

Hefty®

ReNew™ PROGRAM



USING THIS PLAYBOOK

The Hefty® team created this playbook to help community organizations better understand the importance of recycling and diverting hard-to-recycle plastics from landfills. The Hefty ReNew™ program plays a unique role in your community, and you play an important role in informing your community.

Designed for community educators to facilitate educational activities for adults, the toolkit includes:

1

An overview of recycling's importance, plus the four R's of good waste management: reduce, reuse, recycle and recover.

2

Descriptions of hard-to-recycle plastics and how to identify them in your community.

3

Information about how the Hefty ReNew™ program diverts hard-to-recycle plastics from landfills and converts them into valued resources.

4

Activities on how to recycle appropriately, including differentiating between items that go in the trash, recycling cart or Hefty® ReNew® orange bags.

For more information, please visit HeftyReNew.com or send questions/comments to HeftyReNewPress@reynoldsbrands.com.

RECYCLING BASICS

WHY IS RECYCLING IMPORTANT?



Conserves energy
and natural resources



Reduces wastes
sent to landfills

Creates jobs
and products
in the recycling/
manufacturing
industries in the U.S.



Prevents pollution
and reduces
greenhouse gases



THE 4 R'S OF WASTE MANAGEMENT

Reducing, reusing and recycling can help you, your community and the environment by saving money, energy and natural resources:

REDUCE

Lessen the amount of waste we produce. Think about activities like bringing your own grocery bag to the store each time you shop or taking your lunch to work in the same lunch bag every day.

REUSE

Find new ways to use things instead of throwing them away. When you donate clothes and books or save wrapping paper from your family's birthday parties, you're practicing this principle.

RECYCLE

The process of collecting and processing materials that would otherwise be thrown out and turning them into something that's useful. When you put empty soda cans or milk jugs in the recycling bin instead of the trash can, you're helping the environment.

RECOVER

The Hefty ReNew™ program helps with the **RECOVERY** of hard-to-recycle plastics. Hefty ReNew™ takes those items you think can go in the recycling bin, but they really can't. When you put the hard-to-recycle plastics into the Hefty® ReNew® orange bag they can be converted into other useful resources and kept out of landfills.



"Did you know there's another way you can help?"

RECYCLING BIN OR HEFTY® RENEW® BAG?

Sometimes you think you can recycle a certain plastic item, but it really shouldn't go in your recycling bin. These hard-to-recycle plastics are difficult to process in the same way as other plastics because their type, complexity, shape, size or flexibility can create challenges for equipment at recycling facilities. Landfills get crowded with these plastic items that can't be recycled. But the good news is, you can help!

Look for the small recycling symbols that are stamped on most plastic products – the number in the middle of the symbol is your guide.

READILY RECYCLABLE



PETE² HDP²

Most common plastics, especially bottles and jars.

**USE REGULAR
RECYCLING BIN**

LIMITED RECYCLABILITY



PV²

Common plastics, but not included in regular curbside programs.

**CHECK WITH
LOCAL FACILITY**

HARD-TO-RECYCLE



LDPE² PP² PS² R²

These are "Hard-to-Recycle" plastics **NOT** allowed in curbside programs as most recycling facilities do not have the equipment or sorting capabilities to process them.

**BAG THESE PLASTICS IN
HEFTY® RENEW® ORANGE BAGS!**



Remember, anything you put in Hefty® ReNew® orange bags must be clean, dry and free of any foil lining!



HEFTY® RENEW® BAG: ACCEPTED ITEMS

If you use any of these items around the home, they can be collected in an orange bag instead of the trash or recycling bin:

KITCHEN PANTRY



Chip bags*



Dry mix liners
(cake, powder, cereal, cookies)



Candy & granola
wrappers*



Foam egg
cartons



Salad & cheese
bags



Fresh/frozen
veggie/fruit bags

*no foil lining, may have ink printing on bag

STORAGE & CLEANING



Food storage
bags



Plastic wraps on paper
towels and toilet paper



Dry/wet disposable cleaning
cloths



Plastic
grocery bags

DINING & EATING



Plastic
plates & bowls



Plastic
straws & stirrers



Plastic
utensils



Foam to-go boxes, cups, plates & bowls

OFFICE & SHIPPING



Bubble wrap
& pillow packs



Foam
peanuts



Foam block
packaging



Clear plastic
overwrap

HEFTY RENEW™ PROGRAM: HOW IT WORKS





WHAT HAPPENS TO THE PLASTICS?

When you participate in the Hefty ReNew™ program by collecting hard-to-recycle plastics in the orange bags, you're helping them become something totally new that can be used again! Here are some of the “end markets,” or ways those plastics are used:

They can be used as alternative fuel for manufacturing cement, which reduces the need for natural resources like coal.

They can help create materials, which can be used in drainage systems, school buildings, green roofing and bus shelters.



They can be ground into smaller pieces to make plastic lumber and other construction materials.



They can be used for park benches, sheds, privacy fencing, landscaping or even dumpster enclosures.



Remember, the Hefty ReNew™ program complements your current recycling efforts – it doesn't replace them. So, keep filling your recycling bins with acceptable plastics and put the hard-to-recycle types in the orange bag.

MAKE A DIFFERENCE

INVOLVE YOUR COMMUNITY

The Hefty ReNew™ program plays a unique role in your community—just like you! And you're in a unique position to spread the word and get your community inspired to make a difference.

Check out the activities on the following pages for ideas on how to get folks involved at your next event.

1

Put it into practice (and build understanding) with simple exercises like a Sorting Triangle or Seasonal Sorting Session.

2

Reimagine classic games like tower building, darts and bean bags with a twist to make them Recovery Building Blocks, Dart Throw or Bag Toss.

3

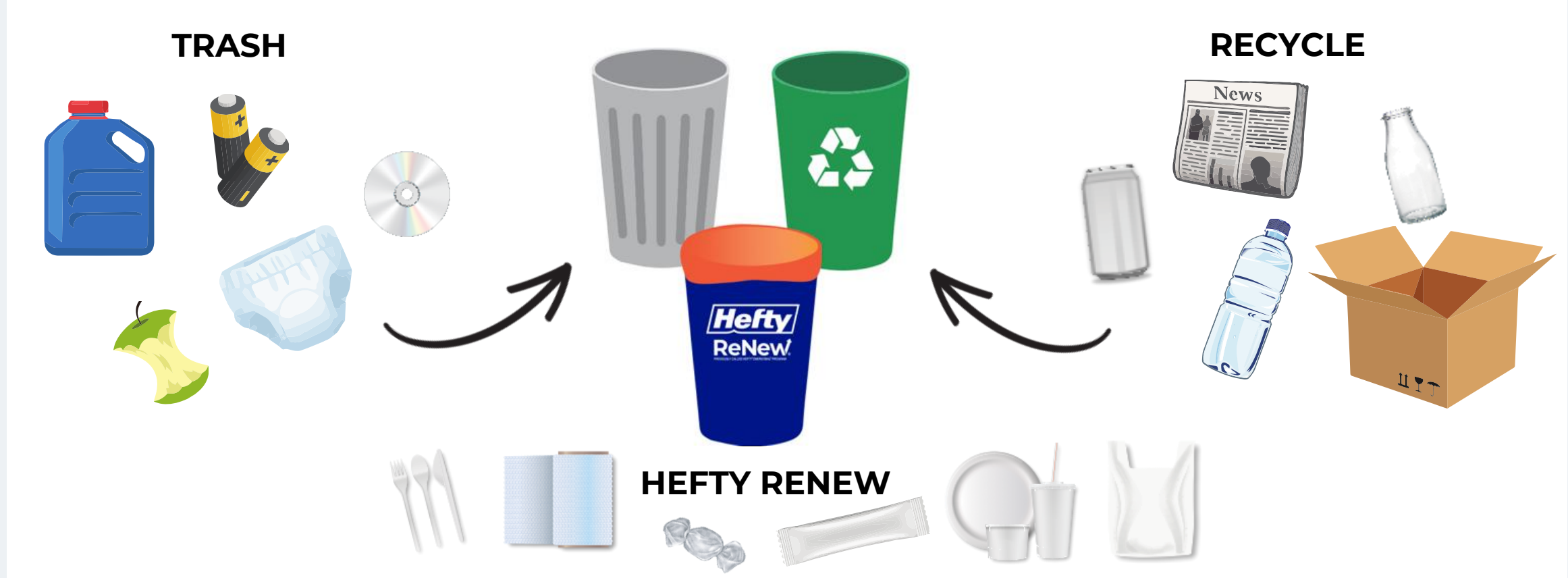
Trivia is sweeping the nation for a reason! Encourage attendees to get their hands dirty and test their knowledge with Trash Trivia.

For more information, please visit HeftyReNew.com or send questions/comments to HeftyReNewPress@reynoldsbrands.com.

PUT IT INTO PRACTICE

SORTING TRIANGLE

Placing one recycling bin, one trash can and one Hefty® ReNew® orange bag in a triangle near the event table. Have participants sort a variety of waste (see below and the next slide for examples) into the correct container. Reward three items correctly sorted with prize (provided by coordinator/events team).



PUT IT INTO PRACTICE

Or MAKE IT SEASONAL!

Depending on the nearest holiday/season, set up a sorting game on the event table that incorporates items accepted by the Hefty ReNew™ program that are typically seen around the house during that time of year. For example:



Spring/Summer Party Supplies	Back to School Lunch Waste	Fall Gathering Food Prep
		
Halloween Trick-or-Treat Trash	Holiday Wrappings	
		

REIMAGINE CLASSIC GAMES

RECOVERY BUILDING BLOCKS

Set up a game of building blocks (pictured below) on the event table and have participants take turns drawing a block and placing it at the top of the block tower. Each time they draw a block, ask them a true or false question about the Hefty ReNew™ program using information from the toolkit and the website. For every question answered correctly, participants are not required to replace the block—sustaining the game for longer! But if you get it wrong, you must replace the block (and cross your fingers the tower doesn't fall)!



DART THROW

Set up a dartboard near the event table and pin hard-to-recycle plastics accepted by the Hefty ReNew™ program, as well as a few regular recycling items, to the board. Then, have participants throw three darts each at the board. If they hit one of the hard-to-recycle items on the board during their turn, give them a prize at the table (provided by coordinator/events team).



REIMAGINE CLASSIC GAMES

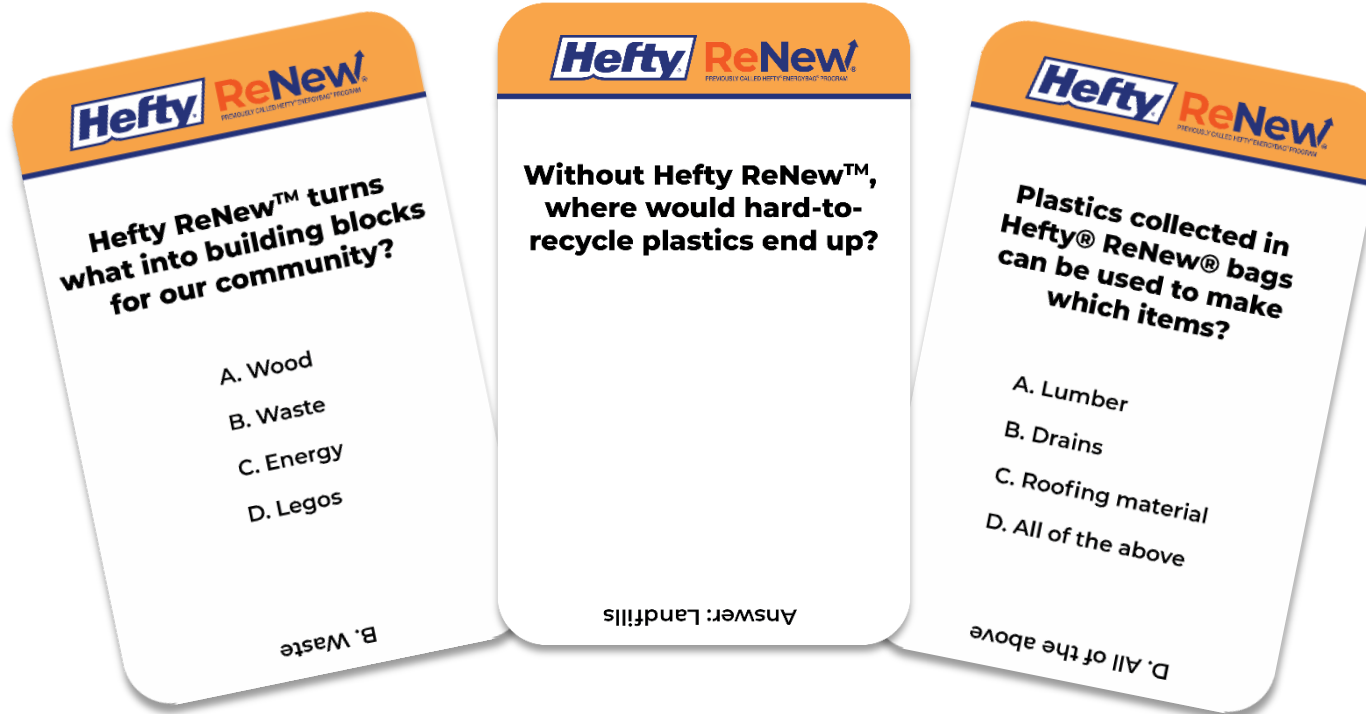
BAG TOSS

Set up a traditional game of bag toss with the holes in the board labeled as either "Trash," "Recycling" or "Hefty ReNew." Then label the bean bags with the names of a variety of materials that should be correctly sorted into each hole. Ask participants to take their shot at correctly dunking the bags into the correct holes based on whether those materials should be trashed, recycled or placed in Hefty® ReNew® orange bags. Give them a prize for 3 accurate bag tosses.



TRASH TRIVIA

Ask participants a series of questions (can be open-ended or true/false) related to waste, recycling and recovery, pulling from information at the front of the toolkit and the website FAQs, and have them try to answer correctly. When they get three correct answers, they win a prize (provided by coordinator/events team). You can use simple flash cards for this exercise—we've included a few examples to get you started!



TRASH TRIVIA

Additional printable prompts are available below.

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

Why is recycling important?

- A. It conserves energy and natural resources
- B. It reduces wastes sent to landfills
- C. It prevents pollution and reduces greenhouse gases
- D. All of the above

D. All of the above

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

What is the name of the local recycling facility that sorts the Hefty® ReNew® orange bags from all the other recycled materials?

Answer: The Materials Recovery Facility

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

Which of the following numbers stamped within recycling symbols represent items that are hard-to-recycle?

- A. 1 & 2
- B. 3
- C. 4, 5, 6, & 7
- D. 8 & 9

C. 4, 5, 6, & 7

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

The Hefty ReNew™ program is intended to complement your current _____ efforts.

- A. Cleaning
- B. Waste
- C. Recycling
- D. None of the above

C. Recycling

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

Which of the four R's of waste management does the Hefty ReNew™ program help with?

Answer: Recover

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

Anything you put in the Hefty® ReNew® orange bags must be what?

- A. Clean, dry and free of any foil lining
- B. Organized by color
- C. From the grocery store
- D. Completely new

A. Clean, dry and free of any foil lining

Hefty ReNew
REYNOLDS CONSUMER PRODUCTS

The Hefty ReNew™ program accepts what types of hard-to-recycle plastics?

- A. Plastic packaging
- B. Plastic bags
- C. Plastic dinnerware
- D. All of the above

D. All of the above

THANK YOU!