

# Recyclers Guide to Understanding SMM

## Part I:

# What do NRC Members currently do with SMM?

SMM Summit Webinar

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## Traditional Solid Waste Management Hierarchy

Waste Prevention /  
Source Reduction

Reuse / Repair / Upcycling

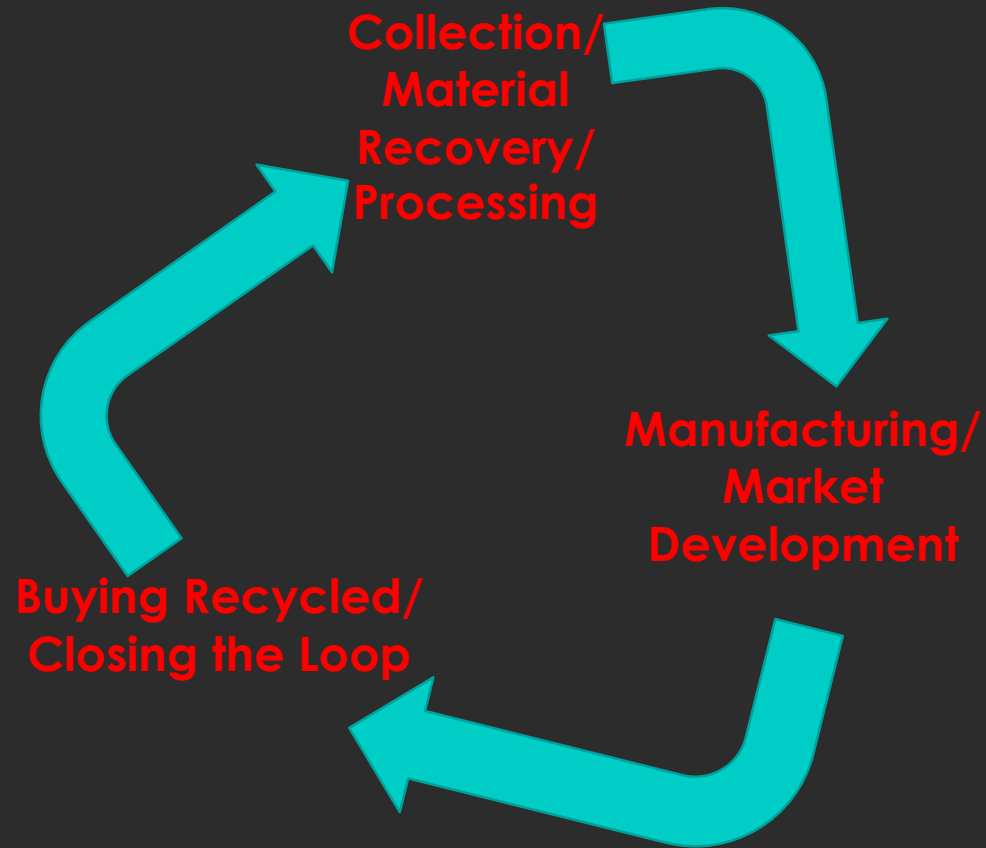
Recycling / Composting

Final Disposal

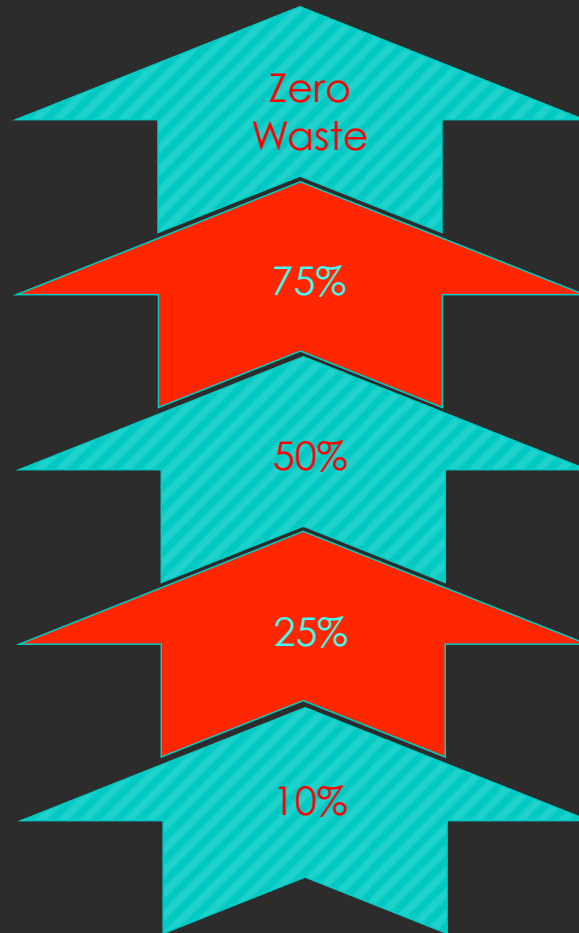
Waste-to-Energy

Landfilling / Incineration without Energy Recovery

Traditional  
Recycling  
Infrastructure  
*The Recycling Symbol*



Goals for  
Waste  
Diversion or  
Recycling



Measuring  
Downstream  
and/or  
Creating  
Formulas

## But many things outside our control effect our ability to be successful recyclers....

- What products are manufactured
- How products are manufactured
- What products are consumed by whom
- Where products are consumed
- What materials are collected (contractual or desired)
- Toxicity of materials
- How materials are processed
- Where markets exist



# Just when we think we have it figured out...

- Dairy farms **add pigment** to their milk jugs that effect HDPE pricing and processing
- Electronic manufacturers used **various** plastic grades and screws that effect demanufacturing and recycling
- PET bottles are wrapped in PVC labeling creating a **contaminant**
- Biobased plastics show up and risk **contamination** of PET
- Carpet can't be recycled because it is made with two **incompatible** resins
- Some export markets prove **illegitimate**
- Vacuum packaging of products
- Electronic components in shoes, household items, toys

.....**any design** or **manufacturing** or **material change** upstream can effect the ability to recycle it downstream

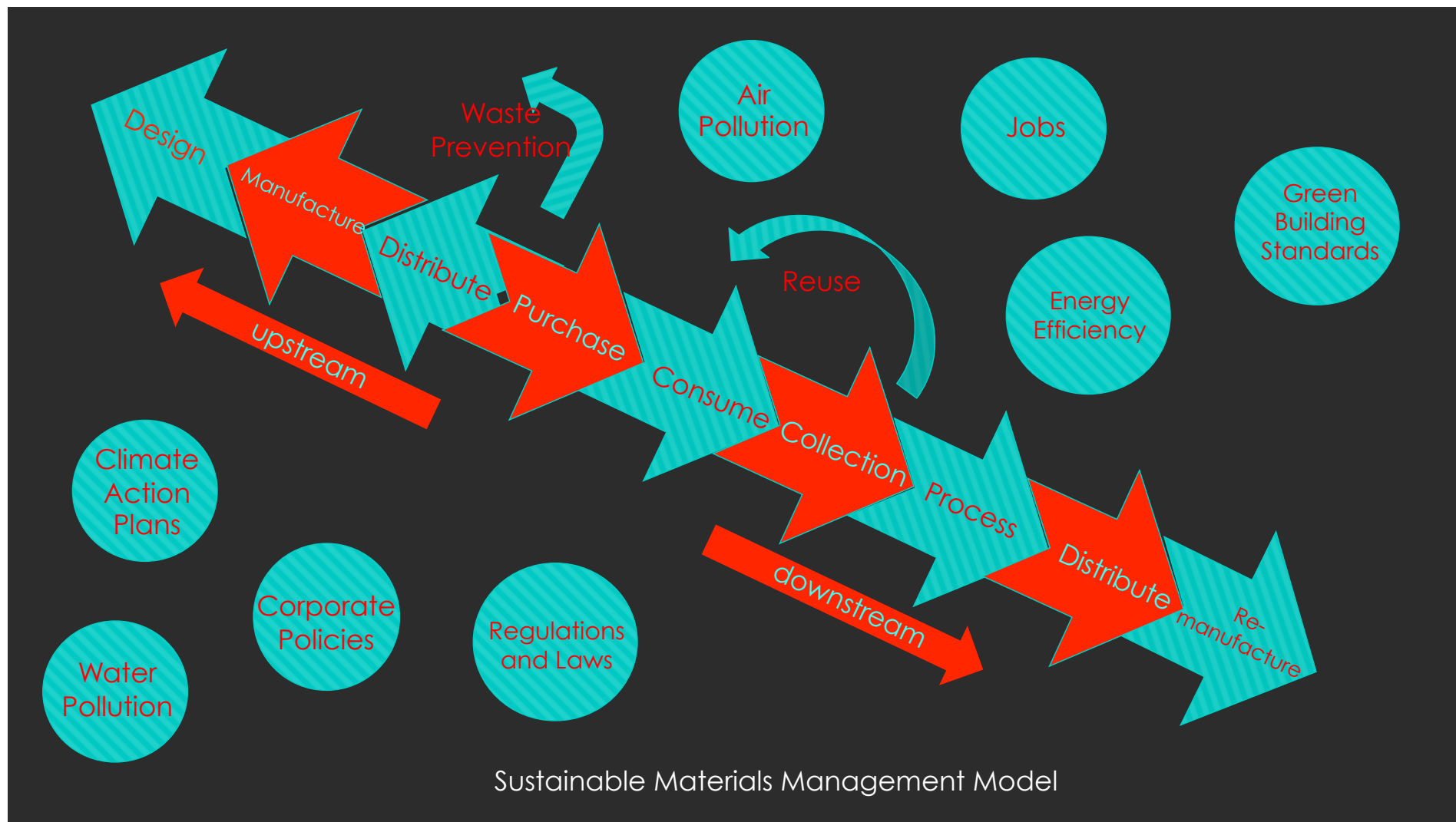
## More examples of challenges ....

- Items that cannot be repaired (shoes, appliances)
- Batteries that cannot be replaced (iPods)
- Over packaging
- Plastic bags creating maintenance challenges at MRFs
- Single-stream contamination
- Mixed waste processing contamination

# What are the opportunities through SMM?

- National policy dialog
  - CARE – Carpet industry dialogs
  - Electronics Producer Responsibility
  - RBRA – Battery collection and recycling
- Increase communication between upstream and downstream
  - Develop considerations for material discards from design
  - Awareness of what might be coming down the pike
  - Opportunity to influence those decisions
- Meeting waste reduction and recycling goals





# SMM and the Circular Economy

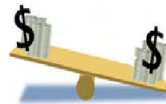
## Design for the Environment, Not the Dump

All products must be recoverable through reuse, recycling or composting



## Shifting Subsidies

Stimulating green practices rather than favoring waste and pollution



## Changing the Rules

Removing market barriers and inequities to support sustainable industry



## Jobs, Jobs, Jobs

Redesign and recovery create more jobs than resource destruction



## Clean Production

More resource efficient and recoverable, less toxic to workers, environment and consumers



## Retail Stores

Opportunity for consumer education and product take-back



## Consumer Buying Power

Creating market demand and a new manufacturing standard



## Producer Responsibility

Manufacturers are part of the solution, taking back their own products or supporting recovery infrastructure



## Resource Recovery Parks

Community center for total recovery—reuse, recycling and composting—material exchange, and education

Zero  
Waste...  
or Darn  
Near

Upstream

Upstream

Downstream

Upstream

# Thank you! Questions?

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