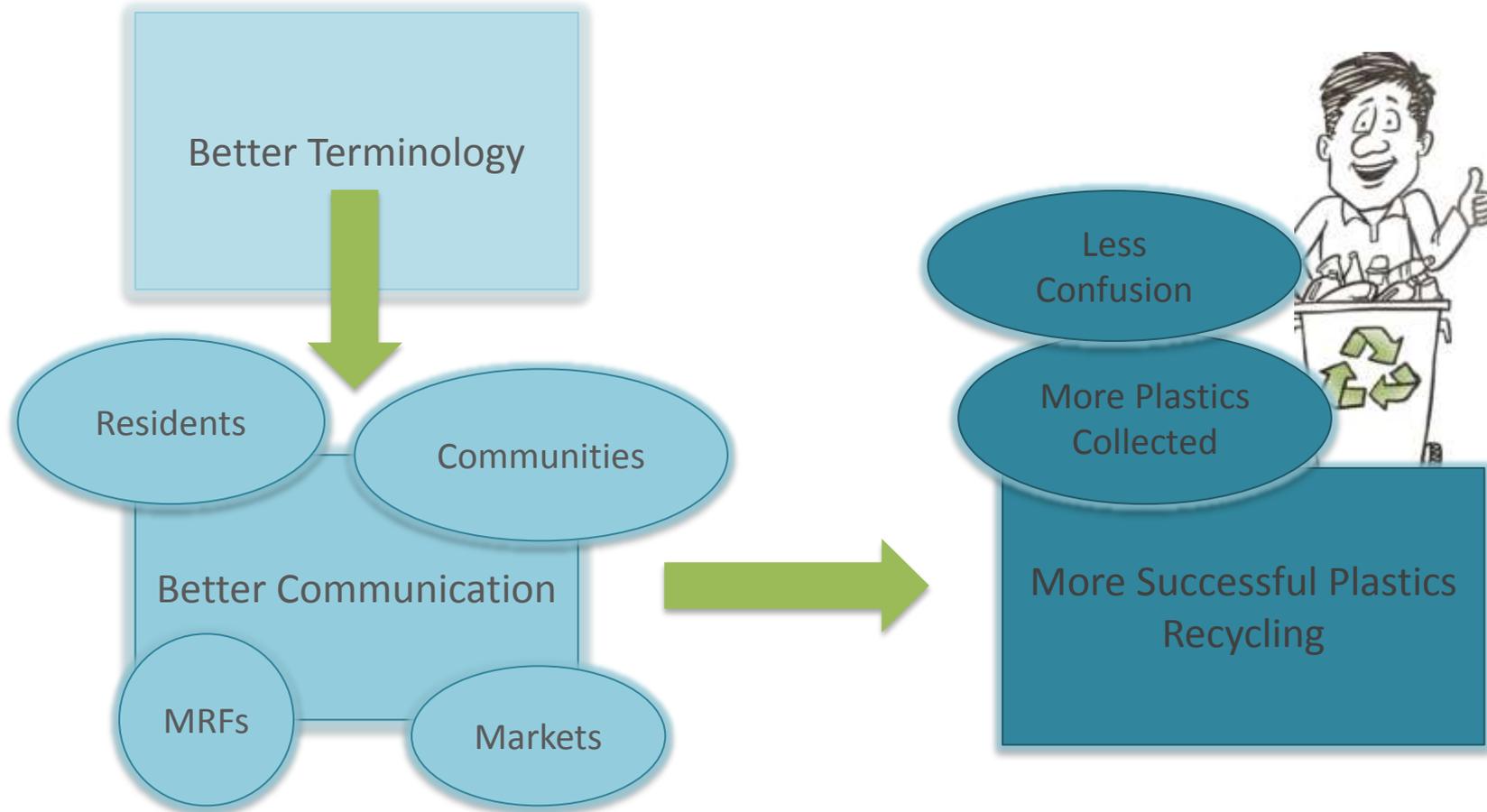
# Advisory Group:

- Tamsin Ettefagh, Envision Plastics
- Kate Eagles, NAPCOR
- Jon Stephens, Avangard Innovative
- Kurt Humes and Rebecca Jewel, Waste Management
- Steve Thompson, Recycling Partnership
- Pete Adrian, Lake County, IL
- Diana Gentilcore, EPS Industry Alliance
- Michael Westerfield, DART
- Liz Bedard, APR
- Kenny Luong, Ming's Recycling Corp



\*now Recycling Partnership

# Better Terminology = Better Recycling

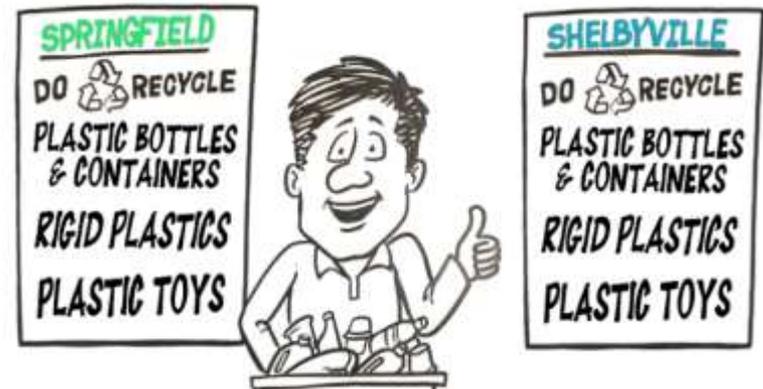


# The Terms and Tools

**Goal:** Increase the quality and quantity of plastics collected and to facilitate better tracking.

**Outreach Terms:** Common terminology and simple tools for community recycling programs in the US and Canada to help these programs communicate more effectively to residents about plastic recycling.

**Commodity Terms:** Streamline communications about buying and selling plastics that have been collected in the plastics value chain.

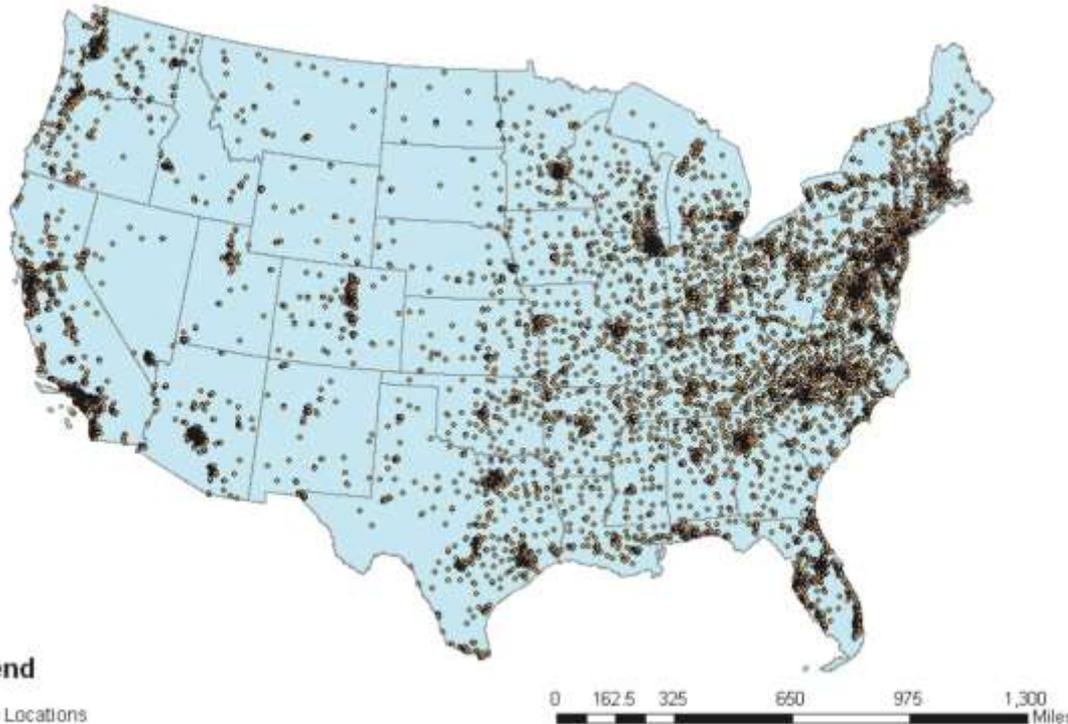


# Better Tracking: Consistent Terms = Consistent Data



The Association of Postconsumer  
Plastic Recyclers

# Better Tracking: Critical Plastics Data



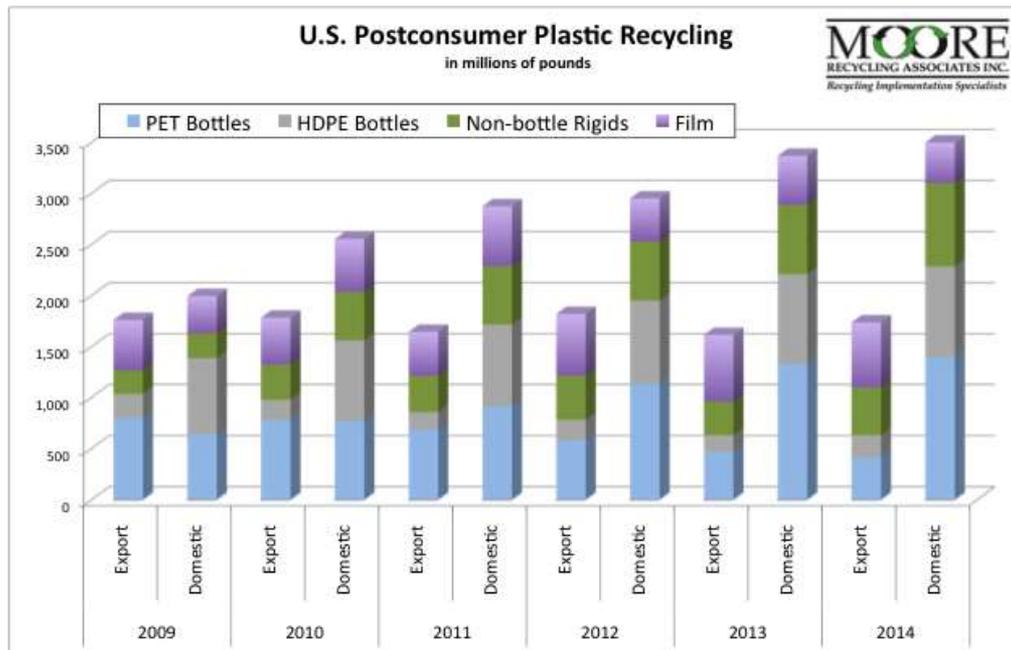
Access Studies



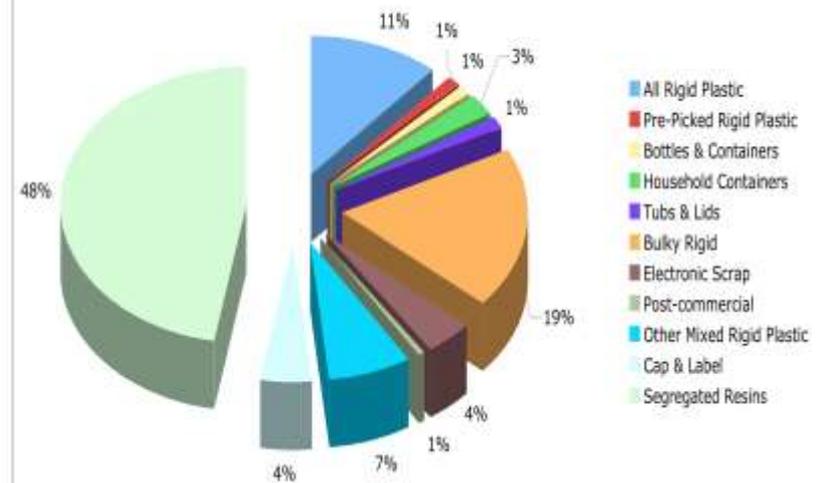
Bale Audits & MRF Studies



# Better Tracking: Critical Plastics Data (cont.)



Sources for Non-Bottle Rigid Plastic



Annual Plastic Recycling Reports



# Quality and Quantity: The Local Challenge

People are confused and overwhelmed.

Plastics 1-7:  
Can I recycle  
*everything*  
plastic!?!

I don't get  
it, so forget  
it!

OR:  
I'm not sure,  
but I'll put it in  
anyway.

Need **meaningful terms** that effectively  
communicate

### Single Stream Recycling

Currently, the Eanes ISD uses Central Texas Refuse single stream recycling dumpsters, cardboard only dumpsters, and a Paper Retriever for paper only recycling.

- Aluminum
- Plastic #1 - #7
- Paperboard
- Cardboard (flat)
- Tin, Steel, Glass
- Paper Bags & Craft Paper
- Office Paper, Junk Mail, Magazine, Newspaper

But, what about these?



# A Solution:

**Outreach Terms:**  
4 easy steps to build your program with Images and Tool to build program flyer.

Found on:  
**RecycleYourPlastics.org:**



Plastics Recycling Terms & Tools  
*Better Communication... Better Recycling*



## Terms and Tools

[Terms & Tools Home](#) | [Feedback](#) | [login](#)



### Plastics Recycling Terms & Tools

*Better Communication... Better Recycling*

This resource provides common terminology to help streamline communications for community recycling programs throughout the U.S. and Canada. Its goals are to strengthen consumer education and increase the quantity and quality of plastics recycled.

Click each section below in succession to learn more

#### Overview

1	<a href="#">What are the Terms &amp; Tools?</a>	+
2	<a href="#">Who created the Terms &amp; Tools?</a>	+
3	<a href="#">Why every community should use the Terms &amp; Tools</a>	+

#### How to Use the Outreach Terms

4	<a href="#">Before/After Example Using the Outreach Terms</a>	+
5	<a href="#">Tool: Use the New Outreach Terms</a>	+
6	<a href="#">The Plastics Recycling Outreach Terms (complete list)</a>	+

#### Additional Outreach Resources/Tools

7	<a href="#">Image Gallery: A picture is worth a thousand words</a>	+
8	<a href="#">Further Your Outreach with Re-TRAC</a>	+
9	<a href="#">Plastic Film &amp; Bag Recycling</a>	+

# Step 1: Main Program Categories

Select the Main Program Category that best describes the plastics you will accept.



<input type="radio"/>	<b>Specific Plastic Bottles &amp; Jars</b> <ul style="list-style-type: none"><li>• Plastic PET (1) Bottles &amp; Jars</li><li>• Plastic HDPE (2) Bottles &amp; Jars</li></ul>
<input type="radio"/>	<b>Specific Plastic Bottles &amp; Containers</b> <ul style="list-style-type: none"><li>• Plastic PET (1) Bottles &amp; Jars</li><li>• Plastic HDPE (2) Bottles &amp; Jars</li><li>• Plastic PET (1) Containers &amp; Lids</li><li>• Plastic HDPE (2) Containers &amp; Lids</li></ul>
<input type="radio"/>	<b>Plastic Beverage Bottles</b> <ul style="list-style-type: none"><li>• Plastic Soda, Water &amp; Other Drink Bottles</li></ul>
<input checked="" type="radio"/>	<b>Plastic Bottles &amp; Jars</b> <ul style="list-style-type: none"><li>• Plastic Soda, Water &amp; Other Drink Bottles</li><li>• Plastic Food &amp; Household Bottles/Jars</li></ul>
<input type="radio"/>	<b>Plastic Bottles &amp; Containers</b> <ul style="list-style-type: none"><li>• Plastic Soda, Water &amp; Other Drink Bottles</li><li>• Plastic Food &amp; Household Bottles/Jars</li><li>• Plastic Tubs &amp; Lids</li><li>• Plastic Produce, Deli &amp; Bakery Containers, Cups, Trays</li><li>• Plastic Non-food Containers &amp; Packaging</li></ul>
<input type="radio"/>	<b>Rigid Plastic</b> <ul style="list-style-type: none"><li>• Plastic Soda, Water &amp; Other Drink Bottles</li><li>• Plastic Food &amp; Household Bottles/Jars</li><li>• Plastic Tubs &amp; Lids</li><li>• Plastic Produce, Deli &amp; Bakery Containers, Cups, Trays</li><li>• Plastic Non-food Containers &amp; Packaging</li><li>• Plastic Bulky Items</li></ul>
<input type="radio"/>	<b>Plastic</b> <ul style="list-style-type: none"><li>• Plastic Soda, Water &amp; Other Drink Bottles</li><li>• Plastic Food &amp; Household Bottles/Jars</li><li>• Plastic Tubs &amp; Lids</li><li>• Plastic Produce, Deli &amp; Bakery Containers, Cups, Trays</li><li>• Plastic Non-food Containers &amp; Packaging</li><li>• Plastic Bulky Items</li><li>• Plastic Bags, Wraps &amp; Film (bag in bag)</li></ul>



# Step 2: Additions

**Additions** can be added to one of the seven Main Categories OR can be used as individual selections, if the Categories don't fit your program.



<input type="radio"/>	Plastic PET (1) Containers & Lids
<input type="radio"/>	Plastic HDPE (2) Containers & Lids
<input type="radio"/>	Plastic PP (5) Bottles
<input type="radio"/>	Plastic PP (5) Containers & Lids
<input checked="" type="radio"/>	Plastic Tubs & Lids
<input type="radio"/>	Plastic Tubs
<input type="radio"/>	Plastic Non-food Containers & Packaging
<input type="radio"/>	Foam Food Service & Other Containers
<input type="radio"/>	Foam Blocks & Shapes
<input type="radio"/>	Plastic Bulky Items
<input type="radio"/>	Plastic Toys
<input type="radio"/>	Plastic Buckets
<input type="radio"/>	Plastic Flower Pots
<input type="radio"/>	Plastic Bags, Wraps & Film (bag in bag)
<input type="radio"/>	Plastics Bags



# How Terms are Defined

Categories from the first two steps are defined for easy usage.



## Plastic Soda, Water & Other Drink Bottles

Soda, water, juice and other beverages – Commonly marked: PET (1), HDPE (2), PP (5), Other (7)

## Plastic Food & Household Bottles/Jars

Screw top bottles/jars - For Example: Food: ketchup, peanut butter, mayonnaise, mustard, Household: laundry detergent, shampoo, and cleaning products – Commonly marked: PET (1), HDPE (2), LDPE (4), PP (5), Other (7)

## Plastic Tubs

Tub containers, such as: yogurt, margarine, ice cream tubs, coffee containers: Commonly marked: HDPE (2), LDPE (4), PP (5)

## Plastic Tubs & Lids

Tub containers and lids for items such as: yogurt, margarine, ice cream tubs, coffee containers – Commonly marked: HDPE (2), LDPE (4), PP (5)

## Plastic Produce, Deli & Bakery Containers, Cups, Trays

Take-out, deli, bakery, berries/produce containers, cookie trays, cake domes, party cups, clear egg cartons – Commonly marked: PET (1), PP (5), PS (6), Other (7)

## Plastic Non-food Containers & Packaging

Containers and packaging for non-food items such as: flower pots, small storage containers like tupperware, CD/DVD cases, clear formed plastic packaging around products like toys or hardware and electronics (paper components should be removed) – Commonly marked: PET(1), HDPE (2), LDPE (4), PP (5), PS (6), Other (7)

## Plastic Bulky Items

Items as large as or larger than a 5 gallon bucket, such as: drums, large water bottles, crates, large storage bins, baskets, totes and lawn furniture – some may be marked: PET (1), HDPE (2), LDPE (4), PP (5), Other (7)

## Plastic Toys

Plastic Toys without metal or electronic components. For Example: Slides, play kitchen, sand bucket and shovel, flying disk, bat & ball

## Plastic Buckets

5 gallon buckets, kitty litter buckets – Commonly marked: HDPE (2), PP (5)

## Plastic Flower Pots

Rigid flower pots, 4 inches or larger – Commonly marked: HDPE (2), PP (5)



## Plastic PET (1) Bottles & Jars

Screw top bottles/jars that are marked PET (1) - For Example: Beverage - soda, juice, water and other beverages, Food - ketchup, peanut butter, mayonnaise, mustard, Household - shampoo, cleaning products

## Plastic PET (1) Containers & Lids

Take-out and other containers, lids, cake domes and trays used to package items such as fresh produce, baked goods, nuts, and deli items; and clear cups that are marked PET (1)



# Step 3: Exclusions

Only include the most important **Exclusions**. Too much information may leave your residents feeling overwhelmed and they won't pay attention to the important details.



<input checked="" type="checkbox"/> No Containers that held Hazardous Products	<input type="checkbox"/> No Foam Blocks/Shapes	<input type="checkbox"/> No Toys
<input type="checkbox"/> No Motor Oil Bottles/ Containers	<input type="checkbox"/> No Foam Peanuts	<input type="checkbox"/> No Toys with Metal or Electronic Components
<input type="checkbox"/> No Products that are Compostable (e.g. PLA)	<input type="checkbox"/> No Thin Foamed Sheets/Wrap (used around products like electronics)	<input type="checkbox"/> No Blister Packs (clear formed packaging around products like toys, hardware and electronics)
<input type="checkbox"/> No Products that Contain Bio- or Oxi- Degradable Additives	<input type="checkbox"/> No Flower Pots	<input type="checkbox"/> No Black Plastic
<input type="checkbox"/> No Microwavable Containers	<input type="checkbox"/> No Buckets	<input type="checkbox"/> No Plastic marked PVC (3)
<input checked="" type="checkbox"/> No Bags, Wrap or Film Plastic	<input type="checkbox"/> No clamshells or trays from produce, deli, bakery, take-out	<input type="checkbox"/> No Plastic marked PS (6)
<input type="checkbox"/> No Frozen Food Bags	<input type="checkbox"/> No Cups	<input type="checkbox"/> No Plastic marked Other (7)
<input type="checkbox"/> No Other Film	<input type="checkbox"/> No Straws	<input type="checkbox"/> No Electronics/Appliances
<input type="checkbox"/> No Foam	<input type="checkbox"/> No Caps	<input type="checkbox"/> No Food Contaminated Containers
<input type="checkbox"/> No Foam Food Service: cups, plates, take-out containers	<input type="checkbox"/> No Lids	<input type="checkbox"/> No Pouches (stand up bags or squeeze pouches for items such as ground coffee, juice, dried fruit, yogurt, laundry, oil)



# Step 4: Notes/Instructions & Finish

Add **Notes** at the end of your program list to provide clear, additional directions.

## You're Done!

Now, either create a **Program Flyer**  
OR use the **Royalty-Free Images** to  
create your own in- house flyer.



<input checked="" type="checkbox"/>	Empty, flatten and put caps back on bottles/jars
<input checked="" type="checkbox"/>	Rinse or wipe clean all food or other residue from bottles & containers
<input type="checkbox"/>	Include lids with containers
<input type="checkbox"/>	Remove caps/lids and put in trash
<input type="checkbox"/>	Remove tape and labels from foam blocks and shapes/protective packaging
<input type="checkbox"/>	Place all clean, dry bags and film inside another bag and tie off
<input type="checkbox"/>	Separate non plastic (e.g. paper or metal) attachments from plastic products





# Image Gallery

- Royalty-free
- Acceptable items and exclusions
- Provided in JPEG, TIFF, and EPS
- EPS allows for easy layering

Images provided by:



Thank you!



## Image Gallery

These images are royalty-free and can be downloaded and used as needed.

### Plastic PET (1) Bottles & Jars



**Image Title**  
Screw-top bottles for soft drinks, ice tea and other beverages

Download formats:

JPEG: 92 KB  
EPS: 12.2 MB  
TIFF: 9.2 MB



**Image Title**  
Screw-top bottles for soft drinks, ice tea and other beverages

Download formats:

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Screw-top bottles for soft drinks, ice tea and other beverages

Download formats:

JPEG: 92 KB  
EPS: 12.2 MB  
TIFF: 9.2 MB

# Case Study: Greensboro, NC Messaging Overhaul

- Objective: Recycling Rebrand
- Challenges:
  - High contamination
  - Varied socioeconomic groups
  - Problems with existing SS program



\*image courtesy of City of Greensboro



# Process

- Created survey
- Printed and sent 90,000 copies via water bill
- Received responses by:
  - Direct mail
  - Returned with water bill Payment
  - Online submissions
- Compiled data
- Made program changes

\*images courtesy of City of Greensboro



# Resident Survey



## Please complete our survey for a CHANCE TO WIN \$50!

The City of Greensboro would like to learn more about your thoughts and behaviors about recycling because we want to improve our recycling program. The purpose of this survey is to identify why people don't recycle so that we can work together to overcome those things.

For the following, please indicate whether you perform the specified action on the following scale:

Statement	Always	Frequently	Sometimes	Seldom	Never
I recycle at home	<input type="checkbox"/>				
I recycle at work	<input type="checkbox"/>				
I try to recycle when away from home and work—shopping, at sporting events, etc.	<input type="checkbox"/>				
I encourage my friends, neighbors, or coworkers to recycle	<input type="checkbox"/>				
I remember to recycle	<input type="checkbox"/>				

For the following, please indicate the degree to which you agree with the following statements:

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My household is not properly organized for recycling	<input type="checkbox"/>				
Recycling is dirty, gross, or smells bad	<input type="checkbox"/>				
Recycling takes too much time	<input type="checkbox"/>				
Items that I recycle will just end up in the landfill anyway	<input type="checkbox"/>				
Recycling is not worth the extra effort	<input type="checkbox"/>				
The recycling program is too expensive for the City	<input type="checkbox"/>				
I never think about recycling when it is time to throw something out	<input type="checkbox"/>				
I don't know what items can be recycled	<input type="checkbox"/>				
Protecting the environment just isn't important to me	<input type="checkbox"/>				
Recycling doesn't have any real impact on the environment	<input type="checkbox"/>				
What happens to my garbage is not my responsibility	<input type="checkbox"/>				
I don't have enough space to store my recycling	<input type="checkbox"/>				

Please indicate your level of satisfaction with the following services:

Service	Highly Satisfied	Moderately Satisfied	Neutral	Moderately Dissatisfied	Highly Dissatisfied
Trash Collection	<input type="checkbox"/>				
Recycling Program	<input type="checkbox"/>				
Curb Other Week Recycling Service	<input type="checkbox"/>				
Yard Waste Collection	<input type="checkbox"/>				
Overall Service	<input type="checkbox"/>				

Please indicate the best response below:

My household would be BEST classified as	Heavy Recycler	Moderate Recycler	Light Recycler	Never recycle
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TO THE BEST OF YOUR KNOWLEDGE, which of the following materials are ACCEPTABLE to be placed in your recycling container? (Check all that apply)

Glass bottles	<input type="checkbox"/>	Styrofoam	<input type="checkbox"/>	Milk & Juice Cartons	<input type="checkbox"/>
Clothes	<input type="checkbox"/>	Yard Waste	<input type="checkbox"/>	Pager towels, tissues	<input type="checkbox"/>
Cardboard	<input type="checkbox"/>	Plastic bags	<input type="checkbox"/>	Steel/tin cans	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	Plastics #1-2	<input type="checkbox"/>	Aluminum cans	<input type="checkbox"/>
Plastics #3-7	<input type="checkbox"/>	Food Waste	<input type="checkbox"/>	Tires, Rubber	<input type="checkbox"/>
Chipboard (cereal boxes, etc.)	<input type="checkbox"/>	Office and school paper, junk mail	<input type="checkbox"/>	Newspaper, magazines, catalogs	<input type="checkbox"/>
Aluminum foil & pie pans	<input type="checkbox"/>	Aerosol Cans (empty)	<input type="checkbox"/>	Empty motor oil bottles	<input type="checkbox"/>

On my service day, my recycling can is usually:

Overflowing, some recyclable items had to be put in trash	<input type="checkbox"/>	Less than 1/2 full, but I still put it out	<input type="checkbox"/>
Between 3/4 and completely full	<input type="checkbox"/>	Very little in the can; I don't put it out every service day	<input type="checkbox"/>
Between 1/2 and 3/4 full	<input type="checkbox"/>	I don't recycle	<input type="checkbox"/>

A. What information sources do you use regularly for news about the City of Greensboro and its services? CHECK ALL THAT APPLY

B. Thinking about the information sources you use, which ONE source do you consider to be the most reliable? CHECK ONE ONLY

	USE	MOST RELIABLE
Television	<input type="checkbox"/>	<input type="checkbox"/>
Radio	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Social media (Facebook, Twitter, etc.)	<input type="checkbox"/>	<input type="checkbox"/>
City of Greensboro Website	<input type="checkbox"/>	<input type="checkbox"/>
Internet (other than above)	<input type="checkbox"/>	<input type="checkbox"/>
Channel 13 (GTV)	<input type="checkbox"/>	<input type="checkbox"/>

Personal information (optional, but needed to award gift card)

Name	
Street Address:	
Apt./Unit #	
City:	
State:	
Zip:	

This location is a:

Residence	<input type="checkbox"/>	Business	<input type="checkbox"/>
If residence, please indicate what type:			
Single-family home (detached)	<input type="checkbox"/>	Semi-detached/Duplex	<input type="checkbox"/>
Apartment/condo	<input type="checkbox"/>	Townhome	<input type="checkbox"/>

If you have any comments or suggestions regarding the City's recycling program, please write them below:

---



---



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Thank you for completing this survey. Completed surveys can be mailed in with your current water bill payment, OR mailed separately to:

Recycling Survey  
PO Box 3336  
Greensboro, NC 27402-3336

All completed surveys postmarked by 1/30/2014 will be entered into a random drawing for one of five Visa® gift cards valued at \$50.



# Survey Outcomes

- Understand recycling behavior at a deeper level
  - Grade for each material
- Identify impactful improvement strategies
- Make confident decisions
- Improve dialogue and communication



\*image courtesy of City of Greensboro



Material	Response Percent	Percent Correct	Grade
Cardboard	95.56%	95.56%	A
Glass Bottles	94.60%	94.60%	A
Newspaper, Magazines, Catalogs	94.54%	94.54%	A
Aluminum Cans	93.23%	93.23%	A
Chipboard (Cereal Boxes, etc)	86.57%	86.57%	B
Office and School Paper, Junk Mail	80.61%	80.61%	C
Steel/ Tin Cans	78.61%	78.61%	C
Milk & Juice Cartons	75.23%	75.23%	C
Plastics #3-7	72.73%	72.73%	D
Plastics #1-2	63.59%	63.59%	F
Pizza Boxes	59.94%	59.94%	F
Aluminum Foil & Pie Pans	52.93%	52.93%	F
Aerosol Cans (empty)	45.41%	45.41%	F
Plastic Bags	26.11%	73.89%	D
Paper Towels, Tissues	25.02%	74.98%	C
Styrofoam	20.23%	79.77%	C
Empty Motor Oil Bottles	8.92%	91.08%	B
Yard Waste	4.39%	95.61%	A
Tires, Rubber	3.54%	96.46%	A
Clothes	3.12%	96.88%	A
Food Waste	1.26%	98.74%	A
<b>OVERALL</b>		<b>81.00%</b>	<b>C</b>

# Write-In Responses: Plastics

- “I continue to have problems deciding what plastic items are recyclable”
- **“Maybe send out more info on the exact type of plastics that can be recycled”**
- “What are plastics #1-7?”
- **“Can we recycle 3-7 plastics? That would be awesome!”**
- “...it gets confusing, first it was no yogurt containers, then they were permissible.”
- **“I read conflicting recycling requirements with regards to plastics #3 and over”**
- “Styrofoam isn’t recyclable, however egg cartons have a recycle symbol?”
- **“The Coke [incentive program] promotion and my *Mother-in-Law* confused me about plastics #3-7.”**



# New Guide: Plastics Messaging

- “Plastic” Header
- All Bottles
  - “Top On” note
- All Containers
- All Jugs
- Large Plastic Items
- “NO” Items
  - Bags, Sheets, Styrofoam, Hoses

**Greensboro Recycling Guide** | **Recycle First. It Matters.**

Recycle the items below. They should be clean and dry. Rinse only if needed.

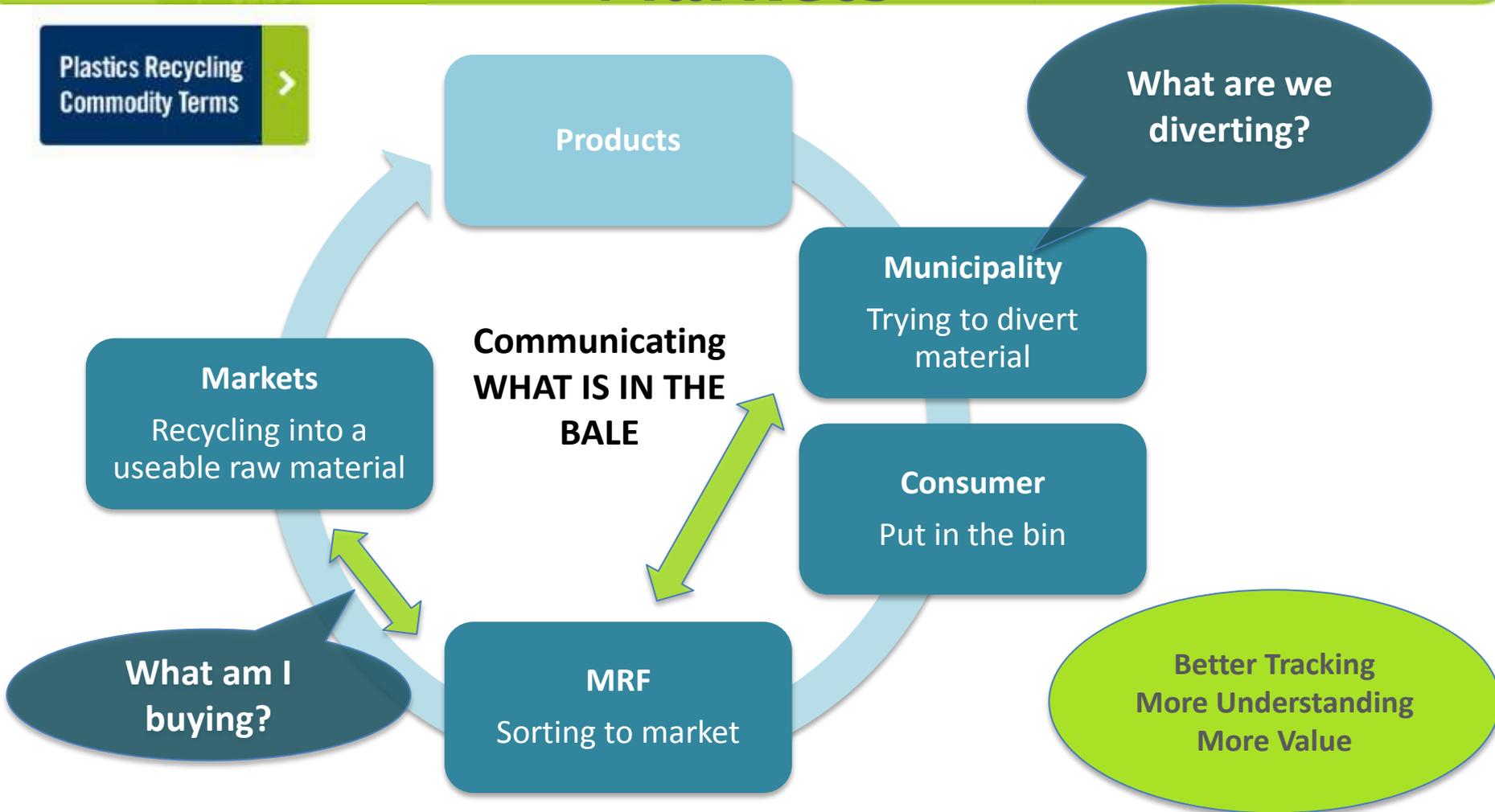
PAPER	PLASTIC	METAL	GLASS
 <p>All Paper</p>	 <p>TOP ON All Bottles</p>	 <p>TOP OFF Aluminum, Steel, Tin Cans, Aerosol Cans</p>	 <p>LID OFF All Jars</p>
 <p>All Cardboard All Cartons</p>	 <p>All Containers</p>	 <p>Pots and Pans</p>	 <p>All Bottles</p>
 <p>Chipboard</p>	 <p>All Jugs Large Plastic Items</p>	 <p>Aluminum Foil, Pans, Trays</p>	 <p>All Bottles</p>
 <p>NO Paper Towels, Tissues, Diapers</p>	 <p>NO Bags, Sheets, Styrofoam, Hoses</p>	 <p>NO Cords, Auto Parts, Electronics</p>	 <p>NO Mirrors, Windows, Dishware</p>

**FOR MORE INFORMATION:** 373-CITY (2489) • [recycle@greensboro-nc.gov](mailto:recycle@greensboro-nc.gov) • [www.greensboro-nc.gov/recycle](http://www.greensboro-nc.gov/recycle)

\*image courtesy of City of Greensboro

# Commodity Terms: Communications with MRFs and Markets

Plastics Recycling  
Commodity Terms >



# Commodity Terms: Room for Improvement?

What kind of bale is it, really?

Does the Mixed Rigid Bale include *bulky*?

Does 1-7 really mean *all plastics*?

Does 3-7 contain PET or HDPE *non-bottle containers*?

*There will always be nuances, but we can do better.*



# Why Use the Commodity Terms?

“Waste Management recognizes the importance of communicating with one voice - to communities and their residents about what to put in the bin, and with markets about what is being sold. Common terminology helps us achieve that goal.”

Susan Robinson, Sr Public Affairs Director,  
Waste Management



# Bale Specs

## Mixed Rigid Plastic

<b>TERMINOLOGY</b> (Click below blue terms for APR Model Bale Spec)	<b>DEFINITIONS</b>
<b>PET &amp; HDPE Bottles</b>	<b>PET &amp; HDPE Bottles</b>
<b>Commingled Plastic Bottles</b>	<b>The market mix of bottles: Primarily PET and HDPE bottles with some other bottles</b>
<b>Tubs &amp; Lids</b>	<b>Non-bottle rigid household containers - primarily PP and PE, No bulky rigid plastic</b>
<b>Tubs &amp; Lids: with Bulky</b>	<b>Tubs and lids; Bulky rigid plastic (includes buckets, totes, crates, lawn furniture, carts, storage bins) - primarily PP and PE</b>
<b>PE/PP Bottles, Containers &amp; Bulky</b>	<b>PE &amp; PP bottles and containers; Bulky rigid plastic (includes buckets, totes, crates, lawn furniture, carts, storage bins)</b>
<b>Mixed Clamshells</b>	<b>A mixture of PET, PS, PVC, PLA thermoformed containers: trays, cups, clamshells, boxes</b>
<b>Bulky Rigid Plastic</b>	<b>Primarily PE and PP (includes buckets, totes, crates, lawn furniture, carts, storage bins and other large items)</b>
<b>Pre-picked Rigid Plastic: No Bulky</b>	<b>Bottles and containers with the PET &amp; HDPE bottles removed: includes Non-PET and non-HDPE household bottles and all non bottle containers (thermoform packaging, cups, trays, clamshells, tubs and lids)</b>
<b>Pre-picked Rigid Plastic: with Bulky</b>	<b>All rigid plastic with PET and HDPE bottles removed: includes non-PET and non-HDPE household bottles, all non bottle containers (thermoform packaging, cups, trays, clamshells, tubs and lids), and Bulky rigid (includes buckets, totes, crates, lawn furniture, carts, storage bins and other large items)</b>
<b>All Rigid Plastic: No Bulky</b>	<b>All bottles and containers (includes thermoform packaging, cups, trays, clamshells, tubs and lids)</b>
<b>All Rigid Plastic: with Bulky</b>	<b>All bottles and containers (includes thermoform packaging, cups, trays, clamshells, tubs and lids); Bulky rigid (includes buckets, totes, crates, lawn furniture, carts, storage bins and other large items)</b>



# Other Resources: Plastic Film

## Additional Outreach Resources/Tools

7 Image Gallery: A picture is worth a thousand words



8 Further Your Outreach with Re-TRAC

9 Plastic Film & Bag Recycling



Plastics Recycling Terms & Tools  
Better Communication... Better Recycling

A project managed by



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Plastics Division

# Find the Terms & Tools



[www.RecycleYourPlastics.org/termsandtools](http://www.RecycleYourPlastics.org/termsandtools)

[www.RecycleYourPlastics.org/commodityterms](http://www.RecycleYourPlastics.org/commodityterms)

Video: [https://www.youtube.com/watch?v=zbcVQ2\\_8UU4](https://www.youtube.com/watch?v=zbcVQ2_8UU4)



# Join Us!



Tell us what you're doing, if you plan to use the Terms, or how to make the Terms & Tools more useful.



# CURC Campus Recycling Webinar Series

## College & University Recycling Coalition

- 2016 Series schedule announced in coming weeks
- 6 Bi-monthly programs, Free to attend
- Topics:
  - Education
  - Food recovery
  - Hard to Recycle items
  - Contracts
- Details coming at <http://curc3r.org>
- Sneak peek – March 10 program:  
**Zero Waste Programs in Office Settings**



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BEAUTIFUL**

# Thank you - Questions

Please contact us for more information and to provide feedback.

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