

RECYCLING ORGANIZATIONS COUNCIL

Steering Committee

Michele Nestor, Chair

Kerrin O'Brien

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TO THE NATIONAL RECYCLING COALITION BOARD OF DIRECTORS

As Chair of the Recycling Organizations Council (ROC) I am reaching out to you on behalf of our Steering Committee and members. The ROC represents the affiliate recycling organizations of the National Recycling Coalition, who by far are the largest source of NRC's 4,000 plus members. In addition, the ROC serves as a recruiting conduit and source of information to non-affiliated organizations. As such, the ROC plays an important role as the soul and heartbeat of the NRC. At a minimum, based on the number of individual members influenced by the affiliates, the Council has always served as the litmus test and sounding board for NRC policies, programs and activities. As such, the Steering Committee believes it is important to share some of the key points and issues of concern that have emerged from recent ROC meetings and conference calls.

In part we are responding to a request from the NRC Directors to establish a "wish-list" of useful and relevant tools, programs, and services that state and regional recycling organizations desire from a national affiliate. The ROC is appreciative of the NRC's efforts to be a voice and leader as well as support our organizations. With ever diminishing budgets, that leadership is critical to demonstrate to our Board of Director's if we are to justify our affiliation.

Recognizing that NRC has limited resources, we have tempered the list to tangible needs that could be easily communicated to funders. It is our belief that donors prefer to support specific programs over broad organizational finances. In addition, it is easier for the leaders of the recycling organizations to advocate for NRC affiliation when the deliverables are pertinent to their duties and their organization. The list is attached for your review and consideration.

The ROC also wishes to comment on the increasing amount of effort and resources NRC has devoted to promote and advocate for Sustainable Materials Management (SMM). While the ROC acknowledges the importance of integrated approaches and applauds EPA's initiative to ensure a sustainable future, there is a growing division among RO's regarding NRC's SMM efforts. Some are supportive of the current direction. Many others strongly believe that SMM is too broad of a topic for a recycling organization like NRC to manage.

The strategic focus implied by SMM goes well beyond the mandate and practical applications RO members are required to address on a day-to-day basis. When considering the needs of the

12/8/2015

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ROC, the core constituents of the NRC, it appears that the focus on SMM is taking time and resources away from NRC's ability to be the lead and to deliver meaningful tools and value added services to its members. We encourage the Board of Directors to reach out to affiliated organizations directly to share their intentions regarding further SMM development work and to listen to their needs..

Please feel free to contact me. On behalf of the ROC and the NRC affiliates, I would be happy to discuss these concerns with the NRC Directors. I could engage the Steering Committee to participate as well. Thank you for the opportunity to share our thoughts. We look forward to a long continuing relationship for the advancement of recycling.

Respectfully,

Recycling Organizations Council

A handwritten signature in blue ink that reads "Michele Nestor". The signature is written in a cursive, flowing style.

Michele Nestor, Chair

Recycling Organizations Council

Tools that NRC must deliver –

- An Executive Director that can lead and coordinate NRC activities with RO's, the media, funders, the industry, etc.
- A Rapid Response Team to provide -
 - Timely and direct outreach to RO's regarding issues of the NRC and of national importance
 - Timely and strong response to negative press
- Greater visibility and partnerships at events with other national recycling organizations (NRC noticeably missing on ARD)
- Assistance with local advocacy upon request

Tools that NRC should deliver –

- Work with the EPA to develop a decision-making matrix (more nuanced than the hierarchy, more helpful than the WARM model) to help communities make sound decisions about appropriate materials management technologies.
- Community-based social marketing training, campaign, tools, and resources that can be used to build awareness about the value of recycling. For example, "how to recycle right" tools that RO's could brand locally.
- Content for newsletters
- NRC representative speaker for conferences
- More specific training to build knowledge and skills of RO members

Training that NRC could deliver in conjunction with funders for the program.

Potential topics

- Effective Event Planning and Rate Structuring
- Communicating in a Crisis – Developing a Crisis Communication Plan
- Effective Social Marketing
- Building a Media network – writing and using press releases effectively
- Growing the Millennial Membership Base – Building bench strength in an organization
- Facilitator Training
- Organizing 101
- Selling your organization to a foundation or corporation, or other "non-recycling" pool of money
- Building strong relationships with regulatory agencies
- Building a partnership network of ancillary non-profit organizations
- Audience with the Closed Loop Fund to discuss how to build the best infrastructure