

Georgia Recycles

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Volume 20 Issue 3

The Georgia Recycling Coalition Newsletter

Winter 2015



MEASURE GEORGIA, an initiative of the Georgia Recycling Coalition, aims to collect data to report on the size and economic impact of recycling in Georgia based on reporting by local governments, recycled materials processors and the end user/manufacturers in our state. The Re-TRAC web based system is the data collection tool we use with templates built for each of the sectors. In 2011, the State of Georgia eliminated the requirement that local governments report recycling activities and tonnages. Although landfills still report tons disposed to the Georgia EPD, recycling data is not required to be reported by local governments and was never required to be reported by private recyclers.

Some of the nation's largest users of recovered materials call Georgia home, employing thousands of people in the state. We have mapped the recycling industry and will soon have the data to make some statements about the size and economic impact of recycling in Georgia, but we have no metrics to gauge our success based on tons recycled. While we acknowledge that all metrics are imperfect, that we will need to use several approaches, and that some things may have to change over time, now is the time to work together to begin collecting data toward measuring so that we can check our progress and improve programs in areas that need a boost. Funds for hiring contractors were made available via grants from the Coca-Cola Foundation and The Turner Foundation. Other states including Texas and Michigan are at various stages of this same task, so hopefully we are in the initial phase of being able to quantify the economic impact of our industry—at the state and national level.

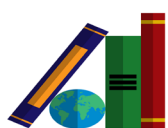
The current **MEASURE GEORGIA** campaign takes a three-pronged approach, gathering data from Local Governments, Processors of Recovered Materials, and Manufacturer/End Users of Recovered Materials. Understanding that the same material may pass through each of these groups, tonnages are gathered through three different program templates and data will never be aggregated between the sectors.

A common question is “why is this important”. The answers are simple:

Do you want to attract investment in the local economy increasing and sustaining green jobs; do you want to assist state agencies in securing funding for recycling (via the SWTF) and thereby supporting local programs that collect the feeds stocks for local manufacturers? If the answer is yes (as I am sure it would be), then are YOU willing to step up and help us **MEASURE GEORGIA** by reporting into a proprietary web based system which is being simplified and streamlined for ease of use? I hope your answer is YES, because what we measure will be what we improve!

___ Local Governments ___ Recycled Materials Processors
___ Manufacturer End Users

So, when you are asked to participate, three words are what we need to hear: **Count Us In!**



Recyclopedia

an Earth Day Primer on the Recycling World

April 22nd Atlanta, Georgia...details on page 7

President's Column

What is Your Role in the Recycling Revolution?



A **revolution** is defined as a dramatic and wide-reaching change in the way something works or organized or people's ideas about it.

Over the past 20 years, recycling has gone through nothing short of a revolution. Our awareness and access to recycling continues to expand and evolve. As we become more aware of our responsibility to the planet, disposal is a huge issue. While the past two centuries created modern conveniences to make our lives easier, it has also created an unsustainable demand for mining, energy, resources, and trash. The next revolution must re-invent what we do with all the 'stuff' we produce. We know recycling eases the demand for mining, saves resources, energy, and improves water & air quality. It will be a significant solution to improving our overall quality of life. Plus, recycling creates jobs and contributes to the growth of our state's economy.

Not only has curbside recycling expanded dramatically, now there are finally permanent options for recycling other items like HHW (household hazardous waste), paint, electronics, batteries, printer cartridges, tires, FOG (fats, oils & grease), mattresses, and other items that should not be in our landfills. Finally, CHaRM (The Center for Hard to Recycle Material) will be opening in Atlanta and I encourage us all to support its success. And Athens-Clarke Co. is on track to expand their CHaRM this year as well. These centers will not only heighten our awareness about recycling options but more importantly, actively educate and engage our communities about more sustainable lifestyles and the environmental impact humans have on the planet.

GRC is proud to have played an important role in the recycling revolution of the past two decades; we're also excited about our future. We will continue to promote and enhance waste reduction and recycling in Georgia - we encourage you to do the same. Please help us to inspire others to be on the right side of recycling history.

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

March 8-11, 2015
March 11-12, 2015
March 23-26, 2015
March 23-25 2015
April 10-12, 2015
April 21, 2015
April 22, 2015
April 22, 2015
May 3-9, 2015
Aug. 16-19, 2015

SE Recycling Conference
Greenprints Conference
Carolina Recycling Association
SWANA GA Chapter Spring Conference
Dogwood Festival (Eco Village)
WasteCap C&D Workshop
EARTH DAY

GRC Semi-Annual Training
International Compost Awareness Week
GRC 24th Annual Conference

San Destin, FL
Atlanta, GA
Myrtle, Beach, SC
Savannah Marriott, Riverfront
Piedmont Park, Atlanta, GA
Southface Energy Institute, Atlanta, GA

Southface Energy Institute, Atlanta, GA
King & Prince, St. Simons Island, GA

GRC in the News

SEMI-ANNUAL TRAINING set for EARTH DAY

Check page 7 for all the details on Recyclopedica— our training meeting and Earth Day celebration! Don't miss the opportunity to hear from great speakers, plus tour Southface Energy Institute and the CHARM* Atlanta center. Registration is open!

**Center for Hard to Recycle Materials (CHARM) is a program of Live Thrive Atlanta in partnership with the City of Atlanta. Designed to take materials not collected at the curb like HHW (Household Hazardous Waste), paint, electronics, mattresses, plastic bags & wraps, fluorescents, and tires, the center will also offer bins for collection of single stream household and commercial recyclable materials (paper, plastic containers, metals and glass).*

Reading and Recycling are Important Habits



The Georgia Recycling Coalition is excited to encourage both reading and recycling through the Read for Recycling program. This program is part of the state America Recycles Day (ARD) celebration. ARD is the only nationally-recognized day dedicated to promoting and celebrating recycling in the U.S. Annually, ARD is held on November 15th. Visit www.americarecyclesday.org for complete ARD information.

For the first time in Georgia, during the week of November 8-15, 2014, K-12 students were encouraged to read books that celebrate, educate, and encourage waste reduction activities. Students were challenged to read a minimum of five waste reduction/recycling books, record them in a Reading Journal, then journal what was learned about waste reduction/recycling from the books. Once completed, the Reading Journals were mailed to the Georgia Recycling Coalition for potential prizes including six (6) \$50 gift cards to Barnes and Noble and a class set of waste reduction books to the teacher with the most Read for Recycling participants.

From 449 student participants in the 2014 Read for Recycling program, the following were declared the winners:

Cleveland Road Elementary School, Victoria Maxwell, 4th grade (Athens)
Cleveland Road Elementary School, Mattea Brown, 4th grade (Athens)
Springdale Park Elementary School, Johnny Moser, 3rd grade (Atlanta)
Liberty Elementary, Tony Carswell, 3rd grade (Midway)
Liberty Elementary, Anika Ashley, 3rd grade (Midway)

Madras Middle School, Lauren Borrelli, 6th grade (Coweta County)

Additionally, the Cleveland Road Elementary School in Athens, GA won for the most school participants thanks to their media specialist, Ms. Gwen Bailey; they have won a set of books about recycling and composting for their school.

"I gave out all of the prizes on Friday 1/30/15 at a school wide assembly. The kids were thrilled. Also, the book collection is wonderful. I had no idea I would be getting so many great selections", wrote Gwen Bailey, School Librarian at Cleveland Rd. Elementary.

"We are delighted to bring this initiative to Georgia schools. Reading and Recycling are important life skills and connecting the two is a win-win for students and our environment," said Gloria Hardegree, Executive Director of the Georgia Recycling Coalition.

The Read for Recycling program will be back again in 2015 so stay tuned to the Georgia Recycling Coalition website or Facebook page for more details.

Spirit of Green Awards 2014

Georgia Recycling Coalition (GRC) awarded the 2014 School Spirit of Green award to **Fair Oaks Elementary** of Cobb County, Georgia; the school will receive the \$500 prize to boost their program. The ***Spirit of Green Awards*** is in its eighth year of annually recognizing excellence in recycling and waste reduction in Georgia. GRC sponsors this and other education oriented competitions annually to support increasing recycling and awareness in Georgia schools.

Because of the outstanding quality of applicants this year, two runner-up schools will be awarded \$250 each: **Springdale Park School** in the City of Atlanta and **North Heights Elementary** in Rome/Floyd County, GA

"Each of these schools exemplified the spirit of teamwork among students, parents, faculty and staff, as well as innovation and creative educational support programs," said Gloria Hardegree, GRC's Executive Director. *"Fair Oaks showed willingness to stick with the program despite set-backs plus resilience in light of challenges; that set them apart as the winner."*

Other categories of the awards program were recognized in August 2014 at the coalition's annual conference. The Environmental Stewardship award went to **USAgain 2000 LLC**; Outstanding Government/Community Program was awarded to **Columbus Consolidated Government**; and the Innovation Award was given to the **Georgia Master Composter Program**.

Welcome New Members

Business

Cardinal Scale Manufacturing Co. - Kyle Smith

Demand Products - Craig Barnaby

Individual

Lori Blank, GreenSeats

Andy Hull, Filtrexx International

Paul Sills

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Whole Foods Market



For Details, see page 6

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.

RESOURCES

CVP Reports 2014 Progress and 2015 Grant Opportunities



The Curbside Value Partnership released its 2014 annual report, reporting on a busy year in the organization's history. In addition to continuing its work with communities aiming to boost recovery and participation rates, in 2014 it launched The Recycling Partnership, a public-private recycling venture with national ambitions, and a 14-member Technical Council to help CVP build better tools, stronger approaches and calculate much-needed data.

Launched in May 2014, the CVP's Recycling Partnership has brought in ten industry funders to help communities finance making a switch from bins to carts. The project, which was developed and passed on to CVP by the Southeast Recycling Development Council, locked in deals with three cities in 2014: Columbia, South Carolina; Richmond, Virginia; and Florence, Alabama. **Other municipalities interested in teaming with the Recycling Partnership have until April 15 to submit proposals.**

CVP says it also hopes to do smaller scale work with at least a dozen additional communities in 2015, and will soon release a web-based guide for communities interested in making the move from bins-to-carts.

Check how to apply here: <http://www.recyclecurbside.org/recycling-partnership-announces-2015-funding-opportunity/>

Grant Program Sparks Interest & Improvements in Residential Foam Recycling

The Foam Recycling Coalition launched a new grant program to help fund infrastructure for the collection, processing and marketing of products made from polystyrene foam. The grant program targets the following post-consumer polystyrene foam products:

- foodservice packaging (i.e. cups, plates, bowls, clamshells, cafeteria trays);
- egg cartons;
- meat trays; and
- protective packaging (used when shipping electronics and other fragile items).

The coalition, part of the Foodservice Packaging Institute, is seeking applicants involved in managing residential curbside recycling programs, drop-off recycling centers and commercial recycling programs. Material recovery facilities also are expected to apply for funding, especially those looking to add or strengthen a polystyrene foam program. **Grants, available to both public and private sectors, will range from an estimated \$15,000 to \$50,000 each.**

Requests for grants must be received by the coalition by March 16, and grant recipients will be announced by April 30.

The Foam Recycling Coalition announcement is posted at <http://www.fpi.org/index.php?bid=100&storyid=127>.

EPA Reducing Wasted Food Toolkit Available

In 2014, the US EPA released the Reducing Wasted Food & Packaging Toolkit, a FREE online resource designed to assist foodservice facilities in identifying and implementing opportunities to reduce waste.

Restaurant, cafeterias, grocers and other food service operations are encouraged to utilize the guide and Excel tracking tool to save money and reduce their environmental impact by developing a Waste Reduction plan, then evaluating progress made. For a copy of the guide, go to:

http://www.epa.gov/waste/conserve/foodwaste/docs/reducing_wasted_food_pkg_tool.pdf



Tuesday, April 21st

Southface Energy Institute
241 Pine Street NE
Atlanta, GA30308

Check in: 8:30am - 9:00am

Class: 9:00am - 4:30pm

CONSTRUCTION AND DEMOLITION WASTE RECYCLING TRAINING

Save money, reach LEED goals, win more bids and reduce waste on your construction and demolition projects!

Hosted by the:



**Georgia
Recycling
Coalition**



Southface
Building know-how for a sustainable future



ATLANTA
GEORGIA
BRANCH

Join WasteCap for a day long C&D waste recycling workshop. Learn the necessary skills to develop, manage, monitor, document and promote a successful recycling program for construction and demolition debris. Participants will receive a **three year Accreditation in Construction Waste Recycling** and LEED AP's and Green Associates are eligible for **7.5 Continuing Education Units through the GBCI**. Additionally, architects are eligible for **7.5 Learning Units through AIA**.



**EDUCATION
PROVIDER**



Standard Registration - \$325

**WasteCap and Hosting
Association Members - \$285**

- *Ask about our group rates*
- *Includes lunch and materials.*

To Register Visit:

www.wastecap.org/training

Who Should Attend?

Contractors
Architects
Reuse and Recycling Specialists
Haulers
Building Inspectors
Consultants
Construction Site Managers
Green Building Specialists
Regulators

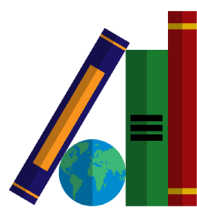
Contact Alex Ogden - Marketing Specialist
aogden@wastecap.org - 414-961-1100

Objectives & Benefits

- Learn to develop, manage, monitor, document, and promote a successful construction reuse and recycling program.
- Conduct a projected program analysis to estimate debris volume, weight and cost of a job.
- Analyze hauling proposals based on projected quantities of trash and recyclables.
- Learn how to best educate crews for maximum efficiency and compliance.
- Receive local market directory, educational materials, monitoring checklists, economic analysis worksheets and much more.
- Receive WasteCap's three year accreditation in Construction Waste Management

About The Trainers

WasteCap Resource Solutions has more than thirteen years of experience in training building professionals on reuse and recycling of materials. WasteCap developed this USGBC approved training in 2005 as part of their mission to transform waste into resources.



Recyclopedia

an Earth Day Primer on the Recycling World

GRC Semi-Annual Training Meeting & Earth Day Celebration

April 22, 2015 • 8:00 AM to 3:30 PM

Southface Energy Institute
Atlanta, Georgia

Speaker Topics Include:



Technologies and Terminology



Recycling—What is it?! (Definition/Zero Waste/Mixed Waste Processing/Evolving Ton/Recycle Right)

Made in GA/Measure GA

Funding Initiatives—Recycling Partnership & Closed Loop Fund

TOUR OF SOUTHFACE ENERGY INSTITUTE

Potpourri of Programs + “Acronym Jumble” Game

“New” Technology—Plastic to Fuels + Anaerobic Digesters

Model Programs—“CHARMING” Updates & Zero Waste Zones

Hotel Info: **Marriott Century Center**
\$129+ tax, includes free parking
Call 1-800-288-9290 or 404-325-0000
by 5:00 PM March 31, 2015

Tour of the **CHARM Atlanta** with
Reception (Location Pending)
following on Tuesday evening
April 21, 2015

Register online: www.georgiarecycles.org
\$75.00 GRC Members • \$95.00 Non-Members



Thanks to our Partner Level Members for Their Support:

Caraustar Recycling; Coca-Cola Company; Georgia Beverage Association; Mohawk Industries
Novelis, Inc.; Pratt Industries; Shaw Industries Group, Inc

Industry News



Sonoco Conyers Reaches Milestone

Sonoco (NYSE:SON), one of the largest diversified packaging companies, has named the Company's Conyers, Ga., Protective Packaging facility a gold Sonoco Sustainability Star Award recipient for the plant's successful efforts to achieve landfill free status. Conyers is the first Protective Solutions facility to achieve gold status. The award marks the completion in landfill-free efforts that began in August 2014.

Since implementation, Conyers has diverted all of its waste to the landfill by recycling and converting 60 tons of waste per month to energy. "Our Conyers facility continues to grow with significant volume and has become a very complex operation with a wide variety of products and processes," said David Vasquez, plant manager. "Through the cooperation of various departments and the leadership of Brian Strong, senior procurement coordinator, the Conyers team has reached this milestone. I am very proud of our team for going above and beyond to pull this important initiative together. Achieving landfill-free status in the Atlanta area is quite an accomplishment.

Administered by Sonoco Recycling, the Company's recycling business, the Sonoco Sustainability Star Awards program is comprised of three tiers: Gold recognizes facilities that have achieved 99% landfill diversion. Silver is awarded to facilities achieving 95% landfill diversion, and Bronze recognizes facilities that have made significant waste reduction achievements, such as drastically reducing their waste streams or implementing a new composting system. A recycling leader with locations and expertise worldwide, Sonoco Recycling annually collects more than 3 million tons of old corrugated containers, various grades of paper, metals and plastics. In addition, the Company has experts who provide secure, reliable and innovative recycling solutions to residential and commercial customers. Currently, Sonoco Recycling operates five material recovery facilities (MRFs) serving more than 125 communities in which curbside-collected residential and commercial materials are processed. The Company also operates recycling programs which identify waste reduction opportunities that reduce

operating expenses for many of the largest consumer product companies in the United States.

About Sonoco: Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging, and displays and packaging supply chain services. With annualized combined sales of approximately \$5.4 billion, the Company has more than 21,000 employees working in more than 340 operations in 34 countries, serving some of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2014/2015 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com



Liberty Tire to Partner on Rubberized Asphalt

Liberty Tire Recycling is partnering with specialty materials firm Lehigh Technologies Inc. to make and market a rubber modified asphalt (RMA) system in North America.

Under the agreement Pittsburgh-based Liberty will provide sales, service and support for Rheopave RMA systems in selected regions, according to a news release. Tucker, Georgia based Lehigh's Rheopave additive technology is a blend of polymers and other components designed to enhance the performance of rubber powders in RMA systems.

"Rubberized asphalt is longer lasting, safer, less costly and friendlier to the environment, which aligns with Liberty Tire's commitment to reclaim, recycle and reuse," said Doug Carlson, Liberty vice president of asphalt products. "Partnering with Lehigh to offer sustainable technologies like Rheopave emphasizes both Liberty Tire's and Lehigh's pledge to the environment."

Industry News (con't)



Launches

Recycle Often. Recycle Right Campaign

In an effort to increase recycling and improve the quality of materials through a comprehensive education program, Waste Management has launched a new online portal around its **Recycle Often. Recycle Right.** campaign, which promotes the basics of recycling by simplifying guidelines and empowering everyone to become Recycling Ambassadors. Accessible at www.RecycleOftenRecycleRight.com, users can access the campaign online and make a digital promise to rethink recycling by “getting back to the basics of good recycling” and encourage others to do the same.

As more and more communities aspire to achieve higher diversion rates, the need for clarification and simplification has grown. In addition, as recycling has evolved over the years, confusion about things such as collection systems, what can and cannot be recycled, what materials are made from, how they are packaged and their eventual end-market has grown. The result? Today, up to 65 percent of consumers place non-recyclables in their curbside recycling bins. Waste Management’s **Recycle Often. Recycle Right.** campaign simplifies recycling by promoting three basic rules:

1. Recycle all bottles, cans and paper
2. Keep items clean and dry
3. No plastic bags

The educational website includes recycling information that can be downloaded by educators, city staff and members of the community. Consumers can learn about some of the most common questionable items to place in the waste or recycling bin via the MythBusters guide, which provides explanations behind why and how materials are or are not recyclable, including pizza boxes and candy wrappers for example.

NOTE: For info on recycling plastic bags and other film wraps, go to: www.agbagslife.com to see where these can be recycled.

Lehigh Technologies Wins “Environmental Achievement of the Year” Award

Lehigh Technologies, a leading specialty materials company that produces micronized rubber powders (MRP), announced that it has won the Environmental Achievement of the Year award awarded by the Tire Technology International Awards for Innovation and Excellence. Lehigh’s proprietary MRP cryogenic turbo mill process is a proven technology available at a global scale today.

The company produces sustainable, lower-cost, high performing and customizable feed-stocks for tire manufacturing and other industrial products. Lehigh has played a key role in expanding the global MRP market for tires, as its MRP has been used to manufacture approximately 300 million tires for six of the top ten tire companies worldwide. Pound for pound, Lehigh’s MRP saves nearly a gallon of oil and 10kWh of energy over conventional materials.

“Consumers are increasingly demanding sustainable tires that are not only cost-effective but also meet rigorous performance standards,” says Dr. Alan Barton, CEO of Lehigh Technologies. *“The Environmental Achievement Award affirms that MRP is playing a critical role in helping tire companies meet this demand, and we are honored to receive it.”* Lehigh was chosen to win the award by an independent, international panel of tire industry experts, including tire company executives at Bridgestone, Michelin, Pirelli, Continental, and Goodyear, as well as leading researchers and regulators at institutions worldwide.

“The limited availability of natural resources combined with rising market demand looks set to increase the amount of recycled material in new tires,” said Graham Heeps, editor, Tire Technology International magazine and chairman of the judging panel. *“Lehigh Technologies is well placed to take advantage of this important future trend in the tire industry.”* *“The sustained efforts that Lehigh has put into recycling are starting to bear fruit,”* said David Shaw, head of research at Tire Industry Research and a judging panelist. *“The tire industry will eventually have to use recycled materials in larger quantities and at present, Lehigh is one of the pioneers in this segment.”*

To learn more, visit: lehightechnologies.com

Compost Row



USCC & NFESH PARTNER TO ADDRESS WASTED FOOD AND SENIOR HUNGER

The U.S. Composting Council (USCC) and the National Foundation to End Senior Hunger (NFESH) have formed a partnership to address the connection between food waste and hunger among America's seniors. *"Our missions intersect: diverting resources that can contribute to world soil health, and ending food insecurity,"* said Al Rattie, interim executive director of the Composting Council.

From an anti-hunger perspective, diverting food scraps from waste to compost means cost savings, additional food and ultimately more meals for seniors in need. The two groups aim to work together on the complementary goals of eliminating food and composting food scraps, improving soil health through compost and addressing senior hunger.

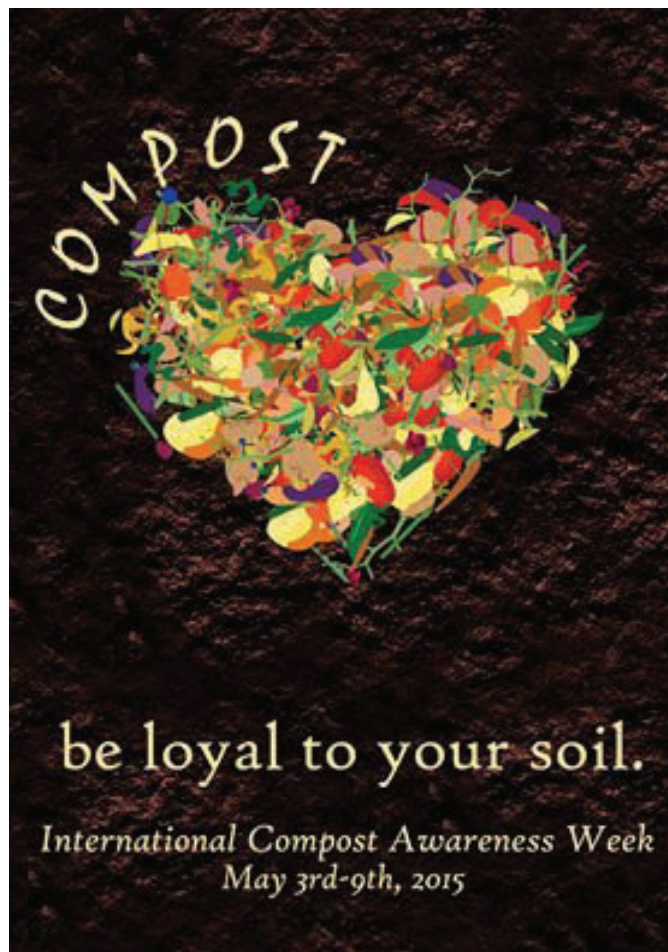
"Food waste is a serious problem in this country, and it has serious consequences for the millions of seniors going without enough to eat as well as for the environment," said Enid Borden, NFESH founder, president and CEO. *"Here at NFESH we see the two problems – hunger and food waste – as having one solution."* Composting is key because it is critical to recapturing inedible food scraps to grow nutritious food through compost-enhanced soil, Rattie said.

Buy a T-Shirt Today!



<http://bit.ly/ICAW2015shirts>

ICAW Poster Revealed



COMPOST OPERATOR TRAINING

Are you a compost site permit holder or want to be one?
...Or just want to know more about the composting process?



**Georgia
Recycling
Coalition**



**US
Composting
Council**

The Georgia Recycling Coalition and the US Composting Council have teamed up to develop a two-day training event that has GA EPD's approval as meeting their regulatory requirement. Other interested parties are welcomed to register and attend. This is a great value and opportunity to take advantage of this training in Georgia on March 19-20 before the new rules governing compost site operation go into effect April 1, 2015—plus, SWANA credits will be awarded. REGISTER TODAY...hotel deadline is March 4, 2015. Check Recent News on GRC website home page:

www.georgiarecycles.org

SPOTLIGHT ON PROGRAMS

Athens-Clarke County Promotes Off-Campus Recycling Ordinance



A recycling ordinance enforced by Athens-Clarke County states that all businesses must provide recycling containers for use by their employees and patrons. This includes all off-campus student housing apartments. Part of the ordinance also requires that the county reduce the amount of landfill waste by 40 percent by this year. *"We have surpassed the 40 percent waste reduce goal,"* said Joe

Dunlop, commercial recycling specialist from the Athens-Clarke County Recycling Division. *"I believe we are at about 47 percent. The next target is 60 percent waste reduction by 2018."* An important part of achieving the goals of the ordinance is to promote recycling and raise awareness towards it, Dunlop said. *"It's not an overnight change,"* Dunlop said. *"Every recycling container out there is a little sign, a little promotion, and as people go out and about they will see recycling containers. The more people get used to it and the more comfortable they get with it, I think it will work better and better."*

Last semester, Courtney Pearce, Jordan Kelleher, Amber McDermott and Alec Cohen, students from the University of Georgia, worked to help promote the ordinance at off-campus student housing complexes. The project aimed to raise awareness by creating a petition that would allow students to bring recycling to their apartments and by reaching out to media for recycling coverage, Pearce said. Although the petition did not gather many student signatures, Pearce said that media coverage did help raise awareness. They felt they made more progress by spreading awareness through the media.

While researching for the project, Pearce found that there were no options for recycling at her apartment complex. But as the project developed, the complex where she lived complied with the ordinance. Although the numbers are fluid, Dunlop said out of about 284 apartment complexes affected by the ordinance, 74 have been approved and are compliant, while 18 others have submitted their forms but have not yet been approved. *"I feel pretty comfortable telling you that we are about a third of the way,"* Dunlop said. *"About a third of the businesses have been approved."*

Keep Newnan Beautiful Touts Success

On the education side, 2014 was a great year at Keep Newnan Beautiful. KNB provided a variety of educational programs on important topics like recycling, household hazardous waste, construction waste, and water quality, pollution and conservation. They worked with school groups and organizations to continue to connect more youth to their environment in order to create active stewards.

A **"do's and don'ts"** brochure on construction waste, responsibilities and fine information was developed and printed in both English and Spanish to be given to all builders as permits were issued.



KNB hosted two electronics recycling and three document shredding events in 2014, collecting a total of 25,046 pounds of electronics and shredding a total of 12, 700 pounds of paper. Corporate cleanups (over and above the regular Adopt-A-Street cleanups) this year resulted in the collection of over 6,000 pounds of litter. In partnership with the Main Street program, KNB began promoting downtown 2014 events as litter-free and smoke-free. Recycling containers around the square were painted "recycle blue" to help identify them as recycling containers. KNB was recognized for their work in 2014 by winning third place in the Keep Georgia Beautiful Affiliate of the Year category.



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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Dated Material