



Connecticut Department of Energy and Environmental Protection



Updates: CT WRAP What's IN, What's OUT

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Source Reduction & Recycling Group



Connecticut Department of Energy and Environmental Protection

CT WRAP: Plastic bag/film recycling

- Return to Retailer
- Promoting – More than Bags
- New partner: ShopRite
- New Champion: East Hartford



CT WRAP: Media Campaign

- Funded by Partners
- Radio Commercials
- Attended community festivals with radio personalities
- Radio interviews
 - Cmsr Klee and Wayne Pesce with Renee Dinino
iHeartRadio <https://www.iheart.com/podcast/139-Community-Access-26936016/episode/community-access-interview-wrap-program-28453454/>



Cory Myers of Country 92.5
and Sherill Baldwin, CT DEEP



CT WRAP: East Hartford – ShopRite Launch

- East Hartford – ShopRite Launch

- <https://www.easthartfordct.gov/wrap/pages/what-is-wrap>



<http://wtnh.com/2017/08/17/east-hartford-and-shop-rite-partner-to-recycle-more-plastic/>



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Recicla las bolsas plásticas y las envolturas plásticas secas y limpias



Busca esta
etiqueta
cuando veas
envolturas
plásticas como
estas:



Almohadas de Aire



Bolsas de Mercado y de Tienda
marcadas con #2 (HDPE) o #4 (LLDPE)
*Consejo: Guardar estos artículos en una bolsa
plástica hasta su próxima visita a la tienda*



Envolturas de
Cajas/Recipientes



Bolsas de Periódico



Bolsas de Pan
(sacudir las migas de la bolsa)



Bolsas de Fruta y de Verduras



Bolsas para
Almacenar Comida



Envolturas de Servilletas,
Papel Toalla, Papel Higiénico
y de Pañales

CT WRAP: Trex Challenge Webinar

- School recycling contest
- Starts Nov 15 – America Recycles Day
- Ends April 22 – Earth Day
- Different categories – regions, level & size of schools
- Trex provides 3 bins, poster, magnets, award for each participating school, additional tools
- Winner receives a bench



What's **IN**?

What's **OUT**?

Learn about the new, universal list for recycling.

Recycle  **CT**

What's IN, What's OUT

- RecycleCT Wizard
 - For residents
 - Widget available to municipalities, haulers and processing facilities
- Resources – collateral material
 - Researching bulk printing
- Reaching out to all municipal recycling coordinators

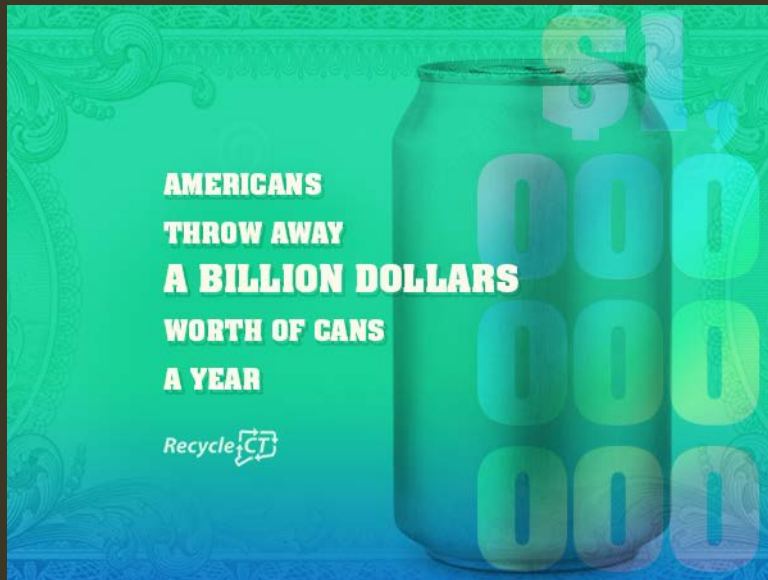
www.RecycleCT.com



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What's IN, What's OUT: Paid Media

- Soft launch



What's IN, What's OUT: Recycling Opera

- <http://www.recyclect.com/social.html>
- Have full script for schools!





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