

**Resource Recycling Conference 2014
New Orleans, Louisiana**



**National Recycling Coalition New
Definition of Recycling**

- "Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products."

China

- 20 % of China's farmland is now toxic due to toxic elements such as lead and cadmium
- China has become more environmentally active and this has impacted the exportation of recycling materials from the United States to China
- By 2018, China will be recycling at a rate that will satisfy their needs for recycled material

Thoughts to Consider

- Is being sustainable enough?
- Eco-efficiency (use fewer resources and generate less waste) or Eco-effectiveness (eliminate the concept of waste)



Bill McDonough

- *Cradle to Cradle: Remaking the Way We Make Things*
- *The Upcycle*
- "Let's eliminate the concept of waste."
- "Designing up from the dumpster" – produce and package materials while considering how the items can be recycled.
- Reduce the negative environmental impacts and increase the value from "waste."

Bill McDonough

- "Don't be less bad...be more good"
- "Redesign, renew, and regenerate instead of reduce, reuse, and recycle"

Rob Kaplan

- Walmart is one of the few companies large enough to drive change in the retail industry.
- Sustainable Packaging Initiative – review all of their products packaging to determine if the package can be recycled or is made from recycled content.
- No one should have to choose between products that are sustainable and products they can afford

Walmart

- First Sustainable Product Expo 2014- expand the availability of products that sustain people and the environment
 - including the chief executives and presidents from companies such as Kellogg, Coca-Cola, PepsiCo, Unilever and Procter & Gamble and a number of these will be supporting the fund
- Will add sustainability store to its website

Walmart

- Working toward goal of having zero waste to landfill from its operations by 2025. In the
 - UK and Japan more than 90 per cent of materials are diverted
 - US it is 81 per cent of materials are diverted
 - Canada and Mexico are both diverting more than 70 per cent of materials are diverted

Walmart

- Walmart has reduced its product packaging by 5% compared to a 2008 baseline
- Working with suppliers to use 3 billion pounds of recycled content in packaging by 2020.

Closed Loop Fund

- Walmart, the Walmart Foundation, and several other companies joined forces in announcing plans to launch a groundbreaking recycling initiative with the goal of making recycling available to all Americans. The Fund aims to invest \$100 million in recycling infrastructure projects and spur private and public funding for transforming the recycling system in the United States.

Closed Loop Fund

- The funds would be available through financing models including zero interest loans to municipalities
- Founding investors include: Walmart and the Walmart Foundation, Coca-Cola, PepsiCo and the PepsiCo Foundation, Johnson & Johnson Family of Consumer Companies, Procter & Gamble, Unilever, Keurig Green Mountain and Goldman Sachs.

Paper Recycling

- Convergence of No. 8 news and mixed paper
- Newspapers are becoming virtual and the need for No. 8 news will be diminishing
- The contamination of bales with plastic bags is ruining the product value and limits the market

Plastic Resin Market

- Markets have been erratic
- Issue: #1PETE bottles have been designed to be manufactured with less plastic so when they are recycled with the lid and ring that material has increased in proportion to the amount of #1 PETE in the mix.
- Issue: #2 HDPE natural color needs to be separated out at MRFs because manufactures need natural if they want to dye the plastic.

Plastic Resin Market

- Issue: The move to single stream MRFs has created an issue with a limitation to the number of sorts. Most are currently mixing more valuable items with those that have less demand or value.
- The market needs a supply of the plastics that meet the demands of the manufacturers wanting to incorporate recycled content
- Plastic film is 4 times as expensive as rigid containers to recycle

Aluminum

- There is a high demand for Aluminum and currently the United States is not providing enough to meet the needs of manufacturers
- Its takes as few as 60 days for an aluminum can to be recycled and placed back on the supermarket shelf.
- Aluminum can be recycled over and over again and does not degrade

Aluminum

- Since 1880, the United States has used 700 million tons of aluminum. 75% of this aluminum has been recycled and is still in use.

Public-Private Partnerships in the Recycling Supply Chain

- Recycling rates have plateaued
- Creative approaches are needed
- Increasingly, public-private partnerships are being used to address this issue
- Curbside Value Partnership helps build these cross-sector solutions

What is the Curbside Value Partnership?

- Curbside Value Partnership:
 - “We have a proven track record that utilizes public-private partnerships to improve recycling at the local level. Our approach? Make recycling easier for Americans. We support community recycling programs in their efforts to be more accessible and more efficient. Our work engages the full recycling supply chain: from local government to industry end markets, haulers, material recovery facilities, and converters.”
 - “Through our traditional work, we engage in community partnerships to design and execute tailored social marketing campaigns that increase desirable recycling behaviors.”
 - <http://www.recyclecurbside.org/>

Curbside Value Partnership

- The Curbside Value Partnership is a 501(c)(3) organization with the goal to improve recycling in the United States.
- It focuses on improving residential recycling. Curbside recycling is the easiest way for Americans to recycle yet there is still much opportunity for improvement. More than half of U.S. communities have access to recycling programs yet participation averages at less than 50 percent.
- 60% of people must be reminded to keep recycling. 20% will never recycle and 20% always will recycle.

Curbside Value Partnership

- Recycling offers a chance to improve the environment and stimulate the economy at the same time. CVP utilizes public-private partnerships to help budget-strapped local governments get the most out of the recycling program – which starts by increasing resident participation and tonnage collected.

Recycling Partnership

- Founded on July 1, 2014
- Outcome of a 120-day stakeholder effort led by the Southeast Recycling Development Council
- Partners companies and organizations include: Alcoa Foundation, Amcor, American Chemistry Council, American Forest & Paper Association, the Association of Postconsumer Plastic Recyclers, Ball Corporation, Carton Council, Coca-Cola, SPI: The Plastics Industry Trade Association, and Sonoco.

Recycling Partnership

- Why the Recycling Partnership was launched: “Savvy companies understand that supporting strong local recycling programs will help them meet their sustainability and business goals; and drive recycled feedstock into hungry mills and processing facilities.
- “The approach: seed private dollars to unlock public investments and improvements, and ultimately new material supply.”

Recycling Partnership

- Aimed at targeting strategic improvements to create long-standing increases in recycling recovery rates, the effort transforms public program performance through infrastructure improvements and strategic outreach. By financing one-time contributions to municipal recycling programs, long-standing improvements will take their hold.
- The Recycling Partnership selected its 4 initial city partners: Richmond, VA, Columbia, SC, Florence, AL, and a fourth city that will be announced later this year.

Recycled Products Rundown

- Resource Recycling Magazine highlights a few innovative products made with recycled content each month.
- Conference highlights:
 - Repreve polyester yarn from PET used by Nike
 - Ice River Springs has a 100% recycled water jug
 - Vetrizzo 85% recycled glass countertop material
 - Novelis ever can has 90% recycled content
 - DanCof 100% recycled paper pulp coffin from Denmark

Food Service Packaging Institute

- In an effort to increase the recycling and composting of foodservice packaging products, the foodservice packaging industry formed the Paper Recovery Alliance and Plastics Recovery Group.
- They are auditing bales of material at MRFs to determine if their products are clean enough to be recycled through food residue studies.

PlanetReuse

- Mission:
 - “We think finding and using reused materials for your project should be just as easy as a trip to a big-box store or commercial supplier. When you buy reused, you keep quality materials out of landfills. Together, we can reduce this type of landfill waste from 40% to 30% by the year 2020.”

PlanetReuse

- “We’re a partner—not a competitor—to many companies within the reuse community that you know and use. We don’t warehouse materials ourselves and we don’t operate retail reuse centers. Every company and customer has a role in the green revolution and we’re proud to take our place.”
- <http://planetreuse.com/>

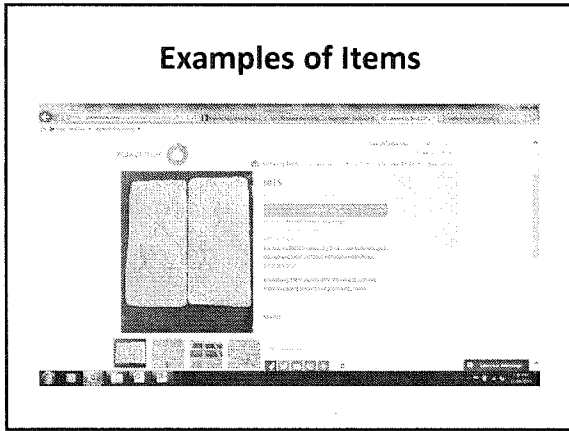
PlanetReuse

- Reuse materials are often available at a 15 to 50 percent savings (or more) over new. Those kinds of numbers add up, especially on larger projects.
- Your time is a valuable commodity. Through expert consulting and a virtual marketplace, we take the work out of finding reused materials, letting you focus on creativity and efficiency.
- Reused materials add character and quality. Anyone can pick up anonymous stuff at the store or supplier, but materials with a history are special. After all, everything is more interesting with a backstory.

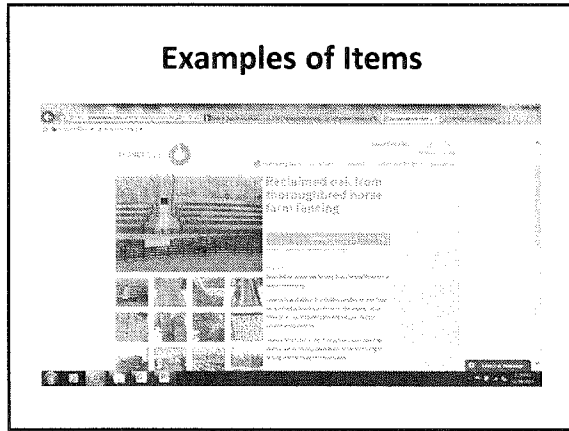
PlanetReuse Projects



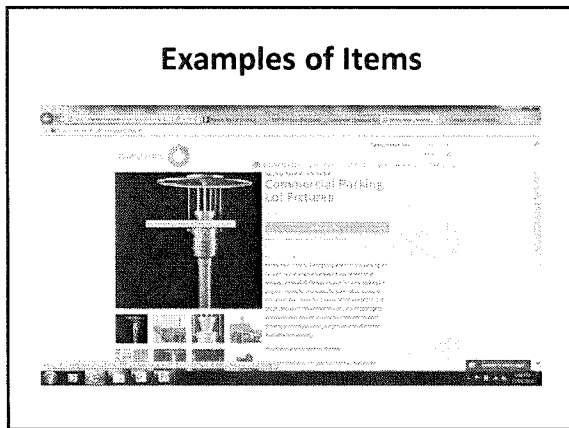
Examples of Items



Examples of Items



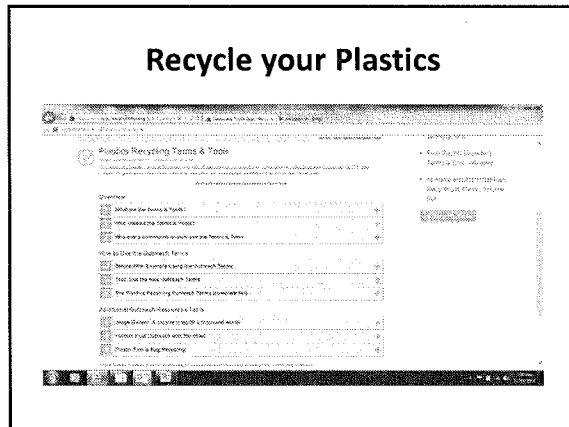
Examples of Items



Plastics Terminology Project

- An attempt to bring a common language to plastic recycling to foster clear communication
- You will be able to create flyers from a website listing the plastics that you accept at your recycling center. It will also allow have a library of graphics you can use in your flyers.
- <http://www.recycleyourplastics.org/>

Recycle your Plastics



Trade Show

