

NJ CLEAN COMMUNITIES COUNCIL PROGRAM OVERVIEW

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Executive Director

New Jersey Clean Communities Council



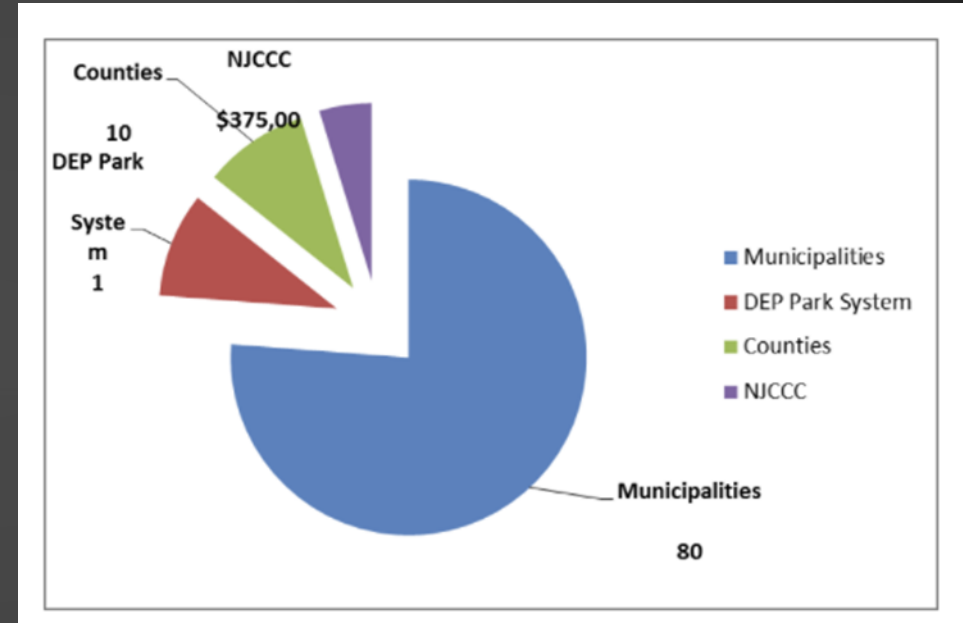
CLEAN COMMUNITIES OVERVIEW

- Clean Communities is a non-profit litter abatement organization
 - Provides annual grant funding to all Counties and Municipalities in NJ
 - Work with County/Municipal
- Clean Communities Coordinators to Promote Programs For Litter Cleanup, Education And Enforcement

****BAG UP NJ OUTREACH**

ANNUAL TAX COLLECTED \$20.7 MILLION IN 2021

- Municipalities
- Counties
- NJDEP (Parks)
- NJCCC - \$375,000



This comes as State Aid – no application is required

NJ CLEAN COMMUNITIES COUNCIL



- Will receive \$500,000 a year for first three years to develop and implement a **statewide education and outreach program**
- Establish **partnerships** with stakeholders, trade organizations, businesses, local governments and media to get the word out
 - Press releases, PSA's, newsletters, paid advertising
 - Limited distribution of free, reusable carryout bags
- **SHARE BRANDING FOR STATEWIDE CAMPAIGN!**

• **NJCCC WEBSITE:** <https://www.bagupnj.com/>



The Bag Up NJ Countdown to New Jersey's Plastic Bag Ban

105 11 47 54

FREE GRAPHIC DOWNLOADS

- Bag Up NJ / Skip the Straw logo
- Social Media/Web Banners
- Cling Artwork
- Sandwich Board Signs
- Flyers
- Billboards
- Business/Tent Cards – coming soon
- Shopping List Artwork



CAMPAIGNS

✓ BAG UP NJ

Bring Your Own Reusable Bag(s) When You Shop!!



✓ SKIP THE STRAW



Social Media



NJCCC BAG UP NJ FLYER



BAG UP NJ



On Nov. 4, 2020, Governor Phil Murphy and the New Jersey Legislature enacted the most progressive bag ban law in the country. The law reduces litter and encourages the use of reusable bags by phasing out single-use carryout bags.

The law **bans single-use plastic bags**, regardless of thickness, at grocery stores and retail establishments, as well as **paper bags at grocery stores** at or larger than 2,500 square feet. It also bans **polystyrene foam** takeout food containers and other products such as plates, cups, food trays and utensils. As of November 4, 2021, **plastic straws** will only be available upon request.

The "Bag Up NJ" campaign is the New Jersey Clean Communities Council's new single use plastic and paper bag ban outreach campaign, which has a simple message: Bring your own reusable bag(s) when you shop. Get in the habit before the law officially goes into effect on **May 4, 2022 in NJ**. Visit www.BagUpNJ.com for more information and downloadable artwork.



BagUpNJ.com

What can **YOU** do to support Bag Up NJ?

As a consumer, there are many ways you can reduce your carbon footprint!

- ✓ When shopping, **BRING** your reusable shopping bags to help fight waste in your town.
- ✓ **RECYCLE** your disposable bags by bringing them to your local retailer.
- ✓ When it comes to reusable bags, you have options. There are many different sizes, types, materials and designs, **CHOOSE THE ONES THAT WORK BEST FOR YOU** as a consumer.



IMPORTANT DATES!

- Plastic Straws By-Request-Only
- Polystyrene Foam Food Service Products
- Single-Use Carryout Bags

(P.L. 2020, c. 117)

NOVEMBER 4, 2021 SINGLE-USE STRAWS BY-REQUEST-ONLY

- Food service businesses may only provide a single-use plastic straw upon customer request.
- Food service businesses must keep an adequate supply of single-use plastic straws.
- Stores may sell packages of single-use plastic straws & sell a beverage pre-packaged by the manufacturer with a single-use plastic straw.



MAY 4, 2022 POLYSTYRENE FOAM FOOD SERVICE BAN

- Food service businesses are prohibited from selling/ offering any polystyrene foam food service product & may not sell or provide any food served in a polystyrene food service product.
- Visit nj.gov/dep/plastic-ban-law for more info and exemptions.



MAY 4, 2022 SINGLE-USE CARRYOUT BAGS BAN

- All stores (including retail), food service businesses, and grocery stores are prohibited from selling to, or providing customers with, single-use plastic carryout bags.
- Grocery Stores larger than 2,500 sq ft may not provide or sell single-use paper carryout bags but may provide or sell reusable bags.



For more information on the NJ Bag Ban Law, please visit: <https://www.nj.gov/dep/plastic-ban-law/>

For information on Business Compliance, contact the New Jersey Business Action Center <https://business.nj.gov/recent/disposable-bag-ban>

www.BagUpNJ.com

SIGNS/CLING ARTWORK



Sandwich
Board




Shopping List
Artwork



Shopping List

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 **BAG UP NJ**
www.bagupnj.com



Starting May 4, 2022
NJ law will ban
grocery stores from
providing plastic and
paper bags to reduce
litter. Don't wait! Start
bringing reusable
bags now.



Effective May 4, 2022, NJ law will ban *single use plastic bags* at all retail stores, food service businesses and grocery stores, as well as *paper bags* at grocery stores at or larger than 2,500 square feet. The law also bans food service businesses from providing *polystyrene foam* food containers. As of November 4, 2021, *plastic straws* will only be available upon a customer's request. For more information on the NJ Bag Ban Law, please visit: <https://www.nj.gov/dep/plastic-ban-law/> For more information on Business Compliance, contact the NJ Business Action Center. <https://business.nj.gov/recent/disposable-bag-ban>



IMPORTANT DATES!

- November 4, 2021
 - Plastic Straws By-Request-Only
- May 4, 2022
 - Polystyrene Foam Food Service Products
 - Single-Use Carryout Bags
 - (P.L. 2020, c.117)



www.BagUpNJ.com



To reduce litter, NJ Law mandates that plastic straws can only be provided upon request starting November 4, 2021.



Folding Business Cards & Tent Cards



Comenzando el 4 de mayo, 2022 la Ley de NJ prohibirá a todas las tiendas y servicios de comida el uso de bolsas plásticas para reducir la basura. No espere comience a usar bolsas reusables ahora.



Efectivo el 4 de mayo, 2022, la Ley del Estado de NJ prohibirá el uso de bolsas de plásticas en todas las tiendas minoritarias y supermercados, así como bolsas de papel en supermercados de 2,500 pies cuadrados o más. La ley también prohíbe que las empresas de servicios de alimentos proporcionen envases de alimentos hechos de espuma de poliestireno. Desde el 4 de noviembre, 2021 los absorbentes de plástico solo están disponible a pedido del cliente. Para más información de la Ley de NJ que Prohíbe el uso de Plásticos, visite: <https://www.nj.gov/dep/plastic-bag-ban> Para obtener más información sobre el Cumplimiento Comercial, comuníquese con el Centro de Acción Comercial de NJ. <https://business.nj.gov/recent/disposable-bag-ban>



FECHAS IMPORTANTES

- 4 DE NOVIEMBRE, 2021
 - Absorbentes de Plástico solo-por-pedido
- 4 DE MAYO, 2022
 - Prohibido el uso de bolsas plásticas
 - Prohibido envases de alimentos hechos de espuma de poliestireno
 - (P.L. 2020, c.117)



www.BagUpNJ.com

OMITE LOS ABSORBENTES PLASTICOS!

Para reducir la basura, la Ley de New Jersey manda que los absorbentes plásticos solo se entregarán al pedido del cliente.



BAG GIVEAWAY EVENTS

City, State Officials Give Out Reusable Bags On Asbury Boardwalk

The giveaway is part of an initiative to make the public aware of the upcoming state-wide plastic bag ban



Brian Harris, Patch Staff

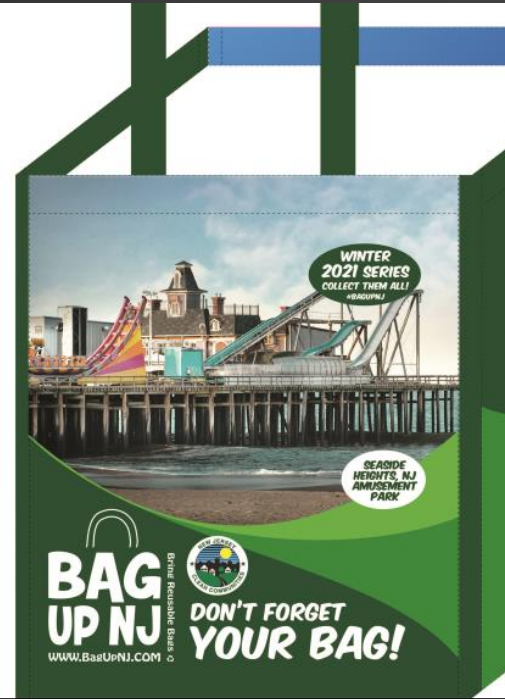
Posted Wed, Aug 18, 2021 at 10:47 am ET | Updated Wed, Aug 18, 2021 at 3:35 pm ET

Like 25 Share Reply



Reusable Bag Giveaway Program

Waterfall Theme



Boardwalk Theme



Wildlife Theme



Waterfront Theme

OUTREACH

- County/Municipal Websites
 - (model website launched December)
- BagUpNJ month / Skip the Straw month resolutions
- PSA's
- Foldable business cards / tent cards
- Paid Media Ads
- DMV Outreach Campaign
- NJ Transit Bus Stops
- Magazines (NJ Monthly, NJLM, NJAC, Edible NJ)
- Billboards
- Ballparks



www.BagUpNJ.com

PRIORITIES



- **Overburdened Communities**
- **Food Pantries**
- **Seniors**

BUSINESS PARTNERSHIP PROGRAM

One Stop Shopping with NJCCC

- Purchase Reusable Bags w/ logos
- Provide Press Release/Social Media Post/PSA
- Coordinate Press/Volunteers/Staff
- Invite local dignitaries



**How Are
Local Coordinators
Helping to Prepare ?**

BILLBOARDS



BALLPARKS & ARENAS



Somerset Patriots Ballpark digital sign.

Mercer County handed out reusable bags on opening game night.

HUDSON COUNTY PATH, LIGHT RAIL, AND BUS STOPS



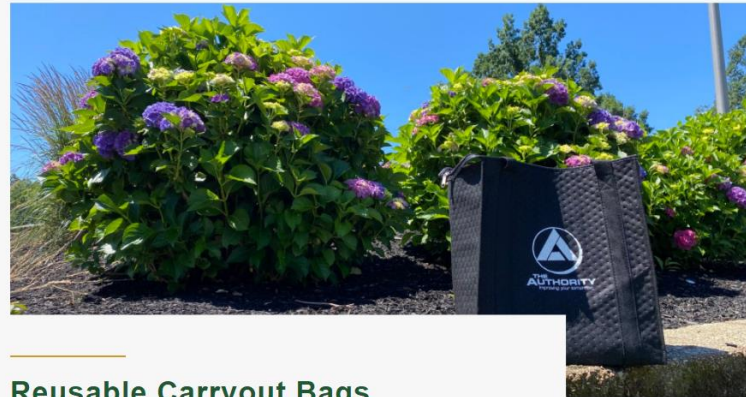
Websites, Social Media & Bag Giveaways



Bag Up NJ

There are detrimental environmental impacts from single-use plastic products. Approximately 100 billion single-use plastic bags are used every year in the United States. The average plastic bag does not decompose for up to 1,000 years, yet they are only used for approximately 12 minutes total. Single-use plastics are another obstacle that contributes to roadside litter as they pollute the county and beyond.

It is predicted that by the year 2050 there will be more plastic than fish in the ocean. An estimated 1,000,000 birds, marine mammals, and sea turtles die annually from plastic pollution, as they often mistake bags for jellyfish in search of food and ingest plastic or get entangled in it.



Reusable Carryout Bags

To ensure multiple uses and a sustainable carryout bag, a reusable carryout bag is defined as a bag that is:

1. Made of polypropylene fabric, PET nonwoven fabric, nylon, cloth, hemp product, or other washable fabric; and
2. Has stitched handles; and
3. Is designed and manufactured for multiple reuses.

All carryout bags must be washable and capable of withstanding multiple washes while maintaining usefulness and integrity. A minimum of 125 uses is required. Every reusable carryout bag must have handles stitched onto the bag, not glued, to qualify as a reusable carryout bag.





**WE'VE BEEN TAUGHT TO RECYCLE.
NOW IT'S TIME TO LEARN TO
RECYCLE CORRECTLY.**



BUSINESS OUTREACH



plan for the bam
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STARTING MAY 2022

New Jersey prohibits retailers from providing single-use plastic and paper bags at the register.

Get ready now. Bring your own reusable bags every time you shop.

FOR MORE INFO, VISIT BAGUPNJ.COM.

TO DO LIST....



- Connect with NJ Clean Communities Council
- Help Promote “BagUpNJ” and “Skip the Straw” Campaigns
- Include info in Employee Newsletters & Social Media
- Reusable Bag Promotion (partner with NJCCC)
- Stay Informed: sign up for Monthly Newsletter at njclean.org
- Make May BagUpNJ Month and November Skip the Straw month



Contact info:

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