

Improving Recycling

Presented By

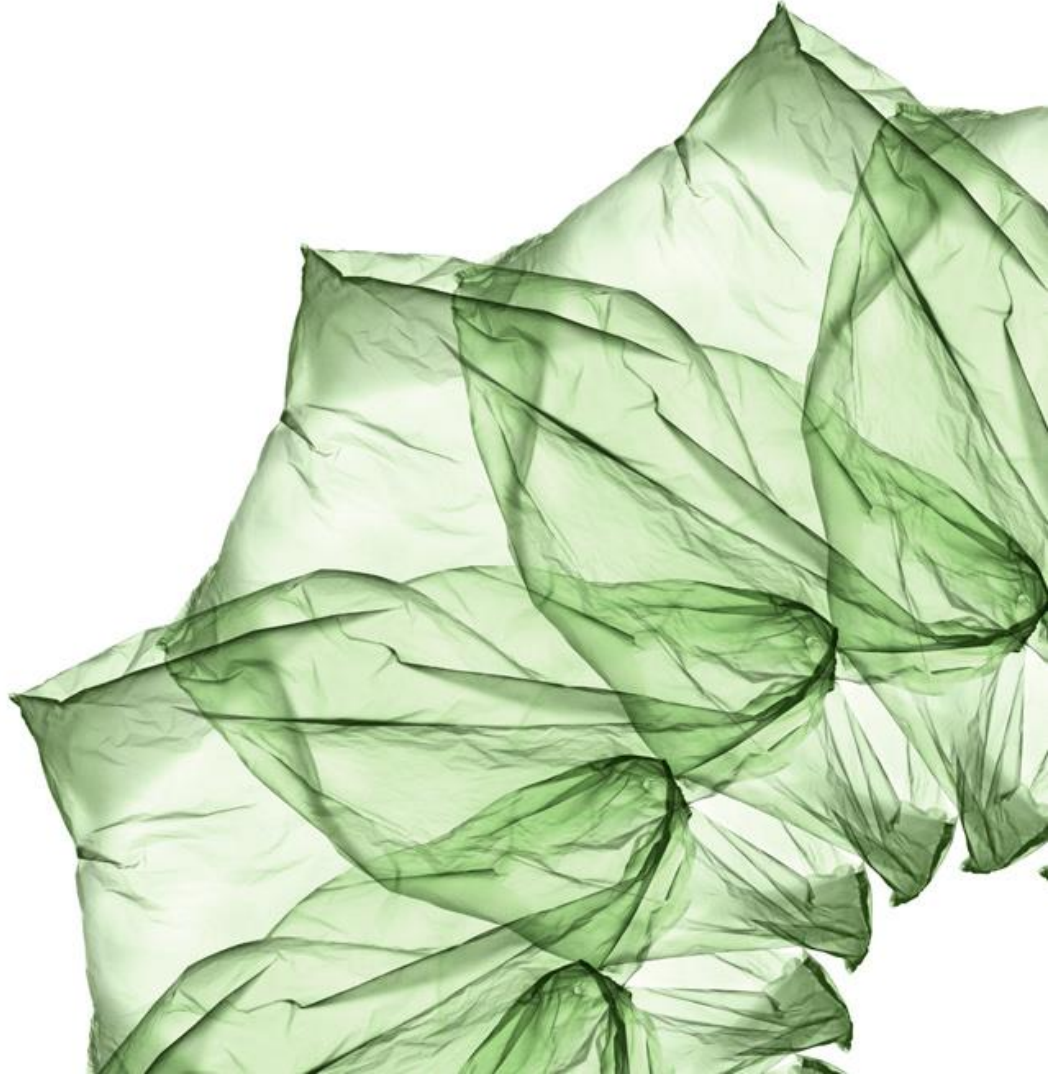
Chris Lucarelle, Director
WM Area Recycling Operations

Co-Author

Susan Robinson
Federal Public Affairs Director
Waste Management

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Waste Wise - College of the Holy Cross



Part of the problem leading to contamination is a huge pressure to recycle, “and that is aspirationally good, but aspiration to recycle [alone] is not necessarily good,” - Jim Fish, WM CEO @ 2018 Waste Expo

What Makes Something Recyclable?

All of these are
necessary for
sustainable
recycling



Collection

- Convenience
- Size/shape
- Public education



Processing

- Identification
- Sorting
- Size



End-Market

- Demand
- Volume
- Value

Contamination: Prevalence and Impacts

- Contamination costs over \$150 + per ton.
- Processing costs are **increasing** in order to meet more stringent quality standards, resulting in higher customer costs.



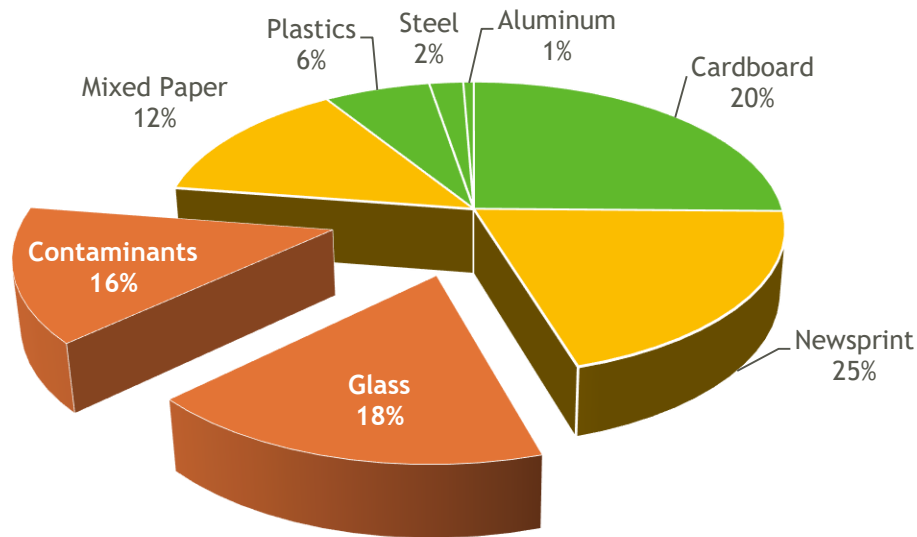
On average, *contamination makes up about 16% of collected recycling*, by weight.

In some U.S. communities, we see *up to 50% contamination, by weight, in materials collected for recycling*

Contamination costs WM \$60 Million per year

MRF Economics - Increasing Costs

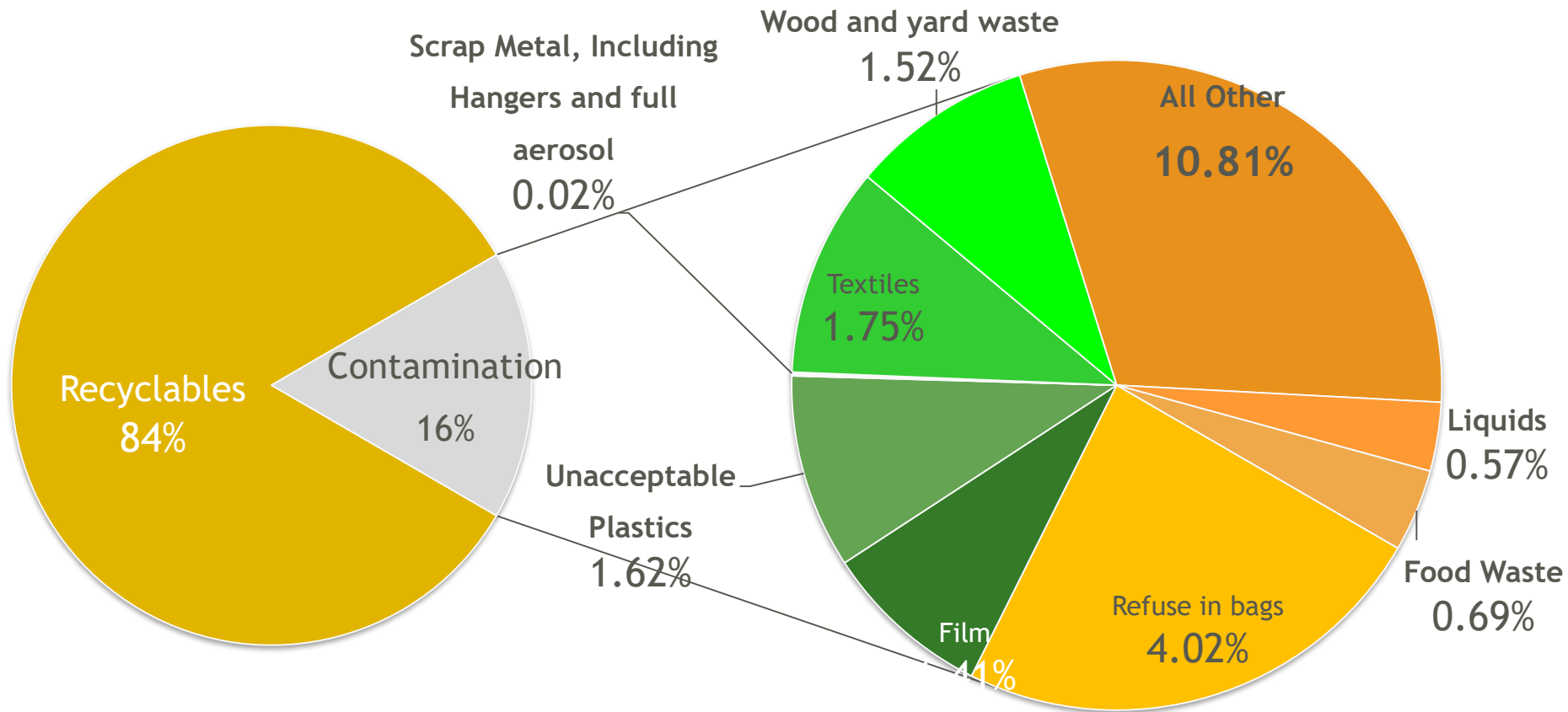
Composition of Materials Entering Single Stream MRFs



- 18% of inbound recyclables are glass and 16% are contaminants
- 37% of inbound materials are mixed paper and newsprint

With the interruption of the fiber and glass markets, only 29% of the residential mix has value. Contaminants play a significant impact on those fiber markets

What's in the Contamination?



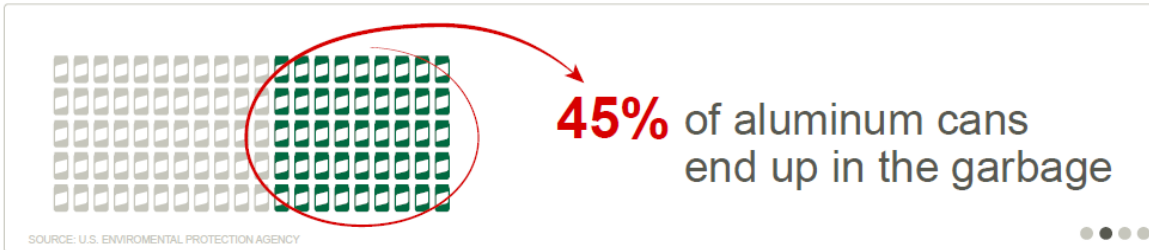
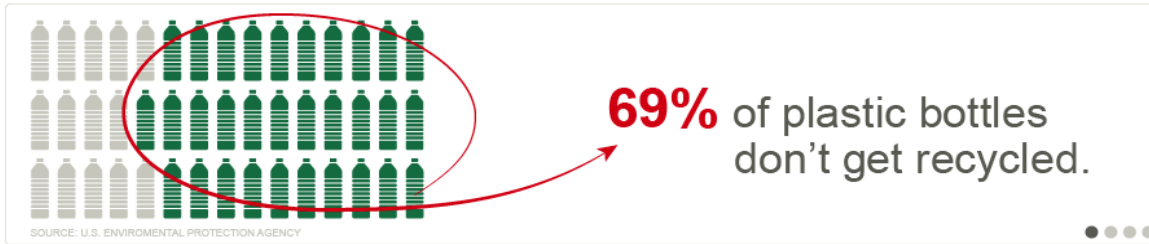
Recycling Infrastructure and Packaging

Aside from “Wishful Recycling” Another problem leading to contamination is that there is a huge disconnect between consumer packaging and recycling infrastructure. Recycling infrastructure is driven by price and volume, consumer packaging is driven by aesthetics and convenience.

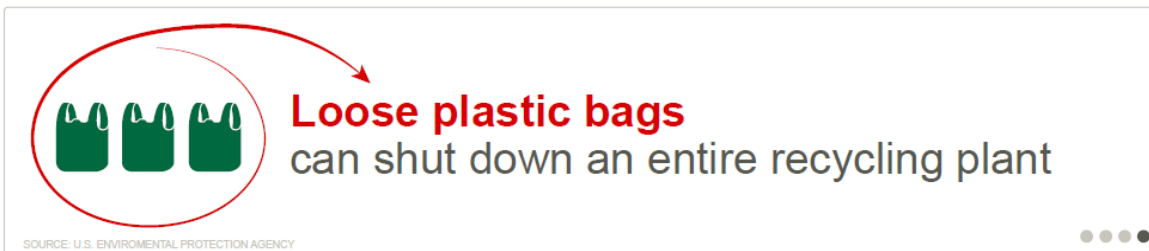


How to be a better Recycler

Try to be
100% on
the right
items not
100% on all
your items



Keep your lids closed and materials dry.



Think about what you consume and how you consume it.
Do you think about sustainability when you purchase or only when you go to the dumpster?

Back to the Basics: Education and Outreach for Recycling

Recycle Often. Recycle Right.SM

The Path to Sustainable Profitable Recycling

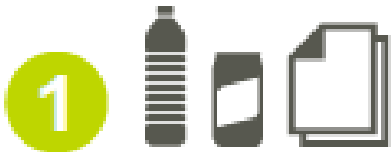


Recycle Often. Recycle Right.sm

Getting Back to the Basics of Recycling

- Built on behavior change science framework:
 - Keep it simple
 - Focus on barriers and benefits
 - Tell people why
 - Ask for a commitment
 - Measure and scale
- Focus on specific changes that are (almost) universal; can translate on a national level
- Focus on basic materials with large recycling potential: paper, bottles and cans
- Address contamination issues that cause the most issues at MRFs: Wet items and plastic bags
- Help lead industry towards improved recycling

Simple Messages



Recycle all my empty bottles, cans and paper.



Keep food and liquids out of my recycling.



Keep loose plastic bags out of my recycling.

Simplifying the Message

- Focus on 3 simple behaviors that could greatly impact recycling nationally
- Tested
- Accompanying myth busters/FAQs for those that want to dig deeper

Recycle Often...

...because it's the responsible thing to do

- Recycle empty plastic bottles and metal/aluminum cans (glass*)



- Recycle clean, dry paper and cardboard



Recycle Right...

...because following a few simple rules will make the process work

- Keep plastic bags out of your recycling container



- Keep food, food-soiled paper, and liquids out of your recycling container



Brochure

You Have the Power!

Ever wonder, "Why and how to recycle?" Every day we encounter hundreds of recyclable items. By recycling properly, you help materials get to their next best use, which in turn saves tons upon tons of raw materials, time, energy and expense.

It's Time to Rethink Recycling

69% of plastic bottles don't get recycled.* 45% of aluminum cans end up in the garbage.* Liquids often spoil a whole load of otherwise recyclable paper. That's why it's time to get back to the basics of good recycling. The fact is that some recycling actions make a bigger impact than others. These Recycling Rules will help you rethink recycling to make a sustainable impact!

Become a Recycling Ambassador. Whether you're a home owner, teacher, city official, business, kid, or a recycling enthusiast, all the information you need to help pass it on is just few clicks away.

*Source: US Environmental Protection Agency

RECYCLING RULES

1. RECYCLE ALL BOTTLES, CANS AND PAPER

2. KEEP ITEMS CLEAN AND DRY

3. NO PLASTIC BAGS

Certain offenders can slow down the recycling process or even ruin the load.

Participation is Key!

Please consult your local municipality for their acceptable materials and additional details of local programs, which may differ slightly.

Always recycle:



Plastic Bottles
& Containers



Food & Beverage
Cans



Paper



Flattened
Cardboard
& Paperboard



Food & Beverage
Cartons

Do NOT include in your recycling cart:



NO Food Waste



NO Plastic Bags
& Film



NO Foam Cups
& Containers



NO Needles

To Learn More Visit:
[\[website-xxxxx.com\]](http://website-xxxxx.com)

Realize the value of recycling.
Here's how.

Questions?
[Contact Customer Service:
000 000 0000
email@xxxxx.com]

Always recycle:



Plastic Bottles
& Containers



Food & Beverage
Cans



Paper



Flattened Cardboard
& Paperboard



Food & Beverage
Cartons

Do NOT include in your mixed recycling cart:



NO Food Waste
(Compost instead!)



NO Plastic Bags
& Film
(Find a recycling site at
plasticfilmrecycling.org.)



NO Foam Cups
& Containers
(Check Earth911.org for options.)



NO Needles
(Keep medical waste out of recycling.
Place in safe disposal containers.)

To Learn More Visit:
[website-xxxxx.com]




Please consult your local municipality for their acceptable materials and additional details of local programs, which may differ slightly.

Mythbusters

MYTH: All plastics can be recycled.

ANSWER: False

Not all plastics can be successfully recycled. At this time, only some plastics can be made into new things. Recycle plastics by shape: bottles, jars, jugs and tubs.

ITEM	ANSWER	MORE INFO
Clamshell Packaging 	No	The plastic "to go" containers or containers holding berries, apples, bakery items, etc., are not consistently made of high-value plastic, are difficult to recycle and are usually contaminated with food when disposed. See more at: http://oregonstate.edu/sustainability/blog/2014/01/recycling-mythbusters-plastic-recyclables
Plastic eatery: utensils, plates and cups 	No	Plastic straws, utensils, including "compostable" utensils, plastic plates and plastic cups come in such a wide variety of non-usable, low-grade plastics that it is impossible to identify and separate the recyclables from the non-recyclable look-alikes (same as the clamshells). Fast food packaging, like utensils, are complicated and are not readily recovered through modern Material Recovery Facilities (MRFs), or by secondary processors who buy MRF bales.
Chip bags, nutritional bar or candy wrappers 	No	There is no real end market for this, often hybrid material. In fact, there are only a few niche markets for it. Please consult your local municipality to discover any specialty recycling opportunities.

Resources

- www.RecycleOftenRecycleRight.com
Users can access the campaign online and make a digital promise to rethink recycling by “getting back to the basics of good recycling” and encourage others to do the same.
- EPA, KAB, SWANA and NW&RA collaborated to create:
<http://beginwiththebin.org/recycling/recycling-smart>



RECYCLE OFTEN. RECYCLE RIGHT.

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69% of plastic bottles don't get recycled.

Maybe it's time to rethink recycling.
Make the promise. Doing just these three things will make a huge difference.

1. Recycle all my empty bottles, cans and paper.
2. Keep food and liquids out of my recycling.
3. Keep loose plastic bags out of my recycling.

First Name: _____ Last Name: _____
Email: _____ Zip code: _____

☐ Sign me up to receive news, updates and information to help me keep my promise.

SUBMIT

3457 Others have made the promise. Will you?

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Questions?



Thank you.