

BY ALDS. MURPHY, WITKOWSKI, DUDZIK, BOHL, BAUMAN, KOVAC, COGGS, PEREZ

Resolution recognizing October 2013 as Milwaukee Plastic Film Recycling Awareness Month.

WHEREAS,

## **MILWAUKEE PLASTIC FILM RECYCLING AWARENESS MONTH**

*was celebrated for the first time in the City of Milwaukee during October 2013, and was marked during a special ceremony on October 10, 2013 at the East Pointe Pick n' Save grocery store; and*

**WHEREAS**, *The City has established resource recovery goals to reduce residential and commercial waste sent to landfills and to promote waste as a resource by providing ongoing assistance, education and guidance to consumers and businesses on implementation of recycling programs; and*

**WHEREAS**, *More aggressive recycling of plastic film packaging would help the City achieve its 40% waste diversion goal by 2020 and a recent State Department of Natural Resources study concluded that Wisconsin is poised to receive substantial environmental and economic benefits through better recycling of an estimated \$64 million in plastics disposed of in state landfills each year; and*

**WHEREAS**, *The state's Council on Recycling has launched a campaign to increase recycling of plastics bags and film, among other plastics, in support of an ongoing State Initiative (Wisconsin W.R.A.P.) working with businesses to improve the sustainability of plastic packaging; and*

**WHEREAS**, *The state has selected Milwaukee to pilot a public awareness campaign with area grocers and retailers to educate consumers about the importance of recycling plastic film packaging beyond bags through retail collection programs; and*

**WHEREAS**, *Consumer education about the recyclability of plastic bags and film and access to locations to recycle these plastics leads to higher recycling rates for plastics and Sustainable Packaging Coalition has launched a new plastic film recycling label with support from the American Chemistry Council's Flexible Film Recycling Group to reduce consumer confusion and create a harmonized system for recycling plastic film packaging; and*

**WHEREAS**, *The American Chemistry Council reported that the recycling rate of plastic bags/film has grown to over 50% since 2005 exceeding 1 billion pounds in 2011, demonstrating the effectiveness of bag/film recycling; and*

**WHEREAS**, *A unified and coordinated public outreach and awareness effort for recycling plastic film packaging will reflect a meaningful and positive step towards increased plastics recovery, waste diversion and economic gains for the City; now, therefore, be it*

**RESOLVED**, *That the Mayor of the City of Milwaukee herewith recognizes October 2013 as Milwaukee Plastic Film Recycling Awareness Month.*

**Introduced by Common Council members Michael J. Murphy, Terry L. Witkowski, Joe Dudzik, Jim Bohl, Robert J. Bauman, Nik Kovac, Milele A. Coggs and José G. Pérez and approved by all members of the Milwaukee Common Council on October 15, 2013.**