



Get  
Involved

Program  
Rollout

Resources ▼

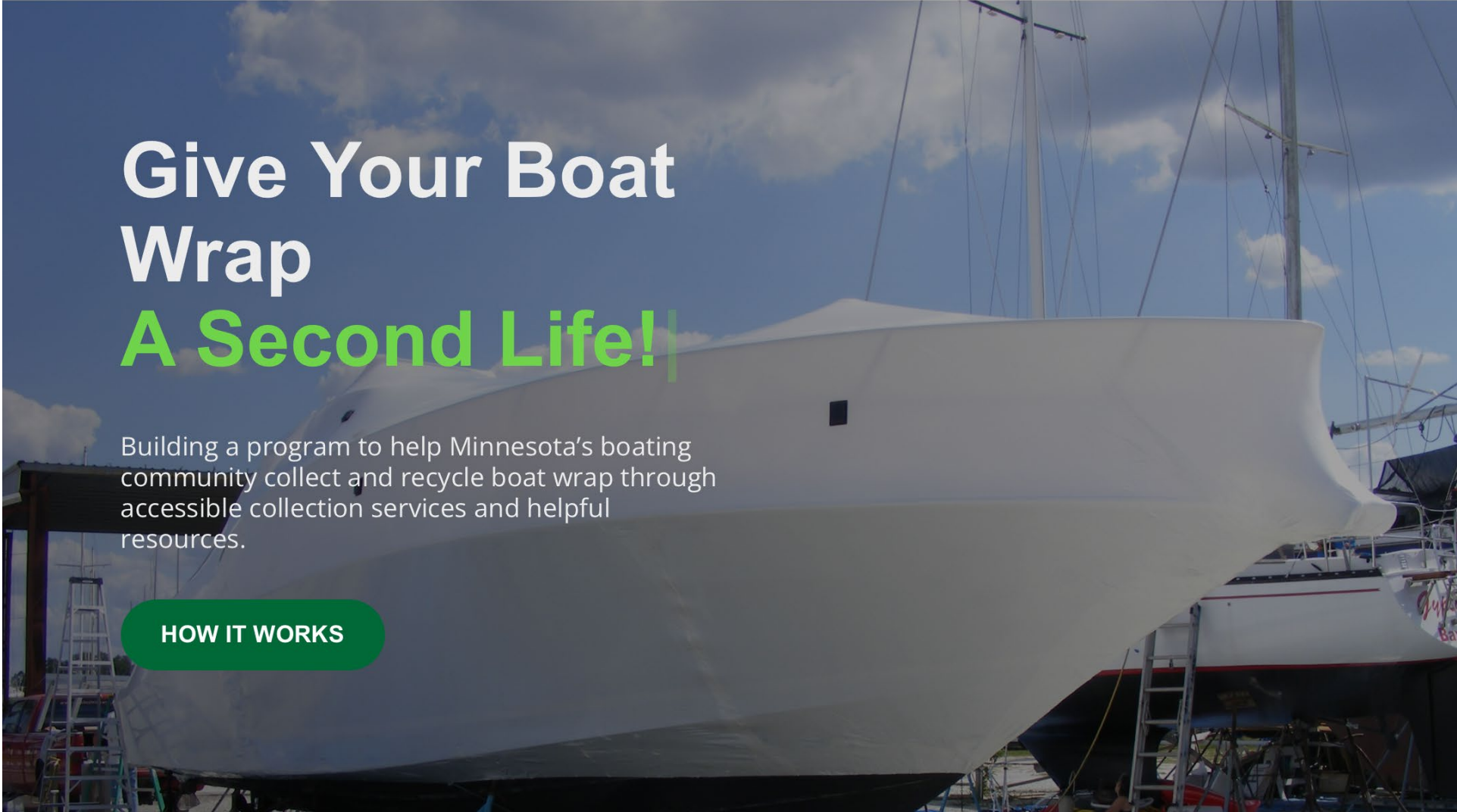
News

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# Give Your Boat Wrap A Second Life!

Building a program to help Minnesota's boating community collect and recycle boat wrap through accessible collection services and helpful resources.

HOW IT WORKS



## Laying the Foundation

### Pre-Program Year

- Developing an onboarding strategy for Collection Sites.
- Designing efficient and sustainable logistics.
- Building partnerships with counties, marinas, and storage facilities.
- Preparing education materials for proper wrap preparation.

## Partnering with Early Sites

### Program Year #1

- **Collection goal:** 200,000 pounds of boat wrap
- **Priority counties:** Dakota, Scott, Carver, Washington (St. Croix River area), Becker, Otter Tail, Beltrami, Hubbard.
- Education for boat owners on proper wrap removal and drop-off locations.
- Commercial boat wrap generators will receive program options for participating.

## Expanding the Network

### Program Year #2

- **Collection goal:** 400,000 pounds of boat wrap
- **Possible new priority counties:** Hennepin, Ramsey, Cass, St. Louis, Pope, Douglas, Itasca.
- For boat owners, recycling becomes a more familiar part of seasonal storage. WRR will gather feedback, reduce contamination, and continue improving the program.
- Commercial boat wrap generators will receive program options for participating.

## Scaling and Refining

### Program Years #3-5

- Expansion into additional counties.
- Increased access and convenience statewide.
- Refinement of site-selection criteria.
- Continued education and outreach.
- County additions during this phase will be based on community need, boating activity, operational readiness, and program performance.

# Benchmarks For Program Success

WRR is committed to building a strong, accountable, and transparent recycling system for Minnesota. Your patience and support help make Wrap Recycle Right a long-term success for Minnesota's lakes, rivers, and communities. These goals support Minnesota's long-term environmental and waste-reduction priorities.

**By 2030: 50%**

Boat wrap sold in Minnesota must be collected and recycled.

**By 2035: 80%**

Boat wrap sold in Minnesota must be collected and recycled.

## Not Available Near You? Stay Tuned!

Counties are gradually joining the WRR recycling program, bringing more communities into the network each year. If your area isn't yet on board, here's what you can do to get involved:



**Location Site**  
View details

**Fullscreen  
Mode**

