



Wisconsin WRAP 2015 Campaign Evaluation EXECUTIVE SUMMARY

Introduction

The Wisconsin Wrap Recycling Action Project (“Wisconsin WRAP”) was created as part of a statewide public-private partnership between the Wisconsin Department of Natural Resources (DNR), the American Chemistry Council’s (ACC) Flexible Film Recycling Group (FFRG) and GreenBlue’s Sustainable Packaging Coalition (SPC). This program was designed to establish best practices to increase the recycling of polyethylene (PE) bags, wraps, and film through easily replicable pilot programs. Milwaukee was selected to test a public awareness campaign known as “Wisconsin WRAP: Recycling Film Beyond Bags.” This campaign sought to strengthen existing store take-back recycling programs for plastic bags by encouraging consumers to recycle additional types of plastics film packaging¹, referred to below as “beyond the bag.”

Campaign Overview & Objectives

Data was collected in two parts—baseline consumer surveys were conducted in the fall of 2013 and an eight-week (April-June 2015) public outreach campaign, material audits and post-campaign consumer surveys were conducted in the first half of 2015. The education campaign was focused on Milwaukee residents in a targeted area by partnering with several Roundy’s stores, a major grocery chain in the state.

This campaign sought to:

- Increase consumer awareness and participation in recycling plastic film material “beyond the bag”;
- Test effective and easily replicable educational tools and tactics to increase both the quantity and quality of recyclable film with minimal contamination².



Image 1: Campaign Bins & Signs

The primary campaign materials used in ten Milwaukee-area Roundy’s stores were new, well-labeled bag and film recycling bins and flyers distributed in customers’ shopping bags, shown in Image 1. The campaign impacts were evaluated using site visits, customer surveys, and audits of material collected (type and weight).

¹ e.g., case wrap, product wrap, bread bags, dry cleaning bags, etc.

² Contamination includes non-PE films, trash, other recyclables, etc.

Results and Insights

Key Results:

- 25 percent increase in plastic film and bag material collected for recycling during the eight-week campaign over the baseline data from the stores that followed campaign protocols.
- Minimal increase in non-polyethylene film and trash contamination—from 4 percent in the baseline period to 6 percent after the campaign of the audited material by weight.
- 41 percent increase in the number of people who knew that the bag and film materials were not accepted in curbside recycling in their area (see Figure 1).
- Positive, measurable impact on customer knowledge about recycling film and bags, and a marked reduction in perceived obstacles to participating (see Figure 1).
- Significant majority of respondents (80 percent) said the film and bag recycling program gives them a positive impression of the store.

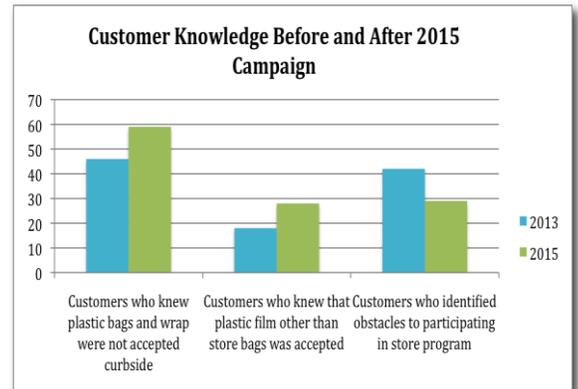


Figure 1: Customer Recycling Knowledge

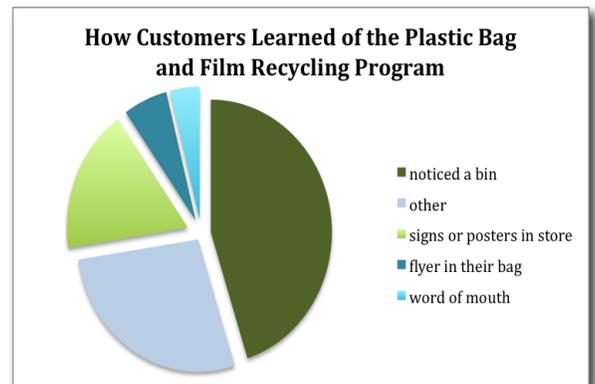


Figure 2: Customer Survey Responses

Key Insights:

- The availability of store drop-off programs for plastic film recycling is important to consumers; 36 percent said they were more likely to choose a particular store because of the recycling program.
- The visible presence of store recycling bins was an important means of alerting consumers (45 percent in this survey) about the ability to recycle plastic bags and film at the store (see Figure 2).
- A collaborative approach between retailers, local governments and recycling organizations proved necessary to effectively convey information to the public and make a marked impact on the number of people utilizing store recycling programs.