

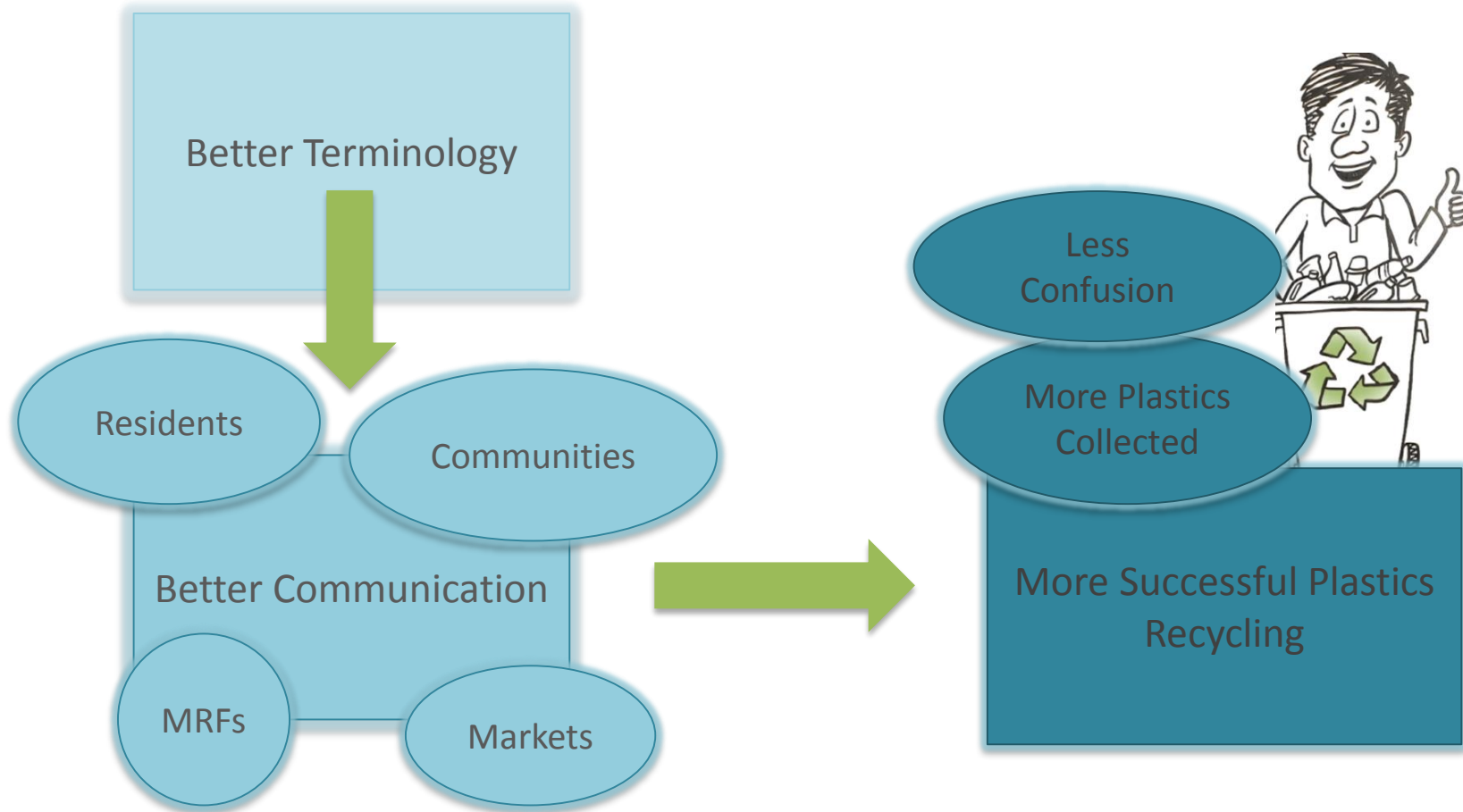
# Plastics Recycling Doesn't Need to Be So Confusing!



Tonya Randell  
Moore Recycling Associates  
EPA SMM Webinar Series  
October 15, 2015



# Better Terminology = Better Recycling

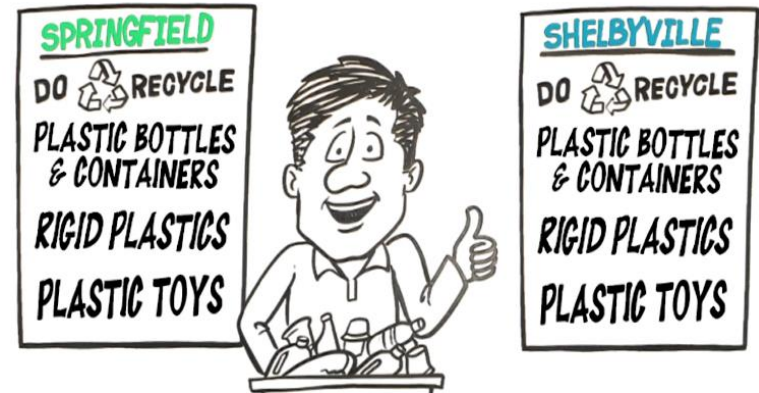


# The Terms and Tools

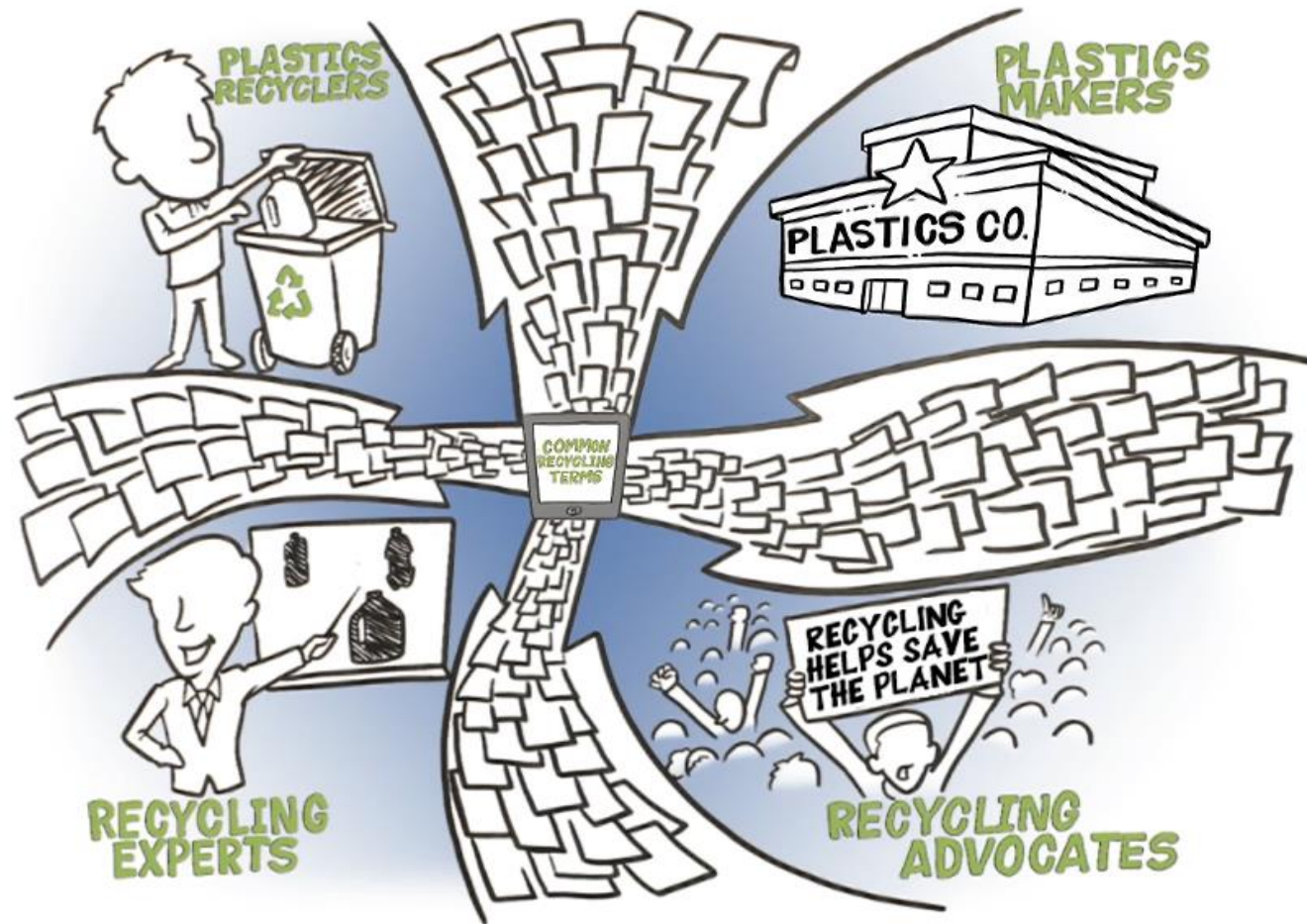
**Goal:** increase the quality and quantity of plastics collected and to facilitate better tracking.

**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 in the plastics value chain- buying and selling plastics that have been collected.



# Stakeholder Engagement





# Advisory Group:

- Tamsin Ettefagh, Envision Plastics
- Kate Eagles, NAPCOR
- Jon Stephens, Avangard Innovative
- Kurt Humes and Rebecca Jewel, Waste Management
- Steve Thompson, Curbside Value 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

# Why?

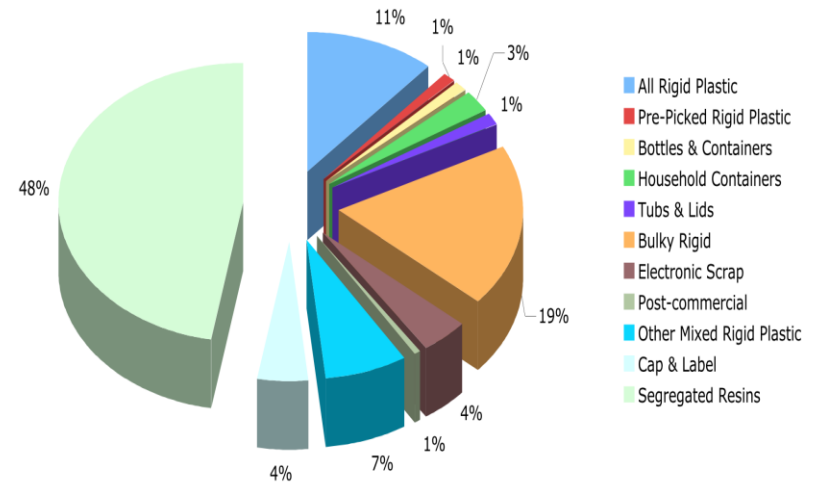
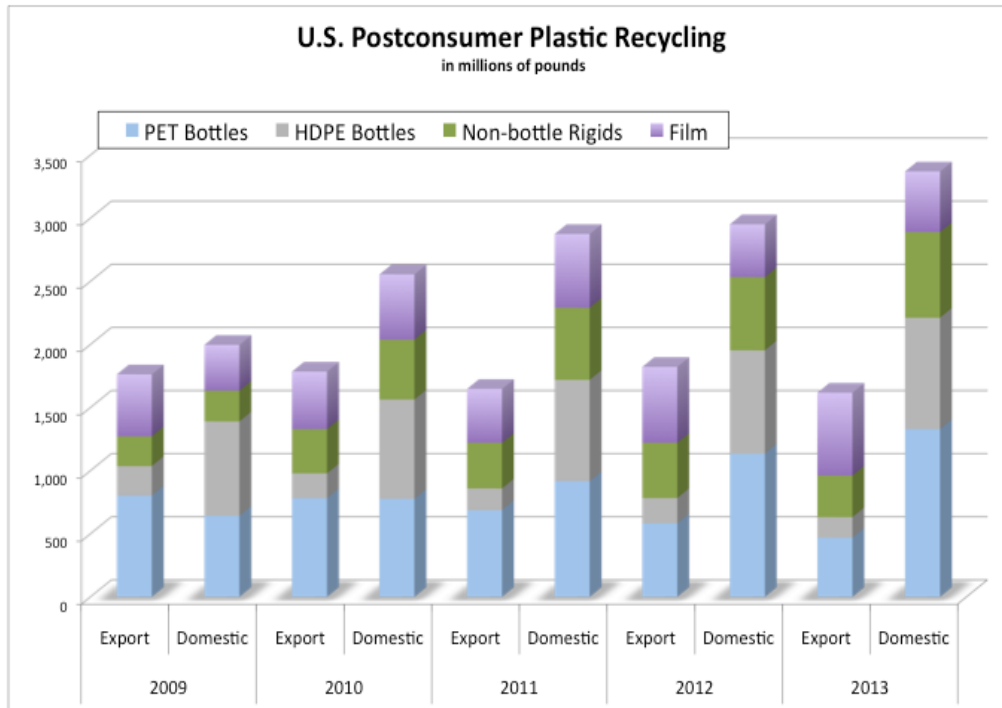
## Consistent Terms = Consistent Data



The Association of Postconsumer  
Plastic Recyclers

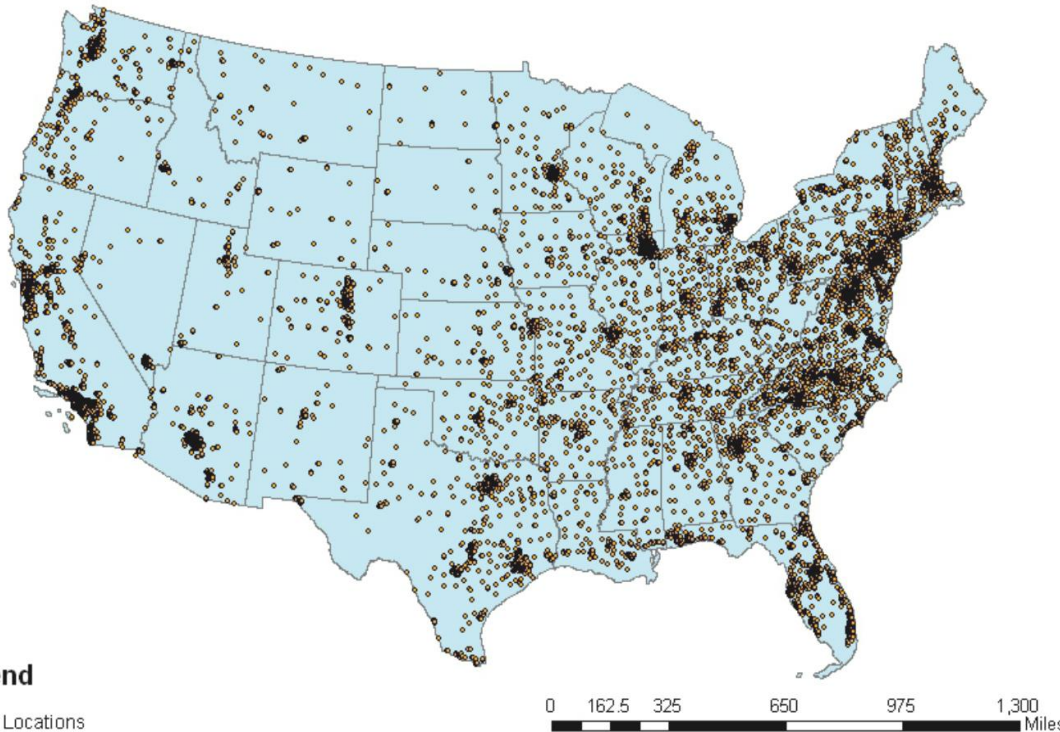
# Why? Critical Plastics Data

## 2012 Sources for Non-Bottle Rigid Plastic Data

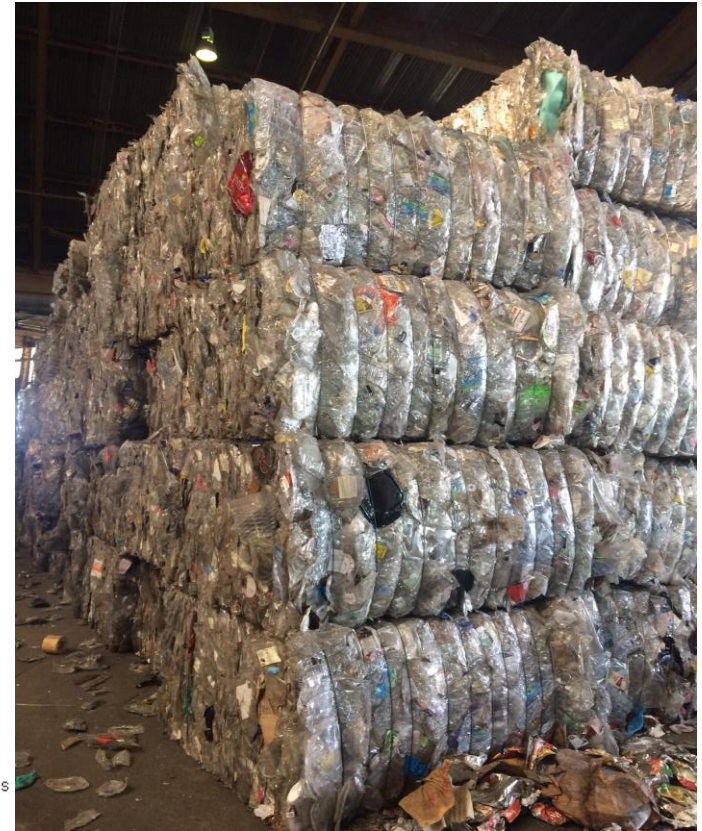


## Annual Plastic Recycling Reports

# Why? Critical Plastics Data (cont.)



Access Studies



Bale Audits & MRF Studies



# The 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



But, what about these?



# Resource Introduction

Outreach Terms, Images, and Tool to build program flyer

Commodity Terms to support communication between programs, MRFs, and markets.

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>	+

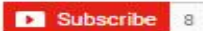
# Video



New Communications Tools for Recycling Professionals



RecycleYourPlastics



1,088

+ Add to Share More

7 0

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



Plastics Recycling Terms & Tools

Better Communication... Better Recycling

A project managed by

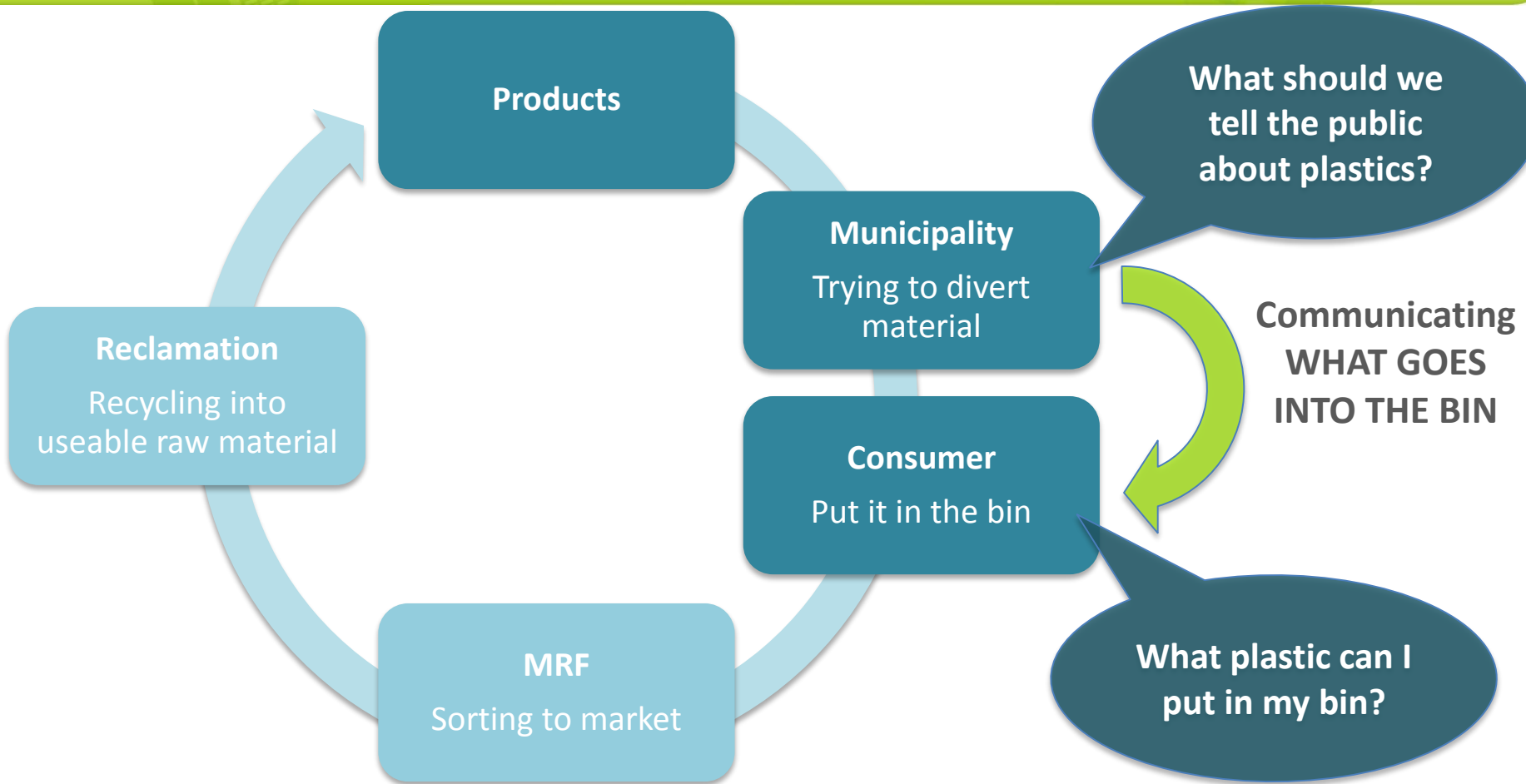


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Plastics Division

# Outreach Terms for Residents





# Why Use the Outreach Terms?

“We need to do a better job of helping the public navigate the complexities of plastics recycling, and we need to do so in alignment with how MRFs and plastics recyclers see those materials. Taking positive steps, such as using the Terms & Tools, will help address contamination issues and yield loss throughout the system.”

Scott Mouw,  
NC Recycling Section Chief



"By organizing recycling terminology for plastics in a form that is universally acceptable to collectors, MRF's and primary markets, we now have more space to consistently communicate with our communities what plastics are acceptable in their recycling carts."

Pete Adrian,  
Solid Waste Authority of Cook County (IL)



# Community Outreach

## 4 Steps to Build Your Program:

- ① Main Program Category
- ② Additions
- ③ Exclusions
- ④ Optional Notes/Instructions



### BEFORE & AFTER RECYCLING PROGRAM TERMINOLOGY

This schematic compares a hypothetical plastics recycling program using unclear recycling terms and using updated more descriptive terms, the Outreach Terms, available here.

The terms laid out on this site provide options that will help you be as succinct or as detailed as you wish. You choose what fits best for your program and any particular outreach vehicle (flyer, website, etc.) A more detailed program might look like this:

#### BEFORE

**Plastic #1 - #7**

#### AFTER

Succinct

**Plastic Bottles & Containers**

Use more descriptive terms your residents can relate to:

#### PLEASE RECYCLE:

##### **Plastic Bottles & Containers**

- Plastic Soda, Water and Other Drink Bottles
- Plastic Food and Household Bottles / Jars
- Plastic Tubs & Lids
- Plastic Produce, Deli & Bakery Containers, Cups, Trays
- Plastic Non-food Containers & Packaging

##### **Plastic Buckets**

- \* Empty, flatten and put caps back on bottles / jars
- \* Rinse or wipe clean all food or other residue from bottles

#### EXCLUSIONS:

**No Containers that held Hazardous Products**

# Step 1: Main Program Categories

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



<input type="radio"/>	<p><b>Specific Plastic Bottles &amp; Jars</b></p> <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"/>	<p><b>Specific Plastic Bottles &amp; Containers</b></p> <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"/>	<p><b>Plastic Beverage Bottles</b></p> <ul style="list-style-type: none"> <li>• Plastic Soda, Water &amp; Other Drink Bottles</li> </ul>
<input checked="" type="radio"/>	<p><b>Plastic Bottles &amp; Jars</b></p> <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"/>	<p><b>Plastic Bottles &amp; Containers</b></p> <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"/>	<p><b>Rigid Plastic</b></p> <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"/>	<p><b>Plastic</b></p> <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





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



# Create Your Own Flyer

- Pulls in
  - Program selections
  - Image selections
- Add
  - Logo
  - Community info
  - Contact info

## Recycle More Plastic

### PLEASE RECYCLE:

#### Plastic Bottles & Containers

- Plastic Soda, Water & Other Drink Bottles
- Plastic Food & Household Bottles/Jars
- Plastic Tubs & Lids
- Plastic Produce, Deli & Bakery Containers, Cups, Trays
- Plastic Non-food Containers & Packaging

#### Plastic Buckets

### OH AND BY THE WAY...

- \* Empty, flatten and put caps back on bottles/jars
- \* Rinse or wipe clean all food or other residue from bottles & containers

### EXCLUSIONS:

- No Containers that held Hazardous Products
- No Bags, Wrap or Film Plastic
- No Foam



**Moore Recycling Associates**  
PO Box 1327  
Sonoma, CA 94576

For more information contact:  
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[Tonya.Randell@moorerecycling.com](mailto:Tonya.Randell@moorerecycling.com)



**Plastics Recycling Terms & Tools**

*Better Communication... Better Recycling*

# Image Gallery

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








Thank you!



## Image Gallery

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

**Plastic PET (1) Bottles & Jars**

			
<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>
<p>Download formats:</p> <p>JPEG: 92 KB</p> <p>EPS: 12.2 MB</p> <p>TIFF: 9.2 MB</p>	<p>Download formats:</p> <p>JPEG: 92 KB</p> <p>EPS: 12.2 MB</p> <p>TIFF: 9.2 MB</p>	<p>Download formats:</p> <p>JPEG: 92 KB</p> <p>EPS: 12.2 MB</p> <p>TIFF: 9.2 MB</p>	<p>Download formats:</p> <p>JPEG: 92 KB</p> <p>EPS: 12.2 MB</p> <p>TIFF: 9.2 MB</p>
			
<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>	<p><b>Image Title</b> Screw-top bottles for soft drinks, ice tea and other beverages</p>
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# Value Chain Communication- Room for Improvement?

What kind of bale is it, really?

Does the Mixed  
Rigid Bale  
include *bulky*?

Does 1-7 really  
mean *all plastics*?

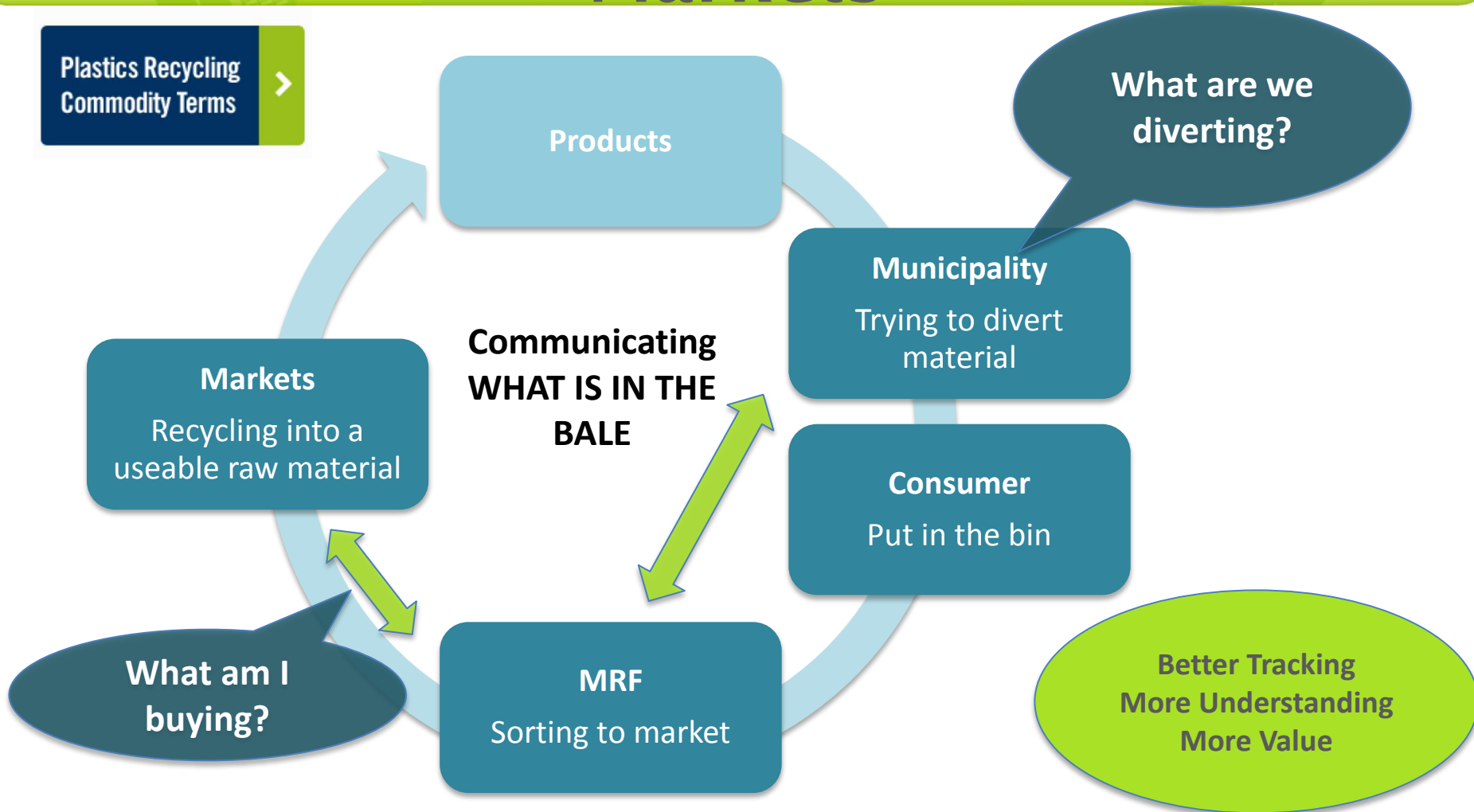
Does 3-7 contain  
PET or HDPE *non-  
bottle containers*?

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



# Commodity Terms: Communications with MRFs and Markets

Plastics Recycling  
Commodity Terms >



# 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

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Plastics Division

# Find the Terms & Tools

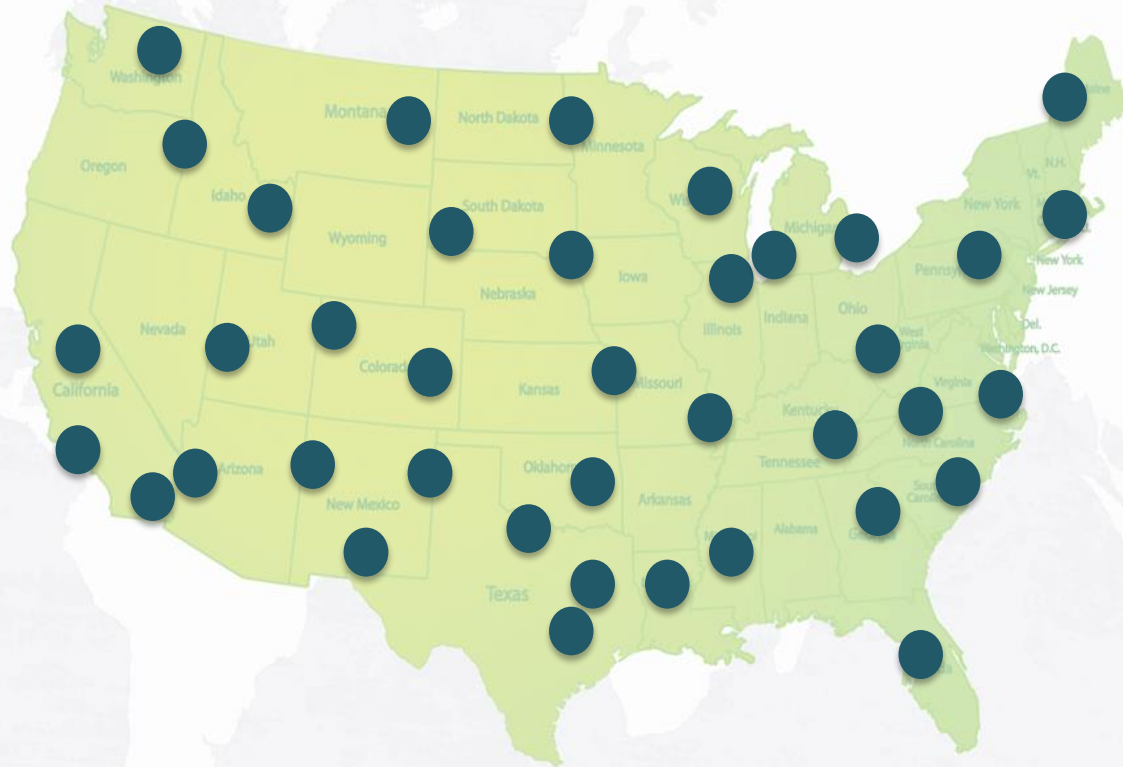


[www.RecycleYourPlastics.org/termsandtools](http://www.RecycleYourPlastics.org/termsandtools)

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



# Join Us!



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



# THANK YOU!

## Questions?

Please contact me for more information and to provide feedback.

**Tonya Randell**  
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919 360 4045

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**[www.MooreRecycling.com](http://www.MooreRecycling.com)**

