

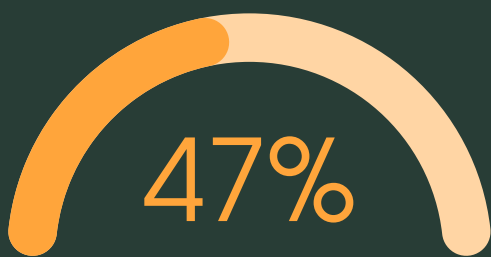
PLASTIC PANDEMIC

SWANA'S PLAN TO CLEAN UP ITS ACT

Each year, Swana produces

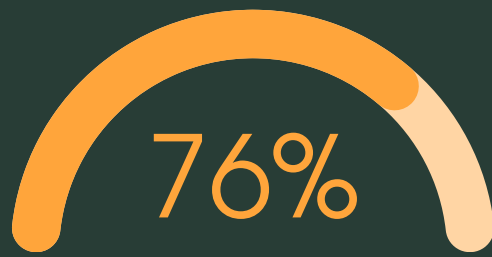


Plastic waste comprises
19.2% of this total waste
stream!



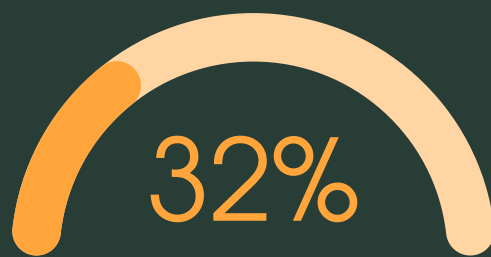
**RECYCLING
PARTICIPATION RATE**

Less than half of Swana's waste is being recycled, which means that a majority of waste ends up in capacity-limited landfills.



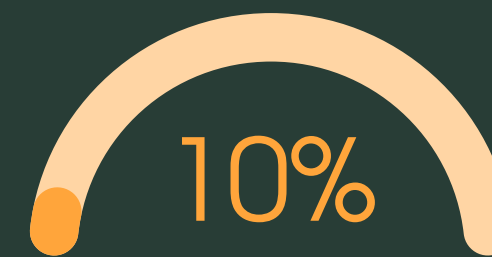
**PERCENT OF PLASTIC
WASTE ENDING UP IN
LANDFILLS**

Building new landfills is costly and no one wants to live near one! Recycling plastic can help divert this waste and extend the life of our landfills.



**AVERAGE RECYCLING
CONTAMINATION
RATE**

Contamination occurs when materials are sorted into the wrong bin or when materials are not properly cleaned out.



**MAX
CONTAMINATION
RATE ALLOWED FOR
RECYCLING**

Our contamination rate is too high! We must bring it down to reduce overall landfill waste.

SWANA'S PLAN TO REDUCE PLASTIC POLLUTION

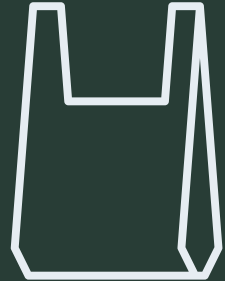
PAST SUCCESS STORIES

- Chicago's bag consumption rate **decreased 27.7%** after 1 year
- California received **86%** of returned plastic bottle from their bottle tax



DISPOSABLE BAG FEE

To reduce single-use plastic, **local 5 cent disposable bag fees** will be implemented. The profits will fund **local community** waste reduction programs.



HARD-TO-RECYCLE PLASTICS: PRODUCER REPPONSIBILITY



Plastics rated 3-7 are extremely **difficult** to recycle. Modeling several other U.S. states, Swana will tax companies for producing these items. Profits are allocated to **decrease recycling costs for our residents!** Producer Responsibility included in **Swana timeline below.**

2024: MAJORA
BEACH BAG FEE

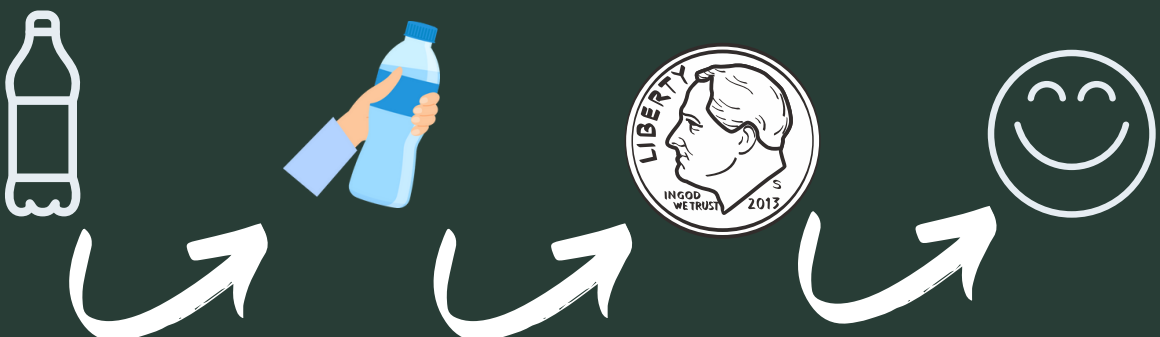
2026: BUMPA
BAG FEE

2026: DAWNTON
BAG FEE

2028: PRODUCER
REPPONSIBILITY



Look out for **future Swana bottle refund opportunities!** Our bottle tax program will add **only 10 cents** on most plastic bottles, which can be refunded at bottle drop-off stations!



HOW CAN YOU HELP?

WASH 15

WASH 15 OR UNTIL ITS CLEAN!



Rinse out your plastic bottles for at least **15 seconds!** Free recycling drop-off at your **local participating locations!**

WASHING STATIONS



You can rinse your plastic bottles at our **washing stations** at your local participating **recycling drop off locations!**

CHANGE TAKES EVERYONE



By **educating our citizens** at **Wash 15 community events**, we strive to reduce the damaging effects of plastic waste on our ecosystems.

EDUCATION TALKS



In school, **our youth** will be taught about recycling through

- Presentations
- Classes
- Field trips

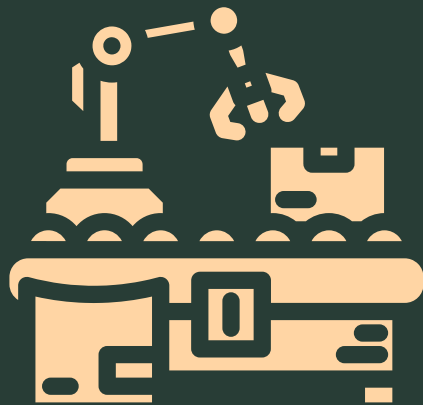
MORE INFO

www.Wash15CBP.com

ROUTE TO REDUCTION: TECHNOLOGY TOOLS

AI robots pick more than **80 pieces** per minute!

PLASTIC SORTING ROBOTS:



New high-speed plastic sorting robots in each municipality will **sort plastics quicker and more efficiently** and aid in contamination reduction.

Route optimization will reduce carbon emissions by **17.6%**



ROUTE OPTIMIZATION:

Recycling companies who adopt route optimization to **reduce the cost** of curbside recycling will receive **annual state grant allotments**.

Mechanical recycling processes plastic **without** altering its chemical structure

MECHANICAL RECYCLING FACILITY:



A new plant located near Sugarfizz facility to **recover plastic** will **lower transportation costs** for sustainable manufacturers.

TAKE ACTION

WHAT CAN YOU DO?

Let's combine efforts to make small changes in our everyday lives!

At home and on the go:

- Use **reusable containers** as often as possible
- **Bring your own shopping bags** to stores
- Buy products made with **less plastic**
- If you must buy plastic, prioritize buying products made from **plastic numbers 1 and 2 or recycled materials**

When disposing of plastic items:

- **Rinse** plastic food containers for **15 seconds** before disposal
- **Do not put non-recyclable materials** into the recycle bin!



University of Colorado **Boulder**