GRC Affiliations/Partnerships

- KAB Recycling Partnership
- National Recycling Coalition
- US Composting Council
- Southeast Green
- Atlanta Recycles
- EPA Region 4
- SERDC
- Food Well Alliance
- Atlanta Mayors Office of Sustainability
- Southface Energy Institute
- Georgia Center for Nonprofits
PROGRAMS
I AM Georgia Recycling!

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Carruster Recycling, use recycled materials to manufacture new consumer products; they rely on plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to use as raw materials in their processes.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or plating with, a recycled content product that is Made in Georgia!

Learn more: www.georgiacycles.org

Norris Houze
MRF MANAGER
CARRUSTER RECYCLING
AUSTELL, GA

Joyce Johnson
MRF LINE SUPERVISOR
ReCommunity and Athens-Clarke County Solid Waste
Athens, GA

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 businesses in Georgia depend on collectors/processors like ReCommunity and Athens-Clarke County Solid Waste to prepare materials that they use to manufacture new consumer products.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or plating with a recycled content product that is Made in Georgia!

Learn more: www.georgiacycles.org
Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Novells, use recycled materials to manufacture new consumer products; they rely on plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to be used as raw materials. GenEx also collects other hard-to-recycle materials, too, like household hazardous items, properly disposed to reduce environmental impact.

On any given day, you may be walking on, drinking from, eating from, driving in, or parking on, or playing with a recycled content product that is Made in Georgia!

Learn more: www.georgiacycles.org

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

On any given day, you may be walking on, drinking from, eating from, driving in, or parking on, or playing with a recycled content product that is Made in Georgia!

Learn more: www.georgiacycles.org
I AM Georgia Recycling

I am Georgia Recycling.

Robert Piper
CURBSIDE RESIDENTIAL RECYCLING DRIVER
WASTE MANAGEMENT
ATLANTA, GA

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Waste Management, capture recycled materials to be manufactured into new consumer products; they capture plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to be used as raw materials.

On any given day, you may be walking on, drinking from, eating from, owning or driving a vehicle, or using products that are Made in Georgia.

Learn more: www.georgiacycles.org

Kenny Sargent
RECYCLING SUPERVISOR
KEEP MARIETTA BEAUTIFUL RECYCLING CENTER
MARIETTA, GA

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Keep Walton Beautiful, capture recycled materials to be manufactured into new consumer products; they capture plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to be used as raw materials.

On any given day, you may be walking on, drinking from, eating from, owning or driving a vehicle, or using products that are Made in Georgia.

Learn more: www.georgiacycles.org
Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Rehrig Pacific, use recycled materials to manufacture new consumer products: they rely on plastics, metals, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to use as raw materials in their process.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or planting with a recycled consumer product that is Made in Georgia!

Learn more: www.georgiarecycles.org

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Liberty Tire Recycling, use recycled materials to manufacture new consumer products: they rely on plastics, metals, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to use as raw materials in their process.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or planting with a recycled consumer product that is Made in Georgia!

Learn more: www.georgiarecycles.org

I AM Georgia Recycling.
I AM Georgia Recycling

I am Georgia Recycling.

Jorge Hernandez
BAGGING LINE FOREMAN
ERTH PRODUCTS LLC, COVINGTON M I L L
SUMMIT, GA

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like ERTH Products and Covart Mulch, use recycled materials to manufacture new consumer products; they rely on plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs as raw materials in their process.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or planting with a recycled content product that is Made in Georgia.

Learn more: www.georgiacycles.org

Richard Steventon
OPERATIONS MANAGER
GEORGIA CARPET RECOVERY CENTER
EAST POINT, GA

Recycling in our state saves energy, conserves water and creates thousands of jobs for Georgians.

More than 120 Georgia businesses, like Georgia Carpet Recovery Center, capture recycled materials to be manufactured into new consumer products; they capture plastics, metal, glass, paper, organics, carpet, and tires collected from residential and commercial recycling programs to be used as raw materials.

On any given day, you may be walking on, drinking from, reading from, wearing, driving in, eating from, printing on, or planting with a recycled content product that is Made in Georgia.

Learn more: www.georgiacycles.org
Mini-Ads: I AM Ga Recycling-SE Green

I am Georgia Recycling

Recycling saves energy, conserves water and creates jobs

I am Georgia Recycling

Recycling saves energy, conserves water and creates jobs
Sustainable Materials Management

Recyclers Initial Reaction: WTH?!
Already facing....

- Market fluctuations
- Logistics
- Labor
- Costs
- Evolving Ton
- Contamination
- Equipment
- Technology
- Weather
- Trade
- International Economics
- Policy, Regulations
- Labeling
- Education
Use Wisely
- Is beneficial, safe & healthy for individuals and communities throughout its life cycle
- Meets market criteria for both performance and cost

Eliminate Toxicity
- Is sourced, manufactured, transported, and recycled using renewable energy
- Is effectively recovered and utilized in biological and/or industrial closed loop cycles
- Is physically designed to optimize materials and energy

Recover More
- Optimizes the use of renewable or recycled source materials
- Is manufactured using clean production technologies and best practices
- Is made from materials healthy in all probable end of life scenarios.
Current purpose...

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products.
Current reality:

• “Recyclers” are asked to handle:

  • A growing & diverse set of materials created w/o much thought to recyclability or the cost of the process in getting the materials to recyclable forms meeting manufacturer specs

  • Traditional Curbside/Drop Off and “Non-Traditionals” collected in various ways and processed in various ways (e-scrap, organics, paint, packaging & paper, etc)

  • Re-used materials (textiles, shoes, books, furniture, etc)

  • Proper Disposal (HHW, prescription drugs, gasoline, etc)
Case in point: Flexible film packaging
Recycling is great, but not good enough
NRC & SMM

Recyclers + refers to professionals broadly involved with reuse, recycling, composting, anaerobic digestion, and extended producer responsibility.

Sustainable materials management (SMM) is a systemic approach to using and reusing materials more productively over their entire life cycles. It represents a change in how our society thinks about the use of natural resources and environmental protection. By examining how materials are used throughout their life cycle, an SMM approach seeks to:

- Use materials in the most productive way with an emphasis on using less.
- Reduce toxic chemicals and environmental impacts throughout the material life cycle.
- Assure we have sufficient resources to meet today’s needs and those of the future.

(EPA)
How do we progress?...

• Change our vernacular along with the approach:
  Materials Managers vs. Waste Managers
  ("waste word" only in the case of proper names and before "reduction", etc)

“View traditionally-termed "waste" products as an opportunity, rather than a negative externality.”
Determine agreeable terminology and approach (es)

EPA’s approach outlined in their **SMM Program Strategic Plan** for fiscal years 2017-2022

**Objectives:**

- Decrease disposal rate
- Reduce environmental effects of materials across their lifecycle
- Increase socio-economic benefits
- Increase capacity of state/local governments/communities to implement SSS policies and practices
Components of both? Relatively new concepts and neither very well defined; interpretations vary.
What will it take?

- Research
- Design for Recyclability
- Better Technology
- Cost considerations & who pays?
  - (PAYT)
- Elevation of Recycling to a Economic Driver vs a Waste by product
- Cohesiveness in the Industry (less us/Them...more us)
- Every industry evolves...are we ready?
What’s already happening?

**Walmart**
- Condensed sustainable packaging guidelines
- Sustainability Playbook
- Sustainable Index
- Recommendation of use of How2Recycle in US
- Leveraging their influence in the supply chain to support the accuracy of recycling claims
- Conversational tool between merchants and suppliers
- To discuss if a package is designed with recyclability in mind.

**ASRTX**
- (SPC & Recycling Partnership) Applying Systems Thinking To Recycling

Barriers and Opportunities within the recycling landscape toward providing more high quality material to the supply chain; relationship between public and private sector sub industries
Removing confusion!

How2Recycle: soup cans
Widely recyclable! Just rinse out the can and insert the metal lid.
Glass Recycling Summit
OUTCOMES:

• The glass value chain, especially the markets and manufacturers, should begin direct contact with policy and decision makers.

• A workshop to explore regional business plans and creative financing strategies for MRF glass separating equipment.

• Bring together local citizen groups to reach out to community-level recycling programs to maintain/improve glass recycling opportunities.

• Open and transparent communication with citizens about glass recycling and the strong demand for recycled glass in Georgia.

• Continue the conversation at upcoming forums, including the Georgia Recycling Coalition Annual Conference in September & at SERDC in November in ATL
Thank you!

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Georgia Recycling Coalition
garecycles@mindspring.com
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