

1. How is KAB involved in the Hefty Energy Bag program?

Keep America Beautiful's role in the program is limited to hosting the grant application microsite and providing information to affiliates who might be interested in applying for one of two pilot program grants if they believe it suits their community and its waste management programming.

2. Is KAB co-sponsoring the Hefty Energy Bag program?

No. As noted above, Keep America Beautiful's role in the program is limited to hosting the grant application microsite and providing information to affiliates who might be interested in applying for one of two program grants if they believe it suits their community.

3. Are you encouraging KAB chapters to apply for this program?

We have provided our affiliates with information about the program, but we leave it to them to determine what is best for their respective communities. While every Keep America Beautiful affiliate shares a consistent vision, mission and values, self-determination is a fundamental attribute of being part of the Keep America Beautiful Affiliate Network.

4. We've seen that the Hefty Energy Bag program has been marketed as "recycling," which goes directly against the National Recycling Coalition's definition of recycling (which specifically excludes incineration). How does KAB feel about that?

We support EPA's waste management hierarchy and have clarified our description of the program to align with the hierarchy. It is our understanding that with input from industry colleagues, Dow is reviewing its communications to more accurately define the program as a plastics recovery initiative, which is considered energy recovery, complementary to existing recycling programs. We are always exploring innovative ways to divert waste from landfills.

5. What's KAB's stance on the importance of reduction, and how this program fails to address these calls for reduction but instead allows for continued/increased production?

We are a strong advocate of reduced and responsible consumption. Our efforts educate, motivate and activate people to reduce, reuse, recycle and buy products made from sustainable and recycled materials. We don't view any program in a vacuum as we work with an array of stakeholders — manufacturers, waste management companies, trade associations, NGOs, government entities and elected officials at all levels, etc. — to help advance a circular economy and to educate people about the impact of (and responsibilities that come with) their decisions.

6. How long does KAB plan to be involved in the Hefty Energy Bag program? DOW seems to have plans to expand the program exponentially in the next five years.

Once selected, grant winners will take the lead on pilot program implementation with local community partners and we will closely monitor program results and community impact. We value our long-standing partnership with Dow and will consult with them and our affiliates when our work in 2017 has been completed.

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