



CREATING AN ACTION PLAN FOR GOVERNMENT & BUSINESS BRAINSTORMING NEW SOLUTIONS FOR PLASTIC WASTE REDUCTION

NOTES FROM WHITE BOARD

Notes here included ideas generated from the various break-out groups (red = favorites)

Cities/City Agencies:

- "Pay as you Throw" systems for both residents and companies
- Long Term Contracts are needed (but these need to be built in with flexibility for market changes and innovation).
- Consistent policies and messages across the country
- Work with existing organizations and associations – broaden education (a portion of the contract won by bidders/haulers/recyclers from the city should go towards education)
- Collect and release recovery data and standardize this data nationally
- Need Adaptive Contracts (see above on long term contracts)
- Plastic bag bans/fees. Commitment to WRAP
- Promotion of ERP (resolution needed)
- Enforcement of increased sorting by public
- Zero Waste goals – Movement into the Circular Economy. Use plastic's complexity in the waste stream to be the driver for this focused engagement on the topic. Other waste streams will be easier to follow once plastic has been removed/dealt with properly. Educate politicians/leaders on this.
- Commitment to use of dirty plastic in infrastructure (asphalt, cement blocks, waste to fuel, building materials).
- Educate politicians – may need Dept. of Transport approval for materials like asphalt.
- Offset county/municipality use of plastic with recycled content, recovery or in infrastructure
- Use of a materials exchange to share needs of items that need to be purchased (for bulk-buying and better pricing), OR, to aggregate waste flows between companies so that more economies of scale is created around those "pure" materials for recyclers.
- Barrier Free Clean Capital Markets
- Clean Asset Bonds

Retailers/Producers:

- Standardization of materials and packaging for easier recycling
- Bulk buying for pricing help on new materials or recycled content
- Tax Incentives on recycled content (for the producer or the retailer)
- EPR programs
- Certification for recycled content (to prove quantity/volume/quality)
- Awards (by industry/community) for use of recycled content

- Pledge to reduce hard-to-recycle labels (standardization on label use/glue/adhesion which complicates recycling)
- **Design for Recycling** in products/materials
- **"10 x 10" program** – reduce 10% and/or recover 10% of what you create/dispose of

Waste Ecosystem:

- Best Management practices for RFP
- Reduce contamination of resources
- Standard Iconography/labeling Signage for consumers/haulers/recyclers/companies (should be state-by state at the least).
- **Have cities be proud** to be pilot cities with new technologies/programs/solutions