

Industry Initiatives

Progressive Bag Alliance

Meeting the Challenges – Creating
the Opportunities

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What is Industry Doing?

Resin Pellet Issue



- SPI & CFECA Work with Algalita
 - Educate Algalita on Plastics Industry
 - Rivers to Sea Conference
 - Operation Clean Sweep – Best Management

- Operation Clean Sweep – SPI/APC
 - Resin Pellet Good Housekeeping
 - Workshops
 - Peer Pressure

What is Industry Doing?



- Progressive Bag Alliance – Grocery Bags
 - “Solutions Campaign” with Locals
- Food Service Packaging Industry - Steering Committee to address litter/marine debris
 - SPI, APC, PSPC, FPI

Progressive Bag Alliance



- **Five U.S. Bag Manufacturers** – Vanguard, API, Hilex Poly, Inteplast, Superbag
- **Supply** – CA Grocers, Retailers
- **Solutions Campaign**

Progressive Bag Alliance



Tired of Hearing “No, it can’t be done”

And instead – find new innovative ways to get it done by working with local governments, environmentalists, and customers.

Solutions Campaign - Think Outside the Box

“Solutions Campaign”

Establish Credible Programs



RECYLCE:

- Bag 2 Bag Collect bags, make new bags
- Curbside South OC
- NextLife Full service collection
- Increase At-Store Bag Recycling
- Online/APC plasticrecycling.org

Plastic Bag Initiatives



REDUCE:

- | | |
|------------------|--------------------------------|
| • Rhino Bags | Larger, stronger bags |
| • Clerk Training | Intense, monthly on site |
| • Public Ed | Fewer bags used |
| • “Just Say One” | Public Service Program |
| • Printed Bags | Anti-litter/recycling messages |

San Juan Capistrano



- Curbside Collection of Plastic Bags
- Innovative Staff – Think Solutions, Not Restrictions
- Willing to Try Something Different
- Trusted Industry
- Hilex Poly – Stepped Up and Worked Hard
- Everybody Gave Each Other a Chance



Residential Plastic Bag Recycling Program



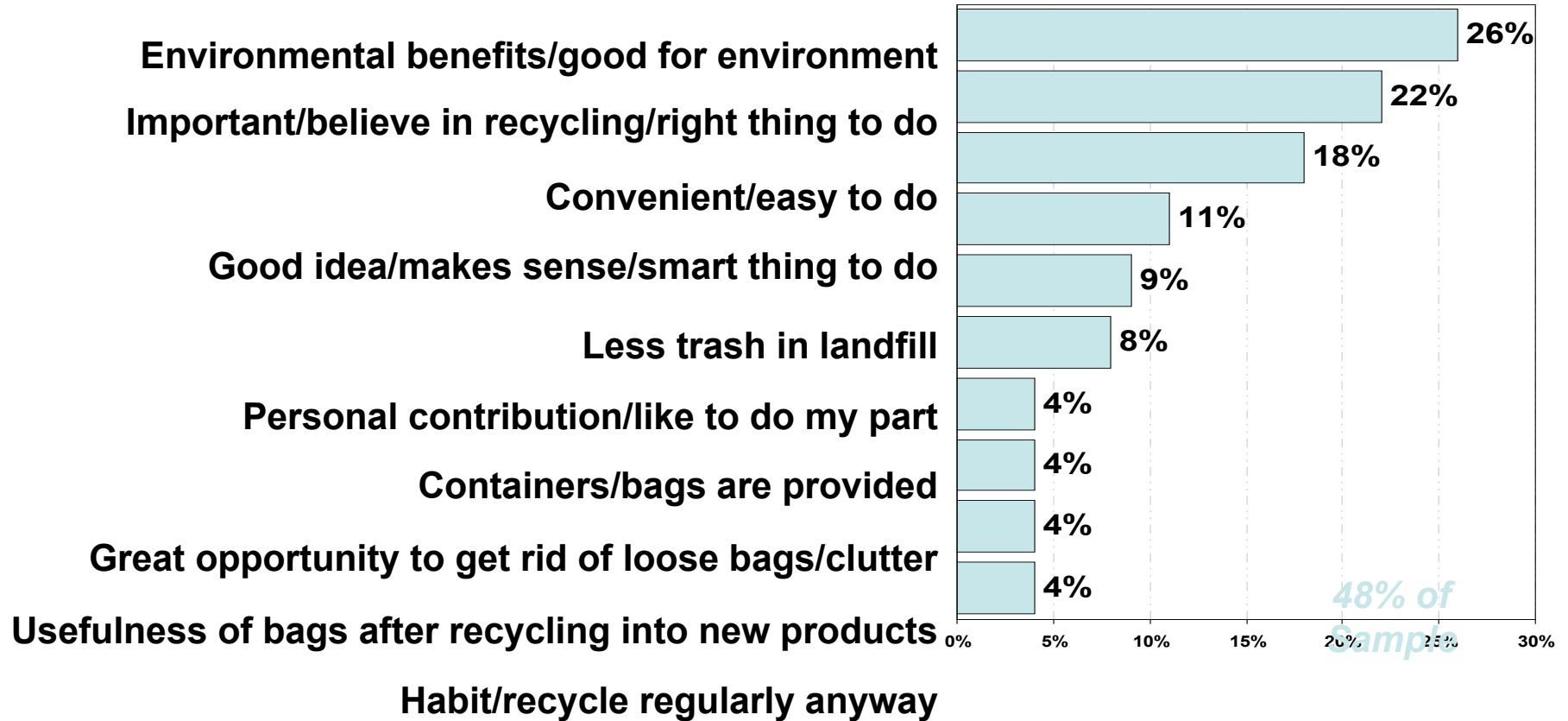
progressive bag alliance
 API • Hilex • Inteplast • Superbag • Vanguard

Plastic Bag Recycling Program

progressive bag alliance
 Best manufacturing practices. Environmental leadership. Sound public policy.

Top Primary Reason for Participating in Program

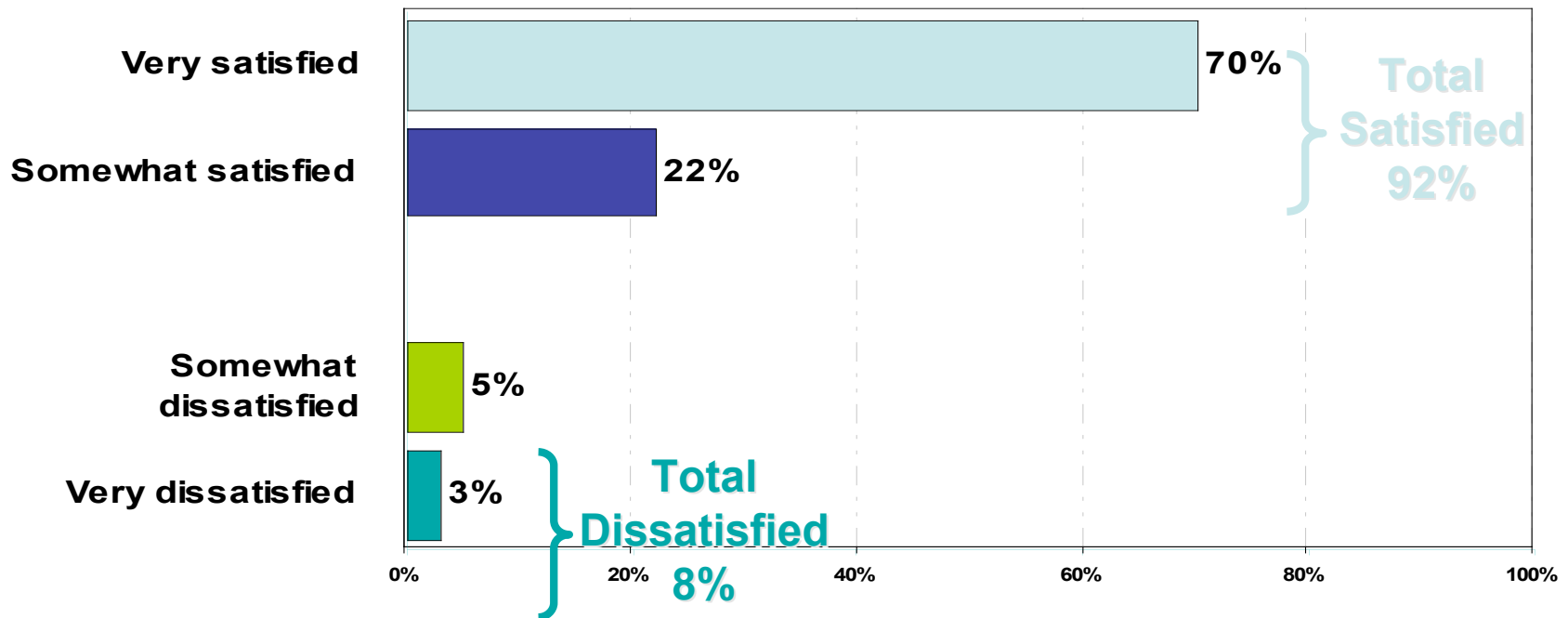
(Open-end; Grouped Responses)



11. In a few words of your own, what would you say is the primary reason why your household participates in the plastic bag recycling program?

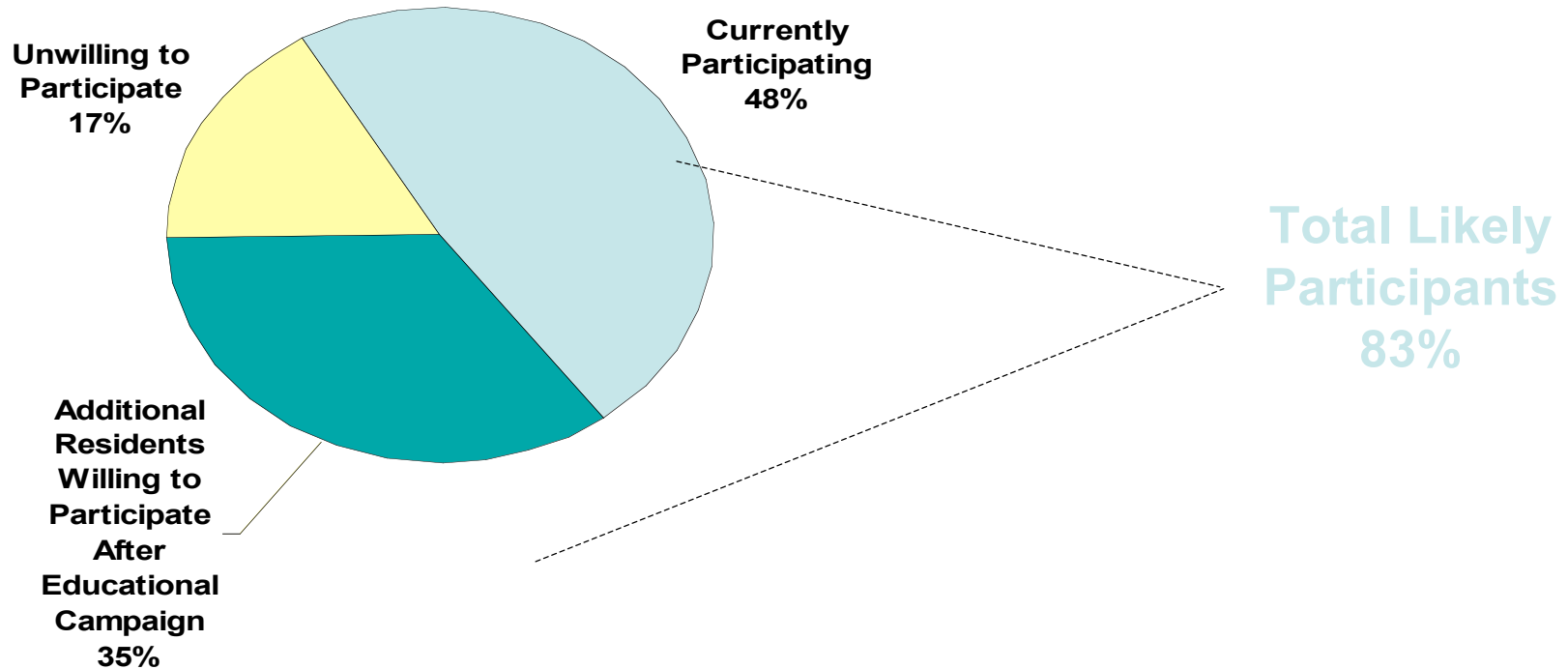
Participants Satisfaction with the Program

(48% of Sample)



17. Overall how satisfied would you say you were with the plastic bag recycling program?

Total Likely Residents to Participate in Recycling Plastic Bag Program



LA River – Plastics Task Force



- Team Approach
 - Company Executives, City Staff, FoLAR, Recycler
- Evaluated Goals – Agreed on Desired Outcomes
 - prevent plastic bags from blighting local waterways,
 - deliver recommendations that Council can approve,
 - Avoid a political battle
- **“Our goal was to arrive at collaborative opportunities that enhance the city’s environmental stewardship as well as the city’s business climate.”**

LA - Immediate Results



- **Friends of LA River - Annual Clean Up**
 - PBA - furnished recycling bags
 - Separated plastic bags
 - PBA - provided funding to clean-up
- **City Recyclers - no market**
 - PBA - described market situation - \$\$\$\$\$
 - Opened doors with reproprocessors
 - Plastic film collected curbside sold
 - New stable markets for reproprocessors

Recommendations



- Establish “Adopt-a-River Program”
- Funding – New Foundation to fund prevention/clean-up
- Uniform city-wide public education message
- Trash Hot Spots: (2) pilot anti-litter projects
- Market Development – Increase Recycling

Specific Projects

Los Angeles



- **Public Education – Behavior Modification**
 - Reduce, Reuse, Recycle, “Just Don’t Litter”
 - “Just Say One” – No double bagging-more items
 - Messages on Bags – 1 bag, recycle it
- **Increase At-Store Recycling Programs**
 - LA-Branded, Attract Consumers – Bring Bags Back!!
- **Adopt-A-River – Public/Private \$\$\$ Partnership**
 - Keep it Clean
 - Industry – Adopt-A-Block

What Made LA Work?



- **Process:**
 - Flexible & Open
 - Created meaningful discussion
 - No predetermined outcomes.
- **Resulted in Criteria & Goals**
 - Used as a guideline -narrowed the list of ideas
 - Effective, targeted, collaborative, visible goals
- **Outcome: Open, Honest, Willing**

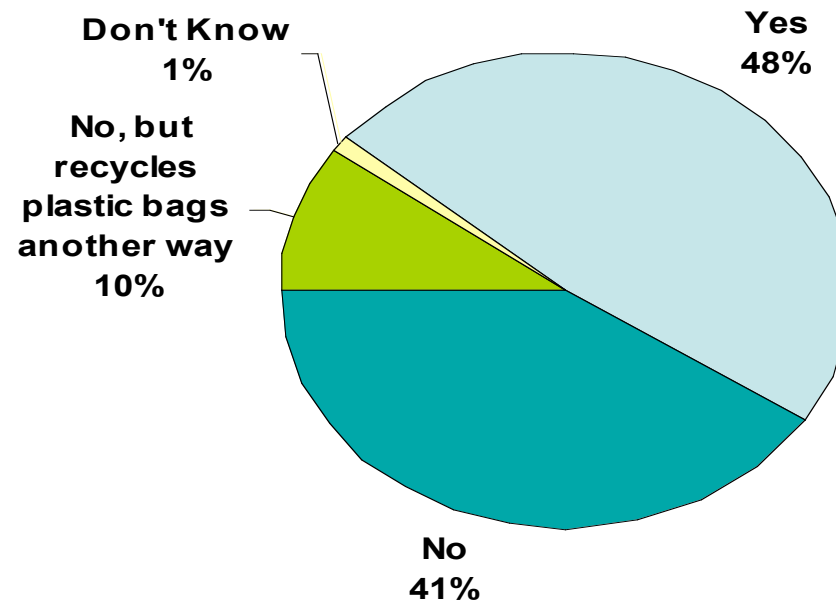
PBA & Locals - LA/San Juan

What is Different?



- Staff - worked hard & fast
 - Learned about industry - Open Mind
- Plastic Bag company owners -
 - Think Outside of Box
- Preconceived Ideas About Each Other
 - Left at the Door
- Goals were to MAKE A DIFFERENCE
 - Achieve Change - Not Make a Statement

Have You/Someone in Your Household Recycled Using Program

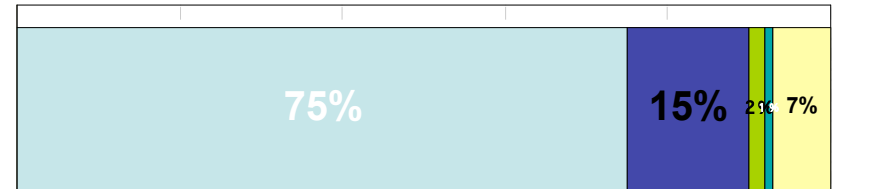


10. To the best of your knowledge have you or someone in your household ever recycled plastic bags using this program, also known as curbside Bag-to-Bag Program, which asks you to place your plastic bags in a blue bag and put the blue bag in your recycling cart for pick-up?

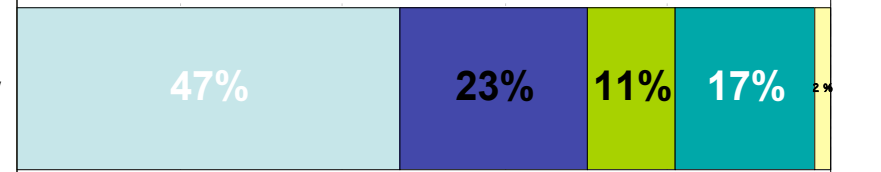
Knowledge of Plastic Bag Recycling

Very Acc. S.W. Acc. S.W. Inacc. Very Inacc. DK/NA

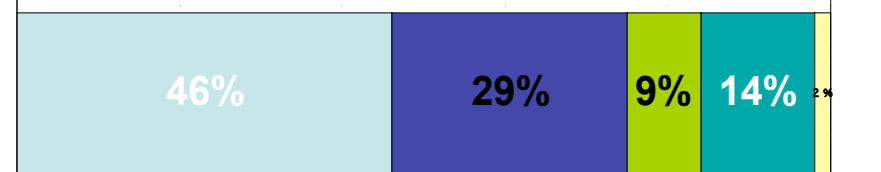
In addition to plastic grocery bags, dry cleaning bags can also be recycled



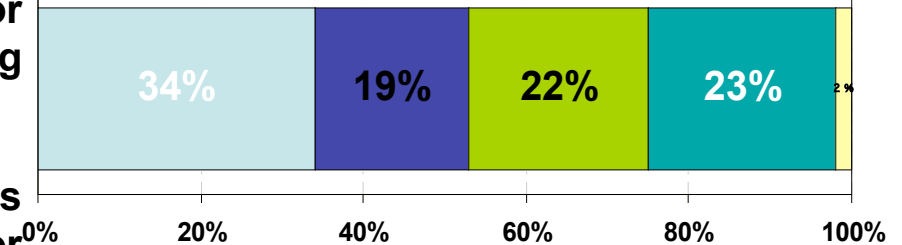
Residents of San Juan Capistrano do not need a new plastic bag recycling program because they are already able to recycle their plastic bags by placing individual bags in their curbside recycling bin



*Reusing plastic bags for different purposes such as lining garbage cans, picking up after a dog or carrying a lunch can be considered to be recycling



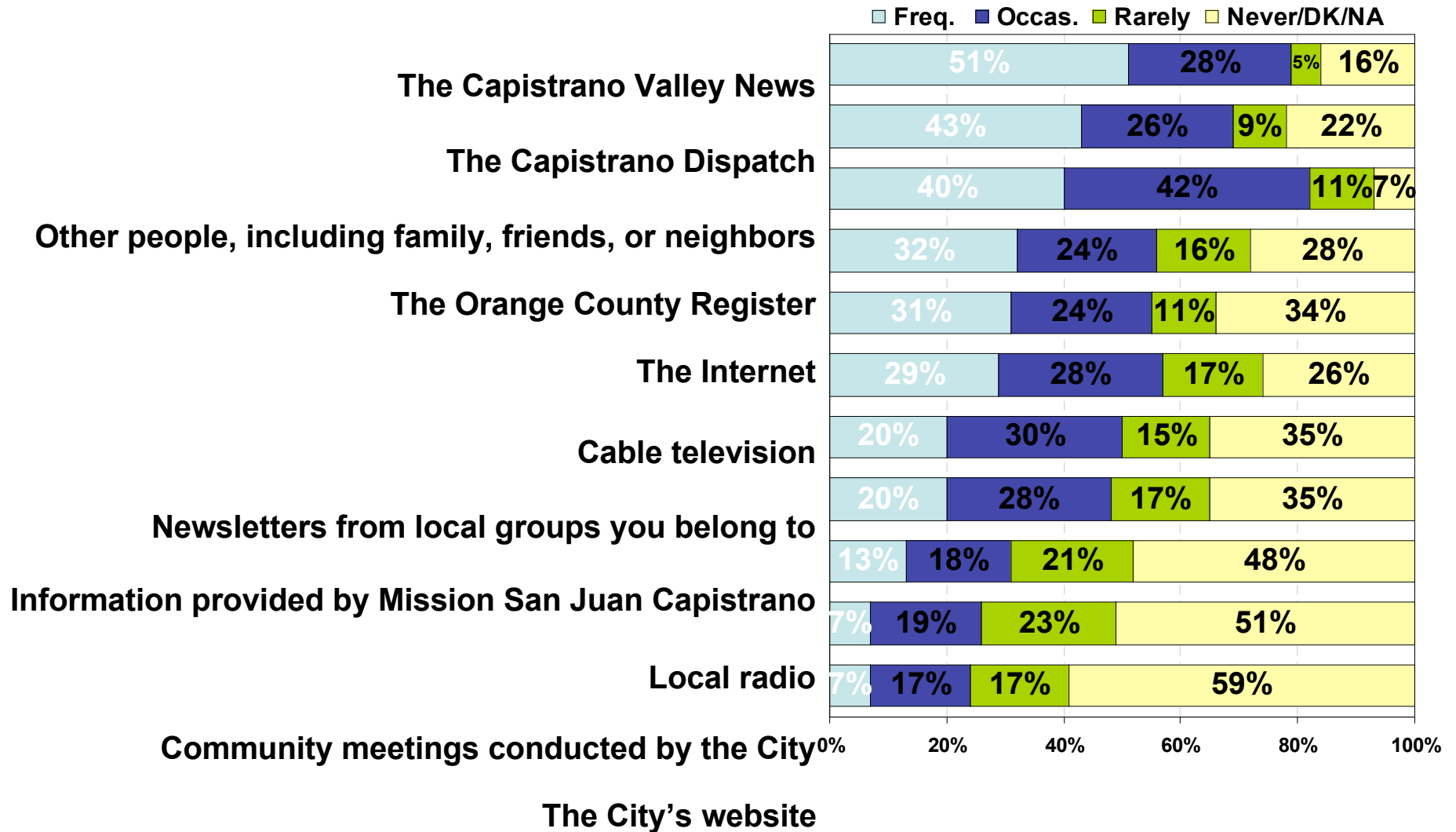
*Reusing plastic bags for different purposes such as lining garbage cans, picking up after a dog or carrying a lunch cannot be considered to be recycling



21. I'm going to read you some statements that have been made about recycling-related issues in San Juan Capistrano. After I read each statement, I'd like you to tell me whether you think this is an accurate or inaccurate statement.

*Split Sample

San Juan Capistrano Information Sources



28. I'm going to mention a list of sources from which people get information about issues affecting San Juan Capistrano. For each, I'd like you to tell me how often you use it to get information about such issues: frequently, occasionally, rarely, or never. Split Sample