

# Georgia Recycles

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Volume 19 Issue 3

The Georgia Recycling Coalition Newsletter

Fall 2013

## Made in Georgia Campaign Launched

The *Made in Georgia... with recycled materials* campaign was officially launched during our 22nd annual conference, August 18-21, 2013, with the campaign as the theme for the annual meeting. Attendees were provided T-shirts with the Made in Georgia logo that was created by a staff member at Georgia DNR/EPD; this was an effort to begin promoting the campaign to GRC members. The goal of this collaboration with our coalition and two state agencies (Georgia DNR-EPD and Georgia Department of Economic Development) is to support economic development and to increase diversion of materials from landfills to the manufacturing sector based on the burgeoning recycling industry in Georgia; our long term goal is for the mapping tool to become an exchange for generators and end users to communicate directly toward locating sources for beneficial use of materials. The mapping project has identified more than **100 Georgia businesses** using recovered materials to manufacture a variety of products from carpet to paper products. These businesses rely on items such as plastic bottles, metals, glass, newspapers, organics, carpet, and tires collected from residential and commercial recycling programs to use as raw materials in their process; manufacturers are only a part of the recycling industry as “end users”, and employ thousands of Georgians. Our Parade of Products session at the conference and the Made in Georgia costume contest on auction night represented many of these recycled content products. We look forward to the mapping tool going live in the very near future on the Georgia Department of Economic Development’s website. We will keep you posted as more components of the campaign are developed.



Ralph and Martha Ann Brooks of Laurens County SWMA wear outfits made from kraft paper stock from the SP Fiber Technologies mill in Dublin, GA.



Suki Janssen of Athens-Clarke County (left) upcycled Jittery Joe's coffee bean bags to create her sustainable and caffeinated garb; Connie Wiggin of Gwinnett Clean & Beautiful (right) featured the many plastics resins discussed at conference sessions in her RPET outfit and various accessories!



GRC board Vice President Michelle Wiseman dons her Made in Georgia RPET T-shirt during the conference.

# President's Column

## Recycling and You?

I was sitting at an outdoor table one afternoon when I overheard a poignant conversation between two college students.

College student 1: "Dude, you just threw that into the trash?!"

College student 2: "Recycling is something everyone should do, or at least something that everyone should feel vaguely guilty about not doing. Whatever's easier..."

College student 1: "Recycling is a noble endeavor that we can all agree is necessary; if not to save the planet, then at least to curb waste and preserve resources. Recycling is an inherently good and selfless thing, and all recycling asks of you in return is that, before you throw something away, you carefully assess and evaluate your garbage, break it down into its core components, gently but thoroughly bathe it, organize and catalog it, take it on long walks by the beach, hold it tenderly while whispering reassuring platitudes to it, participate in at least one outdoor activity with it, join in its personal growth however possible, and settle for substandard paper products.

College student 2: "Or you could just throw it in the garbage. The garbage understands; the garbage accepts you for who you are; the garbage wouldn't change you for the world, baby."

College student 2 did remove the item from the trash and put it into the recycle bin. No organizing or bathing took place, but he did make sure it was empty.

My take away from this conversation - recycling is a personal responsibility that many take pride in doing this one *simple* act. (This much I already knew.) Also, always have your smart phone on the ready to record such hilarities when life serves them up to you!

Regards,  
Kristine Kobylus  
President



The Georgia Recycling Coalition (GRC) is a non-profit, tax-exempt organization that was formed to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

## GRC 2013 Board of Directors

**Ralph Brooks**  
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**Mike Hardy**  
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## MARK YOUR CALENDAR

October 20-22, 2013

Food "Waste" Recycling World

GA World Congress Ctr.  
Atlanta, GA

November 15, 2013

America Recycles Day

November 17-20, 2013

GA SWANA - Fall Conference

Reynolds Plantation  
Greensboro, GA

April 28-30, 2014

Waste Expo  
(April 29-May 1 Exhibits)

GA World Congress Ctr.  
Atlanta, GA

May 5-11 2014

International Compost Awareness Week (ICAW)

August 17-20, 2014

GRC 23rd Annual Conference  
(Tentative)

King & Prince  
St Simons Island, GA



# GRC IN THE NEWS

## Treasure, Not Trash Features GRC!!

The August issue of Georgia Trend magazine included a feature on recycling in Georgia, plus Georgia Recycling Coalition and Keep Georgia Beautiful. On the first page it mentions our **Made in Georgia** campaign and the mapping tool on which we have partnered with Georgia DNR-EPD and the Georgia Department of Economic Development. Re-prints of the article, including the back page dedicated to the campaign, are available on request. If you need copies, please email us at: [garecycles@mindspring.com](mailto:garecycles@mindspring.com) along with a US mailing address and number of copies requested. The re-prints are 8 ½ X 11 tri-fold color on glossy stock.

## GRC Elects New Board Members

At the annual membership meeting, GRC elected two new board members: Kelly Collingsworth of Keep Bulloch Beautiful and Peggy Whitlow Ratcliffe of Live Thrive. Re-Elected to another term were board members Christina Pedelty, Caraustar Recycling; Todd Redmon, Shaw Industries Group; Michelle Wiseman, SP Recycling SE LLC; and Stephanie Busch, GA DNR/EPD Land Protection Branch. Congratulations to these GRC members; your willingness to serve and support GRC is appreciated. Continuing on the board in mid-terms are: Ralph Brooks, Laurens County; Mike Hardy, Whole Foods Market; Wayne King, EARTH Products; Kristine Kobylus, Athens Clarke Co Recycling Div.; Andrew Lentini, University of GA Sustainability; Abbey Patterson, Atlanta Recycles; and Amber Weaver, DeKalb County. At the end of this year, we will lose board members Frank Killoran of Pratt Industries and Mike Power of American Chemistry Council whose terms expire this year.

## Trash to Treasures Reaps Rewards!

GRC raised \$4695 on its 16<sup>th</sup> Annual Trash to Treasures auction. Huge thanks to Peggy Whitlow Ratcliffe and Marla Prince for serving as Co-chairs of the event this year. And gratitude to all the volunteers who assisted in all the tasks involved in pulling off our annual fundraiser: Amber Weaver, Kanika Greenlee, Michelle Wiseman, LuAnn Chambers, Abbey Patterson, and GRC summer intern Bryn Bassett. It truly takes team work and dedication! And of course appreciation to the donors for all the great items and to the purchasers for their generous bids!

## GRC Joins Forces to Educate State Elected Officials in August

**Recycling is Bigger than the Bin** was the theme of an ISRI sponsored luncheon in Atlanta last month during the National Conference of State Legislators (NCSL) Summit

at the Georgia World Congress Center. GRC joined with local recycling organizations to assist in recruiting nearly 90 volunteers to mix with attendees at the lunch to talk about our industry. The volunteers also helped spark interest in and direct attendees to exhibit displays located throughout the hall. GRC efforts were led by board Vice President Michelle Wiseman of SP Recycling SE LLC who recruited volunteers and promoted the Made in Georgia campaign.

ISR reported it achieved its goal of raising the industry's profile among state legislators participating at NCSL. They further reported that there seemed to be no doubt that everyone in Atlanta for the conference left with an eye-opening experience about the recycling industry. Familiar participating companies included: Coca-Cola Recycling, Liberty Tires, Newell Recycling, Pratt Industries, SP Recycling SE LLC, Schnitzer Southeast, and Synergy Recycling.

## Conference Highlights



*Omnisource SE reps speak to attendees in the Exhibit Hall*

*John Neff of CycleTex Inc accepts the sponsor recognition plaque from GRC President Kristine Kobylus*



*Dart Container Corp reps network with attendees during the Opening Reception*

## Welcome New Members

### Partner Level Sponsor

Funds2Orgs, Inc - Wayne Elsey

### Business

VIVA Recycling of SC - Rebecca Wilson

YP - Charlotte Shepherd

### Government / Non-Profit

Keep Dawson Co. Beautiful

Kristi Hudson

Jakarta Jones

City of Thomson

James Mang

Columbus Consolidated Government

Carl Nunley

Columbus Consolidated Government

SERDC

Will Sagar

### Individual

Jeff Kibler - Recycling Partners, LLC

Paul Schwab - Recycling Partners, LLC

Randy Shaw - Diversified Recycling

Willis Hunter - Federal Law Enforcement Training Ctr.

### Associate

Michael Foxx - Dalton Whitfield SWA

Jasper Greer - City of Monroe PW

Steve Gomez - Reworx Recycling

Brad Rickard - Athens-Clarke Co Landfill

Gary Bond - Athens-Clarke Co Landfill

John Mincemoyer - Athens-Clarke Co Landfill

Amanda Fairley - Waste Management

Bill Silman - University of Georgia

Bill Easterling - SP Recycling SE LLC

Melvin Robinson - UGA Athletic Association

## GRC SPONSORS - 2012-2013

### PARTNERS

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Funds2Orgs, Inc

Georgia Beverage Association

GA Dept of Community Affairs

Mohawk Industries

Novelis, Inc.

Pratt Industries

Shaw Industries Group, Inc.

SP Recycling SE, LLC

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Green Sense Recycling

GP Harmon Recycling

PepsiCo, Inc

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### PATRONS

Cycle Tex, Inc.

Delta Air Lines

DiversiTech

Pull-A-Part LLC

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### SPECIAL CONTRIBUTORS

The Turner Foundation

Whole Foods Market

Conex Recycling

Liberty Tire Recycling

DiversiTech

Dart Container Corp

USAgain LLC

Strategic Materials

Re-TRAC Connect

## ADVERTISING OPPORTUNITY

The Georgia Recycling Coalition (GRC) is offering advertising in its quarterly newsletter. What better way to get the word out on what your organization is offering to the waste reduction and recycling community? Your ad will be seen by all GRC members and readers of the printed newsletter.

Take a look at our rates, consider the benefits, and give us a call!

#### RATES:

Size:	Cost
Business Card	\$100
1/6 page	\$200
1/4 page	\$300
1/2 page	\$400
Full page	\$600

#### DISCOUNTS AVAILABLE:

- 25% discount for all GRC members
- 25% discount to non-members who advertise in 4 consecutive issues
- 50% discount to GRC members who advertise in 4 consecutive issues



**Georgia  
Recycling  
Coalition** INC.

### GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

For more info on placing  
an advertisement or for  
membership information,  
call 404-634-3095.

# Conference Wrap Up

*"Best year for Keynotes"*

*"Great idea" (Parade of Products)*

*"Very good conference, excellent speakers, great location..."*

*"Excellent conference"*

*"Great blend" (of topics)*

*"This conference was enlightening....every presenter asked bigger picture questions"*

*"Excellent" (Recycling Program Managers Council Meeting)*

*"The work put into the planning always pays off and shows"*

*"Having a documentary added in the conference was a great idea"*

*"Very philosophical—eyes wide open..."*

*"Very enlightening conference... very grateful there is an organization dedicated to promotion & awareness of all the environmental issues on the table"*

So the 22<sup>nd</sup> Annual conference was deemed a success! GRC appreciates all the sponsors, speakers, exhibitors and volunteers who made this year one of the best!

Our **Made in Georgia** campaign is officially kicked off and we look forward to the launch of the mapping tool very soon. We recognized our annual sponsors, gave out Spirit of Green Awards, bestowed scholarships on two future leaders via the Connie Burns Scholarship, elected new board members, had some fun and raised some funds in the annual Trash to

Treasures auction, and learned from a most impressive and diverse agenda of speakers from local, regional and national businesses, organizations and governments.

## Two Clarifications from your evaluation comments:

**Food Costs:** Everyone loves to come to the King & Prince for our annual conference, but many comments were made about guest food costs. **Meal Prices for Spouses & Guests** are based on actual cost plus 21% service charge and 6 % tax-rounded off to an even amount; **GRC does not mark up these prices-this is the cost we have to pay the hotel on our master bill.** This is a resort location and food costs are at an all-time high across the board, plus we have to pay service charges for banquet set-ups which is typical for all conference facilities. We love that you are able to share with friends and family in the adventure, but please know that you are paying the same costs for food; it is just included in your registration fee (food is our highest cost of the entire conference).

**Council Meetings:** Each year we set aside time for special interest council's to meet in a Tuesday lunch break-out from 12 noon-2:00 PM including: Department of Defense (DOD) Partnership; Recycling Program Managers Council; G-ROC-Organics Recycling Council; and College/University Council. These meetings are meant to be planned by members and the agenda is open to your needs; it can be a formal agenda or just a time to get together, network and share ideas. This year, based on previous evaluations comments, GRC offered direction or assistance in determining a focus for the group and helping to set an agenda, but only Recycling Program Managers took us up on that offer. Thanks to the efforts of Suki Janssen of Athens Clarke Co. and Amber Weaver of DeKalb Co., that council got some of the highest marks of the conference and many positive comments from participants. Let's work in the coming months to build these councils and the membership toward productive meetings for all councils in 2014!

## 2013 Conference Sponsors

				
				

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<b>Trash to Treasures Auction Night Reception</b> 					<b>Networking Breaks</b> 	
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## Spirit of Green Awards

Georgia Recycling Coalition honored four entities at its 22nd annual conference in St. Simon's Island, Georgia on August 20, 2013. The ***Spirit of Green Awards*** is in its seventh year of annually recognizing excellence in recycling and waste reduction in Georgia. The 2013 categories/winners include:

- **Environmental Stewardship** ●

- Live Thrive**

- Individual or Organization whose actions sustain the recycling industry's viability

- **Outstanding Government/Community Program** ●
  - Laurens County Solid Waste Management Authority**

- Local programs that exemplify comprehensive and sustainable components and practices in recycling and waste reduction

- **Innovation Award** ●
  - Emory University**

- Individual or entity exemplifying unique programs or processes toward increased recovery of recycled materials

- **Outstanding Institutional Program** ●

- Georgia World Congress Center - Final Four 2013**

- Entities that have implemented exemplary waste reduction/recycling programs; may include college, university, military installations or campus/industrial entities



*Ralph Brooks of Laurens County SWMA accepts the Outstanding Local Government Award*

*Peggy Whitlow Ratcliffe of Live Thrive accepts the Environmental Stewardship Award*



*Deena Keeler of Emory University accepts the Innovation Award*

## Connie Burns Scholarships Awarded

Georgia Recycling Coalition announced its inaugural scholarship awards for college and university students interested in recycling, waste reduction or sustainability career fields. Kimberly J. Reeves, a graduate student at the University of Georgia (UGA) College of Environment & Design pursuing a Masters of Environmental Planning & Design, and Kevin M. Cown, pursuing a Bachelor of Science in Environmental Engineering also at UGA, are the recipients of the 2013 scholarships. The two students each received a \$1000 scholarship at the GRC 22nd Annual Conference Membership Meeting on August 20, 2013 at the King & Prince Resort, St. Simon's Island, GA. They were also guests at the conference to attend and take advantage of the educational sessions, networking and trade show.

Connie Burns, formerly of Effingham County, GA was an active GRC member for several years and was renowned for her spirit, love of life and adventure, and her true understanding of and dedication to effective waste reduction and recycling practices. Connie was active in Solid Waste Association of North America (SWANA). The solid waste and recycling community lost Connie to an unexpected death in August of 2012; this scholarship program was initiated as a way to honor her memory and service to our industry. SWANA Georgia Chapter donated the seed money to jump start the scholarship fund, while GRC holds fundraisers to grow and sustain it.



*Kevin M. Cown, pursuing a Bachelor of Science in Environmental Engineering at UGA*



*Kimberly J. Reeves, a graduate student at the University of Georgia (UGA) College of Environment & Design pursuing a Masters of Environmental Planning & Design*

# America Recycles Day

America Recycles Day (ARD), a program of KAB, is the only nationally-recognized day dedicated to promoting environmental citizenship and encouraging recycling in the U.S. Last year, 2.1 million participants took part in over 2,000 ARD events across the U.S. involving 16,300 local organizations.



**America Recycles Day**  
**NOVEMBER 15**

Join us this year and become one of the thousands of organizations, schools, colleges and universities, businesses, and government entities that will educate residents about recycling resources in their communities. Registration is officially open so click <http://americarecyclesday.org/host-an-event-2> to register all of your 2013 ARD collection, proclamation, pledge drive, college game day tailgate collection, and education events!

## Third Annual Recycle-Bowl School Competition

Are you looking for a fun and creative way to increase school recycling participation? Keep America Beautiful's third-annual "Recycle-Bowl," is a comprehensive nationwide recycling competition for elementary, middle and high-school students.

Keep America Beautiful Presents



Registration is now open to all schools on the Recycle-Bowl website at <http://recycle-bowl.org>. Be one of the first 1,000 schools to register, and receive a Recycle-Bowl coordinator toolkit!

### When:

October 21 – November 15, 2013

### Who:

All schools (Public, private and charter schools are eligible.)

### What to do:

Track and report how much your school recycles for a chance to win prizes!

### What's new this year?:

**National School District Champion** – school districts that are

unable to break out recycling data for each individual school have the opportunity to win a cash prize.

**Waste Reduction Champion** - schools that are able to track their trash data along with recycling data. Bragging rights only!

**Food Scrap Collection Champion** - schools that are able to track the amount of food scraps diverted from disposal. Bragging rights only!

See the **State Leaderboard**: <http://recycle-bowl.org/state-ranking/> to find out how many schools in our state are currently competing or check out the (on last look Georgia had the 2<sup>nd</sup> highest!) Interactive Map: <http://recycle-bowl.org/map/> to see all competing schools.

## Recycling@Work set to officially launch this month from KAB



As part of its Clinton Global Initiative commitment (2012), Keep America Beautiful hosts a program designed to increase recycling in the workplace. Specifically, the initiative invites business, commercial and institutional entities to pledge to increase the recycling of beverage containers, paper and cardboard, electronics and other recyclable materials generated in the workplace through a variety of actions. Entities may volunteer to report on actions taken to increase recycling and the results of those actions. An array of tools and resources, plus discounts on recycling bins, will be available online for pledgees.

### Contact GRC

Georgia Recycling Coalition, Inc.

P.O. Box 550667

Atlanta, GA 30355

Phone: 404-634-3095

Fax: 404-350-8780

Email: [garecycles@mindspring.com](mailto:garecycles@mindspring.com)

[www.georgiarecycles.org](http://www.georgiarecycles.org)

## Resources

### Greener Gadgets

The Consumer Electronics Association (CEA) has been working in partnership with governments at all levels (local, state and federal), retailers, manufacturers and non-profit companies to increase the number of collection opportunities available, and to provide more awareness of resources, which will help to increase recycling efforts. This growing awareness of the methods of disposing of old appliances can be positioned as a significant advantage for retailers as well as manufacturers in leveraging consumer's sustainability efforts into sales. <http://www.greenergadgets.org/>

### Report Shows Composting Can Be Economic Driver

A new Institute for Local Self-Reliance report released this week demonstrates that compost has the potential to become a driver of local economic growth and a vital tool to protect the Chesapeake Bay. Long prized by gardeners and farmers, compost is a soil amendment produced by decomposed organic materials, such as yard trimmings and food scraps. According to the report, *Pay Dirt: Composting in Maryland to Reduce Waste, Create Jobs, & Protect the Bay*, expanding composting and local use of compost could support ~1,400 new full-time jobs in Maryland, paying wages ranging from \$23 million to \$57 million. And compost can also help protect the Chesapeake Bay and other watersheds: it has the unique ability to filter pollutants and absorb water, reducing flash runoff that causes erosion and pollution downstream. It's a win-win for local economies and the environment.

#### Interested in learning more about the compost-soil-water connection?

See our companion paper, *Building Healthy Soil with Compost to Protect Watersheds*. Both documents are available online at: <http://www.ilsr.org/paydirt/>.

### Carton Councils Offers New Educational Website

The Carton Council has launched a new website, **CartonOpportunities.org**, in response to the increasing demand for carton recycling access in communities large and small. More than 50 million U.S. households now have access to carton recycling, and the Carton Council's goal with the new website is to arm professional audiences with all the information and guidance they need to either begin accepting cartons, or to take their efforts to the next level. The website supplements an existing and popular website, **RecycleCartons.com**, which is focused on educating consumers.

**CartonOpportunities.org** is designed to make it easier for anyone with an interest in carton recycling to find the information they need so they may join the carton family and begin to reap the benefits and learn how the

addition of cartons can make recycling programs more robust and convenient for residents, divert more from their local landfills, save on landfill tipping fees and help reach diversion and Zero Waste goals faster.

The site offers best practices, case studies and FAQs; a step by step guide on how to add cartons to a community, facility or school program; and a library with exclusive materials and tools for promoting carton recycling, such as brochures and flyers, presentations and speeches, creative files and photos and more (registration is required but all of the tools are free). Visit: <http://www.cartonopportunities.org/>



Check out GRC's Facebook Page & LIKE us!   
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Smartphone users may scan our QR code to visit the GRC website.

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# Industry News

## NRC/RONA Agree to Unify

The Recycling Organizations of North America (RONA) and the National Recycling Coalition (NRC) are joining forces. Board members of the NRC unanimously approved the move late last month for RONA to dissolve and join the NRC. RONA members approved the unification earlier. In effect, the NRC will receive RONA's assets and incorporate RONA programming, including the college and university recycling initiative RONA U. NRC board members also expressed their intent to add five RONA leaders to the NRC board, expanding it to 25 members. NRC's role in overseeing RONA's National Standards Certification Board (NSCB) was discussed during NRC's Aug. 25 board meeting. This agreement comes after more than two years of discussions regarding the union of the two organizations.

## Novelis Reveals 90% Recycled Content Beverage Can

The Atlanta-based aluminum rolling and recycling firm Novelis has announced the commercial availability of what the company says is the aluminum industry's first independently certified, high-recycled content aluminum designed specifically for the beverage can market. **Novelis' evercan is made with a minimum of 90 percent recycled aluminum.**



"We are excited to be able to deliver yet another tangible result of our commitment to sustainable aluminum product innovation," says Phil Martens, Novelis' president and CEO. "Our Novelis evercan high-recycled content beverage can body sheet, backed by the industry's first independent certification program, represents tremendous progress in sustainable consumer products packaging. As the world's leading supplier of aluminum beverage can sheet, this is an important step toward delivering on our ultimate vision of an aluminum can with up to 100 percent recycled content."

Novelis says the evercan aluminum sheet has been certified for high-recycled content by SCS Global Services, a third-party auditing firm. Novelis is initially offering aluminum can body sheet guaranteed to contain at least 90 percent recycled content. When combined with the can end made of a different alloy during the can-making process, the evercan will enable beverage companies to market beverages in standard 12-ounce aluminum cans certified as made from a minimum of 70 percent recycled content. The evercan is now commercially available in North America and Europe, and will be available worldwide later this year.

## Operation Green Fence Affects Export Markets

*(originally reported in our May 2013 electronic Green Sheet)*

For the past 20 years, the United States has been exporting raw materials such as metal, paper, plastic and more, instead of recycling the materials here in the U.S. While this is good for the trade deficit with China – scrap is our largest export to that country – it may not be so good in the long run. China is implementing higher standards on imports of recycled material via Operation Green Fence, a 10-month long initiative that kicked off in February to prevent the importation of solid waste-contaminated shipments. Operation Green Fence has set a limit of 1.5 percent prohibitive, or allowable contaminant, in each bale, in an effort to keep trash

out of China. The initiative will include random inspection of all forms of "imported waste," meaning metal, plastic, textiles, rubber and recovered paper materials. This could have a significant impact on the recycling industry and the U.S. in a broader context, forcing the U.S. to have higher standards for what they export worldwide.

One reason the US began exporting to China is because, as a result of the large amount of goods we import from them, the shipping containers that carried those goods were being sent back to the country empty. It made sense to send them back filled with bales of empty cardboard boxes which those goods had been packed in because China does not have the forest resources that the U.S. does. Most of China's packaging was previously made from recycled fibers which proved quite flimsy. China wanted to import our high quality cardboard to mix in with their low quality fibers to make better packaging. This win-win situation began the exporting of our recyclables. As the U.S. became a consumer economy with a shrinking manufacturing base, Chinese manufacturing was growing.

Operation Green Fence could greatly impact the recycling industry both here in the United States and worldwide. Currently the initiative is putting a great pressure on prices as recyclers are not shipping to China for fear of rejections. Operation Green Fence may be a burden to the recycling industry presently, but it could be the perfect time for businesses and municipalities to really evaluate how our current policies are affecting the end result.

## Food for Thought on China's Green Fence:

In 2011, the United States recycled some 52.8 million tons of paper and paperboard — and about 15.8 million of those tons were sent to China. Likewise, China imports nearly half of America's recycled plastics, including bottles and containers of all sorts, around \$500 million worth.

China sent shock waves through the global recycling market this year when it announced it would no longer be accepting poorly sorted or dirty shipments of recyclables from foreign exporters.

While in the short to medium term, exporting abroad looks set to continue, a real focus on recycling innovation and sustainable design could boost western recycling industries and economies. Importantly, this would be a good alternative to cultivating too heavy a dependence on fragile global recycling markets and recyclers in developing countries.

As designing with reuse in mind is increasingly recommended by circular economy thinkers, manufacturers must be a lot more proactive in creating sustainable designs and specifying recycled materials over virgin raw materials.

In the US, the EPA has created a sustainable materials management road map to 2020 and says education and stronger public and private partnerships are required to advance recycling, reuse and waste reduction.

A wave of innovation and investment in recycling technology is needed to boost successful domestic recycling markets in the west; this could include more sophisticated handling and treatment techniques and more high-technology processing plants. However, creating the right market conditions for domestic recycling to thrive will require government support.



## Compost Row

### USCC OPENS 2014 ICAW Poster Contest "Compost! ....The solution to sustainable soil and water."

The US Composting Council (USCC) is pleased to announce the annual call for posters for the International Compost Awareness Week (ICAW) poster contest. The contest runs from September 20 until November 30, 2013 and is open to anyone who wishes to share their artistic creativity to promote this year's theme: "Compost! ....The solution to sustainable soil and water."



The winning poster will serve as the 2014 International Compost Awareness Week promotional media piece. This year's participants are encouraged to submit a design that reflects the theme "Compost! ....The solution to sustainable soil and water." Posters must be submitted to the USCC by Saturday, November 30, 2013 to be eligible. Online judging will take place in December.

The ICAW Poster Contest winner will have his/her winning poster design reproduced and distributed nationwide as the official 2014 ICAW poster, and featured on the USCC website. The winner will receive a \$500 prize. Other divisional winners will each receive a \$100 prize. Contest divisions are grades 3-6, grades 7-12, and college/adult.

Previous winning posters, as well as this year's registration forms and rules can be viewed at: <http://compostingcouncil.org/posters/>. For questions, please send an email to [icaw@compostingcouncil.org](mailto:icaw@compostingcouncil.org).

## Conference Opportunity

A **Food Waste Recycling World** conference is co-locating with the Atlanta Foodservice Expo 2013 at the Georgia World Congress Center October 20-22, 2013. This new event will provide the food service community, haulers, composters and other interested parties with practical strategies for the management of food "waste" – covering reduction, separation/collection and new technologies in composting. For information, visit: <http://www.foodwasterecyclingworld.com/>

## More Conference Highlights



Lori Reeves, Jay Bassett, Bryn Bassett and Kimberly Reeves during the opening reception in the Exhibit Hall; keeping recycling all in the family!



Trevor Williams of Roswell Recycling Center visits Linda Lott and Lisa Mayfield of Newell Recycling



Matt Hardyman of Custom Polymers PET speaks with Danny Owen of Gainesville



# More Conference Highlights

*Pratt Industries reps with Keep GA Beautiful Foundation staff. Thanks to Pratt for their Platinum level support this year!*

*Charlotte Shepherd of YP connects with Abbey Patterson of Atlanta Recycles and Nekeshia Griffin of Keep Cobb Beautiful*



*Friends and Colleagues catch up at the conference*



*Tom Henderson of Funds2Orgs, Inc at the Opening Reception. Thanks to Funds2Orgs, Inc for their Partner Level Membership support for 2013-14.*



*Nancy Womack of Caraustar Recycling welcomes attendees to her booth; Ralph Brooks of Laurens Co. SWMA stopped by!*



*Jay Bassett, EPA Region 4; Lori Scozzafava, US Composting Council; and Wayne King, EARTH Products LLC huddle up on organics recycling!*



# Join the GRC & "Get In The Loop"

The Georgia Recycling Coalition, Inc. (GRC) is a non-profit organization whose mission is to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and, to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

Please choose a membership category, complete the information below, and return to:

Georgia Recycling Coalition, P.O. Box 550667, Atlanta, GA 30355

If you have any questions, or need additional information, call (404) 634-3095.

I would like to join at the following level:

- |   |                   |
|---|-------------------|
| <input type="checkbox"/> Partner                    | (\$3,025 or more) |
| <input type="checkbox"/> Sustainer                  | (\$1,525 or more) |
| <input type="checkbox"/> Patron                     | (\$775 or more)   |
| <input type="checkbox"/> Business/Trade Association | (\$375)           |
| <input type="checkbox"/> Government/Non-Profit      | (\$175)           |
| <input type="checkbox"/> Individual                 | (\$75)            |

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I would like to serve on the following GRC committee:

☐ Education

☐ Programs

☐ Membership Development

☐ Special Events

☐ Communications



P.O. Box 550667

Atlanta, Georgia 30355

404.634.3095

Fax 404.350.8780

[www.georgiarecycles.org](http://www.georgiarecycles.org)

[garecycles@mindspring.com](mailto:garecycles@mindspring.com)

Dated Material

