

Georgia Recycles

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Volume 20 Issue 5

The Georgia Recycling Coalition Newsletter

Fall 2015



Flash Back to Winter 2008...

The recession had hit hard that fall; the lead story in the GRC newsletter that quarter included these messages:

Hold the Course... Look Toward Opportunity & Work More Efficiently

The enormity of the global financial and economic crisis is affecting recycling commodity prices. With manufacturers in the U.S. and around the world slowing down production, all commodities - whether they are virgin raw materials or recovered materials - have seen price drops. Recycling is a commodity driven industry. The credit markets situation makes it difficult to facilitate transactions in commodity buy, sell, trade businesses.

Market prices were inflated in the past two years partly due to pre-Beijing Olympics infrastructure building in China and their high demand for our recovered materials--this is a global industry and we are facing a global economic crisis affecting many business sectors. Additionally low consumer confidence and lower consumption have diminished demand for many manufactured products, including those that contain recycled content. With inventory high in the mills, the prices have reacted to less demand.

In the meantime, here are a few suggestions to guide you in holding the course:

- Focus on making collection as efficient as possible -regardless of what you are paid or not paid for materials, there are opportunities to make sure the high fixed costs of their recycling collection operations are optimized through maximum throughput, routing efficiencies, compaction, and commingling where possible.
- Keep in mind to always budget for recycling revenues conservatively, if this is applicable to your situation. This allows you to weather downturns and then to use any "windfalls" from higher prices to make capital improvements or pay down debt.
- Remember that the long-term fundamentals of recycling are strong, as manufacturers of products around the world have made a switch to recycled materials over virgin materials in the past two decades. This will not change, despite production being currently down.
- For many, regardless of payment or non-payment for materials, disposal fees are a predictable cost and can be avoided by increasing diversion over time.

Let's continue our legacy of working together in this industry in Georgia.

BACK TO THE FUTURE-FALL 2015!!

Last month, we recalled the predictions that had been made on the monumental day in the fictitious world of the 1989 film *Back to the Future*, when Dr. Emmet Brown tells Marty McFly, "Something's gotta be done about your kids" as the duo jumps in the unforgettable DeLorean time machine and heads to October 21st, 2015 to keep Marty's kids out of trouble. In *Back to the Future Part II* Marty is introduced to a futuristic world filled with flying cars, hover boards and automatic lacing sneakers. (not really too far from reality!!)

And now we see ourselves with a familiar feeling remembering the scenarios of 2008 with markets dropping, warehouses full of inventory and exports all but halted. Eventually markets improved and things looked positive again, just in time for China's Green Fence, when yet more ripples shook the industry.

Continued on Page 11, plus more information on the progress made in our industry as well as some reasons recycling remains beneficial and valuable.

President's Column

The Value of the Sort



There's a lot of controversy going around about the value of recycling. Economists question if the transportation and processing of material is worth the trip. Well, maybe we should look at it this way: Recyclables are only as good as the sort! What does this mean? Contamination is a major issue for recyclers. To make recycling easy and convenient Americans have adopted single stream recycling but currently up to 17% of what goes to the MRF (Material Recovery Facility) is not recyclable. Items like glass, plastic film, and Styrofoam make it to the curb but, reduce the quality of end products. And yes, while all these items are recyclable, not everything has value in single stream.

In Japan where land is scarce & valuable, residents have 22 sort options for recycling before material is collected at the curb. This means there is as much thought put into disposal as there was when the item was purchased. Could Americans become more mindful of our waste stream? It would certainly make recycling more valuable.

Items like Cardboard lose their value when that flat screen TV box comes into the MRF with all the plastic and Styrofoam stuffed back and set on the curb. At the MRF it requires a lot of manual labor to clean up the stream and often reduces the quality of the end product. Grocery bags, rubber hoses, and pillows, are a constant source of frustration getting tangled and clogged in the equipment.

As Georgia's premier recycling organization let's help spread the word. Yes, recycling is worth the effort. It's one of the most sustainable acts humans can perform – thinking about consumption and end of life. Let's not only recycle but Recycle Right! Perhaps if we had more respect for end of life we would do more to preserve it.

Michelle Wiseman
GRC 2015 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

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MARK YOUR CALENDARS

November 15, 2015

America Recycles Day

Nationwide

November 16-18, 2015

**SWANA GA Chapter
Fall Conference**

Lake Lanier Islands

November 16-18, 2015

Food Recovery Summit

Charleston, SC

January 28, 2016

**WasteCap Workshop
C&D Recycling**

**Southface
Atlanta, GA**

GRC in the News



Read for Recycling
Start good habits...



November 9-15, 2015

Georgia Recycling Coalition's (GRC) Read for Recycling Program info is now available for schools; click Read for Recycling under Recent News on the GRC web site home page: www.georgiarecycles.org

Initiated in conjunction with America Recycles Day 2014, for the 2nd year, this program offers K-12 schools the opportunity to learn more about recycling, sustainability and environmental issues in a fun, educational and competitive way. Posters, bookmarks and more are available to use on the GRC web site, and the Green Reading List had been expanded!

The school with the most participants wins a set of books for their library and students who complete the reading journal and mail it in by the November 24, 2015 deadline will be included in a drawing to win one of 6 (six) \$50 Barnes & Noble Gift cards. So, please promote this to educator contacts in your communities. Let's get started now!



Join WasteCap at Southface Energy Institute in Atlanta for a day long construction & demolition (C&D) recycling workshop. Learn skills to develop, manage, document and promote a successful recycling program for C&D debris. LEED AP's and Green Associates are eligible for 7.5 CEUs through the GBC.

Register here: www.wastecap.org GRC, Southface and USGBC GA Chapter Members are offered a discounted Registration Fee.

Fond Farewell



...to our friend and longtime member of GRC, Elaine Oakes of Keep Walton Beautiful (2nd from left), who retired at the end of October. We wish her the best in her adventures in life going forward.

Welcome New Members

Business

Newell Recycling *Welcome Back!*

Tim Smallwood

Eric Lentz

Government/Non-Profit

Keep Troup Beautiful

Janet Wyche

New Ventures

Mike Wilson

GA EPD *Welcome Back!*

Susan Wood

Individual

Nick Cordes, Rubicon Global

Daniel Crockett, Republic Services

Brad Hutcherson, UGA Athletic Assoc.

Kelly Johnson, GA Restaurant Assoc.

Parker Pruett, United Plastics Recycling

Sid Wildes, Waste2Solutions

Jeffrey Meyers, Blue Pipes LLC

Associate

William Cook - GA EPD-Land Protection Branch

George DeVries, USAgain LLC ATL

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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



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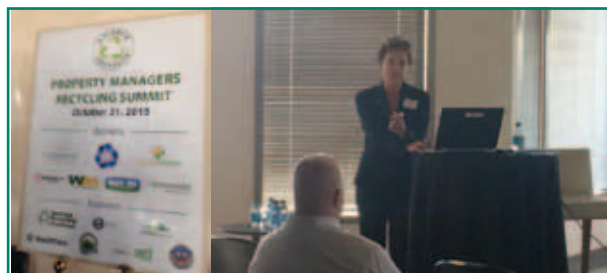
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Spotlight on Programs



Nov. 15 is right around the corner! Here are some highlights of this year's **America Recycles Day** activities.

- **Theme:** Bathroom, Bags, and Gadgets
- **The #IWillRecycle Sweepstakes:** Individuals are invited to post a photo of themselves recycling on Instagram or Twitter to for a chance to win an iPad Mini3.
- **Social Media:** We invite you to share/retweet/repost messages posted on the America Recycles Day and Keep America Beautiful social media pages. [#americarecyclesday](https://www.facebook.com/americarecyclesday)
- **Events:** Please register your events so people around the State know what is happening: <http://americarecyclesday.org/>



Atlanta Recycles, along with supporters including GRC and several generous sponsors held a Property Manager's Summit on October 21st at Bank of America Plaza in Atlanta. Recycling industry experts along with property managers discussed barriers and solutions to increasing recycling in commercial office buildings in Atlanta in conjunction with the KAB **Recycling at Work** program. We were honored to have Brenda Pulley, Sr. V.P. of Recycling for KAB present to relay info on research that organization has done on best practices. Attendees were challenged to take the **Recycling at Work** pledge and use the tools and resources to build their programs.



We are making progress but we still need your help to collect data about recycling in Georgia. Here are few reasons you should take the pledge to report quarterly and either get started or catch up on your quarterly reports:

Even as solar is a relatively new business in our state, recycling is being marginalized as solar has good data to support their industry: GA is farming the sun with one of the highest per capita growth rates for solar power in the country; the state's solar industry accounts of nearly 200 companies and 3000 jobs. Source: AJC

Media is not as friendly with our industry as we don't have good data to back up claims about the size and economic impact of GA's recycling industry.

The public is easily swayed by emotionally charged and often non-fact based information, delivered via social media and blogs (often AKA "opinions"). Metric based messages would help us avert this misinformation.

The Atlanta BBC focuses on energy and water—not materials—we are working to change that by supporting the efforts of Atlanta Recycles in programs like a Property Manager's Recycling Summit.

Water has been a major focus of issues in Georgia for many years as a result of the "tri-state water war"; there has been little investment by the state in recycling or waste reduction activities except tire abatement in 4 + years; in fact most agencies have been down-sized with a loss of time, attention, programs and funding.

Official statistics help decision makers develop informed policies that impact thousands of people. Improved data sources, sound statistical methods, new technologies and strengthened statistical systems enable better decisions.

Contact GRC

Georgia Recycling Coalition, Inc.

P.O. Box 550667

Atlanta, GA 30355

Phone: 404-634-3095

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www.georgiarecycles.org

2015-16 Youth Video & poster Contest



Theme: Recycling is Bigger than the Bin

Deadline: December 18, 2015

Jason.org/contests

Calling all student artists, filmmakers, and recyclers!

You are invited to participate in a national recycling awareness video and poster contest sponsored by the Institute of Scrap Recycling Industries (ISRI) and JASON Learning. The theme of this year's contest is Recycling is Bigger than the Bin.

Most of the recycling we see today happens in the blue bin in your house. We recycle our paper, newspapers, aluminum cans, plastic bottles, and steel food cans by placing them in the blue bin at the curb each week. But what about those things that are "bigger than the bin" — how are those recycled? All around us there are items that will not fit into the bin. Everything from bicycles to skyscrapers can potentially be recycled, but not in a blue bin.

Your challenge is to choose an item that is "bigger than the bin" and find a way to recycle it! Your "bigger than the bin" items must include one or more of the following commodities:

- Steel
- Plastic
- Glass
- Nonferrous metals
- Tires/Rubber
- Textiles
- Paper

(Hint: unusual items and items composed of two or more commodities could make your entry more interesting and appealing to our judges!)

Create something amazing and you could win our grand prize — a trip to ISRI's Annual Convention, held next April in Las Vegas!

The contest is open to all students living in the United States and enrolled in grades K-12 during the 2015-16 school year. One poster will be selected as a finalist from each of three grade bands: K-4, 5-8, and 9-12; and one video will be selected as a finalist from each of two grade bands: 5-8 and 9-12. Two overall grand-prize winners will be selected.

All entries must be submitted by December 18, 2015.

For complete contest guidelines, prize details, and more information about recycling, visit the contest page at Jason.org/contests.



24th Annual Conference Highlights



The “Don’t be Out of Sorts” workshop trained participants to identify materials that could have been recycled and understand what portion of the “waste stream” was recoverable.



Participants in the Exhibit Hall visited 24 vendors and learned more about products and services that might support their programs.



The Markets & Best Practices panel included lead moderator Bill Moore along with panelists Nancy Womack, Caraustar/ Shawn State, Pratt/Evan Koplin, Schnitzer/and David Bellon, QRS, along with the AM moderator LuAnn Chambers.



Michelle Wiseman presents the Spirit of Green Award for Outstanding Local Government Program to Ken Rearden & Bobby Purdum of Hall County.



Thanks to our generous 2015 sponsors!



Cheers from Michelle Wiseman (left) to volunteer of the year LuAnn Chambers of Caraustar.

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Industry News

A Bag's Life- North Fulton Contest



www.abagslife.com



Creative Spalding Drive Elementary Tigers show their green by decorating a plastic bag recycling box.

Ten Fulton County Schools in Roswell, Georgia, Sandy Springs, Georgia and Johns Creek, Georgia are competing to win a **Trex Company** bench, made from composite lumber manufactured with the recovered film plastic and sawdust. From 9/10 to 11/12 of 2015, the schools are collecting plastic bags and an array of other stretchy film plastics to compete for the grand prize. For more info on the Georgia program, go to: www.abagslife.com.

I AM Georgia Recycling

In conjunction with the Made is Georgia...with recycled materials campaign, GRC created 10 ads for print and social media to be placed in the next few months in Georgia media outlets and publications. The goal of the campaign 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. During the mapping tool development, we found over 100 "end-users" or manufacturers in our state using recovered materials. 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. These manufacturers are only a part of the recycling industry and employ thousands of Georgians.



COMPOST ROW



The Southeast Recycling Development Council is proud to host the Food Recovery Summit in conjunction with US EPA and BioCycle. This premiere and unique event will feature both high-level discussions and hands-on practical sessions aimed at preventing food waste, expanding food reuse and donation, and increasing the recovery of discarded food. With a recently announced national goal of reducing food waste by 50% by 2030, it's time to get to work! Register here: <http://serdc.org/FRS>

International Compost Awareness Week May 1-7, 2016



International Compost Awareness Week (ICAW) is the largest and most comprehensive education initiative of the compost industry. It is celebrated each year in the first full week of May.

Call for Entries for Poster Design

The US Composting Council (USCC) is seeking designs for the annual International Compost Awareness Week (ICAW) poster contest, incorporating this year's theme, Compost—The Soil and Water Connection. **The contest runs September 1 through November 14, 2015** and is open to anyone who wishes to share their artistic interpretation of compost and its ties to soil health. For rules and application, check here:

<http://compostingcouncil.org/icaw/>

Resources



**RECYCLE OFTEN.
RECYCLE RIGHT.™**

It's time to get back to the basics of good recycling. The fact is that some recycling actions make a bigger impact than others. So please remember the essentials:

- Recycle all bottles, cans and paper.
- Keep items clean and dry.
- No plastic bags in the recycling.

And that's it. Follow these simple guidelines and manufacturers will soon get the materials they need to make new products and you'll soon see how recycling the right materials does really make a big difference.

The Recycle Often. Recycle Right.™ recycling education program was developed based on national best practices. Please consult your local municipality for their acceptable materials and additional details of local programs, which may differ slightly. <http://recycleoftenrecycleright.com/>



Back to the Future, Continued from page 1:

Today, we face additional challenges with contamination, lack of ongoing public education, evolving packaging affect plastic recycling! On top of that a strong dollar makes US goods pricier overseas and a flood in South Carolina. Yes, all these things impact our industry in various ways.

But again, we have to somehow stay the course (with perhaps a few course corrections), and not fall prey to the naysayers who discount recycling each time we see these cyclic lows in the markets. We have to look to our future and keep the bigger picture at the forefront of our thinking.

In a recent New York Times Magazine column (The Reign of Recycling, Oct. 3), John Tierney paints a confusing and misinformed picture of recycling, calling it “wasteful,” “ineffectual,” and “costly.” The reality couldn't be further from the truth.

The reality is that recycling in the United States is a vibrant activity and a key driver in domestic and global manufacturing, supplying more than 130 million tons annually of scrap metals, paper, electronics, plastics, rubber, glass, and textiles for manufacture into new products. Mr. Tierney completely ignores the economic impact of this activity on the U.S. economy. Recycling represents nearly \$106 billion in annual economic activity and is responsible for 471,587 direct and indirect jobs in the U.S., generating more than \$4.3 billion in state and local revenues annually, and another \$6.76 billion in federal taxes.

Robin Weiner, Institute of Scrap Recycling Industries

Here's what's changed for the better in the last 20 years (per EcoCycle):

- The amount we recycle and compost has grown more than 40 percent since 1996.
- Recycling facilities now **outnumber landfills two to one**.
- More than **70 percent of the U.S. population** has access to curbside recycling through more than 9,800 programs.
- More than **200 U.S. communities compost food scraps from residents**.

Recycling is good for business--ask General Motors, Toyota, Sierra Nevada, Xerox, Unilever, Philips, Google & Hewlett Packard, companies that have either achieved zero waste or have converted to circular economy approaches in their manufacturing process.

Recycling helps to significantly reduce the greenhouse gas pollution driving climate change--if we are to have any hope of avoiding the worst impacts of climate change, we need a myriad of solutions to help us counter the effects of greenhouse gas emissions.

Recycling creates jobs and communities are investing in recycling for that reason.

Low commodity prices are not a sign that recycling isn't worth it--don't negate the long term economic, social and environmental benefits of conserving natural resources

Recycling significantly extends the life of many materials, sometimes indefinitely as is the case with aluminum.

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) |
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Name: _____

Street Address: _____

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Phone: _____ Fax: _____ Email: _____

I would like to serve on the following GRC committee:

☐ Education

☐ Programs

☐ Membership Development

☐ Special Events

☐ Communications



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