

**Wrap Recycle Right**

**Program SOP**

---

**Collection Sites**

**November 5, 2025**



<b>Created For</b>	CIFFRO - Commercial & Industrial Flexible Film Recycling Organization
<b>Organization Creator</b>	Reverse Logistics Group
<b>Individual Author</b>	Sarah Bonvellet - Operations Program Coordinator
<b>Version Number</b>	Version 2.0
<b>Last Updated</b>	2025-10-11

## Table of Contents

PURPOSE AND SCOPE ..... 3

PROGRAM DESCRIPTION AND PARTNER ORGANIZATIONS ..... 4

TERMINOLOGY ..... 5

PROGRAM ROLES AND RESPONSIBILITIES ..... 6

ACCEPTED PROGRAM MATERIALS AND HANDLING STANDARDS ..... 7

COLLECTION SITE SETUP ..... 9

COLLECTION CONTAINER PROCEDURES ..... 13

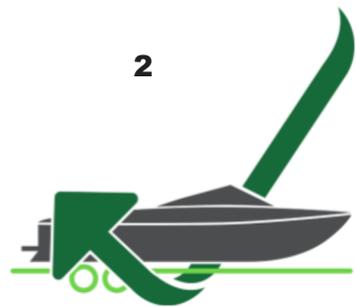
TRANSPORTATION & RECYCLING LOGISTICS ..... 14

PUBLIC MATERIAL DROP-OFF ..... 15

DATA COLLECTION, REPORTING, AND FEEDBACK ..... 16

TRAINING MATERIALS AND PUBLIC EDUCATION ..... 17

APPENDIX 1: PREPARING BOAT WRAP FOR RECYCLING ..... 18



# Purpose and Scope

## Purpose

The purpose of this Standard Operating Procedure (SOP) is to establish consistent guidelines for collection sites participating in the Wrap Recycle Right program across Minnesota. The successful operation of these collection sites is the first and most critical step in achieving the program's goals. This SOP is designed to ensure safe, efficient, and environmentally responsible collection, while also ensuring correct material handling of unwanted boat wrap. The best practices outlined in this document are designed to support the goal of diverting plastic waste from landfills through Minnesota's Extended Producer Responsibility (EPR) program.

By following these procedures, collection sites will support the broader mission of the program: to promote sustainable practices within the boating community and contribute to a circular economy for plastic film.

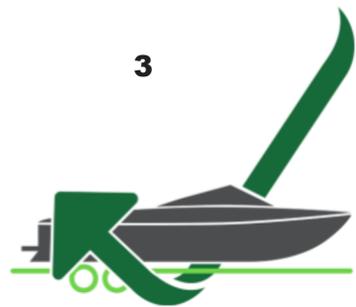
All staff involved in collecting boat wrap to be recycled must be knowledgeable regarding the requirements outlined in this document before participating in the program.

## Scope

This SOP applies to all designated boat wrap collection sites participating in the Minnesota's Wrap Recycling Right program. It covers:

- Accepted and prohibited materials
- Site setup and infrastructure requirements
- Collection, sorting, and storage procedures
- Transportation logistics and coordination

This SOP is intended for use by all collection site managers, staff, volunteers, and other program partners such as haulers and recyclers that are involved in the collection and handling of boat wrap materials. It may be updated periodically to reflect changes in program requirements, regulations, or best practices.



# Program Description and Partner Organizations

## What is the Wrap Recycle Right (WRR) Program?

The Wrap Recycle Right (WRR) program, administered by CIFFRO, provides free collection, transportation, recycling, and/or disposition of recycle-ready boat wrap material generated in Minnesota. In addition to offering statewide responsible material handling, the program engages stakeholders through public education efforts. The program aims to meet annual recycling benchmarks while also progressing toward long-term recovery goals outlined in Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416).

## Who is CIFFRO?

The Commercial and Industrial Flexible Film Recycling Organization (CIFFRO) is a newly formed Stewardship Organization comprised of boat wrap producers required by Minnesota's Boat Wrap Stewardship Law (Minn. Stat. § 115A.1416) to establish and manage a statewide boat wrap collection and recycling program.

**Mission:** Recycling boat wrap is a vital step toward building a cleaner, greener Minnesota. Through education and outreach, the Boat Wrap Stewardship Program aims to reduce plastic waste, protect waterways and marine life, and foster a more sustainable boating community. By choosing to recycle, boat owners and partners help divert plastic from landfills. This effort reinforces the importance of responsible material management—where recyclable materials are processed and repurposed rather than wasted.

## Who is RLG?

[Reverse Logistics Group](#) (RLG) is a [Extended Producer Responsibility](#) compliance service provider hired by CIFFRO to help implement the Boat Wrap Stewardship Plan and ongoing management of WRR program.

## Who will I be working with to become a collection site, schedule pick-ups, etc.?

You will be working with RLG's Operations Program Coordinator, Sarah Bonvallet. You can reach her directly via email at [sarah.bonvallet@rev-log.com](mailto:sarah.bonvallet@rev-log.com) or via phone at (848) 248-2326.

## How does the MPCA fit into this?

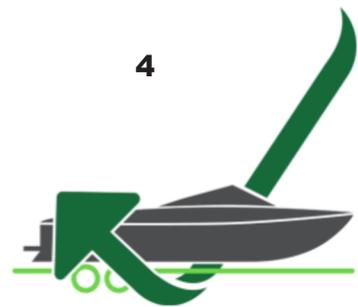
The Minnesota Pollution Control Agency oversees CIFFRO, sets annual performance goals, reviews stewardship plans and amendments, oversees program reporting, maintains a list of all compliant producers and brands, and handles program compliance and enforcement.

Learn more: <https://www.pca.state.mn.us/air-water-land-climate/boat-wrap-stewardship-program>



CIFFRO. P.O. Box 73 Shakopee, MN 55379

[info@wraprecycleright.org](mailto:info@wraprecycleright.org) [wraprecycleright.org](http://wraprecycleright.org)



# Terminology

**Boat Wrap:** plastic that is used, intended for use, designed, or marketed for the purposes of wrapping a boat to protect it against moisture and damage from other potentially harmful elements during storage.

**Boat Wrap Waste:** any used, unwanted, discarded, or no longer serviceable plastic material originally intended for wrapping boats to protect them during storage.

**Collection and Storage Container Types:** containers that CIFFRO consider viable for Collection Site usage. Container types include but are not limited to dumpsters, enclosed semi-trailers, storage containers, and recapture bags.

**Collection Site:** a public or private site that collects boat wrap waste from individual and/or commercial boat wrap generators. This includes but is not limited to, recycling centers, materials recovery facilities (MRFs), transfer stations, boat marinas, boat dealers, boat storage facilities, etc. Sites can be "participating collection sites" if currently in the program, or "potential collection sites" if they have expressed an interest in participating in the program.

**Regional Collection Site Manager:** an individual from a local government or business that manages multiple collections sites that works with the WRR Program Operations Coordinator.

**Collection Site Manager:** an individual from a local government or business operating as a single collection site. This person may work with a Regional Collection Site Manager and/or the WRR Program Operations Coordinator.

**Consolidator:** a business that can consolidate recycle-ready boat wrap into bales.

**Contamination or Contaminants:** foreign matter found on boat wrap or added to boat wrap that may prohibit recycling such as dirt, excessive moisture, adhesives, labels, tape, paint or minor non-recyclable attachments (i.e., vents, porthole and door zippers, buckles).

**Handling:** preparing boat wrap material to be recycle-ready.

**Methods of Collection:** mechanisms utilized to collect recycle-ready boat wrap waste including but not limited to dumpsters, enclosed semi-trailers, storage containers, and recapture bags.

**Non-Program Material:** any plastic film-like materials that are not boat wrap waste such as agricultural film, plastic grocery or take away bags, plastic trash bags, plastic tarps, boat wrap waste generated out-of-state, or trash.

**Program Material:** recycle-ready boat wrap.

**Program Partner:** a collector, collection site, transporter, recycler or any other entity that has entered into a participation agreement with CIFFRO to act as part of the program collection and recycling infrastructure for boat wrap in Minnesota.

**Recycle or Recycling:** defined in the Law as the process of transforming boat wrap through mechanical processes into a finished product for use or into a new material capable of being processed into a finished product. Does not include:

- altering the chemical structure of boat wrap;
- using boat wrap as, or processing boat wrap, into a feedstock to produce transportation fuels; or
- destroying boat wrap by incineration or other processes.

**Recycle-Ready Boat Wrap Waste:** boat wrap removed from boats after seasonal use that is free of contaminants. This can include off-cuts from the installation or removal processes. MRF

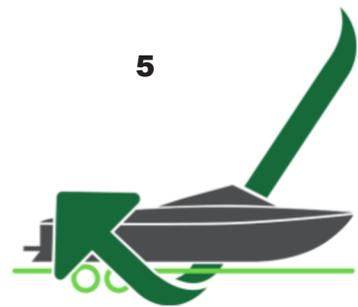
**Recycler:** a recycling business that recycles recycle-ready boat wrap by adhering to the definition of recycling as defined in the Law

**Self-Hauler:** an individual or commercial business that chooses to self-haul their recycle-ready boat wrap waste to a collection site.

**Stewardship Organization:** an organization designated by one or more producers to act on their behalf as an agent to design, submit, and implement a product stewardship plan under the Law.

**Transport:** the movement of recycle-ready boat wrap waste from program collection sites through the recycling process, including sorting, processing, and or final disposition at an end-of-life destination. Program transport will ensure recycle-ready boat wrap waste is efficiently and responsibly moved within the program recycling system.

**Transporter:** an insured Program Partner that safely and securely moves recycle-ready boat wrap waste from collection sites and/or through to final, end of life destination.



# Program Roles and Responsibilities

Successful implementation of the Wrap Recycle Right (WRR) program relies on a coordinated network of partners, each with distinct roles and responsibilities. From statewide oversight and program management to on-the-ground collection and downstream processing, every participant plays a vital part in ensuring the program runs smoothly and meets its recycling goals. The following outlines these key responsibilities.

## Oversight and Coordination

### **CIFFRO** - *Boat Wrap Recycling Stewardship Organization*

- Oversees and funds the Wrap Recycle Right (WRR) program
- Provides public education, training materials, and program evaluation
- Contracts with collectors, transporters, consolidators, and recyclers
- Reports annual recycling data and feedback

### **Operations Program Coordinator** - *Statewide WRR Program Manager (MN)*

- Point of contact for all collection sites
- Executes and manages logistics for WRR operations across Minnesota
- Coordinates with all program partners including collection sites, transporters, recyclers etc.
- Ensures program efficiency and compliance with CIFFRO standards
- Collects feedback from program partners via surveys, interviews, etc.

## Collection Site Roles

### **Regional Collection Site Manager** - *Local Government or Business managing Multiple Sites*

- Oversees several collection sites within a region, county or business scope
- Works directly with the Program Operations Coordinator
- Ensures collection site compliance and training implementation

### **Collection Site Manager** - *Business Representative operating a Single Site*

- Manages day-to-day operations at a collection site
- Coordinates with Regional Manager and/or Program Operations Coordinator
- Implements WRR training and SOPs

### **Collection Site Staff** - *On-site Personnel*

- Handles material intake, sorting, and preparation.
- Follows SOPs and ensures material meets recycler specifications

## Downstream Partner Roles

### **Transporter**

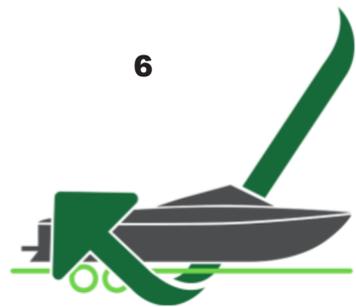
- Moves collected boat wrap from sites to recyclers or consolidators.
- Ensures timely and efficient transportation aligned with WRR logistics

### **Consolidator**

- Aggregates material from multiple sites for bulk delivery to recyclers
- May perform quality checks or pre-processing

### **Recycler**

- Provides free recycling services for boat wrap material
- Processes material according to WRR standards



# Accepted Program Materials and Handling Standards

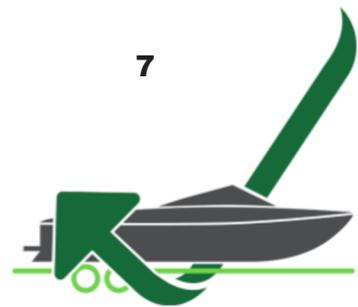
**Boat Wrap:** plastic that is used, intended for use, designed, or marketed for the purposes of wrapping a boat to protect it against moisture and damage from other potentially harmful elements during storage.



**Condition Requirements:** Boat Wrap must be clean, dry, and free of contaminants (i.e., strapping, vents adhesives, metal, etc).

Alternative Products			
Material Type	Appearance	Disposition / Action	Photo
Biodegradable Plastic Film	Typically, a mint green color and marked as biodegradable	This material <b>must not</b> be mixed with recyclable boat wrap.  ACTION: It should be <b>disposed of in the landfill.</b>	
Multi-Layered Plastic Film	White plastic film outer layer but contains a softer, fabric-like inner layer (i.e., Transshield)	This material is <b>not suitable</b> for recycling through the WRR program.  ACTION: Contact the Program Operations Coordinator for the most appropriate disposition method.	

**NOTE:** Collection sites may occasionally encounter alternative boat wrap material that is not compatible with the WRR recycling stream. Proper identification and handling of these materials is essential to maintain the integrity of recyclable loads.



## Non-Program Material (Not Accepted)

Participating collection sites must ensure that the free collection is limited to recycle-ready boat wrap waste only. If boat wrap waste contains any of the items below, it is not considered recycle-ready and must be excluded from collection.

As defined in in Minn. Stat. § 115A.1416 and WRR's Minnesota Program Plan, these materials are **excluded** from the definition of boat wrap:

- Boat wrap waste that has any additional elements still attached, including nylon strapping, buckles, zippers, vents, rope, portholes, doors, paint, etc.
- **Boat wrap waste that is severely wet, moldy or soiled**
- Agricultural or Bale film
- Plastic grocery bags/takeaway bags
- Out-of-state boat wrap
- Tarps, Blankets, Trash, other non-program material, etc.



## Recycle-Ready Handling Standards

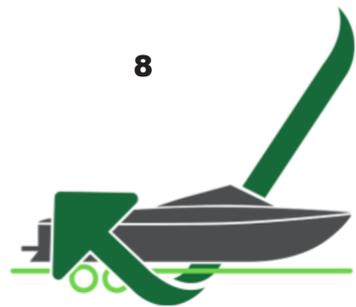
The collection site manager and staff must have an understanding of best practices when handling boat wrap to ensure it is recycle-ready. When removing boat wrap, any contaminants such as vents, doors, zippers, strapping, rope, buckles, wood, or debris should be disposed of as solid waste. The program material should be kept as clean and dry as possible. **Collection sites are responsible for properly preparing boat wrap material to meet recycle-ready standards.** While WRR provides training, guidance, and communication tools to minimize contamination, sites must consistently follow these procedures. If a site is unable to meet the required standards despite support and corrective efforts, its continued participation in the program may be reevaluated.

[See Appendix 1: Preparing Boat Wrap for Recycling](#)



CIFFRO. P.O. Box 73 Shakopee, MN 55379

[info@wraprecycleright.org](mailto:info@wraprecycleright.org) [wraprecycleright.org](http://wraprecycleright.org)

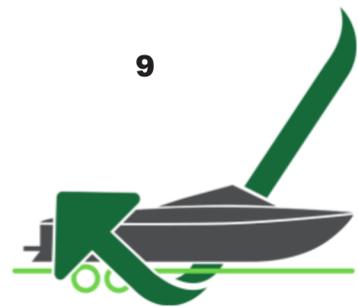


## Collection Site Setup

Collection Site Managers interested in participating in the WRR program will collaborate with the Program Operations Coordinator to determine the most effective setup for their location. Each site will have unique operational needs, and the WRR team will help tailor solutions that align with program goals and site-specific logistics. While WRR provides guidance and support, participating collection sites are responsible for managing their operations in a manner that is safe, efficient, and compliant with all applicable local, state, and federal regulations.

### Collection Site Requirements

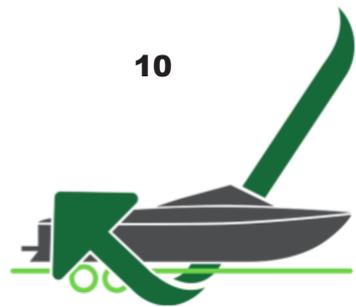
<b>Each participating site must meet these minimum requirements:</b>	
<b>Site</b>	Each collection site must be secure with adequate space and staffing to handle and store all program material received. To be considered a public collection site, the WRR collection container must be readily accessible to the public either through posted hours or via appointment only.
<b>Permits</b>	Each collection site must have knowledge of and comply with all applicable federal, state and local laws. These may include, but are not limited to, zoning requirements, local and state permit requirements, and OSHA or other workplace requirements.
<b>Insurance</b>	Each collection site must have a valid Certificate of Insurance (COI) evidencing insurance coverage. The COI must indicate that the issuing insurer is authorized to do business in the state of Minnesota, and the coverage is current.
<b>Training</b>	Staff at each collection site must be trained and knowledgeable on all participation requirements before collecting and/or accepting recycle-ready boat wrap waste.
<b>Storage &amp; Pickup Requests</b>	Collection sites must keep program material clean and dry in the designated collection container. All pickup requests must go through the WRR Program Coordinator, and the collection container must be accessible when a pickup has been scheduled.
<b>Site Access</b>	Collection sites must allow WRR access to confirm compliance with these requirements.



## Annual Program Roadmap

Boat wrap collection in Minnesota is a seasonal activity, with the bulk occurring in the spring as boats are unwrapped, and a smaller volume of off-cuttings collected in the fall. Given this seasonality and the goal of expanding a statewide program, the following action items outline the key steps and timing needed to successfully roll out the program throughout the year.

Season	Program Seasonality and Action Items
<b>Fall</b>	<p>ONBOARDING COLLECTION SITES</p> <ul style="list-style-type: none"> <li>Engage with potential sites to assess logistics, volume, container needs, hauling, signage, etc.</li> <li>Finalize collection method plan and send out contracts</li> </ul>
<b>Winter</b>	<p>LOGISTICS CONFIRMATION</p> <ul style="list-style-type: none"> <li>Signed Collector Contracts</li> <li>Add participating sites to the WRR website map (optional public visibility)</li> <li>Distribute training materials to ensure proper preparation of boat wrap</li> </ul>
<b>Spring</b>	<p>COLLECTION SEASON</p> <ul style="list-style-type: none"> <li>Finalize site logistics via visit, phone, or email.</li> <li>Launch collection season.</li> <li>Provide training materials, signage, and coordinate container drop-off/pick-up.</li> </ul>
<b>Summer</b>	<p>PROGRAM FEEDBACK</p> <ul style="list-style-type: none"> <li>Conduct program check-in and distribute feedback survey to improve next year's operations</li> <li>Determine what sites want Fall Collection</li> </ul>
<b>Fall (following year)</b>	<p>FALL COLLECTION AND ONBOARDING</p> <ul style="list-style-type: none"> <li>Review feedback survey to improve next year's operations</li> <li>Coordinate Fall Collection drop-off/pick-ups</li> <li>Determine what sites are interested in participation for following Spring</li> </ul>



## Collection Site Onboarding Process

The Wrap Recycle Right (WRR) onboarding process is designed to guide potential collection sites from initial interest to full participation in the program. It begins with outreach and inquiry, followed by a structured series of steps including information gathering, interest confirmation, logistics planning, and contract finalization. Each phase ensures that sites are well-informed, prepared, and aligned with WRR's goals for effective and sustainable boat wrap recycling across Minnesota.



### Initial Inquiry and Outreach

The onboarding process begins with the potential collection site contacting the WRR Program Coordinator. This may happen through direct contact, referrals, or interest expressed via the WRR website or partner networks. During this phase, the WRR team introduces the program, shares its goals, and invites sites to explore participation.

### Information Gathering & Interest Confirmation

Interested sites are asked to answer some preliminary questions, see below for a sampling, or complete the Collection Site Inquiry Form. These questions collect essential details such as experience with boat wrap recycling, anticipated volume and operational setup. This information helps us begin to understand each site's unique logistics and constraints.

### Interest Confirmation

Once we review your answers, the WRR Program Operations Coordinator follows up with the site to confirm their interest and readiness to participate. This may involve clarifying responses, discussing expectations, and ensuring the site understands its responsibilities within the program. Sites that express committed interest move forward to the planning phase.

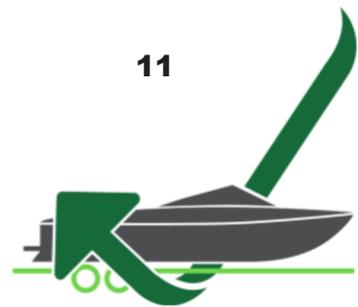
### Logistics Planning

In this phase, the Program Coordinator works closely with each site to design a setup tailored to its operations. This includes determining the appropriate container size and type, identifying hauling and consolidation partners, planning signage and training needs, and confirming whether the site will be open to public drop-off or limited to internal use. The Program Coordinator may conduct site visits, phone consultations, or email exchanges to finalize logistics.

### Contract Finalization

Once logistics are mapped and both parties are aligned, WRR sends out a formal Collection Site Contract. This contract outlines roles, responsibilities, and expectations. Sites are asked to sign and return the agreement to be included in the upcoming Spring collection season.

In the Spring, all collection sites are launched. Signage and training material will be available for collection sites to be knowledgeable on all participation requirements for collecting and/or accepting recycle-ready boat wrap. All pickup requests will go through the WRR program coordinator.



## Collection Site Onboarding — Sample Questions

To ensure each collection site is set up for success, the WRR onboarding process includes a series of questions designed to tailor logistics to the site's specific needs. These questions help the program coordinator understand the site's capacity, preferences, and operational setup, allowing for a more efficient and effective rollout. Below is a sample of the types of questions sites can expect during onboarding.

- Have you previously collected boat wrap for recycling?
- How many pounds of boat wrap do you anticipate collecting this season?
- What type of container would work best at your site? (*Options: Recapture bags, lidded dumpster, roll-off dumpster, enclosed trailer [28-53']*)
- How much space is available for collection at your site?
- What are your preferred collection weeks?
- Will you need fall collection?
- Are you familiar with the handling standards for recycle-ready boat wrap?
- Will your site be open to the public or limited to your business only?

## Determining Collection Container

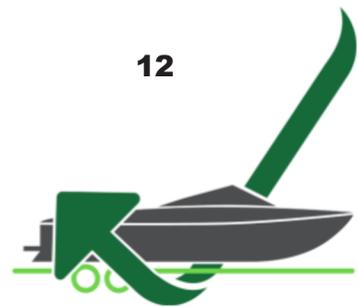
The Wrap Recycle Right program can provide a dumpster or semi-trailer depending on the collection sites' capacity and volume. See below for estimates regarding the volume each container type can hold.

Dumpster Size	Capacity (lbs)	Approx. number of 20' boats
8-yard	672 lbs	30 boats
10-yard	840 lbs	40 boats
20-yard	1,680 lbs	80 boats
40-yard	3,360 lbs	160 boats

*\*The average dumpster can fit ~84 lbs of boat wrap/yd<sup>3</sup>*

Semi-Trailer Size (ft)	Capacity (lbs)	Approx. number of 20' boats
28'	6,500 lbs	300 boats
45'	10,500 lbs	500 boats
53'	11,500 lbs	575 boats

**Choosing appropriate collection containers:** Each site will have different tonnages. To minimize logistics costs it is important to choose the right dumpster size to support the expected tonnage received.



## Collection Container Procedures

To ensure efficient use of the collection container and support the sustainability goals of this program, please follow these guidelines when preparing and depositing boat wrap:

- **Inspect for Contaminants:** Before depositing boat wrap into the collection container, inspect the container and remove any non-recyclable items. Only clean, recycle-ready boat wrap should be inside.
- **Cut Large Wraps:** For oversized boat wraps, cut them into manageable sections before placing them in the container. This helps optimize space and makes handling easier.
- **Roll Tightly:** After removing the recycle-ready boat wrap, roll it tightly to minimize air pockets and maximize space within the container.
- **Maximize Container Efficiency:** Due to the bulky nature of boat wrap material, it's essential to pack the container effectively. Proper rolling and cutting will help reduce the number of pickups needed and lower the program's environmental footprint.
- **Reject Non-Compliant Material:** Any material that is not recycle-ready boat wrap, such as dirty, painted, or mixed-material wraps, must be disposed of in a landfill-designated waste container.
- **Do not heat shrink the plastic to compress it.**

### Acceptable Storage Methods



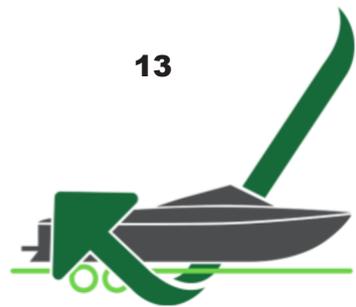
*Contact your Program Coordinator to learn more about acceptable/non-acceptable material and appropriate storage techniques.*

### Unacceptable Storage Methods



CIFFRO. P.O. Box 73 Shakopee, MN 55379

[info@wraprecycleright.org](mailto:info@wraprecycleright.org) [wraprecycleright.org](http://wraprecycleright.org)



# Transportation & Recycling Logistics

## Logistics Planning

The collection sites' logistics model and mutually agreed-upon communication protocol will determine the exact details of coordinating pickups and drop-offs of collection containers. In general collection sites, transporters and recyclers must contact the WRR Program Coordinator to request pickups, manage cancellations, coordinate deliveries and report issues and data. The following logistics options are currently considered:

**Full-Service Local Government Partner:** Local government-level logistics model in which the WRR Operations Program Coordinator is responsible for managing all aspects of collection, transportation, consolidation, and recycling.

**Self-Managed Local Government Partner:** Local government-level logistics model where the local government collaborates with the WRR Operations Program Coordinator to manage certain aspects of the collection, transportation, consolidation, and/or recycling process.

**Full-Service Collection Partner:** An individual business-level logistics model where the WRR Operations Program Coordinator oversees all aspects of collection, transportation, consolidation, and recycling.

**Self-Managed Collection Partner:** An individual business-level logistics model where the business collaborates with the WRR Operations Program Coordinator to manage certain aspects of the collection, transportation, consolidation, and/or recycling process.

## Container Pick-Up and Drop-Off Coordination

To schedule the pickup or drop-off of a collection container, the collection site must contact the WRR Program Coordinator. Upon receiving the request, the WRR Program Coordinator will:

1. Coordinate with the recycler to secure a dock time.
2. Notify the transporter with confirmed dock time and provide the necessary bill of lading.
3. Inform the collection site of the estimated pickup and/or drop-off time.
4. Respond to any issues that arise with the pickup

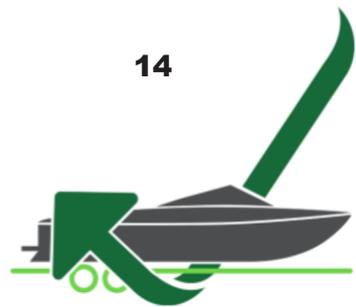
## Transporters

WRR will assign each collection site a transporter to provide both a collection container and/or transport services. A collection site may choose to provide its own storage containers and transportation. Such locations must schedule drop-off time with a recycler through WRR's Operations Program Coordinator. They may only send recycle-ready boat wrap waste to recyclers contracted by WRR.

- Upon request, WRR-contracted transporters will provide participating locations with evidence of adequate insurance coverage.
- Upon request, the assigned transporter will pick up full dumpsters and drop off an empty dumpster at the same time.
- On the scheduled pickup day, the collection site must make the collection container readily accessible to the transporter.

## Recyclers

Recyclers under contract with WRR shall meet environmentally sound management requirements and established recycling standards to accurately account for all recycle-ready boat wrap waste received by their facility. Collection sites will be assigned a WRR recycler to best service them.



## Public Material Drop-Off

Collection sites are NOT required to offer public drop-off for boat wrap. If your site has agreed to be a public-facing drop-off, all recycle-ready boat wrap waste must be accepted at no cost. It is the responsibility of the boat wrap generator that is dropping off the material to properly prepare the material for recycling prior to drop off, but ultimately the collection site will be held accountable for high levels of contamination.

All generators of recycle-ready boat wrap waste must remove all nylon strapping, vents, buckles and other attachments from the boat wrap. [See Appendix 1 for a step-by-step guide on preparing boat wrap waste for recycling.](#)

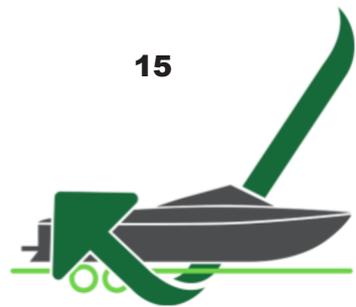
**IMPORTANT:** Each collection site may, at their discretion, screen the material dropped off at their container to ensure no contamination is present. Any material that is not recycle-ready boat wrap waste should be disposed of as solid waste. If a participating collection site consistently sends highly contaminated material to the CIFFRO contracted recycler, the collection site will be evaluated and placed on an improvement plan (which may include additional staff training, webinars, public education tools, etc. provided by the WRR program) to decrease contamination issues. Ultimately, it is the collection site's responsibility that the material the recycler receives is recycle-ready boat wrap waste. If a site is unable to meet the required standards despite support and corrective efforts, its continued participation in the program may be reevaluated.

### Best Practices

**Public Education:** Educating boat wrap generators on the proper method to prepare the boat wrap waste for recycling is key to the success of the program. WRR will provide collection sites with a public education toolkit, including press releases, social media posts, and other resources to educate the local community.

**Public Drop-Off:** To minimize illegal dumping and contamination, drop-offs done by appointment-only ensure the boat wrap waste generator is informed of the proper way to prepare the material for recycling. If illegal dumping or high contamination is a problem, it is recommended to secure and lock the designated collection container after hours.

**Material Segregation:** To ensure proper recycling can be achieved, boat wrap should be sorted during unwrapping into recyclable and non-recyclable material. The generator should remove any contaminants, such as vents, doors, zippers, strapping, rope, buckles, wood, or debris and dispose of them as solid waste.



# Data Collection, Reporting, and Feedback

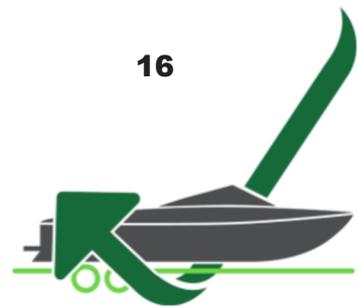
## Data Collection

Tracking and documenting the fate of discarded boat wrap from collection through final disposition within and outside Minnesota is the responsibility of the Wrap Recycle Right Program, but it will require data collection from Program Partners. Periodic site evaluations and audits will help the program check for compliance.

## Reporting

Minnesota is leading the nation with the Wrap Recycle Right Program, aimed at giving plastic boat wrap a second life. Each year, the program must report on its progress by evaluating how well it's meeting recycling goals and improving operations. These reports are essential for tracking success, identifying challenges, and proposing smart changes. Accurate data collection and program evaluation from all program partners, i.e. collection sites, transporters, consolidators, and recyclers, are the backbone of this effort. Your participation helps ensure the program grows stronger, more efficient, and more impactful every year.

Data to Track	Data Collector	Frequency
Volume over time: collection sites/regions	Transporter, Consolidator and/or Recycler	Individual pickup
Geographic spread of collection sites	WRR – Operations Program Coordinator	Annually
Collection site participation rates	WRR – Operations Program Coordinator	Annually
Efficiency: tonnage collected per trip	Transporter, Consolidator and/or Recycler	Individual pickup
Recycling rate: percent of boat wrap collected that is recycled	Consolidator and/or Recycler	Annually
Contamination rate: percentage of non-recyclable materials in the collection stream	Collection Sites and Recyclers	Individual pickup
Communities with highest tonnages	Collection Sites and WRR OPC	Annually
Communities needing increased collection	Collection Sites and WRR OPC	Annually
Communities needing additional education to <ul style="list-style-type: none"> <li>• decrease contamination</li> <li>• efficiently pack container</li> </ul>	Collection Sites and WRR OPC	Annually
Operational approaches that result in the highest tonnage, cleanest material, and lowest complaints	WRR – Operations Program Coordinator	Annually
Communities needing on-call services to collect during a certain time of year	Collection Sites and WRR OPC	Annually



## Feedback

As part of the Wrap Recycle Right Program, collection sites will play a vital role in shaping how the program evolves. After Spring Collection Season ends, we will launch a feedback framework. This includes digital and phone-based surveys to gather insights from participating sites.

Collectors will be asked to share:

- feedback from the public if they offer public-facing collection
- changes to public education to increase awareness
- changes to training materials to decrease contamination rates

We will be looking for direct feedback on operational approaches that will help us create a strong future-proof program. Surveys will be distributed in summer, evaluated in fall, and used to update program operations, best practices, and outreach tools—ensuring the program becomes more effective and responsive year after year.

## Training Materials and Public Education

### Collection Site Resources

**Wrap Recycle Right Website:** The program website will serve as the central hub for information, resources, and training material. This website will have essential content, including an overview of the program, downloadable materials, and a contact form for inquiries. [www.wraprecycleright.org](http://www.wraprecycleright.org)

**Site Signage:** The WRR will create signage for your site to help ensure material is collected in accordance with the program requirements. Reach out to the Program Coordinator to discuss your site's signage needs.

**Additional Materials:** As the program evolves, WRR will be creating a variety of tools for collection sites to use to ensure program success.

### Public Education

**Press Releases:** A concise, informative press release will be created to announce the program launch and the sales ban. It will highlight the environmental benefits of boat wrap recycling, direct readers to the program website for more information, and provide contact details for follow-up. This communication will help raise public awareness and drive early engagement with the program.

**Email Communication Tool:** To maintain consistent and targeted communication with varying stakeholder groups, an email communication platform will be used. This tool will allow the program to send updates, reminders, and educational content to producers, retailers, and community partners.

**Online Collection Map:** This collection map will list sites that offer public drop-off and participating businesses in the Wrap Recycle Right program.

**Additional Materials:** The program will continue to create and distribute a variety of public education tools and materials to garner support and encourage participation.

*To ensure equity, accessibility, and strong coverage, WRR will provide plain language materials in multiple languages common in Minnesota (English, Spanish, etc.). Outreach will extend beyond digital channels to rural and seasonal audiences via local radio, community papers, and lake-association newsletters. WRR will partner with local governments, and community organizations to adapt messaging, and will track participation and feedback by region to close gaps over time.*



# Appendix 1: Preparing Boat Wrap for Recycling

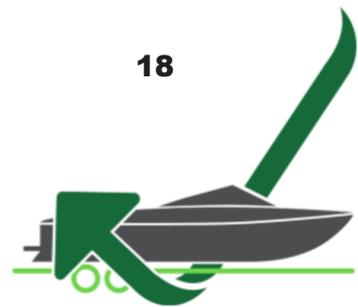
*Tip for Success: Unwrap boat on a dry, sunny day with concrete or asphalt beneath it.*

## Step-by-Step Guide:

1. **While still on boat, cut shrink wrap horizontally above the perimeter band.** It is recommended to use a shrink wrap knife to reduce the risk of damaging the boat, but a utility knife or box cutter will also work. Keep any strapping separate from the shrink wrap since it is not recyclable. Any excessively dirty or wet shrink wrap is not recyclable, so be mindful of that when removing it from the boat.
2. **Cut out or remove any accessories** such as vents, doors, zippers, strapping, rope, buckles, wood, or debris (anything that is not shrink wrap material). These can be saved for future use; they are not recyclable and should be disposed with regular trash. Sometimes it can be fastest to remove accessories prior to removing the shrink wrap.

**Shrink tape IS recyclable and does NOT have to be removed.**

3. **Roll up the shrink wrap** by starting at the bow, working towards the stern. Depending on the size of the boat, it may be easier to slice the wrap into long sections and roll up once on the ground. Fold into 4-foot widths before rolling up like a sleeping bag. Use a strip of shrink wrap to tie up the bundle to keep it compact (never use rope or strapping since it cannot be recycled).
4. **Remove any remaining accessories or bands.** Buckles and support pole end caps can be saved for future use if removed carefully. Nylon strapping should be disposed of with regular trash.
5. **Wrap Recycle Right!** Place the rolled up recycle-ready boat wrap into the designated Wrap Recycle Right collection container.



**Wrap Recycle Right**



**Thank you for helping to keep  
Minnesota waterways clean!**

