

# Georgia Recycles

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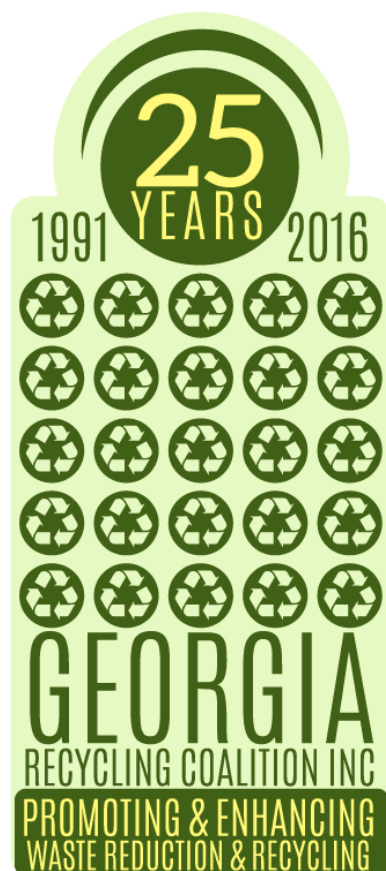
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Volume 21 Issue 6

The Georgia Recycling Coalition Newsletter

Winter 2016

## A LONG AND WINDING ROAD!



It all began in 1991 when a small group of interested and committed recyclers met in Atlanta to form a coalition of the industry. The group included: Doug Cloud, Sharyn Dickerson, Linda Disney, Karl Fromberg, Abby Goldsmith, Frances Kennedy Mac Leathers, Steve Levetan, Mike Mathews, Steve Ragiel, John Teasley, and Bo Edwards—founders of GRC! And if you remember all of them, you have been around a while too in the industry; and a few of them are still active participating members! In March of 1993, the 501 c 3 status was approved and the journey began. The Georgia Recycling Coalition has grown and prospered over the last 25 years, becoming a voice for recycling in Georgia; programs and projects have evolved as the industry and the world has over two and a half decades. GRC has positioned itself as the leading state organization that enhances recycling and waste reduction in Georgia by organizing statewide outreach events to increase recycling, coordinating networking opportunities with recycling professionals in Georgia and nationally, and by providing resources to members and information to citizens of our state.

GRC has established itself as the source for information and action relative to recycling in Georgia. Our *Made in Georgia* campaign and mapping tool and *Measure Georgia* data collection program have gained national recognition and continue to grow. Involvement with the Better Buildings Challenge, America Recycles Day, Recycling at Work and International Compost Awareness Week, along with affiliation with Keep America Beautiful, the National Recycling Coalition and the US Composting Council has provided us value added resources and resulted in expanded influence. Numerous awards over the years have affirmed our influence and acknowledged our strength. Recognition of our efforts by Atlanta Business Chronicle, Atlanta Magazine, Georgia Trend & Resource Recycling magazines, as well as the Georgia Center for Non-Profits has boosted our standing with the greater business community.

Our success is your success... a coalition by definition is *an alliance for combined action*. We are allies, partners and colleagues working together to keep recycling strong and working in Georgia. The success of our organization in fulfilling its mission is reliant upon people who commit time, energy and resources to its support. Thank you for your contribution to our collective success... and happy 25<sup>th</sup> Anniversary!

## PROGRAM PLAN for 2016

Instead of a semi-annual meeting this year, GRC's Program Committee has developed an aggressive agenda for holding quarterly meetings in several parts of the state to recognize our anniversary. Details have already been released for the first quarter **Facilities Tour in Atlanta on March 30<sup>th</sup>**. Check the web site home page for registration information. During the summer, we are working on a one day meeting in **Macon, GA** with details forthcoming on the location and focus. Our fall quarter will be the **25<sup>th</sup> Annual Conference, Trade Show and Membership Meeting from Sept, 18<sup>th</sup> -21<sup>st</sup>**. Then in November, we are planning a focus on economic development in the **NW Georgia area, possibly in Dalton**; our hope is to make this a media event surrounding the results of our mapping tool and Measure Georgia program. We will keep you posted on progress as these events unfold. Your comments and suggestions are welcome: [garecycles@mindspring.com](mailto:garecycles@mindspring.com).

# President's Column

## Celebrating 25 Years of Recycling Excellence



As we begin our Silver Anniversary, the Georgia Recycling Coalition (GRC) has been prominent in educating, promoting and supporting recycling efforts for a quarter of a century! GRC has been the leader in Georgia and throughout the nation in developing recycling programs, providing training opportunities, and has earned awards for its efforts relative to the mission of promoting and enhancing waste reduction and recycling in Georgia. The coalition has been working diligently over the past 25 years with curbside residential recycling collection, drop off accessibility, as well as special collection day events, and commercial/institutional and industrial programs; single stream recycling was not developed in Georgia at the time GRC was founded. So we've come a long way in making recycling convenient and available to our citizens, while our processing and end use infrastructure grew to be one of the largest in the nation.

GRC has grown into a truly magnificent organization via recycling partnerships with private industries and businesses, municipalities, Keep Georgia Beautiful affiliates and other nonprofit or coalitions. We are truly lucky to have the support and membership of a wide variety of entities whose participation and motivation has made us one of the best state recycling organizations today.

As the economy cycles up and down the recycling markets react the same way, develop your programs to persevere with the help of GRC 's members, resources and leadership. Continue to work hard and let's make the Silver Anniversary of GRC memorable. Hope to see you at a GRC event soon!

Kevin Barkley  
GRC 2016 President

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

## GRC 2016 Board of Directors

**Kevin Barkley, President**  
Macon Consolidated Government

**Ralph Brooks**  
Laurens County

**Stephanie Busch, Secretary**

**Cale Caudell**  
University of Georgia

**Jacqueline Dost**  
Keep Carroll Beautiful

**Wayne King**  
ERTH Products

**Marla Prince, Vice President**  
Waste Management

**Kathy Reed**  
Keep North Fulton Beautiful

**Peggy Whitlow Ratcliffe**  
Live Thrive

**Todd Redmon, Treasurer**  
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**Michelle, Wiseman**  
Pratt Recycling

### HONORARY DIRECTORS

**LuAnn Chambers**  
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**Doug Cloud**  
Alston & Bird

**Lynn Cobb**  
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Retired

**Abby Goldsmith**  
A Goldsmith Resources LLC

**Gloria Hardegree**  
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**Kevin Perry**  
Georgia Beverage Association

**Bob Rickman**  
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**Craig Swier**

**Lisa White**  
WestRock

**Jerry Hawk**  
Home Alone Recycling

**Steve Levetan**  
Pull-A-Part, LLC

**Nancy Womack**  
Caraustar Recycling

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## MARK YOUR CALENDARS

March 30, 2016  
April 8-10, 2016  
April 17-20 2016  
April 22, 2016  
May 1-7, 2016  
June/July (TBD)  
Aug. 24-26, 2016  
Aug. 22-25, 2016  
Aug. 30-Sept. 1, 2016  
**Sept. 18-21, 2016**

GRC Quaterly Meeting - Tour  
Dogwood Festival  
SWANA GA Chapter Spring Conference  
EARTH DAY  
ICAW  
GRC Quarterly Meeting  
GA Environmental Conference  
WasteCon  
Resource Recycling Conference  
**GRC 25th Annual Conference**

Atlanta, GA  
Piedmont Park, Atlanta, GA  
Brasstown Valley, Young Harris, GA  
Worldwide  
World/Nationwide  
Macon, GA  
Jekyll Island, GA  
Indianapolis, IN  
New Orleans, LA  
**King & Prince, St. Simons Island, GA**

# GRC in the News

## Membership Renewals Forthcoming

Membership renewals for the **July 2016-June 2017 Member Year** will be sent out electronically the first week of May. Renewals are due July 1, but we will extend the deadline until August 1 so that those who have budgets beginning July 1 have time to renew. You must be a member in good standing in order to qualify for reduced conference rates and to vote at the membership meeting in September during the annual conference.

## Board Positions for 2017-19

We will have several board positions open for the 2017-2019 term; a Call for Nominations will go out this summer in time to qualify prior to the election at the annual meeting in September. According to the GRC by-laws, all Directors must be voting members in good standing at the time of the election and during tenure of office. Only one employee of a particular business entity or government agency may be a Director at any given time, unless otherwise provided by the Board. So, think about a role as an advisor, volunteer and leader of a great state recycling organization as we move into our 26<sup>th</sup> year in 2017!

## (HaR)Ming Event!



“The Recycling Princesses” at the **ChaRM** Fundraiser Event at Piedmont Park on March 10th.

Back (l-r): Marla Prince, Abbey Patterson, Michelle Wiseman  
Front (l-r): Peggy Whitlow Ratcliffe, Gloria Hardegree

We rocked to Yacht Rock Revue and bid on some cool Silent Auction items; still time to buy a 1 in 1000 Chance to win a BMW i3. Check out <http://livethrive.org/>



## Dogwood Festival Eco Village

Join us and Volunteer to promote recycling at the 2016 Dogwood Festival in Piedmont Park, April 8-10, 2016.

Email us at: [garecycles@mindspring.com](mailto:garecycles@mindspring.com) for hours and more info.



## Welcome New Members

### Business

Ameri-Green Enviromental Recycling LLC  
Joe Kellam

Diversified Recycling  
Bruce Manssuer

Ryland Environmental Inc.  
Todd Yates

SMART Recycling US LLC  
Gary Bilbro

Green Spirit Farms Georgia  
Jeffrey Foote

Resource Recycling Systems  
Anna Lynott

### Government/Non-Profit

City of Atlanta Mayor's Office of Sustainability  
Stephanie Benfield

City of Atlanta Public Works  
Tracy Hambrick

American Kidney Services  
Greg Grisham

### Individual

Ima Otudor  
GA World Congress Center

### Associate

Boyd Leake  
City of Atlanta Mayor's Office of Sustainability  
Angela Campbell - City of Atlanta Public Works  
Marcus McGaw - City of Atlanta Public Works  
Karen Andrews - City of Atlanta Public Works  
Nicole Quarles-Thomas - City of Atlanta Public Works

## GRC SPONSORS - 2015-2016

### PARTNERS

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

### SUSTAINERS

American Chemistry Council-Plastics Div.  
GA Dept. of Community Affairs  
Green Sense Recycling  
PepsiCo, Inc.  
Rubicon Global  
Steel Recycling Institute  
WestRock Recycling

### Patrons

Cycle Tex, Inc.  
Cox Enterprises  
Delta Air Lines  
Pull-A-Part, LLC  
Republic Services

### SPECIAL CONTRIBUTORS

The Turner Foundation  
The Coca-Cola Foundation  
ERTH Products LLC  
NatureWorks, LLC  
Georgia Restaurant Assoc.

## 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.

# New Member Spotlight



**SMART Recycling US** is a premier organics and food waste diversion company. Equipped with custom designed roll off trucks and lock-and-seal carts built to handle food waste, SMART's system of storing and transporting organics is clean, efficient, and affordable. Additionally, SMART provides comprehensive staff training and monthly diversion reports to help get your team on board and track your progress. Helping to complete the cycle of food sourcing sustainability, **SMART** donates finished compost to local farms, inviting program participants to come out and get their hands in the dirt and see first-hand the result of their food waste diversion efforts.

Learn more about how the **SMART** Recycling Program can help your business Save Money And Reduce Trash - it's the SMART thing to do!

[www.smartrecyclingus.com@SMARTrecycle\\_US](mailto:www.smartrecyclingus.com@SMARTrecycle_US)



Soil Sharing Day with Lowcountry Local First

City of Atlanta | Department of Public Works

Solid Waste Services

Tracy L. Hambrick | Recycling Manager



The City of Atlanta's recycling program, Cartlanta, was branded in October of 2012 prior to the roll-out of 96-gallon bins, which replaced the 18-gallon containers. This initiative supported Mayor Kasim Reed's goal to divert 90% of Municipal Solid Waste (MSW) by 2020. Since this time, Cartlanta has focused its efforts on outreach and education. Members of the Cartlanta team visits schools, libraries, senior centers, and Councilmember events to reinforce the benefits and importance of recycling. Atlanta residents can also be rewarded for recycling with discounts and freebies from local business through Recycling Perks. For additional information on the City of Atlanta recycling program, please call (404) 330-6240 or visit: [www.atlantaga.gov/recycle](http://www.atlantaga.gov/recycle).

## Come Tour with Us!

**GRC 2016 Quarterly Meeting  
Facilities Tour-Atlanta, GA  
Wednesday, March 30, 2016**



**First Stop: Arrive at 9:15 AM and Leave  
your Car Here for the Day!**

**Waste Pro MRF** 4785 Fulton Industrial Blvd Atlanta, GA 30336. See a single stream processing facility up close and personal.

**Cooper Transportation takes it From Here...**

**Second Stop: Ponce City Market**, 675 Ponce de Leon Ave NE Atlanta, GA 30308. Self-guided "sustainability" tour of this adaptive reuse property and lunch on your own in their fabulous Food Court Hall)

**Third Stop: repurposed MATERIALS**, 4445 Wendell Dr. SW, Atlanta, GA 30336. Byproducts + decommissioned and obsolete materials getting a 2<sup>nd</sup> life in creative projects.

**Cooper Transportation Bus will depart at 3:00 PM for:**

Return to Waste Pro to pick up cars.

**\$40 Register Online at [www.georgiarecycles.org](http://www.georgiarecycles.org)**  
Scroll to Recent News on Home page and Click to Register  
Deadline: March 25, 2016

# Spotlight on Programs

## GORDON COUNTY EXPANDS R.E.A.C.H. FOR CHARITY



“Recycling Every Aluminum Can Helps”

The City of Calhoun and Gordon County Fire Departments, City of Calhoun Recycling Center along with Gordon Hospital have partnered with the Georgia Firefighters Burn Foundation (GFBF) to expand a statewide aluminum can recycling initiative. Project R.E.A.C.H. is an initiative that began as a fundraiser in 1989 where citizens could donate aluminum cans to GFBF for recycling and keep aluminum out of area landfills. Well over 4 million pounds of aluminum have been recycled since inception. The initiative is largely supported by fire departments and communities across the State of Georgia with approximately 70 trailer locations.

The City of Calhoun and Gordon County Fire Departments already served as drop sites in Calhoun for many years. Both departments collectively contributed just over \$4,700 dollars in recycling from 2013-2015. The expansion of R.E.A.C.H. in Calhoun to four drop site locations is the result of Gordon Hospital and the City of Calhoun Recycling Center joining the recycling initiative. Receptacles are provided for aluminum can deposits only. All aluminum cans should be removed from plastic bags and placed into the receptacle. Plastic and other materials are prohibited.

GFBF is a non-profit organization whose mission is to partner with the fire service and burn care community, support burn care facilities in Georgia, and assist burn survivors in their recovery.

For additional information on Project R.E.A.C.H or GFBF programs please visit [www.gfbf.org](http://www.gfbf.org).

## KAB Recycle Bowl Results



Congratulations to Community Division Winner: Hillcrest Elementary School (Dublin, GA) in the national Recycle Bowl school competition. Georgia had 46 schools in the competition this year. Nationally 1,266 schools participated representing nearly 700,000 students. Through the Recycle-Bowl four-week competition, these schools recycled 4 million pounds!

## Kimberly Clark Joins Recycling Partnership

The Recycling Partnership recently announced Kimberly-Clark as its newest member, an important addition as they work to strengthen the circular economy. Kimberly-Clark relies on a steady stream of recycled and recyclable materials to support the packaging associated with the company's well-known global brands. This latest addition to The Partnership further expands the breadth and depth of the national recycling nonprofit's base of support.

“At Kimberly-Clark, everything we do - from helping communities to caring for the planet - is linked to our mission to make lives better,” said Lisa Morden, Sr. Director of Global Sustainability for Kimberly-Clark. “Sustainability is inherent to this mission and challenges us innovate in ways that extend the life of product and packaging materials, and reduce the pressure on precious natural resources with the development of sustainable alternatives like the use of recyclable materials.”

Keefe Harrison, Executive Director of The Recycling Partnership, adds, “We're thrilled to partner with a company that maintains such large-scale and proven dedication to the secondary material supply chain. Through Kimberly-Clark's membership we're able to expand our reach to even more communities and households, which translates into added convenience for residents and increased tons of recovered material.”

# Program / Conference Highlights



Registration Opens April 1, 2016

## Agenda Focused

As we reflect on the past and look toward the future, we are delighted to have **Chaz Miller**, Director, Policy and Advocacy of the **National Waste and Recycling Association** as our keynote speaker. Chaz never disappoints and you will hear how recycling has evolved over the years...and where do we go from here! Other themes include: Quality Recovery, Sustainable Innovation, Organics Recycling, Georgia on My Mind (focus on manufacturers), Leading by Example, Enhancing & Expanding, and Climate Realities, a focus on the role of materials management in correcting Climate Change (this will include a film screening and moderator on Tuesday afternoon). The Program Committee is already in contact with speakers to assure an informative and comprehensive agenda for you.

## Spirit of Green Awards



We are opening the application period earlier this year (mid-May) to give you time to submit potential awardees. We know there are many recognition deserving programs and people, so consider who you might nominate! Categories include:

- Volunteer of the Year • New Member of the Year •
  - Outstanding Institutional Program •
- Outstanding Government/Community Program •
- Outstanding Corporate Leader • Innovation Award •
  - Environmental Stewardship •

## Connie Burns Scholarship

Applications for the 2016 scholarship will be out very soon with a July 1, 2016 deadline. We will need your assistance in forwarding to college and university contacts in your communities. The winner receives a \$1000 scholarship and the opportunity to attend the annual conference.

## Anniversary Party

This year we are having a 25<sup>th</sup> Anniversary Party on Tuesday night. With music, beverages, food and a silent auction of elite items, we will be celebrating our success. Our theme for the night is **"Reveal... the Real Champions of Recycling"**. Attendees will be US mailed a hand held mask to embellish with recovered materials and brought to the conference for the Tuesday night party. We will also hold a fun fundraiser for the Burns Scholarship and have a selfie station so you can share your creativity and fun on social media. **#GRC25Years**



## Golf Outing

We are holding a Golf Outing on Tuesday afternoon so you can get out enjoy the beauty of the Georgia coast in September! Details will follow when conference registration opens April 1, 2016.

## GRC Hall of Fame

Stay tuned for details as we induct GRC Champions in the Inaugural Hall of Fame ceremony.

## Contact GRC

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

# Resources

## FOCUS on CONTAMINATION REDUCTION

15% is the national average of material residuals found in recycling and ultimately landfilled; whether human, technological or weather related, contamination is our #1 issue today due to cost related disposal and damage to equipment.

**Correcting Human Error is where we can have an impact:** common contaminants include: plastic film (take it to retail locations for drop off-A Bags Life); non-container scrap metal, textiles, rope, hoses, cords, food; toys, shoes, electronics, liquids like paint.... and all end up erroneously in recycling processing facilities; FOLLOW DIRECTIONS, When It Doubt, Throw It Out and Recycle Right are all ways to fix this problem.

**Recyclebank** - a webpage dedicated to contamination education and the recycling process

<https://livegreen.recyclebank.com/earn-points/contamination>



**WM-Recycle Often, Recycle Right** - a web page including cool graphics with Myths, Resources and News and a sign up form to pledge to recycle right and receive updates:

**Become a Recycling Ambassador!**

**Share the Promise! #RORR**

<http://recycleoftenrecycleright.com/>

## KAB--Designing Successful Public Space Recycling Programs



Research results from KAB on choosing bins and designing away from home collection programs **Planning for Success** is a 10 Tips comprehensive guide for designing a successful public space recycling program.

<http://americarecyclesday.org/public-space-recycling-resources/>

## Recycle Across America--Recycle Right

Standardized labeling to prevent confusion for what goes into the bin, plus a celebrity media campaign to **Recycle Right** and tons of resources to support reducing contamination.

<http://www.recycleacrossamerica.org/>

## How2Recycle



The **How2Recycle™** Label is a standardized packaging labeling system that clearly communicates recycling instructions to the public. Variation in recycling programs, unclear labeling, and inaccurate recyclability claims make proper recycling a challenge. The **How2Recycle™** Label was created to provide consistent and transparent on-package recycling information to consumers.

<http://www.how2recycle.info/>

# Industry News

## Dr Pepper Snapple Group Joins Closed Loop and Continues KAB Bin Grants



**Dr Pepper Snapple Group (DPS)**, Plano, Texas, has announced it will work with industry, government and community partners to achieve a U.S. beverage container recycling rate of 60 percent by 2030. As part of this commitment, the company is entering into a new partnership and continuing another to improve access to recycling across the country. DPS is investing \$5 million in the **Closed Loop Fund** over the next 10 years, joining a growing number of businesses supporting efforts to improve postconsumer recycling by providing critical funding for recycling infrastructure. In addition, the company is extending its relationship with Keep America Beautiful through a new three-year, \$1 million commitment primarily to continue efforts to place recycling bins in public parks.

“Making a meaningful and sustainable reduction in the amount of plastic and other recyclable material in the waste stream requires convenient options for consumers to recycle as well as the capacity to process those materials at the community level,” says Kelly Smith, director of government affairs and sustainability for Dr Pepper Snapple. “Our investment in the Closed Loop Fund and our continuing partnership with Keep America Beautiful give us a way to address both of those needs and put us on the path toward achieving a substantial increase in the container recycling rate over the long term.”

DPS joins 10 other companies in the Closed Loop Fund, which was established in 2014 as a social impact investment fund. Over the next 10 years, the fund will invest \$100 million via zero-interest loans to cities and below-market loans to companies for recycling infrastructure to prove the market for single-stream expansion and modernization by maximizing recycling profitability.

“Closed Loop Fund members are collectively acting to make significant investments that will improve recycling, save taxpayer money, create jobs and support the environment at scale across the United States,” says Rob Kaplan, managing director of the Closed Loop Fund. “DPS is joining an elite group of corporate recycling leaders, and we are thrilled they are the first new investor in 2016. Their commitment and expertise will add great value to our team and communities around the country.”

## Foam Recycling Grants Open for 2016

The Foam Recycling Coalition (FRC) has opened the 2016 application period for its annual grant program to support increased recycling of packaging made from polystyrene (PS) foam. The FRC, part of the Foodservice Packaging Institute (FPI), Falls Church, Virginia, seeks applicants looking to start or strengthen a postconsumer PS foam recycling program.



“Launched last year, the Foam Recycling Coalition’s grant program has already given away almost \$100,000,” says Lynn Dyer, president of FPI. “With greater end-market demand for foam PS equipment and handling, our funding program helps recycling facilities include foam PS in their accepted recycling materials.”

Organizations involved in managing residential curbside recycling programs or material recovery facilities are eligible to apply for funding. Available to public and private organizations, each grant will range from about \$15,000 to \$50,000.

This initiative helps fund infrastructure for the collection, processing and marketing of products made from PS foam, FPI says. It targets postconsumer PS foam products, such as food service packaging (i.e., cups, plates, bowls, clamshells, cafeteria trays), and other types of packaging, like egg cartons, meat trays and protective packaging (used when shipping electronics and other fragile items).

Grant amounts will be determined on a case-by-case basis dependent upon equipment needs. No cash match is required, but additional costs may be incurred by the grantee for related items such as site preparation, provision of conveying system, electrical infrastructure, freight and other installation costs.

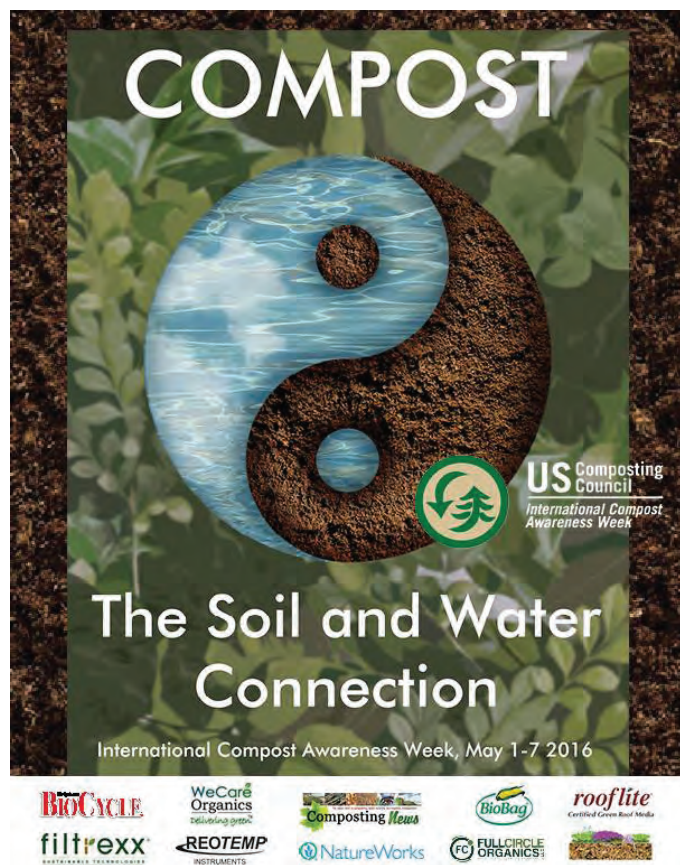
Grantees are required to communicate the addition of foam PS to their recycling program directly to households and in their regular communication materials. Grantees also must commit to collecting, processing and marketing foam PS for a minimum of three years, which includes reporting volumes to the FRC. **The application deadline is April 10, 2016.** The first 2016 grant recipient will be announced in late spring.

The FRC was formed in 2014 to focus exclusively on recycling food service packaging made from foam. Its members include Americas Styrenics, Cascades Canada ULC, CKF Inc., Chick-fil-A, Commodore, Convermex, Dart Container Corp., Dolco Packaging, A Tekni-Plex Co., Dyne-A-Pak, Genpak, Hawaii Foam Products, NOVA Chemicals Corp., Pactiv Foodservice/Food Packaging, Shell Chemical LP, Styrolution America and Total Petrochemicals & Refining USA. Additional financial support of the coalition comes from the EPS Industry Alliance.

# COMPOST ROW

ICAW...make plans for your local observance

May 1-7, 2016



Held the first week of May annually, ICAW is a multi-media publicity and education effort that showcases composting and compost products. Offered by the US Composting Council, it features composting in your back yard or at large scale commercial composting facilities. 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. The theme changes annually and is supported by posters designed in an annual contest, and with an online toolkit available to support local events.

**LET US KNOW IF YOU PLAN TO HOLD AN EVENT  
SO THAT WE CAN HELP TO PROMOTE IT!**

## Organics Stakeholders Convened



On March 2<sup>nd</sup>, GRC convened a meeting of state Organics Recycling Stakeholders in partnership with Atlanta Recycles (Abbey Patterson) and the City of Atlanta Mayor's Office of Sustainability (Stephanie Benfield and Boyd Leake). The goal was to initiate collective discussion on how to effectively grow the organics recycling infrastructure, review composting opportunities, plus strategies for reducing wasted food and conserving Georgia's resources. The attendees represented haulers, processors and end users of organic materials as well as associated organizations supporting this industry; with over 50 attendees, it was clear that this industry is poised for significant growth in Georgia over the next few years. Matching up generators with haulers and processors was part of the process as we are working to bring some cohesiveness and synergy to the industry in our state.

GRC hopes to grow our G-ROC (GA Recycled Organics Council) via this and several additional meetings to be scheduled over the next few months. Thanks to Frank Franciosi, Executive Director of the US Composting Council and Chad Hall of Georgia DNR-EPD for speaking to the group and to Jon Johnston of EPA region 4 for moderating.

## Rethink Food Waste Through Economics and Data

Rethink Food Waste through Economics and Data (ReFED), represented by Mission Point Partners, Resource Recycling System's and BioCycle's Nora Goldstein, provided a sneak peek into the food waste study findings at the January 2016 US Composting Council conference. The initiative is a collaboration of over 30 businesses, non-profit and government leaders to not only define the country's food waste situation but to create a roadmap to reduce it – moving toward that national goal. The report was released on March 9<sup>th</sup>; [www.refed.com](http://www.refed.com) Click Roadmap

# Issues & Resolutions

## Waste (finally) Mattered in Paris . . . why it matters to us . . .

Results from the COP21 meeting of the U.N. Framework Convention on Climate Change-Dec. 2015



In the official Paris Climate Agreement you won't find the word "waste" mentioned. However, topics like: recycling, composting, minimizing waste and the concept of Zero Waste emerged as priority solutions for a carbon-free future during many rallies, side discussions and meetings last December.

David Newman, the head of the International Solid Waste Association (ISWA), attended these COP21 meetings and was exhilarated by how many donor countries said how waste was the critical issue to tackle and especially reducing organics going to landfill.

After years of fighting for a seat at the table, they proclaimed **"Waste counts!"** and that the contribution of our industry is recognized for what it is - equally as important as renewable energy, electric cars, solar panels and so on."

This is worth repeating: Reducing waste, recycling and composting are equally as important as other leading climate solutions. Here's why:

1. Energy use and emissions related to raw material extraction (think giant trucks and bulldozers) are virtually eliminated with recycling and reuse;
2. Energy use is greatly reduced in the manufacturing process when products are made from recycled materials rather than virgin materials;
3. Not disrupting ecosystems in the hunt for virgin resources means more forests, trees and other vegetation are left intact, allowing them to absorb carbon dioxide;
4. Stopping the landfilling of organic materials eliminates a huge source of methane into the atmosphere;
5. Composting organic discards creates a nutrient-rich soil amendment that helps store carbon in the soils.

## Recycling Under Attack

No question that of late the media has been analyzing, scrutinizing and often criticizing the recycling industry. Here are a few thoughts to assist in responding to burning questions:



➤ Markets are recessed, no question. They are and have always been cyclic and often volatile. This is based on circumstances beyond our control: global supply and demand, strong US dollar overseas, low oil prices; and even weather related events and port strikes on the west coast last year had some effect on our region. While these conditions are with us for a while, they will not last forever.

➤ Packaging is evolving and the value of a ton of recovered materials has changed.

There is less newsprint and glass, more plastic and corrugated (due to increased online shopping) and many materials have been light -weighted (plastic bottles and aluminum cans)

➤ Contamination is our #1 issue; and to some degree we do have control over this one.

**Recycle Right** has become the new mantra and **When In Doubt, Throw it Out** has made a comeback. Providing clear instructions and ongoing public education and outreach are more important than ever, along with enforcing the rules and directions provided to citizens. Proper placement, design, labeling and servicing of away from home programs is crucial to success. *(check the Resources section of this newsletter)*

➤ Despite recessed markets, recycling remains viable and materials are still being bought and sold; 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. We cannot ignore 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.

➤ Recycling instead of landfilling materials saves energy, conserves water *(just to mention a few environmental benefits)*, and contributes substantially to the economic prosperity of Georgia, with thousands employed in the industry in our state.

# Join the GRC & "Get In The Loop"

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

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

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

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

I would like to join at the following level:

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

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

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

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

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

I would like to serve on the following GRC committee:

☐ Education

☐ Programs

☐ Membership Development

☐ Special Events

☐ Communications



P.O. Box 550667

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## Dated Material