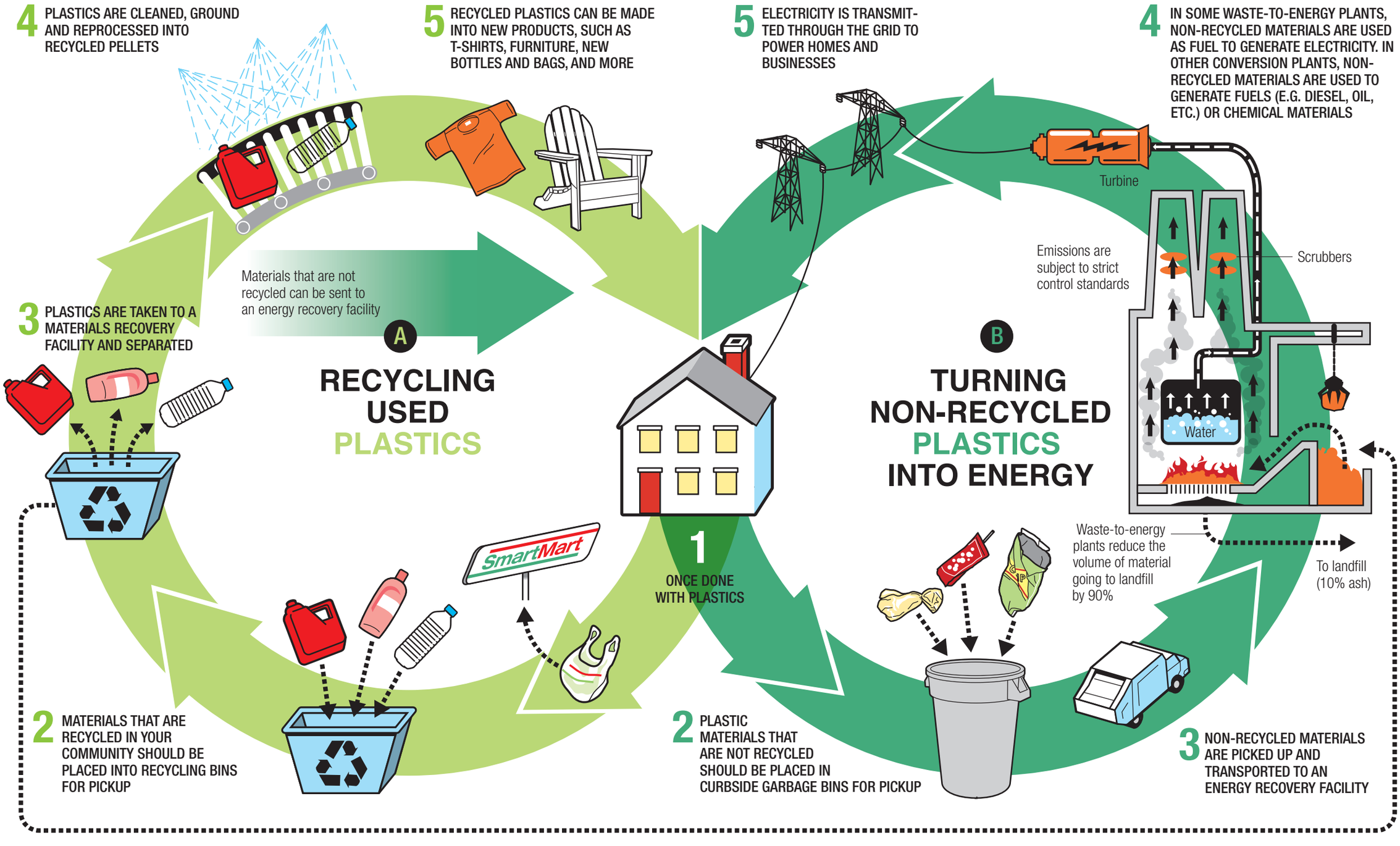DIVERTING PLASTICS FROM LANDFILLS: A TWO-PRONGED APPROACH