

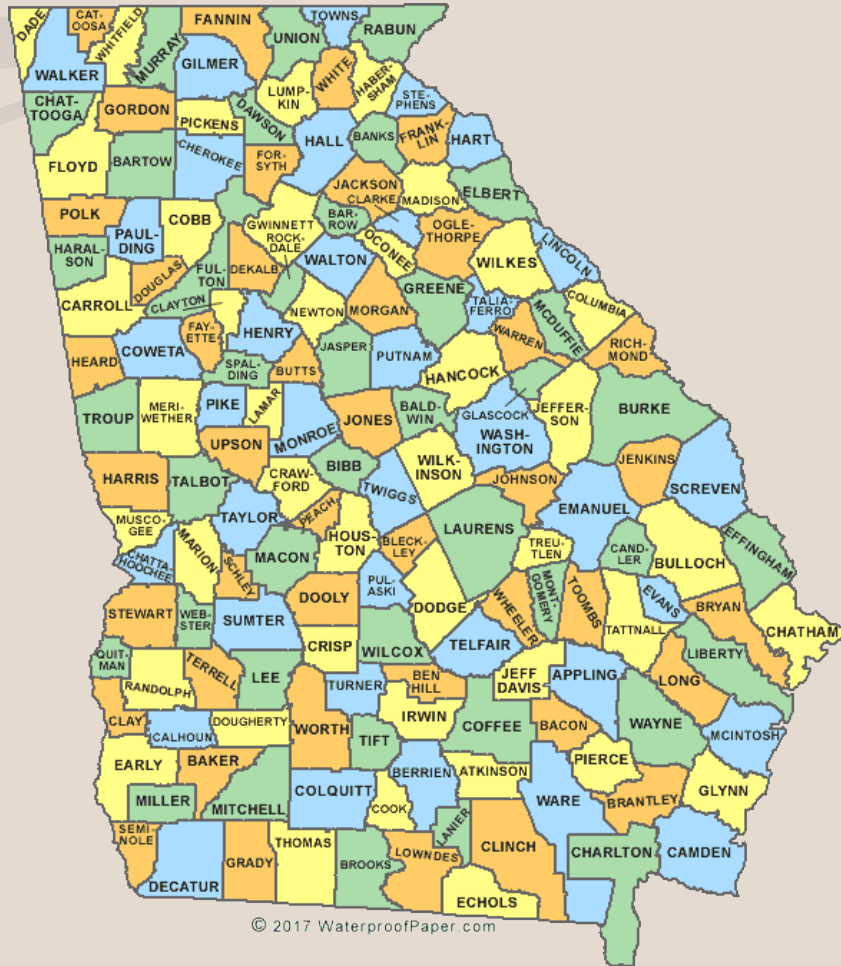


Recycling Is Alive
in 2025!

The “Why”

- Citizens Lack Confidence in the recycling system
- Participation & Enthusiasm are waning
- Confusion Still Prevails (RecycleRightGA)
- Misinformation and Myths Persist
- Uncertainty Overall is Curtailing Progress

What we CAN DO!



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- ♻️ Tell the story better
- ♻️ Feature our markets
- ♻️ Provide facts
- ♻️ Show videos
- ♻️ Arrange tour days
- ♻️ Provide assistance to sustain & grow programs

What Are Our Assets?

-  Market Infrastructure
-  Dedicated Industry Pros
-  Economic Impact
-  Citizens who want to recycle but who have challenges-where & how
-  TRP Residential Data

Georgia ECONOMIC IMPACT

\$3,172,526,500

TOTAL JOBS

14,445

TOTAL WAGES

\$800,413,600

TAXES

\$266,956,900

ReMA Econ Impact (2024) GA

<https://www.isri.org/economic-impact>

The “Ask”

SO WE NEED YOUR ASSISTANCE!



WE'RE WORKING ON A
CAMPAIGN THAT CHAMPIONS
YOUR STORY!

#RECYCLINGALIVEIN2025
#THEREALTRUERECYCLING

Our Plan!

GEORGIA RECYCLING COALITION &
ATLANTA RECYCLES STEERING COMMITTEE ARE
PARTNERING ON A CAMPAIGN LAUNCH TO:

- DEMONSTRATE RECYCLING IMPACT IN OUR STATE
- ENCOURAGE GEORGIANS TO RECYCLE MORE
- DISPEL SOME INCORRECT INFO STILL FLOATING OUT THERE!

THIS WILL BE COORDINATED WITH GRC'S #RECYCLERIGHTGA CAMPAIGN THAT HAS BEEN IN PLACE SINCE FALL OF 2020.

WHAT WE NEED:

- Image/Graphic of Your Business (jpg or tif)
- Logo for your Business
- Data & metrics
- Any supporting text (brief)
- Video links
- Info on willingness to host a tour

Image or Graphic

-  A graphic or photo depicting your business or entity.
- Image(s) showing your product(s) being manufactured with employees (if possible) or an image of your feedstocks, empty bays (if you need material), or finished product(s).



Logo of Your Business

 Your logo if it's not included on the graphic or photo



DATA & Metrics

 DATA ON THE AMOUNTS OF RECYCLED COMMODITIES YOU SOURCE AND OTHER METRICS YOU CAN SHARE!

 LOCATIONS IN GA
FOR AN OUTLINE STATE OF GA MAP SHOWING "WHERE IT GOES!"

MANY OF YOU ALREADY HAVE THIS INFO ON YOUR WEB SITES BUT WE PREFER YOUR INSIGHT!

EXAMPLES:

 Number of locations in Georgia

 Number of employees,

 Economic data, throughput data (tons processed or products produced)

 Description of products made and recovered materials used as feedstock)

 Any sustainability initiatives (if you would like us to highlight)

Please note that these are suggestions and not requirements.

Supporting Text & Video Links

Any short, supporting text if needed beyond the above data info.

Example: a quote or text stating your company's reliance on recovered materials for feedstocks

Video:

Pratt Industries Life Cycle of a Box - YouTube

<https://search.app/TG8F4AXBLsT3wVd97>

EXAMPLE: At Shaw, we're committed to reusing materials that might otherwise become waste, giving them new life through thoughtful design and sustainable practices. For us, circularity is about more than just diverting waste from landfills — it's about selecting materials that are not only safe and sustainable but also capable of being reused again and again.

And by using thoughtfully selected recycled content, we can minimize the need for virgin raw materials, which in turn reduces the carbon footprint of that new product.

What's Next?

WE'LL CREATE CONTENT

...AND SEND FOR YOUR APPROVAL BEFORE WE SHARE OR POST THEM ON OUR SOCIAL MEDIA PLATFORMS, WEBSITES, AND MEMBER LISTSERVE.

WE'RE ALSO IN THE PROCESS OF LOCATING A MEDIA PARTNER TO ASSIST US IN EXPANDING THE OUTREACH.

PLEASE EMAIL INFORMATION AND PHOTO(S) BY NOVEMBER 26 TO STEPHANIE BUSCH AT SBUSCH0626@GMAIL.COM

Working together we can make an impact; we hope you will consider supporting this effort. Thanks for your time and participation as we work to distribute real true recycling info!!

And, Let us know if you are willing to host a facility tour!



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<https://www.georgiarecycles.org/programs/made-in-georgia/>