



Together, We Are Recycling!

May 9, 2016

NRC President's Message

Partnership

- ▶ Expanding and growing relationships with other appropriate national trade organizations, building on current connections of Board members.

Inclusion

- ▶ Full inclusion of the State Recycling Organizations (as our base membership), State Agencies, and other various voices of recycling.

Together, We Are Recycling!



NRC President's Message

Collaboration

- ▶ Furthering collaboration with the USEPA and various industry and academia experts to leverage their knowledge and influence to further the mission of the NRC.

Leadership

- ▶ Positioning the NRC as the national leader on recycling, through a “coalition” of partnerships, collaboration and inclusion of the various voices of recycling

Together, We Are Recycling!



NRC President's Message

Relevancy

- ▶ Providing real value to the NRC Members through rapid responsiveness to national recycling issues.

Activism

- ▶ Proactively creating a foundation of services that support local recycling collection programs.

Together, We Are Recycling!



NRC President's Message

Innovation

- ▶ Innovation and creativity to resolve significant barriers the recycling industry is facing today.

Urgency

- ▶ Immediate actions, with a sense of urgency, because the opportunity is here today and tomorrow is right around the corner

Together, We Are Recycling!



NRC President's Message

These values are represented within the

NRC Vision

NRC Mission

NRC Guiding Principles

Together, We Are Recycling!



NRC President's Message

Vision

- ▶ Waste reduction and sound management practices for raw materials in North America lead to an environmentally sustainable economy.

Together, We Are Recycling!



NRC President's Message

Mission

- ▶ The Mission of the National Recycling Coalition is to partner with and facilitate activities between and among non-profit organizations, businesses, trade associations, individuals and government to maintain a prosperous and productive American recycling system that is committed to the conservation of natural resources.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ In conjunction with source reduction, reuse, and composting, the recycling of valuable materials is essential to a sustainable environmental, energy, and economic future.
- ▶ Recycling is a value-added activity to our communities, states, and country that creates green, well-paying jobs boosting a domestic economy committed to sustainability.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Materials recovery (primary vs tertiary recycling) is the preferred management option for all residential, commercial, and industrial discards.
- ▶ Recycling is resource management, not waste management.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Sustainable Materials Management is a critical strategic shift away from the past strategy of waste management toward a holistic resource management system that strives to use less materials overall, reduce toxins, recover more used materials, create new jobs, and foster economic development.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Recycling is not disposal.
- ▶ Thermal combustion is not recycling.
- ▶ Recycling programs must be designed to minimize contamination in consideration of the needs of upstream users.
- ▶ Recyclables are substitutes for virgin materials.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Recycling is a shared responsibility and requires citizen engagement.
- ▶ Recycling requires the participation and collaboration of all stakeholders - citizens and consumers, providers and consumers of raw materials, product manufacturers, product distributors and retailers, providers of recycling infrastructure, and all levels of government.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Recycling programs must be accessible and convenient for all residential, business and institutional settings.
- ▶ Recycling goals must be clear, achievable, and measurable.
- ▶ The foundation of successful recycling policy and programs is accurate and unbiased information.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Stakeholders should develop a uniform system for measuring discards, recycling, and composting, and waste disposal.
- ▶ Customized and achievable recovery goals should be established.
- ▶ Stakeholders should work to expand uses of their products, which commonly include recycled content.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Recycling stakeholders should support development and dissemination of sound, scientifically based, and balanced educational material that informs citizens on the need for recycling and engages consumers in the recycling process.
- ▶ Products and packaging should be designed to take into account and address environmental impacts.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Products should be designed, manufactured, packaged, distributed, managed, and used to optimize the continuing value and recovery of the used materials and minimize the environmental and climate impact throughout the life-cycle of the product.
- ▶ Manufacturers should develop and support programs that optimize the recovery of recyclable materials.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Product and package environmental claims and labeling programs should be standardized, accurate, enforceable, and useful for consumers.
- ▶ Successful recycling requires sustainable and equitable economic policies.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Government policies and programs must not favor virgin materials use and waste disposal over materials management by source reduction, re-use, recycling, and composting.
- ▶ Government tax policies must provide direct and in-direct incentives for recycled materials utilization, new recycling technologies, and infrastructure development.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Recovered materials (discarded materials and byproducts that have been recovered or diverted from solid waste, including recyclables, reusable products and products that may be refurbished) must have access to global markets.
- ▶ Think globally, act locally.

Together, We Are Recycling!



NRC President's Message

Guiding Principles

- ▶ Taking into account regional and local differences, state and local collection policies and programs should utilize practices that optimize participation rates, cost-effectiveness, direct incentives, and energy efficiency.
- ▶ Local governments should have the necessary authority, sufficient means and tools, to implement successful residential, commercial, and institutional recycling programs.

Together, We Are Recycling!



NRC President's Message

The Guiding Principles represent the NRC action agenda.

Together, We are Recycling!

Together, We Are Recycling!



NRC President's Message

President's Call to Action

- ▶ *Focus on Market Development*
 - ▶ Addressing “contamination”, “market access”, “collection standardization”, and market stabilization
- ▶ *National Measurement System*
 - ▶ “A uniform system of measurement” with stakeholder participation, in partnership with USEPA
- ▶ *Recycling Issue Advocacy (501c3)*
 - ▶ In collaboration with our Recycling Organizations (ROs)

Together, We Are Recycling!





**WE
ARE
RECYCLING**

**Together,
We Are
Recycling!**