

GREEN SHEET

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Industry News

How2Recycle

51% of American consumers are influenced by the How2Recycle® (H2R) label while making a purchase decision. So, how can we make this label even better? The How2Recycle label is getting a refresh!

GreenBlue Org, the organization behind this helpful on-package recycling guide, is launching the How2Recycle Forward campaign to evolve the program with a focus on adaptability, credibility, and responsibility.



GLASS	COATED PAPER	METAL	PLASTIC
JAR	INSERT	TRAY	BAG
			
WIDELY RECYCLABLE	NOT YET RECYCLABLE	CHECK LOCALLY	RETURN TO STORE
clean & dry	do not recycle	separate card	clean & dry

how2recycle.info

Last month at the How2Recycle Summit, Katherine Huded at **The Recycling Partnership** (TRP) and Paul Nowak of the **Sustainable Packaging Coalition** unveiled the dynamic, adaptive new **How2Recycle Plus** (H2R) program. The new symbology will be called **How2Recycle Pro**, while the previous How2Recycle Legacy will sunset. Meanwhile a new data matrix icon bearing the **Recycle Check** logo was conspicuous among the new icons demonstrated, suggesting more updates were coming.

Consumers can use their smartphones to scan data matrix-based, on-pack H2R symbols to access TRP's **Recycle Check** platform and underlying **National Recycling Database**. This will answer for them,

'is this package recyclable in my area?' in real-time, and the information will adapt as the database is continuously updated. Stakeholders say the move puts H2R's familiarity and recognizability to work alongside Recycle Check database info that's hyper localized and current.

A few key metrics about the H2R Label

- 800+ brands, retailers, and other members currently use the How2Recycle label across the U.S. and Canada.
- 8 in 10 Americans recognize the How2Recycle label.
- The updated label, How2Recycle Pro, will feature a refreshed design based on consumer and corporate research.
- The Recycling Partnership's National Recycling Database will provide twice-yearly data updates to inform label accuracy.
- How2Recycle is partnering with organizations like the Association of Plastic Recyclers (APR), the Carton Council of North America, and the Recycled Materials Association (ReMA) to enhance data accuracy and credibility.

These changes are poised to make the How2Recycle label even more effective in guiding consumers towards proper disposal and supporting a more circular economy. As Extended Producer Responsibility (EPR) legislation gains momentum, clear and accurate labeling will be an important part of the process.

Study Says! -- Only Half Look at Directions on Packaging

A recent study showed even sustainably minded people don't often use labels on packaging to determine recyclability. Intuitive choices and some misleading labels are leading to more mistakes on what can and cannot go into bins. With EPR on the rise, it will be important to have multiple tools to assist consumers in making good choices.

[Read full article from **packagingdigest.com...**](#)



In October--We Celebrated Manufacturing Day!

Recycling is an essential part of the manufacturing process, as it provides feedstocks for the industry and supports the circular economy. Need some facts about how recycling is an integral part of

the process? Some recycling stats are shared below:

Construction, Automaking, & Appliances:

The U.S. steel industry relies on recycled steel as its largest single raw material input. In fact, 70 percent of all U.S. produced steel and stainless steel are made from recycled material supplied by recyclers.

Paper Products:

More than 75 percent of U.S. paper mills depend on recovered fiber from recycling operations for daily production needs.

Tissue & Toilet Paper:

Recyclers are responsible for supplying 58 percent of the feedstock to tissue mills throughout the United States. These mills produce the toilet paper and tissues that are in critical supply and needed every day.

The Beverage Industry:

More than half of all aluminum consumption by manufacturers in the United States comes from recycled commodities.

Copper, Bronze, & Brass in Manufacturing:

Copper and copper alloy production in the United States are heavily dependent on recyclables as a raw material input. Recycled copper provides approximately one-third of the supply of all copper, brass, and bronze produced in the U.S.

Food Packaging:

The increased demand for and delivery of food items depend on food packaging, which is produced using various grades of recovered paper and plastics, made from recyclables collected and processed by the recycling industry.

Conference Follow-Up

Shells to Shore

When Hunt Revell and Tyler Leslie worked at [Seabear Oyster Bar](#) in Athens, they were struck by how many oyster shells they threw in the trash each day. The duo didn't yet know that these shells could be tools for coastal restoration, but they knew throwing them away seemed wasteful. This realization led them on a journey to recover shells and return them to the environment. The nonprofit started out very grassroots-oriented, collecting from Seabear Oyster Bar and then expanding to restaurants like [Five and Ten](#) and, most recently, [Square One](#). While they have continued to diligently



In 2023, Shore to Shell recycled more than 72,000 pounds of oyster shells. (Adobe Stock)

work with Athens' restaurants, their reach has expanded to other cities, including Augusta, Savannah and Atlanta. In 2023, Shell to Shore recycled more than 72,000 pounds of oyster shells, bringing their three-year total to about 130,000 pounds of recycled shells.

[Read](#) the full article.

Member News

Novelis to Increase Recycled Content



Atlanta-based aluminum rolling and recycling company Novelis Inc. has announced a new sustainability initiative, Novelis 3x30, which sets carbon-related sustainability goals and identifies priorities to accelerate the company's decarbonization and circularity efforts.

With Novelis 3x30, the company is focusing on three objectives to reach by the end of 2030:

- increasing its average recycled content to 75 percent from today's 63 percent;
- becoming the lowest-emissions, flat-rolled products aluminum provider at less than 3 metric tons of CO₂e per metric ton of flat-rolled product (FRP) shipped; and
- continuing investments to lead the industry to circularity.

[Read full article...](#)

Aluminum's Top FIVE Sustainable Attributes

1. 75% of all aluminum ever produced is still in use today.
2. Aluminum recycling saves 95% of the energy required for primary production.
3. Recycling aluminum reduces greenhouse gas emissions.
4. Aluminum cans are the most recycled beverage container.
5. Aluminum is infinitely recyclable.



Source: [novelis.com](https://www.novelis.com)

Check Out These New Recycling and Sustainability Resources

[United States Community Recycling Program Acceptance Data](#)

The Recycling Partnership in partnership with Green Blue released its first report to provide the most up-to-date information on which materials are accepted in recycling programs across the U.S.

[APR's Digital Design for Recycling Tool](#)

[NexTrex's New Plastic Recycling Drop-Off Directory](#)

[Raising Global Kidizens' Pumpkin Composting + Soil Sustainability Science Experiment](#)



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