Problems with the Status Quo

Inconsistent adoption of BMPs
Lack of investment
Need for unified leadership
Loss of the environmental message
Lack of measurement
Uncoordinated, multiple moving parts
Reasons to Act

Corporate sustainability goals
Consumers prefer recyclable packaging
Future costs of packaging
Threat of legislative action – EPR
Fragmented approaches ineffective
Focused on Holistic Recovery

Committed Community
- Provides ample access & opportunity for expansion

Private/Public Partnership
- Coordination across sectors

Supportive Policy
- Recognizes the connection to manufacturing

Robust MRF Processing
- Dependable flow of material to create quality bales

Strong End Markets
- Create demand and appealing price points

Thoughtful Outreach
- Boosts participation, reduces contamination
Who’s on Board: Contributors
Who’s on Board: Participants
Engage industry in voluntary public/private partnerships to make strategic, one-time, leveraged investments that sustain higher levels of recovery through the adoption of proven best practices in municipal recycling programs.
SERDC 120 Core Values

Collaboration

Strategic

Measureable results
SERDC 120 presented 10 cities ready for good work recycling in each of these cities would **MORE THAN DOUBLE** material recovery at an increase of 50,400 new tons per year.

Birmingham, AL  
Bowling Green, KY  
Charleston County, SC  
Columbia, SC  
Fayetteville, AR  
Florence, AL  
Jackson, MS  
Louisville, KY  
Richmond, VA  
Roanoke, VA
### Projected Increase in Those 10 Cities

<table>
<thead>
<tr>
<th>City</th>
<th>Current lbs/hh</th>
<th>Projected lbs/hh</th>
<th>Projected Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Birmingham, AL</td>
<td>150</td>
<td>350</td>
<td>133%</td>
</tr>
<tr>
<td>Bowling Green, KY</td>
<td>177</td>
<td>450</td>
<td>153%</td>
</tr>
<tr>
<td>Charleston Co, SC</td>
<td>365</td>
<td>450</td>
<td>75%</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>75</td>
<td>450</td>
<td>500%</td>
</tr>
<tr>
<td>Fayetteville, AR</td>
<td>298</td>
<td>350</td>
<td>17%</td>
</tr>
<tr>
<td>Florence, AL</td>
<td>157</td>
<td>350</td>
<td>123%</td>
</tr>
<tr>
<td>Jackson, MS</td>
<td>45</td>
<td>350</td>
<td>678%</td>
</tr>
<tr>
<td>Louisville, KY</td>
<td>250</td>
<td>450</td>
<td>80%</td>
</tr>
<tr>
<td>Richmond, VA</td>
<td>237</td>
<td>450</td>
<td>90%</td>
</tr>
<tr>
<td>Roanoke, VA</td>
<td>166</td>
<td>450</td>
<td>171%</td>
</tr>
</tbody>
</table>
One time intervention = permanent new supply

<table>
<thead>
<tr>
<th>Material</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aluminum</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Cardboard</td>
<td>180,000,000</td>
</tr>
<tr>
<td>Cartons</td>
<td>5,000,000</td>
</tr>
<tr>
<td>Glass</td>
<td>280,000,000</td>
</tr>
<tr>
<td>HDPE &amp; PET</td>
<td>60,000,000</td>
</tr>
<tr>
<td>Mixed Plastic Non-bottle</td>
<td>15,000,000</td>
</tr>
<tr>
<td>Paper</td>
<td>420,000,000</td>
</tr>
<tr>
<td>Steel</td>
<td>30,000,000</td>
</tr>
</tbody>
</table>

OVER 10 YEARS

1 BILLION new pounds
A Successful End

Funded and moving forward
CVP’s role

Experience

Depth

Ability to go national

Separate policy.
The Recycling Partnership Works By

Increasing community recycling rates through

- **Strategy**: systems solution to a systems problem
- **Public-Private Partnership**: Leveraging private dollars to unlock public investments for strategic recycling improvement.
- **Lasting Impacts**: One time contributions, long-standing improvements.
- **Technical Assistance**: Implement best management practices along the recovery supply chain.

Regional then National: Southeast to National scale
Current Status

July 1st: Partnership officially launches with the following funding partners

Four cities selected to pursue grant agreements

Negotiations underway with cities

Looking to expand nationally in 2015
Contact Information

Sagarill
Executive Director
ill.sagar@serdc.org
(28) 507-0123