

Georgia Recycling Coalition

Green Sheet Update



Welcome to GRC's monthly Green Sheet Electronic Update! We hope you find the information helpful.

Please send us releases, captioned photos and other great news that you want to share with the membership; email us at garecycles@mindspring.com

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The Coca-Cola Foundation Awards \$500,000 to SERDC to Build Recycling Infrastructure in the Southeast



On November 12, during the SERDC Summit in Charleston, South Carolina, the Coca-Cola Foundation announced an award of \$500,000 to the Southeast Recycling Development Council (SERDC) to expand recycling in the Southeast through the launch of a Recycling Infrastructure Grant Program.

Bolstering Infrastructure

Investment in physical infrastructure, such as recycling carts, material recovery facility (MRF) upgrades, recycling trucks or transfer stations to support investments in curbside recycling infrastructure, are key to dramatically increasing material recovery - connecting material generation with hungry end markets in the southeast and helping to close the loop for packaging.

"With the Coca-Cola Foundation's generous support, this grant will support efforts to expand comprehensive curbside recycling in the Southeastern United States," said Will Sagar, Executive Director at SERDC.

Two-year rolling grant cycle

The grant program, implemented over the next two years, will make measurable improvements and catalyze investments in recycling infrastructure. Southeastern communities (defined as Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia) can apply for the grant funding. Recycling carts, material recovery facility (MRF) upgrades, recycling trucks, or transfer station construction will be included as eligible under the RFP if it leads to unlocking investments in curbside recycling infrastructure overall.

This program will include collaboration with The Recycling Partnership, state recycling officials, local government partners, and other organizations as appropriate. The grant targets investment in infrastructure that unlocks new material supply that is currently being landfilled. Awarded grants will include a mix of infrastructure deployment alongside technical assistance and educational materials.

Organizations are invited to read more and download the application criteria for the grant at www.serdc.org/Recycling-Infrastructure-Grant. The grants will be awarded on a rolling basis.

The grant's objectives include fostering communication among these groups, promoting sustainable recycling programs, and coordinating educational and public awareness activities related to recycling. By doing so, this would further SERDC's primary purpose of increasing the collection and recovery of materials and in turn fostering economic development.

About The Coca Cola Foundation

The Coca-Cola Company has contributed more than \$13 million to support recycling programs and infrastructure and

helped place more than 1 million recycling bins in communities throughout the U.S. These efforts support the company's recently announced World Without Waste initiative, which aims to collect a bottle or can for every one the company sells by 2030.



ISRI SURVEY Indicates Public Still Supports Recycling



Since China banned the import of most recyclable material at the beginning of 2018, curbside recycling programs in the United States have been in the spotlight, and municipalities have sought ways to improve collection and sortation. There has been a fear that this would negatively impact the public perception of curbside recycling. Americans in general still have a very positive view of recycling programs in their communities based on a September 2018 ISRI survey of 2000 American citizens (conducted by Harris Polls): **43% felt their programs are effective and efficient; 45% believe programs can be improved; and, only 12% believe it is not a valuable service.** Where they do seek improvements, there is an opportunity to increase recycling rates, increase quality, and create more of a supply of recyclable materials for use in manufacturing products.

Coke/KAB Bin Grants Open Deadline: December 30



National nonprofit Keep America Beautiful and The Coca-Cola Foundation on [America Recycles Day](#) announced the opening of the application period for the 2018 [Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program](#). In its 12th year, the initiative is designed to increase access to recycling in community public spaces across America. Grant applications will be available online through December 30.

For the past 11 years, [The Coca-Cola Foundation](#) has supported the program, which has donated recycling bins to more than 1,000 communities in all 50 states and the District of Columbia. Over the history of the program, more than 36,000 public space recycling bins have been awarded, providing opportunities for recycling on the go to more than 2 million people daily.

The 2018 program will distribute 4,500 recycling bins in public space locations ranging from athletic fields, to fairs and festivals, to downtown streetscapes and playgrounds, and other on-the-go settings. The program is funded through a \$350,000 grant from The Coca-Cola Foundation to [Keep America Beautiful](#), which in turn awards recycling bins through a competitive, merit-based application process. <https://www.kab.org/coca-cola-public-spaces-recycling-bin-grant-program>

Cup to Cup: Closing the Loop

The "Cup to Cup: Closing the Loop" partnership project is an innovative collaboration between Sustana and three other supply chain partners, including WestRock, working together to demonstrate that Starbucks cups could be recycled and turned into new cups. [Watch the video here!](#)



How2Recycle-Top 18 Things You Should NOT Recycle Curbside



Nope.

Don't recycle window panes or drinking glasses.

<http://www.how2recycle.info/news/2018/top-18-things-you-should-not-recycle>

Find great info and graphics to use in educating your citizens.

Green Tips for the Holidays!

- Use LED holiday lights
- Bring your own bags shopping
- Switch to rechargeable batteries
- Make your gatherings zero-waste
- Stop junk mail
- Wrap it and pack it eco-style-useful or reusable gift wrap
- Go digital for greetings
- Try an alternative Christmas tree-a house plant works!
- Plan for green dining-use local foods & compost food scraps
- Use Eco-Deco...locally grown natural greens, plants, flowers
- Gift experiences and activities like tickets, museum outings, cooking lessons



Thank you for your continued support of our great state recycling organization!

Sincerely,

Gloria Hardegree
Georgia Recycling Coalition