

Georgia Recycles

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Volume 17 Issue 1

The Georgia Recycling Coalition Newsletter

Winter 2010

GRC to Explore Best Practices for Cleaner Recovered Streams "The Power of Clean & Green"

**2010 Semi-Annual Membership Meeting & Training & Benefit Golf Tournament--see inside for details!
April 19-20, 2010-Athens, GA**

At the Jan 2010 planning meeting, the GRC Board of Directors set the focus of this new year on exploring recovery value and contamination levels toward setting basic collection guidelines for our state; this will assist in assuring high value recovered streams as we continue to increase volumes.

While efforts by communities to increase recycling rates are admirable, we must remain mindful that what begins at the curb or drop-off doesn't end there. Citizens can feel great that they are recycling more, but overzealous efforts to recycle "everything" can create costly issues at the processing end, especially if supply is surpassing demand for the materials. Getting people to recycle is one important part of the equation. We need to find ways to improve the education efforts and the processing technology to enhance the market value.

So there is our challenge as an industry . . . we will need to work together through education and Best Practices, new technology and innovation to assure Georgia's businesses get steady, clean volumes of recovered material – this will seal our future as a leader in recycling. Join us in Athens on April 19-20 to explore The Power of Clean & Green at Hotel Indigo--the city's first LEED certified hotel! Details inside. **Hotel Deadline: March 19, 2010. Registration Deadline: April 12, 2010.**

**Waste Expo Returns to Atlanta
May 4-6, 2010
GA World Congress Center**



In 2007, the Georgia Recycling Coalition participated in the WasteExpo Supporting Organization Program when the event was held in Atlanta. WasteExpo is returning to Atlanta May 3-6, 2010 and the Georgia Recycling Coalition will participate once again as a supporting organization. GRC will be promoting the conference to our members and will receive a complimentary exhibit space as well as VIP passes to offer free exhibit hall entry to interested members.

WasteExpo is North America's largest event serving the \$55 billion solid waste and recycling industry. WasteExpo 2009 welcomed over 11,200 participants, including representatives from 63 countries. Each year more than 500 exhibitors come together to showcase the latest equipment and technologies the industry has to offer. In addition, WasteExpo offers 40 conference sessions and training workshops led by industry experts on current topics such as Green Management, Recycling, Community Relations, and Landfill Operations. Visit www.wasteexpo.com for more information.

President's Column

Contamination . . .

It isn't pretty, and it isn't cheap. Recycling processors found it easier to digest when commodity prices were at record highs. But now those still on their feet need all the help they can get. Garbage in recycling containers increases everyone's costs, and breeds suspicion among good-intentioned residents trying to do the right thing. Residents are already nervous about recycling trucks that look just like garbage trucks; dumping contaminated loads only confirms those suspicions.

I think the recycling community collectively shares some responsibility for the problem. Messages are not always clear, and individuals across the collection systems are not always armed with accurate information. Seriously, a sticker that says 'plastic only' really doesn't narrow it down much.

Something needs to change. Clarifying the recycling message is my challenge to the GRC membership for my 2010 term as president. I don't have the answer yet, but with the experience and wisdom that makes this Coalition an award-winning state recycling organization, I'm confident we can meet the challenge.

Joe Dunlop
GRC 2010 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 CALENDAR

March 1-2, 2010	GreenPrints	Sheraton Atlanta Atlanta, GA
March 7-10, 2010	SE Recycling Conf	Hilton Sandestin, Florida
April 12-14, 2010	SWANA GA Chapter	Savannah Marriott Riverfront Savannah, GA
April 19, 20, 2010	GRC Semi-Annual Mtg & Benefit Golf Tournament	Hotel Indigo, Athens, GA Jennings Mill Country Club
April 22, 2010	Earth Day	Worldwide
April 23-25, 2010	ACCG	Savannah, GA
May 2-8, 2010	International Compost Awareness Week	(Sun-Sat)
May 4-6, 2010	Waste Expo	Georgia World Congress Center Atlanta, GA
August 22-25, 2010	GRC 19th Annual Conf	King & Prince St Simons Island, GA

Industry Profiles — What's New?

You have heard about them or seen their logos, but do you know the history of these partnerships??

Evermore Recycling LLC

Novelis and Alcoa are pleased to introduce Evermore Recycling LLC, a new independent company formed for the procurement of used aluminum beverage cans (UBCs). Evermore Recycling will provide suppliers a direct relationship with two of the leading consumers and processors of UBCs within North America.



In addition to purchasing metal, Evermore Recycling is committed to raising the UBC recycling rate toward the Aluminum industry's objective of 75%. Achieving this target would reduce carbon emissions by approximately 9 million tons annually.

Evermore Recycling will also be active in public policy development, with key industry partners, to expand and strengthen the recycling infrastructure, foster recycling education and support sponsorship initiatives. To learn more Evermore Recycling please visit their website, www.evermorerecycling.com.

Plastics Partnerships--Recycling PET Bottles

Clear Path Recycling, LLC is a joint venture between Shaw Industries Group, Inc and DAK Americas, LLC. The company was created to recycle post-consumer PET bottles to produce Recycled PET (RPET) flake for producing carpet yarn.. Located in Fayetteville, NC, they will begin operation in April 2010, expecting to initially process 168 million pounds per year.



Clear Path Recycling will eventually recycle approximately 280 million pounds of plastic (PET) bottles annually resulting in over 1 million cubic yards per year of landfill space being conserved. The energy savings related to Clear Path Recycling's operation will save approximately 2.5 trillion BTUs of energy annually, which is equal to the amount of primary energy necessary to power 18,000 U.S. homes per year. www.clearpathrecycling.com

NURRC LLC

United Resource Recovery Corporation (URRC), headquartered in Spartanburg, South Carolina, was founded in 1992 as a process technology and service company providing recycling services for the photographic film/silver recovery market.

In 1994, URRC, developed and patented the Hybrid UnPET process for chemically super cleaning PET chip for food grade packaging. In 1996, the company entered into a 5 year development program with The Coca Cola Company to commercialize the process by producing food grade quality PET chip for bottle to bottle recycling.

Over six billion bottles have been produced from material processed at URRC's pilot plant.



In 2007 URRC and the Coca-Cola Company announced the formation of a joint-venture called New United Resource Recovery LLC or NURRC, LLC, to build the world's largest PET Bottle-to-Bottle recycling plant. As part of the agreement, Coke agreed to invest \$45-50 million in the venture to expand the existing pilot plant in Spartanburg, SC from 10 million pounds of food grade recycled chip to over 100 million pounds by 2009. The plant opened in February 2009. Coca-Cola also launched its Give It Back campaign in early 2009 as the educational and media effort to encourage consumers to recycle more. www.rrc.net/new/pages/nurrc.html

New Member Spotlight

Georgia Carpet Recovery Center is located approx. 5 blocks south of Turner Field at 94 Milton Ave. SE Atlanta, GA 30315. They are open daylight hours Monday - Saturday, and accept all types of carpet, including carpet tiles and pad; the drop off is free for citizens, but charges may apply for businesses. Not all types of carpet currently have the same value, so what can't be recycled is sent for use as fuel to a facility located in Georgia. A website is forthcoming by the end of February with Google directions and general information. Contact is Kent Singleton Office: 404-622-8959 Fax: 404-622-0078 Email: gacarpet@att.net

Welcome New Members

Business

Davis Recycling, Gerry Woodruff
Georgia Carpet Recovery Center, Kent Singleton
Rock Tenn-Robin Williams

Government/Nonprofit

City of College Park, Dale Pepper

Individual

Keith Curtis, EMC Engineers, Inc
Mario Amazonas, AMZ Resulting
Ingrid Irby, Ingrid Irby Racing

Associates

Liz Swafford, Dalton Whitfield SWMA
Mike Ford, City of College Park
Daryl Cox, City of College Park
Myreon Dunn, City of College Park

GRC Standards

Individuals:

- Of Good Character
- With Reasonable Ability, Ambitious Purpose, & Congenial Dispositions
- Possessed of Good Morals
- Having a High Sense of Honor & a Deep Sense of Personal Responsibility
- With An Abiding Concern for the Environment

Values:

Integrity • Respect for People & the Environment
Entrepreneurial Spirit • Accountability
Teamwork • Communications

Mark Your Calendar!



GRC 19th Annual Conference, Membership Meeting & Trade Show

August 22-25, 2010
King & Prince Beach Resort
St Simon's Island, GA

Details soon at:
www.georgiarecycles.org



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



GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

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

The COMPOST Row!

International Compost Awareness Week 2010 Poster Contest

Deadline: February 28, 2010

Received by 12 noon EST

Join in the fun and enter your poster!

Call for Entries:

The International Compost Awareness Week Committee of the US Composting Council invites YOU to get involved in ICAW 2010. We're looking for anyone interested in participating in our 3rd Annual Poster Contest. The winning poster will be used to promote our 15th Annual International Compost Awareness Week – May 2 – May 8, 2010.

The competition is open to everyone and anyone who wants to help celebrate composting and promote the benefits of composting and compost for effective resource management, soil health and plant growth. We invite municipal, facility, or state agency representatives and industry professionals to join in the fun -- students (grade school, middle school, high school, college), homeowners, commercial composters, green industry businesses, youth groups, everyone! Whether or not you have celebrated or been involved in ICAW in the past, we want you to participate this year.

**For details, check rule/regs on the GRC website:
www.georgiarecycles.org**

**Click the Composting in Georgia green tab from
the menu on the left.**

International Compost Awareness Week ICAW

This year's theme:

Compost!...Recycling for a Greener Tomorrow

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. ICAW is a multi-media publicity and education event that showcases composting and compost products. It features composting in your back yard or at large scale commercial composting facilities.



For the past 13 years ICAW has grown in both strength and numbers of celebrants through its sponsors and compost advocates. Compost Awareness Week serves the important role of bringing the Compost! message to the attention of the public, businesses and other groups. Communities and government agencies, as well as members of the composting industry, utilize the week to promote their specific Compost! message and programs.

To bring positive attention to the possibilities that composting can provide to communities, ICAW was designed to rally composting advocates and build awareness in every community. Compost discussions, State ICAW Proclamations, promotions with local

dealers and landscape supply stores, informal lectures by well-known gardening experts, backyard composting bin promotions and urban gardening programs are examples of how municipalities and public and private groups can be involved.

- Compost sales - many communities offered compost for sale with the days' proceeds going to selected local charities
- Openings and tours of composting demonstration gardens as well as centralized composting facilities
- Tree planting ceremonies using compost to prepare the soil for planting
- Setting up of a "Grow A Row" garden, using compost to prepare the soil, with the fall harvest being donated to the local food bank.
- Backyard composting training sessions, offered for residents as well as through school visits
- Talks by well-known gardening experts on gardening and the use of compost
- TV & radio shows as well as newspaper articles on gardening and the use of compost as well as how to compost



US Composting Council

Did You Know?:

According to one composting company, the average American throws out 100 pounds of food residuals (the organic commodity formerly known as food waste!) annually, with solid waste generation increasing by 25% during the holiday season.



**2010 Semi-Annual Membership/
Training Meeting & Benefit Golf Tournament**
**"The Power of Clean & Green –
Best Practices for Cleaner Recovered Streams"**
Monday, April 19 & Tues, April 20, 2010
Hotel Indigo • Athens, GA

**Meet with your industry colleagues
and hear from commodity specialists
to develop a set of basic guidelines for
assuring Georgia's recovered economy is
sustained. The day and a half meeting will
provide a concise but comprehensive look
at collection methods and educational
approaches for residential, commercial,
away from home efforts, special materials,
and organics recovery. We will wrap up
with an optional tour and our benefit
golf tournament.**

ACCOMMODATIONS:

A block of rooms has been reserved for Monday
night April 19th

Rate: \$125 + sales & hotel tax

For Reservations CALL: 1 800 971 4654

Group Block: Georgia Recycling Coalition
Check In: 3:00 PM/Check Out: 11:00 AM

Hotel Reservation Deadline: March 19, 2010

**Hotel Indigo
500 College Ave
Athens, GA 30601**

REGISTRATION FEES:

Members: \$75 for Both Days

Non-Members: \$95 for Both Days

Optional Tour (Tues) \$10 (for Box Lunch/Trans-
portation Provided)

Register by filling out the form and mailing with a
check to GRC:

**P.O. Box 550667
Atlanta, GA 30355**

Registration Deadline: April 12, 2010

If you wish to pay by credit card, go to:

www.georgiarecycles.org

Click GRC EVENTS Green Bar on the left and click
the Semi-Annual Registration link on the Events
page.

Note:

We can accept credit cards only on online reserva-
tions done by the attendee; our office cannot do
credit card reservations for you.

If you opt for online payment, please fax your reg-
istration form to: (404) 350-8780.

GRC Semi Annual Meeting - REGISTRATION FORM - April 19-20, 2010

Mail to GRC P.O. Box 550667 Atlanta, GA 30355 by April 12th.

Name: _____

Affiliation: _____

Address: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

I will be attending: ☐ Monday ☐ Tuesday

Please check all that apply: ☐ **Member Registration: \$75** ☐ **Non Member Registration - \$95** ☐ **Athens-Clarke Facilities Tour - \$10**

Payment method: ☐ Check Enclosed

☐ Paid Online*

*Fax Registration form to (404) 350-8780

TENTATIVE AGENDA

Monday April 19, 2010

9:00 - 9:45 AM	Registration All sessions held in Rialto Room
10:00 - 11:00 AM	BASIC COLLECTION GUIDELINES Residential Curbside & Drop Off Panel discussion (public and private sector programs) on developing basic collection guidelines for curbside residential and drop-off collection
11:00 - 12:00 Noon	BASIC COLLECTION GUIDELINES Commercial & Away From Home Panel discussion (public and private sector programs) on developing basic collection guidelines for commercial & Away From Home recycling
Noon - 1:00 PM	Lunch (included in registration fee)
1:00 - 3:00 PM	BEYOND THE BIN Carpet, Electronics, C&D Panel discussion on collection methods & infrastructure for special materials
3:00 - 3:15 PM	Refreshment Break (included in registration fee)
3:15 - 5:30 PM	ORGANICS-YARD TRIMMINGS & FOOD RESIDUALS BEST PRACTICES – Commercial Organics Collection & Processing & End Use
5:30 PM	Adjourn
6:00 - 7:00 PM	Reception - sponsored by Athens-Clarke Co. Recycling Division Dinner on your own

Tuesday April 20, 2010

8:00 - 8:45 AM	Breakfast (included in registration fee)
8:45 - 9:30 AM	GRC Semi Annual Business Meeting
9:30 - 10:45 AM	MODEL PROGRAMS/PARTNERSHIPS
10:45 - 11:45 AM	Presentation/Facility Tour - LEED certified Hotel Indigo
11:45 - Noon	Wrap Up/Evaluations/Adjourn
OPTIONAL: Noon - 3:00 PM	Tour of Athens-Clarke County Composting Facility at the Athens-Clarke County Landfill (boxed lunch-\$10 and transportation provided-Pre-Registration Required)
11:00 AM - 5:30 PM (Tee time: 12:30 PM)	Golf Tournament at Jennings Mill Country Club (Boxed lunch included in tournament fee and provided at golf course. Transportation on your own)

Post Recession/New Decade/Earth Week "Almost Annual" (we skipped last year)

4th GRC Benefit Golf Tournament

In conjunction with GRC Semi-Annual Membership & Training Meeting
(4/19-4/20) at Hotel Indigo • Athens, Georgia

Tuesday, April 20, 2010

Registration: 11:00 AM/12:30 Tee Time
Jennings Mill Country Club • Bogart, GA



Proceeds provide educational and scholarship opportunity funding for local community recycling managers who are GRC members for coalition events. GRC is a 501 c 3 non profit organization.

Register online at www.georgiarecycles.org • Click the green GRC Events tab from the menu on the left.

Industry News

Goodwill, Dell add 445 computer drop-off sites in 8 states

Goodwill Industries International and Dell have added 445 drop-off sites to their network for consumers to recycle any brand of unwanted computers or computer accessories at no cost.

The companies have increased their **Reconnect** program to Goodwill sites in Arizona, Georgia, Maryland, Nevada, Ohio, Pennsylvania, South Carolina and Tennessee. These additional sites bring the number of stores participating in the program to 1,900 nationwide.

Reconnect has diverted more than 96 million pounds of e-scrap from landfills, with Goodwill employees disassembling and disposing of the donated computer parts. "It's been incredibly successful in its first five years, and it will only become more successful as consumers learn what to do with their computer at the end of their usable lives," said Mike Watson, senior manager of Dell Global Recycling Services. Revenue from the recycled parts supports Goodwill's job training programs, employment placement services and other community-placement programs for people with disabilities or employment challenges.

Four Companies join Reusable Packaging Association

A total of four new companies are joining the Reusable Packaging Association -- Sonoco Products, Smarte Automation, Green Line Armor and Coll Materials. The Arlington, Va.-based association calls itself a "collaborative effort between manufacturers, poolers, distributors, retailers and educators to promote the environmental, safety and economic benefits of reusable packaging."

Smarte Automation supplies automation and cleaning systems for reusable transport packaging. Sonoco makes industrial and consumer packaging and provides returnable packaging products. Coll Materials is a post-industrial and post consumer plastic recycling company serving all of North America. And Green Line Armor makes what the company calls an environmentally friendly pallet. "As a member of the RPA, we hope to gain exposure to more packaging users so that we can recycle packaging to keep more plastic out of landfills. We also hope to sell our recycled plastic to manufacturers to increase recycled content in packaging, keeping costs low and making products greener," said Renée Coll, vice president sales and marketing.

Plastic Bag Recycler Expands & Creates New Program

Hartsville, S.C. based plastic bag recycler Hilex Poly has expanded a recycling plant in North Vernon, Indiana. The expansion adds 21 jobs to the plant and allows the plant to recycle towel, tissue and bottle over wrap, newspaper bags, and dry cleaning bags in addition to carry-out bags. In conjunction with the expansion the company has launched a new closed-loop recycling program in partnership with retailers and grocers. The expansion doubles the capacity of the plant. Hilex Poly collects film wrap and carryout bags from 30,000 recycling bins at grocers and retailers nationwide and processes the plastic into recycled polyethylene pellets.

Coca-Cola, KAB Partner in Recycling Bin Grant Program

The Coca Cola Co. and Keep America Beautiful have announced a new partnership for a recycling bin grant program aimed at supporting community recycling. Grant recipients receive donated recycling bins and information on beginning community recycling programs.



DO SOMETHING BEAUTIFUL.

The bin program is part of a \$60 million investment by Coca-Cola in recycling initiatives in the U.S. "Our company is committed to designing packages that are recyclable and resource efficient," said April Crow, sustainable packaging manager for The Coca-Cola Co. "We also are focused on ensuring that there are strong end-markets for our packages by investing in commercial recycling and community collection programs like RecycleBank and the Recycling Bin Grant Program. We hope this program will encourage communities to expand



recycling as we continue to close the loop for our products as well as other valuable recyclables."

Grant applications can be submitted at <http://bingrant.org> through March 12. Eligible grant recipients include government agencies, civic organizations, schools and nonprofit groups. Successful applicants will be notified on or before April 22.

Since its inception in fall 2007, the Bin Grant program has placed more than 5,700 recycling bins in 150 communities in 48 states and the District of Columbia. Recipients have included municipalities, colleges, Native American tribes, and community-based NGOs. The National Recycling Coalition previously sponsored the program with Coca-Cola.

SPOTLIGHT ON PROGRAMS

SPOTLIGHT ON PROGRAMS EARTH DAY TURNS 40 in 2010

April 22 each year marks the anniversary of the birth of the modern environmental movement in 1970. Among other things, 1970 in the United States brought with it the Kent State shootings, the advent of fiber optics, "Bridge Over Troubled Water," Apollo 13, the Beatles' last album, the death of Jimi Hendrix, and the birth of Mariah Carey. At the time, Americans were slurping leaded gas through massive V8 sedans. Industry belched out smoke and sludge with little fear of legal consequences or bad press. Air pollution was commonly accepted as the smell of prosperity. Environment was a word that appeared more often in spelling bees than on the evening news. It was into such a world that the very first Earth Day was born.

Earth Day founder Gaylord Nelson, then a U.S. Senator from Wisconsin, proposed the first nationwide environmental protest "to shake up the political establishment and force this issue onto the national agenda. "It was a gamble," he recalls, "but it worked."

On April 22, 1970, 20 million Americans took to the streets, parks, and auditoriums to demonstrate for a healthy, sustainable environment. Denis Hayes, the national coordinator, and his youthful staff organized massive coast-to-coast rallies. Thousands of colleges and universities organized protests against the deterioration of the environment. Groups that had been fighting against oil spills, polluting factories and power plants, raw sewage, toxic dumps, pesticides, freeways, the loss of wilderness, and the extinction of wildlife suddenly realized they shared common values. Earth Day 1970 achieved a rare political alignment, enlisting support from Republicans and Democrats, rich and poor, city slickers and farmers, tycoons and labor leaders. The first Earth Day led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air, Clean Water, and Endangered Species acts. Sen. Nelson was awarded the Presidential Medal of Freedom -- the highest honor given to civilians in the United States -- for his role in Earth Day.

To see photos of the first Earth Day (since some of you were not yet born) visit: <http://www.earthday.net/earthday1970> So, what will you be doing to celebrate this 40th anniversary!?

Georgia Recycling Coalition's Shoe Recycling Initiative Collects 50,000 Pairs of Shoes for SOLES4SOULS® Inc., the Shoe Charity

Soles4Souls and the Georgia Recycling Coalition recently joined forces to create one of the largest shoe recycling initiatives in the country. The Georgia Recycling Coalition (GRC) launched the program in October by placing shoe recycling bins at drop-off locations throughout the state, with Soles4Souls agreeing to collect all shoes donated to be repurposed or recycled through

their organization. The GRC has collected nearly 50,000 pairs of shoes through the program.

It is estimated that nearly 300 million shoes end up in landfills every year. From there, shoes can take up to 40 years to break down and decompose. Soles4Souls and the GRC set out to provide the general public with a safe and environmentally friendly way to dispose of their old shoes while providing shoes for those who need them.

"We have a dream at Soles4Souls to prevent even one pair of shoes from making it to the landfills," said Wayne Elsey, Founder and CEO of Soles4Souls. "Our friends at the Georgia Recycling Coalition set the precedent by teaching the public about the international need for shoes and how recycling your old shoes can essentially save someone else's life. We need other states to follow Georgia's lead and help make a difference," he said. The shoe charity has distributed more than 7 million pairs of shoes to people in need worldwide. They recently committed 1.3 million pairs of shoes to the country of Haiti to help the victims of the 7.0 magnitude earthquake. More than 200 recycling drop-off locations throughout the state provided shoe bins for residents to donate unwanted shoes.



"When Soles4Souls asked the Georgia Recycling Coalition for help, I knew this compassionate reuse project was a perfect match for us," said GRC President Joe Dunlop. "We linked our members' recycling expertise, including logistics support from Whole Foods, with the grass-roots organizational skills of Georgia's Keep America Beautiful affiliates, and quickly began gathering shoes. Collecting 50,000 pairs in 3 months is amazing, but we hope to continue this effort, as there is clearly more than a one-time need for shoes." For more information on how to get involved and donate, visit www.giveshoes.org.

About Soles4Souls®

Soles4Souls is a Nashville-based charity that collects shoes from warehouses of footwear companies and the closets of people like you. We distribute these shoes, free of charge, to people in need around the world. Since 2005, Soles4Souls has given away over 7 million pairs of new and gently worn shoes (currently distributing one pair every 9 seconds). The shoes have been distributed in 125 countries, including Haiti, Kenya, Nepal and the United States. Soles4Souls is a 501(c)(3) recognized by the IRS and donating parties are eligible for tax advantages.

You Gotta be Kidding . . . Recycling Education Works

The You Gotta be Kidding! campaign was launched by the Georgia Department of Community Affairs on June, 1st 2009. Its goals were to increase recycling awareness for recycling and

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TURN UP THE VOLUME ON RECYCLING & ECONOMIC DEVELOPMENT

Recycling & the Economy

The Association of Postconsumer Plastics Recyclers recently sponsored a webinar on Recycling and the Economy. It featured Jerry Powell of Resource Recycling, Wayne Gjerde of Minnesota Pollution Control Agency, Scott Mouw of North Carolina Div of Pollution Prevention and Environmental & Environmental Assistance, John Conyers of Shaw Industries Group and Kent Foerster of US EPA. Here are a few interesting thoughts and ideas from that webinar

The History

Recycling is the most powerful environmental program the world has ever known; materials recovery has experienced continued growth across all materials for decades. But, the reasoning for this growth has also changed over time. In the early 1970's programs focused on post-consumer materials as a way to conserve natural resources, when in fact industrial scrap was continuing to increase as manufacturing of everything being consumed generated scrap.

The heightened focus on energy issues led to additional recycling, given substantial energy savings associated with recycling. In the late 1980's/early 1990's the perceived decline in landfill space led to recycling as a waste reduction method, and the markets changed as collection grew. Finally, investment in the 1990's in world class recycling mills coupled with advanced technologies and the difficulty in obtaining affordable raw materials led to soaring collected volumes. In one decade the US went from 500 to 9000 curbside programs; disposal costs rose and recycling became more cost effective. With the supply outpacing local demand, the need by developing countries like China to import our materials balanced the equation. But we still landfill or incinerate an estimated \$6.5 billion of recyclable materials per year in the US.

Recycling's sustainability is at risk if we continue to depend heavily on foreign markets; the focus now is on material management and market growth and less on other factors. Increased market development for local use is the future of recycling in the US.

Market Growth & the Economics Message

While environmental arguments for recycling have been powerful they remain limited in effect. Our efforts to communicate economic benefits are slowly gaining momentum, but as an industry we need to continue touting those through various means to decision makers, the

public and the media. These tools may include job studies, publications as outreach collateral (profiles of the industry and examples of recycled content goods manufactured in our state, as well as examples of recovered materials essential to the manufacture of those goods), press releases, and regular communication with all levels of our industry. One important consideration should be staying on message by using terms like "the recycling economy", "sustainable materials economy", and "commodities" vs. "waste". This should translate into terminology changes like yard trimmings, food residuals, scrap tires, scrap wood, e-scrap, recovered fiber, etc

The institute for Local Self Reliance provides data indicating that traditional materials recovery facilities create 10 jobs for every 1 attributed to landfilling or incineration, while the composting/organics recycling field attributes 4 jobs to 1 over landfilling. The recycling and composting industries' capability to create and sustain green collar jobs has been proven many times over. Recovering materials in the waste stream and converting them into high value products requires labor, and always has — especially when contrasted with landfilling and waste combustion.

Encouragement of environmental innovation and entrepreneurial product development is critical to market growth. Manufacturing businesses are finding new end markets for their scrap and are seeing positive results to their bottom lines as disposal costs decrease. Recycling and use of recycled materials in manufacturing equals more jobs.

Conclusions:

- 1 All recycling professionals need to push the economic message;
- 2 As we seek to attain a sustainable energy economy, we cannot do so without attaining a sustainable materials economy;
- 3 It is vitally important for the recycling industry professionals and their customers to testify to the economic benefits of recycling---we should and do know it best!

The Sustainable Materials Economy is as important as the Sustainable Energy Economy... we just need to do a better job relating that within our industry and portraying it to the citizens of our states. We need to turn up the volume on the benefits of economic development through recycling and composting!



SPOTLIGHT ON PROGRAMS (con't from page 9)

by anyone interested in promoting recycling. In fact, without these tools and the ability to implement the campaign through our statewide partnership with Curbside Value Partnership, KAB affiliates, a team of dedicated local governments, and representatives from the private sector, the \$500,000 spent to develop and launch the campaign would have been lost. Instead, the campaign continues to flourish and has touched every corner of the state and beyond.

Radio PSAs have been downloaded by several cities outside of Georgia, media coverage has extended beyond the state's borders and many communities outside of Georgia have expressed an interest in using the campaign. In Georgia almost 140 communities have used the campaign as part of their ongoing recycling education awareness.

How is the campaign being used? By providing Incentive Partnership Kits (that included a character cut-out, t-shirts, koozies, coasters, and stickers) and having the other advertising campaign materials readily available, over 800 volunteers have supported 650 plus local events reaching almost 500,000 attendees. The incentive kits provided by the Georgia Department of Community Affairs to 21 communities secured media coverage reaching an estimated one million Georgians and matched \$3.00 for every state \$1.00 invested. The web site(www.YouGottabeKidding.org) and social media campaign, continue to be the driving force behind the campaign. In fact, the campaign Facebook Cause boasts over 2,500 fans, over 60 photo albums uploaded by residents and communities into the campaign's Flickr Gallery and thousands of visits to the Web site every month. Georgians are getting the message about recycling!

Not only is recycling awareness up, but so too are recycling rates. In a newly launched recycling program, the City of Savannah is averaging an awesome recycling rate of 50 lbs/household/month. When the City was actively using the campaign, they saw a steady increase of 8% in their already high recycling rates. Other communities have shown a 50% increase in their recycling rates when compared to a similar 6 month period last year. And the communities awarded an Away-From-Home special event recycling trailer have reported almost doubling the number of events collecting recyclables and reported a 48% increase in the amount of materials collected.

For more information about the campaign, go to www.yougottabekidding.org or contact Karen Vickers Karen.vickers@dca.ga.gov



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

www.georgiarecycles.org

GRC SPONSORS

2009-2010

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Curbside Value Partnership
GA Dept of Community Affairs
Georgia Beverage Association
Mohawk Industries
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The Turner Foundation

GOT NEWS??

Submit articles & photos to us
for our next edition
to garecycles@mindspring.com

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



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GRC Semi-Annual Meeting
April 19-20, 2010
Athens, Georgia

Dated Material