

Georgia Recycles

In This Issue

Spotlight on Programs	pg. 5-6
News You Can Use	pg. 7
Industry News	pg. 9, 11
Compost Row	pg. 10

Volume 19 Issue 4

The Georgia Recycling Coalition Newsletter

Winter 2014

Recycling: Springing Up All Over!



SEMI-ANNUAL TRAINING & MEMBERSHIP MEETING

March 18, 2014 • 8:15 AM-3:30 PM

**Columbus Recycling Facility and Sustainability Center
Columbus, GA**

The state-of-the-art plant, which replaces a smaller recycling center the city had operated nearby, is the result of a unique partnership between the public and private sectors. The city of Columbus paid for and built the \$8.5 million, 54,000 sq. ft. plant and is also supplying the paid labor force – using inmates from a local state prison. Pratt supplied the material sorting equipment for what is now its 13th MRF nationwide.

**Public/Private Partnerships
What's New??**

TOPICS
**Permanent HHW Sites
Facility Tour**

**Sustainable Solutions
Membership Business Meeting**

Register online: www.georgiarecycles.org
Download a form and mail in or register/pay online • Fee: \$50
Registration Deadline: March 12, 2014

Recycle & Win in Columbus, GA

Last November, in an effort to promote recycling, the Columbus Georgia Consolidated Government, in partnership with Coca-Cola and Piggly Wiggly, introduced the Coca-Cola Recycle & Win program – a nationally recognized sustainability initiative which offers tips on recycling and rewards to selected residents for proper recycling.



To implement and promote recycling, The Coca-Cola Company and Coca-Cola Bottling Co. Consolidated invested over \$150,000 in the program, which included a direct mail educational packet sent to all single-family households in Columbus. The educational packet contained images highlighting which materials SHOULD go in recycling containers as well as a “Give it Back” sticker, which residents placed on their recycling container to opt in for a chance to win a \$50 Piggly Wiggly gift card. The Coca-Cola Recycle & Win Recycling Street Team began visiting area neighborhoods in mid-November and plans to award a total of 260 \$50 Piggly Wiggly Gift Cards throughout the six-month program.

President's Column



As a kid growing up in the 1970s in Detroit, I remember we used to make fun of products that said “Made in China”. As kids, we considered that stamp meant products were cheap or inferior. As thousands of products became cheaper & more accessible, product quality got better and we stopped looking at labels. Now, I’m embarrassed to say that I barely look at labels anymore and don’t give ample consideration to the origination of products or even the content.

As consumers, too many of us no longer consider the origin of our ‘stuff’... what it’s made of, where it comes from, the footprint it takes to create it, or what happens to it once we’re done with it. In the U.S., we have more stuff than ever before and we really need to pay attention to our materials economy. Manufacturing jobs continue to be outsourced which reduces the amount of good paying jobs here in the U.S. Americans have lost a whopping 32% of our manufacturing jobs since 2000. The United States spends approximately \$3.90 on Chinese goods for every \$1 that the Chinese spend on goods from the United States. Yes, we are living in a global economy, but we really need to focus on how we can improve what’s going on in our own backyards. There is a growing campaign promoting products “Made in the USA” and it all starts with us reading labels and paying attention to where our products come from.

This year, GRC is producing a short video to highlight post-consumer recycled content products made here in Georgia. There are more than 120 Georgia businesses that use recovered materials to manufacture a variety of products from carpet to paper. With a national recycling rate of only 34%, it’s estimated that annually we are sending over 6 billion dollars worth of material to the landfills. As recyclers, we especially need to be tuned in to product origination, consumption, and disposal. This video will help educate our community on the value the economic opportunities we’re missing in our own backyards. The *Made in Georgia...with recycled materials* video will launch for Earth Day and we invite you all to share the message and, please, let’s all look at labels and buy local whenever possible.

Michelle Wiseman / SP Recycling, Southeast
GRC 2014 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 2014 Board of Directors

- Ralph Brooks**
Laurens County
- Stephanie Busch**
Georgia DNR/EPD
- Kelly Collingsworth**
Keep Bulloch Beautiful
- Mike Hardy**
Whole Foods Market
- Wayne King**
ERTH Products
- Kristine Kobylus**
Athens Clarke Co Recycling Div.
- Andrew Lentini**
University of GA Facilities
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- Abbey Patterson**
Atlanta Recycles
- Peggy Whitlow Ratcliffe**
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DeKalb County Government
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MARK YOUR CALENDAR

- March 9-12, 2014
- March 12-13, 2014
- March 18, 2014**
- March 31-April 3, 2014
- April 7-9, 2014
- April 11-13, 2014
- April 28-May 1, 2014
- May 5-11, 2014**
- May 7-8, 2014
- Aug 17-20, 2014**

- SE Recycling Conference
- Greenprints
- GRC Semi-Annual Meeting**
- Carolina Recycling Assoc. Conference
- SWANA GA Chapter Spring Conference
- Dogwood Festival Eco Village Waste Expo
- International Compost Awareness Week**
- Zero Waste Business Council Conference
- GRC 23rd Annual Conference**

- Sandestin, FL
- Atlanta, GA
- Columbus, GA**
- Asheville, NC
- Brasstown Valley
- Piedmont Park, Atlanta, GA
- GA World Congress Ctr.
- Westin Buckhead, Atlanta, GA
- King & Prince, St Simons Island, GA**

GRC IN THE NEWS

Welcome New Board Members

The GRC Board of Directors welcomed two new members in 2014; Kelly Collingsworth of Keep Bulloch Beautiful and Peggy Whitlow Ratcliffe of Live Thrive now hold Government/Non-Profit sector positions on the board. We say goodbye for now to outgoing board member Mike Power of American Chemistry Council and Frank Killoran, most recently with Pratt Recycling.

GRC Elects New Officers

At its December strategic planning meeting, the GRC Board elected the following 2014 officers:

Michelle Wiseman, President
SP Recycling SE LLC



Amber Weaver, Vice President
DeKalb County Government

Christina Pedelty, Secretary
Caraustar Recycling



Todd Redmon, Treasurer
Shaw Industries Group



GRC at Legislative Luncheon

GRC's Executive Director, Gloria Hardegree (I), with Representative Lynn Smith (R), Newnan (Chair, House Natural Resources and Environment Committee), at the "Doing Sustainable Business in Georgia" legislative luncheon on Friday, January 10th. Gloria and Rep. Smith served on the panel discussing materials management. GRC board and committee chair members attended to support the event at the GRC sponsored table. Thanks to the Green Chamber of the South, Southeast Green and Greenlaw for co-hosting the event.



Coca-Cola Foundation Grant to support Made in Georgia . . . with recycled materials

We are appreciative and humbled to have been awarded a \$25,000 grant from the Coca-Cola Foundation for further



development of our *Made in Georgia* mapping tool and campaign. The funds will allow us to expand the tool and scope of the campaign showing the economic impact of the recycling industry in our state. Stay tuned as we launch the map and roll out new campaign resources.



More than 100 Georgian businesses use recovered materials to manufacture a variety of products from carpet to paper products. These businesses rely on items such as plastic bottles, metals, glass, newspapers, organics, carpet, and tires collected from residential and commercial recycling programs to use as raw materials in their process. These manufactures are only a part of the recycling industry as "end users" and employ thousands of Georgians.



The Solid Waste Trust Fund reauthorization bill was introduced on February 5, 2014-- 17th Legislative Day:

HB908 Tire disposal restrictions; extend sunset date for tire fees; it was referred to the Natural Resources and Environment Committee and was addressed in the Resource Management Subcommittee on February 10, 2014. We will keep you updated via list serve as it progresses. You can also see the bill at: <http://www.legis.ga.gov/Legislation/en-US/display/20132014/hb/908>

Welcome New Members

Sustainer Level Sponsor

Cox Enterprises
Meredith Brown

Rubicon Global
Brandie Kochan

Business/Trade Association

Dumpster Rental Solutions
Cherie Edmunds

Recyclable Textile Management
(Second Life Recycling)
Shane Clark

ECOFLO, Inc
Patrick Grogan

Viridiun, LLC
Jeff Beatty

Individual

Matt Mattila, Miller & Martin

Paula Longo

GRC SPONSORS - 2013-2014

PARTNERS

Coca-Cola Recycling LLC
Funds2Orgs, Inc
Georgia Beverage Association
GA Dept of Community Affairs
Mohawk Industries
Novelis, Inc.
Pratt Industries
Shaw Industries Group, Inc.
SP Recycling SE, LLC

SUSTAINERS

American Chemistry Council-Plastics Div
Caraustar Recycling
Cox Enterprises
Green Sense Recycling
GP Harmon Recycling
PepsiCo, Inc
Rubicon Global
Steel Recycling Institute

PATRONS

Cycle Tex, Inc.
Delta Air Lines
DiversiTech
Pull-A-Part LLC
TeleCycle, LLC

SPECIAL CONTRIBUTORS

The Turner Foundation
The Coca-Cola Foundation
CycleTex, Inc
DiversiTech
Dart Container Corp
Re-TRAC Connect
Strategic Materials
USAgain LLC
Whole Foods Market

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



Georgia Recycling Coalition

INC.

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

**GRC MEMBERS RECEIVE
ADVERTISING DISCOUNTS!**

For more info on placing
an advertisement or for
membership information,
call 404-634-3095.

SPOTLIGHT ON PROGRAMS

Sustainable Atlanta Selects First Three Beta EcoDistrict Communities

Sustainable Atlanta has selected three metro Atlanta communities to participate in the first year of its Greater Atlanta EcoDistrict Initiative: Atlanta University Center, Lakewood Heights and Lithonia. EcoDistricts are poised to play an important role in preserving community pride while transforming our region into an innovative and sustainable leader — one that can compete for localized jobs of the future. This approach to community development integrates building and infrastructure projects with community and individual action.



The EcoDistricts concept, relatively new to Atlanta, was piloted by Midtown's Community Improvement District in 2012 with thus far positive results. "The process of planning for our EcoDistrict allowed us to identify creative and comprehensive solutions to some of Midtown's major challenges – energy, water, transportation, waste, and open space" states Dan Hourigan, Director of Transportation & Sustainability at Midtown Alliance. "We view our EcoDistrict initiative as an economic development strategy based in environmental stewardship, making Midtown an even more attractive place for people and companies looking to invest.

Over the next year, Sustainable Atlanta will provide guidance and assistance to the participating communities. During the first year of programming, all three groups will receive community-wide training to increase their civic engagement and ability to work cohesively on tricky issues like land-use planning, project prioritization and long-term inclusiveness. The three communities participating in the 2014 program will serve as testers and validators of the EcoDistricts model. Their experience and feedback will be used by Sustainable Atlanta to further adapt the program for the Atlanta region, with a goal of creating a rich network of EcoDistricts.

Clothing Recycling on the Rise in the Atlanta Area

Atlanta-area residents diverted 8.1 million pounds of clothing and shoes away from landfills in 2013, according to the Stone Mountain-based textile recycler USAgain, demonstrating that convenience plays a key role in the continued growth of people recycling their unwanted clothing and shoes. By diverting 8.1 million pounds of textiles from landfills, USAgain and its patrons saved 24.3 million pounds of CO2 from entering the atmosphere, over 4.8 billion gallons of

water, and 19,905 cubic yards of landfill space. That's enough to fill 797 garbage trucks. With more than 14,000 recycling locations nationwide, USAgain provides local communities with a convenient option for discarding their unwanted clothing in an environmentally responsible manner. Although nearly all clothing and shoes can be re-used, Americans currently recycle just 15 percent of their clothing, with the rest – a total of more than 11 million tons – ending up in the garbage, according to data from the U.S. Environmental Protection Agency. Nationally, USAgain recycled a total of 55 million pounds of textiles.



Waste Expo-Atlanta, GA

GRC is a Supporting Organization for Waste Expo 2014 (April 28-May 1) at the Georgia World Congress Center in Atlanta; if you are interested in an Exhibit Hall Pass to get you in the hall at no cost, send the request along with your US mailing address to: garecycles@mindspring.com

Want to attend the sessions also??

Georgia Recycling Coalition members are invited to receive 25% off + a free exhibit-hall pass—if you register by March 15, 2014.

Use Code: VP47

https://www.compusystems.com/servlet/ar?evt_uid=819&Promo=VP47

Or email GRC and we'll forward you the link electronically!

 Check out GRC's Facebook Page & LIKE us! 
<http://www.facebook.com/#!/georgia.recycles>



Smartphone users may scan our QR code to visit the GRC website.

SPOTLIGHT ON PROGRAMS

ARD Wrap Up . . .

Lauren Dufort - Director of Sustainability, Central Atlanta Progress and **Ryan D. Cagle**, Intern - Transportation and Sustainability, Central Atlanta Progress partnered with GA State University on a recycling event in November. Students were invited to take the pledge online (info handed out on specially designed business card promos with the ARD QR code and the call to action) while visiting exhibits and learning about waste reduction, recycling and composting. GRC provided the cards, a banner, and T-shirts for volunteers and as prizes for the event activities.



Recycle-Bowl — Results Speak!

Recycle-Bowl 2013 results: From Oct. 15 through Nov. 15, 2013, 700,000 students from all 50 states recycled 6.4 million pounds, which in turn prevented the release of nearly 8,913 metric tons of carbon equivalent (MTCE). In real-world terms, this reduction in greenhouse gases is equivalent to the annual emissions from 473 passenger cars.



Additionally, if all students in America recycled at the rate of this year's Recycle-Bowl competitors, approximately 3.2 million tons of material would be diverted annually from landfills. That is the equivalent weight of 302,033 school buses!

Congratulations to these winning Georgia Schools:

Cass Middle School, Cartersville, GA—
School Only Division

Hillcrest Elementary School, Dublin, GA—
Community Division

NSWMA Changes Name

The waste and recycling industry's largest association has adopted a new name: The National Waste & Recycling Association. The former Environmental Industry Associations also unveiled a new logo and tagline: "Collect. Recycle. Innovate." The change for the Washington-based association officially took place Dec. 2. "The rebranding is a significant milestone in achieving the goals of the strategic plan we adopted in November 2012," said Charlie Appleby, chairman and CEO of Ponte Vedra, Fla.-based Advanced Disposal Services Inc. and chairman of the association. "The strategic vision for the group is the creation of a merged advocacy organization with leadership, expertise and programs that promote the association as the most effective and trusted voice on 'all things waste and recycling.'"

Sharon Kneiss, the president and CEO of the association, added, "While the merger is now complete with this rebranding, our work continues to establish a number of programs within the organization. Our group is committed to the National Waste & Recycling Association being the unparalleled leader in industry advocacy, safety, waste technology, standards and statistics. Furthermore we are building a strong certification program and working to deliver excellent education opportunities."

The group's new logo includes symbols reflecting the industry's involvement in the collection of waste and recyclables, recycling, organics and composting and the production of waste-based energy. The inclusion of the word "innovate" in the tagline highlights how technology is revolutionizing the way that waste and recycling is managed in America. "Our brand name and logo are important indicators of who we are and what we stand for. With this new name, we are taking the opportunity to strengthen and modernize how we represent our association and promote the industry to our members, government officials, the media and the communities in which we operate," Kneiss said. "The things we do as an industry help keep American communities clean and healthy. The new branding of the Association recognizes this and places a higher purpose on what we do," Appleby said.

Contact GRC

Georgia Recycling Coalition, Inc.

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Phone: 404-634-3095

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Email: garecycles@mindspring.com

www.georgiarecycles.org

NEWS YOU CAN USE

Recycling@Work Growing

Keep America Beautiful, with funding from the Alcoa Foundation and support from Microsoft reported that its new initiative, in conjunction with America Recycles Day called **Recycling at Work**: www.recyclingatwork.org has over 500 businesses and other entities nationwide have taken the pledge to participate. The program is designed to increase recycling in the workplace by asking these entities to pledge to strive for a 10% increase over two years as the proposed goal. Specifically, the initiative invites **business, commercial and institutional entities to pledge to increase the recycling of beverage containers, paper and cardboard, electronics and other recyclable materials generated in the workplace through a variety of actions.** Participants may volunteer to report on actions taken to increase recycling and the results of those actions. An array of tools and resources, plus discounts on recycling bins will be available online for pledgees; additionally they will have the benefit of national recognition for their efforts. *Have you encouraged your local community to get involved?*



Coke Bin Grant—don't miss this opportunity!

The Coca-Cola Company **KEEP AMERICA BEAUTIFUL**

The bin grant application period is now open through March 3, 2014

Keep America Beautiful and The Coca-Cola Foundation are now accepting applications for the 2014 Coca-Cola/KAB Recycling Bin Grant Program. The Coca-Cola/KAB Recycling Bin Grant Program is designed to expand and support recycling opportunities in communities across America. This grant provides durable recycling bins to government agencies, civic organizations, schools, and nonprofit groups. Additionally, two-year community colleges and four-year colleges and universities are eligible for the college-specific grant. Successful applicants will be notified by Keep America Beautiful in April 2014 and grant recipients will have the bins shipped to their location with all expenses paid in early summer. Applications are being accepted via online through March 3, 2014. For more information on the 2014 bin grant program, including bin styles being offered and the link to the applications, visit www.bingrant.org.

2014 AF&PA Recycling Awards

Enter your paper recycling program for a chance to win!

The 2014 American Forest & Paper Association (AF&PA) Recycling Awards are officially underway! The annual

awards program has been redesigned to offer increased opportunities for outstanding paper recycling efforts to be recognized. Applicants in three categories – **school, business and community** – each have four chances to win: programs will be judged on creativity, participation, partnership, and volume collected. Winners receive a cash prize, an original piece of framed artwork, and visibility in local and national media. Best practices of winning recycling programs will be featured on paperrecycles.org and in AF&PA outreach materials; all efforts contribute to the industry-wide goal to exceed 70 percent paper recovery for recycling by 2020.

For more information and to apply, visit paperrecycles.org **Deadline for all entries is March 7, 2014.**



Zero Waste Business to Hold Conference in Atlanta!

3rd Annual National Zero Waste Business Conference
"Creating Value through Zero Waste"
Wednesday May 7th and Thursday May 8th, 2014
The Westin Buckhead, Atlanta, GA

We have a special GRC code that will give our members a 20% discount off conference registration; **check it out soon as the early bird rates are in effect only until March 1st.** Enter the following code in the "discount code" box on the registration page: **nzwbc14GRC**

Register here: <http://uszwbc.org/2014-conference>

Who Should Attend

- Corporate sustainability managers and facility managers looking to cut costs through greener practices
- Small and Mid-Sized business managers looking to improve waste reduction practices
- State and local government employees who work in the waste reduction/Zero Waste field
- Environmental consulting firms that want to learn about the latest successes in Zero Waste and certification

Conference Goals

- Helping businesses achieve Zero Waste to both help the environment and their bottom line.
- Teaching businesses waste reduction methods from the leaders in the field including academics, industry specialists and experts from Zero Waste businesses that have achieved more than 90% diversion

Learn best practices from Zero Waste Businesses and equip your business for Zero Waste Success!

Resources

CVP Connect: the Free, Online Training Site for Strategic and Effective Recycling Education

Do you need help educating residents about your recycling program? You're not alone! With mounting responsibilities and increasingly hectic schedules, it is becoming more difficult to spend time on strategic recycling education. At the **Curbside Value Partnership (CVP)**, we understand your struggles and have a tool to help!



CVP is a national nonprofit dedicated to improving residential recycling programs through education. Through our partnerships with 31 communities and four states, we have produced a library of best practices and in an effort to share these best practices and help communities with strategic education outreach, we created **CVP Connect**, a free, online recycling education training tool to help you develop, execute and measure strategic and effective education campaigns.

In CVP Connect, you'll find our unique CVP Campaign Approach Methodology, which guides you to a specific campaign approach tailored to address the needs that you are facing with your recycling program. Through a series of education-focused Webinars and tutorials, CVP partner case studies, best practices and other materials, you can get everything you need to develop a customized, strategic education campaign, including campaign artwork that can be tailored and localized for your community. And did we mention that this is all available for **free**?

The best part about CVP Connect is that it can all be accessed on YOUR schedule. We've made it as easy as possible for you to work at your own pace and move around the site to access topics that are most relevant to you when you need them. Visit CVPCconnect.org today and learn more about and register for this free, online education tool. Email us with any questions at info@recyclecurbside.org and follow us on Twitter at [@CVPCconnect](https://twitter.com/CVPCconnect).

USAgain Announces Earth Month Recycling Challenge for Schools

USAgain, a textile recycling industry leader, is announcing its eighth annual Earth Month Challenge, a clothes and shoes recycling drive for schools. The event is a contest-based fundraiser in honor of Earth Day, running from April 1 to April 30. For every item of clothing and shoes diverted from landfills through this program, the school will raise money and foster recycling awareness. All participating schools will raise money based on pounds collected, and the top five collecting schools will win additional cash prizes of

\$1,000, \$750, \$500, \$250 and \$100. Schools will be able to track their collections on USAgain website. Schools currently in USAgain's nationwide recycling network are automatically entered in the Earth Month Challenge. New schools interested in entering should head to <http://www.usagain.com/school-sign-up-form>. The entire contest is designed to be completely work and cost-free for schools. All public and private schools are eligible to participate.

KAB Expands "ROGO" Resources

As part of its mission to build and sustain vibrant communities, Keep America Beautiful (KAB) has several initiatives and resources aimed at expanding and improving the effectiveness of public space recycling programs, also referred to as recycling on the go ("ROGO"). Recently KAB has developed several public space recycling resources. These resources range from: 1) A complete guide for designing a successful public space recycling program; 2) A real time map of public space recycling bins; 3) Case studies; 4) Archived webinars on public space recycling; and, 5) Public space recycling bin grant opportunities. For more: <http://americarecyclesday.org/public-space-recycling-resources>

Strategic MATERIALS, INC.

The Nation's Largest Glass Recycler

Innovative Solutions to your Glass Recycling Needs

With capabilities to accept more varieties of glass and with more collection centers nationwide, Strategic Materials is the single-source solution to your glass recycling needs. A variety of receptacles can be provided at your facility and serviced by our staff.

We are a single source for nationwide decasing.

Find out how you can reduce landfill costs and increase revenues with Strategic Materials' recycling programs.

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email: hmobley@strategicmaterials.com

Industry News

Plastic Container Resin Code Changes Still a Work in Progress



Additional changes could be coming for the Resin Identification Code (RIC), those little numbers and letters on the bottom of plastic bottles and containers that touch millions of lives every day. A plastics industry group already has agreed to replace the “chasing arrows” that surround the numbers with a solid triangle. And now members of that ASTM International standards group are on the verge of formally hashing out even more changes that could augment the abbreviations commonly seen under the numbers. Abbreviations such as PET, HDPE and PP are now commonplace for those who care to look on the bottom of containers and bottles. Consideration is now being given to adding extensions to those abbreviations to further identify variations and characteristics of the seven resin groups now identified through the coding system. This could help reclaimers better identify and sort the plastics for recycling.

The group, said Thomas Pecorini, is “not looking to make any major additions in the numbers, but perhaps some additional modifications to the abbreviations that might allow people to say this one contains filler or that sort of thing.” Pecorini, a technology fellow at Eastman Chemical Co., is chairman of the Resin Identification Code subgroup of the plastics recycling committee at ASTM, an international standards organization that took responsibility for the coding system from the Society of the Plastics Industry Inc. SPI, a trade group, developed the RIC system back in 1988. By considering extensions to the current abbreviation system, the group has tried to “really look at: Are there ways to provide a little bit more of a definition in still somewhat of a generic sense?” he said. An extension, for example, could identify if a resin has a high melt flow or low melt flow, information that could help recyclers.

A total of 37 states currently have legislation that encompasses use of the RIC. Once work has been completed by ASTM, that organization can then start approaching states seeking changes to individual laws. While that might seem like a daunting task, Pecorini said state legislators are familiar with the ASTM process of vetting new standards. ASTM decided to ditch the chasing arrows, which has become associated with recycling, because the RIC is intended to identify resin content and not recyclability. Details could be finalized sometime in the middle of 2015 after the ideas have worked their way through the ASTM process.. They cautioned that any additional information placed in the RIC to include variations within the current categories must be done with the consumer in mind. While it will be a useful thing for the reclaimers, they want to be sure it doesn't become a confusion for the households or a deterrent to continued recycling.

US Recycling Market Growing Despite Challenges

The North American plastic recycling sector had its own particular set of challenges in 2012-2013, but none of those hurdles have been able to stop the industry from growing, though the growth hasn't been as robust as industry participants might have expected.

According to a Plastics News report titled “Plastic Recycling Market Review and Outlook 2014 — North America — Post-consumer & Post-Industrial,” the U.S. PET recycling rate increased for the eighth consecutive year in 2011. However, the rate of increase was the lowest posted by the market since 2006. At 29.3 percent, the national gross recycling rate was more than 5 percentage points above where it was in 2006, according to the National Association for PET Container Resources (NAPCOR), an industry association based in Sonoma, Calif. NAPCOR released its most recent recycling report in late 2012 through a partnership with the Association of Postconsumer Plastic Recyclers (APR).

The increased recycling rate can be attributed, in part, to the increase in the volume of bottles collected in the United States. That amount increased from less than 1.3 billion pounds in 2006 to just over 1.6 billion pounds in 2011 — an increase of 26 percent.

Another contributing factor, according to the report, was a drop in the volume of plastic bottles on U.S. shelves. Volume peaked at almost 5.7 billion pounds in 2007, with the United States and the rest of the world teetering on the edge of a global recession. By 2009, that volume declined to below 5.2 million pounds. It remained under 5.5 million pounds in 2011. Reasons behind the drop in volume included a shift in consumer tastes, as Americans moved away from consumption of carbonated drinks — the PET market's largest single sector — and of bottle light-weighting, which allowed fewer grams of PET to be used in each bottle.

The collection of more bottles, combined with the drop in bottle volume, created a positive directional trend when factored together. The data report also provides in-depth analysis of the North American plastics recycling industry and trends impacting the market, including performance for 2012 and 2013 and the future outlook. It includes a discussion of market conditions, opportunities and threats and strategies implemented by leading post-consumer and post-industrial material recyclers.

The report also offers perspectives from industry thought leaders regarding their views on industry trends, supply and demand outlook and global growth initiatives. These perspectives include:

- Mike Biddle, founder and president, MBA Polymers Inc.
- Scott Mouw, director, North Carolina Division of Environmental Assistance and Outreach
- Doug Ritchie, owner, Star Plastics

To learn more about this report visit www.plasticsnews.com/data

Compost Row



US Composting Council

International Compost Awareness Week

International Compost Awareness Week

May 5-11, 2014

2014 Poster Winner Revealed!

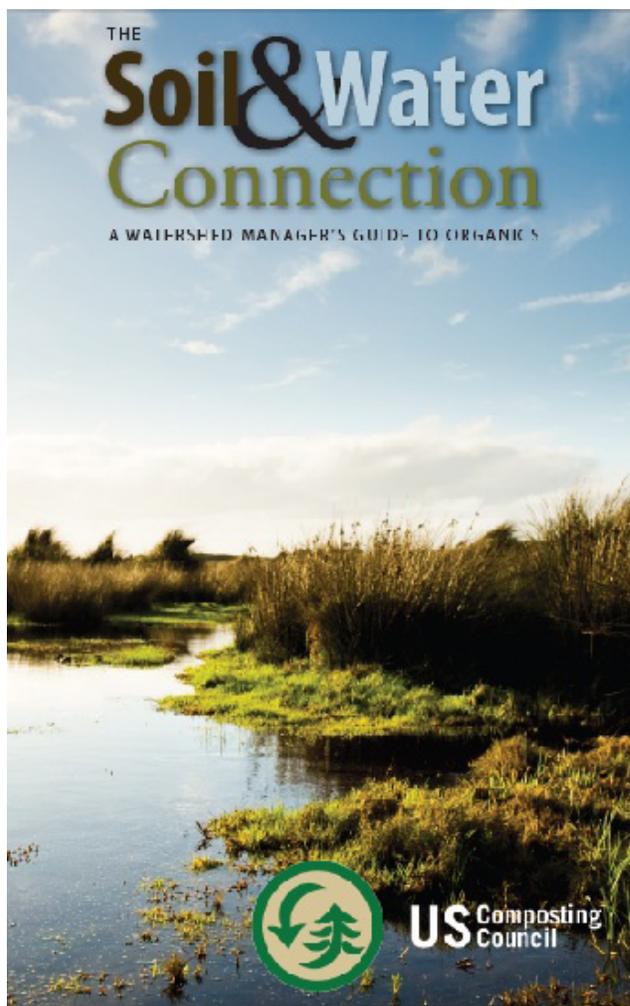
ICAW is a multi-media publicity and education event that showcases composting and compost products. It features composting in your back yard or at large scale commercial composting facilities. For the past 13 years ICAW has grown in both strength and numbers of celebrants through its sponsors and compost advocates. Compost Awareness



Week serves the important role of bringing the Compost! message to the attention of the public, businesses and other groups. Communities and government agencies, as well as members of the composting industry, utilize the week to promote their specific Compost! message and programs.

“ICAW is the longest running community based awareness campaign about compost in the World. I always look forward to the new poster in the new year and how we can link everyday life to good social and sustainable habits that nature teaches us with composting. As a charter member of ICAW, our slogan at Filtrexx is let nature do it. This of course, includes composting.”
Rod Tyler, CEO Filtrexx International LLC

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. Compost discussions, State ICAW Proclamations, promotions with local dealers and landscape supply stores, informal lectures by well-known gardening experts, backyard composting bin promotions and urban gardening programs are examples of how municipalities and public and private groups can be involved.



Have YOU Made the Connection? What's the Connection Among Soils, Compost, and Water? How Compost Improves Soil and Water

- Improves soil structure
- Supplies slow-release nutrients to plants
- Holds moisture and reduces erosion
- Immobilizes and degrades pollutants

Soil degradation and water pollution are widely recognized as major environmental problems. Less widely recognized is that soil and water are interconnected. A healthy soil provides a number of vital functions including the ability to store water and nutrients, regulate flow of water, and neutralize pollutants.

The disturbance, compaction, and degradation of soils from human activity impacts soil structure and reduces its ability to provide these functions. When native soils are removed or eroded, soil organic content is reduced, soil structure declines, and the biological activity of the soil decreases — all resulting in poor water filtration and holding capacity. Soil erosion in storm water runoff contributes to poor water quality. When soil is unhealthy, management of healthy landscaping becomes dependent on application of herbicides and pesticides which also runs off, further damaging adjacent ecosystems.

Steve Thompson Honored on Retirement

Steve Thompson was recently honored by SERDC at the Paper & Packaging Symposium in Atlanta, GA as he announced his intent to retire as the Executive Director of the Curbside Value Partnership, Inc. at the end of 2013. Steve has over 38 years in the recycling industry, 23 of which were with Reynolds Aluminum Recycling Company prior to its sale to Wise Metals in 1998. He worked as a consultant for The Aluminum Association and on the Board of Directors of the Southeast Recycling Development Council, as well as a past member of the Virginia Recycling Markets Development Council. He is a former member of the Board of Hanover Habitat for Humanity, as well as its past president. Steve also served on Board of Directors of the Richmond VA Chapter of the American Marketing Association. With his well-balanced base of experience with operations, marketing and strategic planning assignments over his career, he will be sorely missed as he transitions into a new phase of this life, including being a grandfather! Congratulations to Steve on retirement and thanks for all he did for our state recycling coalition, the state of Georgia, and the recycling industry.



Stephanie Baker, SERDC Board Chair, presents an engraved aluminum tray to Steve Thompson, honoring his service to the recycling industry.

More Industry News (con't from pg 9)

Fiber Industry to Support New Campaign

The paper and paper-based packaging industry has agreed to fund a major research and promotional campaign to help boost awareness of the benefits of fiber recycling. The U.S. Department of Agricultural Marketing and Services (AMS) held a referendum Oct. 28th through Nov. 8th to determine stakeholder interest in the program. An overwhelming majority – 85 percent – approved the program, which will allow the paper and paper-based packaging industry to pool resources together in support of the initiative.

A 12-member stakeholder board will oversee the program **“to raise awareness about and highlight the renewability, recyclability and reusability of paper and paper-based packaging.”** Four areas will be targeted: printing and writing, Kraft packaging paper, container board and paperboard. Carbonless paper and newsprint will not be included in the program. The American Forest & Paper Association (AF&PA) indicates on its web site that the paper and paper-based packaging industry averages annual sales of \$115 billion, employing nearly 400,000 workers at an estimated \$30 billion each year. AF&PA reported that the program, known as “The Paper Check-Off,” will allow the industry to speak with a collective voice on the benefits of paper and paper-based packaging. Their research has shown that when presented with the sustainability facts about paper and paper-based packaging products, consumers’ perception of the products improves.



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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:

- | | |
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| <input type="checkbox"/> Patron | (\$775 or more) |
| <input type="checkbox"/> Business/Trade Association | (\$375) |
| <input type="checkbox"/> Government/Non-Profit | (\$175) |
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