Georgia Recycling Coalition
Life in the RE-World Conference

August 23, 2011  |  St. Simons Island, GA.
Who is the Climate Group?
What does the Climate Group do?
Imagine the world in 20-30 years
growth without parallel in human history
life expectancy is rising
“we have plenty of messenger boys.”
“there is practically no chance communications space satellites will be used...”
“heavier-than-air flying machines are impossible”
"cinema is little more than a fad..."
“television won't last...”
“...we're not going to buy your product.”
Clean revolution is underway
there is an alternative and it is happening
LEDs will relight the world
household electricity monitoring
computer package of the future
Sustainable packaging - change happens here
**Recycling Facts**

The amount of solid waste in the United States has nearly tripped from 254 million tons in 2007. During that same time, the amount of waste recycled and composted increased more than 15 times, to 85 million tons.

In 2007, 60% of Americans could recycle at home via a curbside collection system. In the United States, 84% of the population has access to residential curbside recycling in the Northeast, 76% in the West, 61% in the Midwest and 39% in the South. There are 8,600 recycling programs operating in the United States.

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**Getting Started**

Many community recycling programs have not kept pace with changes in recycling technology and best practices. They operate under very tight budgets that limit their ability to invest and improve outcomes.

These factors call for a renewed focus on residential recycling programs as the key to significant improvements in recycling rates. For these improvements to last, recycling programs must move to a sustainable operating model, both from an economic and an environmental perspective. If the full economic and environmental benefits of recycling are realized, recycling will gain greater political support.

There are 6 essential elements of a sustainable, effective residential recycling program that cities and towns should incorporate into their plans. These include:

1. **Parallel access (matching recycling and waste service)**
   Collaborate with haulers/sanitation to collect recycling on the same day as waste (parallel service). Cities with parallel service have documented increases in recovery when collection days were matched up.

2. **Right-sized containers (large enough to hold all recyclables)**
   There is nothing more frustrating than setting aside your recyclables and not being able to fit them in your collection bin. While the smaller open top bins were popular first steps for residential recycling, great strides have been made in cities that have converted to “carts”- wheeled containers that are large enough for all materials a household generates. These 60-90 gallon carts can hold all the milk jugs, magazines, bottles and cans a household generates in a week – and easily roll out to the curb for pickup.

3. **Single-stream collection (collect all recyclables together)**
   Single-stream recycling is a new and convenient way for residents to recycle. One cart is made available for all materials – not having to sort into separate bins cuts down on the space needed for recycling collection and the time it takes for citizens to recycle. The sorting of materials into commodities is done at a processing center, where materials run through machinery that sorts and bales commodities together.

4. **High value material focus (collect the most valuable commodities)**
   Collect high-value recyclables: be sure to include aluminum, plastic, magazines and catalogues and newspaper along with junk mail and steel cans. The high value materials (aluminum and PET) will supply needed revenues to the recycling business model.

5. **Financial Incentives, including PAYT and recycling rewards (motivate participation)**
   Incentive to recycle:
   - Pay as you throw success stories are numerous and are included in this website
   - Recycling rewards: whether it be PAYT or one of the new incentive programs like RecycleBank, the link of incentives and successful recycling participation have been documented time and again

6. **Education and outreach (move the “sometimes” recyclers to “always” recyclers)**
   Effective and adequately funded education and promotion. Integrate information on what to put on the cart to a comprehensive communication plan. Citizens need to know what goes in the bin and when to set it out. Simple targeted messaging
MODEL CITIES

SEARCH MODEL CITIES
Find out which Model Cities best match your own city/town.

BROWSE MODEL CITIES
Look through a list of all our Model Cities and learn about how to improve recycling in your town.

BECOME A MODEL CITY
Tell us about your city's recycling program and tell us why you think you should be a Model City.

Model Cities

LEARN HOW OTHER CITIES ARE IMPLEMENTING RECYCLING PROGRAMS.

PHOENIX, ARIZONA
- Population: 1,512,988
- Contact: pwservice@phoenix.gov
- Website: http://phoenix.gov/renewables

MARION, IOWA
- Population: 32,000
- Contact: solidwaste@cityofmarion.org
- Website: http://cityofmarion.org/pubserv/recycling

WARWICK, RHODE ISLAND
- Population: 85,925
- Contact: auto.san@warwickri.com
- Website: http://www.warwickri.gov/recycsant/auto.htm

CHITTENDEN, VERMONT
- Population: 151,826
- Contact: info@cswd.net
- Website: http://www.cswd.net

THE CLIMATE GROUP
**Recycle Together**

**Venues:**
- Street Fairs
- Bars & Restaurants
- Arenas, Stadiums, Convention Centers
- Parks, Beaches, Lakes

**Recycling Facts**

Recycling makes a significant contribution to greenhouse gas (GHG) reductions as it reduces the demand for raw material and energy inputs to the manufacturing stage of the life cycle, thereby conserving energy and reducing GHG emissions.

**Venue Recycling**

Select the venue type that best matches your location.

**Street Fairs**

Exciting community events can end up producing a high volume of recyclable material. Partnerships and coordinated event management are essential to implementing an effective recycling plan at street fairs and special events.

**Bars & Restaurants**

The success of a bar or restaurant relies heavily on a positive public perception. Recycling can show that a business is environmentally responsible and reacts to consumer preferences.

**Arenas, Stadiums, Convention Centers**

These large-scale venues attract massive crowds and produce massive waste. Various strategies, including pre-event recycling, special programs, and post-event recycling, are key parts of a comprehensive recycling plan.

**Parks, Beaches, Lakes**

Parks, beaches, and lakes often offer a sense of environmental stewardship to visitors. Recycling programs can give people a productive role to play in helping maintain these spaces.