

MEMORANDUM OF UNDERSTANDING

The Hefty® EnergyBag® (HEB) program is an exciting new initiative that collects previously hard-to-recycle plastics and converts them into valuable new resources and is a great opportunity for participating communities to make a positive environmental impact by diverting these materials from landfills. The City of Smyrna is partnering with Keep Cobb Beautiful and the Cobb County HEB program sponsors to implement this program in Smyrna. This Memorandum of Understanding (MOU) describes organizational roles and commitments associated with this implementation initiative.

The parties listed below agree to work together to successfully implement and operate the HEB program as a service for City of Smyrna residents:

- The **City of Smyrna Public Works Department** in collaboration with the **Environmental Services Department** will be responsible for overall planning, implementation, operation, and monthly reporting of program results, with guidance from **Keep Cobb Beautiful, Dow and Reynolds Consumer Products**.
- The **Smyrna Community Relations Department** in cooperation with **Environmental Services**, will promote the Hefty® EnergyBag® program via social media, the City's website and other communication channels used by the City for such purposes. HEB program communications will be tailored to Smyrna residents but will reflect approved program messaging and graphics provided by **Keep Cobb Beautiful, Dow and Reynolds Consumer Products** so as to ensure uniformity in branding and messaging throughout Cobb County.
- **Keep Cobb Beautiful** will supply the Smyrna Public Works Department with the initial 7,500 starter kits at no cost, that includes sample orange EnergyBags® and instructional information for distribution to Smyrna residents and will provide implementation guidance and communications support.
- The **City of Smyrna Public Works Department** will provide starter kits on a no cost basis to the first 7,500 city residential households who come to the Keep Smyrna Beautiful Recycling Center and sign up to participate in the program.
- The **Public Works Sanitation Division**, beginning [redacted], will collect EnergyBags® set out with residential recyclables as part of curbside recycling collections and deliver this material to **WestRock Recycling** for processing.
- **WestRock** will pull off the orange bags and store, bale and arrange for shipment of the bags to the approved end market outlet.
- **Dow and Reynolds Consumer Products** will be responsible for end market arrangements for the collected HEB material, shipment of EnergyBags® to the selected end market for the Cobb County material, and will provide implementation guidance and communications support.

By signing below all parties agree to the above understandings about roles and responsibilities.

Signature _____ Date _____

Name:
Title:
Organization: (City of Smyrna)


Signature _____ Date _____

Name:
Title:
Organization: (Reynolds Consumer Products)

9/27/19

Signature _____ Date _____

Name: **JESUS ATIAS**
Title: **N.A. SUSTAINABILITY MANAGER**
Organization: (Dow)


Signature _____ Date _____

Name: **Kimberly White**
Title: **Director**
Organization: (Keep Cobb Beautiful)

9/27/19