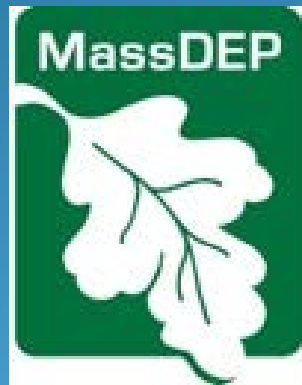


MassDEP Updates



Brooke Nash, MassDEP

WasteWise Fall Forum

November 8, 2018

Recycling Market Changes

- China major importer of recyclables from US
- Greatly reduced tolerance for contamination in baled recyclables
 - Driven by Chinese government policy
 - Has slowed the movement of materials, dropped demand for recyclables and lowered value/raised costs of recycling
 - Biggest problem materials – plastic bags, food, “tangles”
- At same time, lost primary Massachusetts glass recycler
 - Big impact on glass recycling

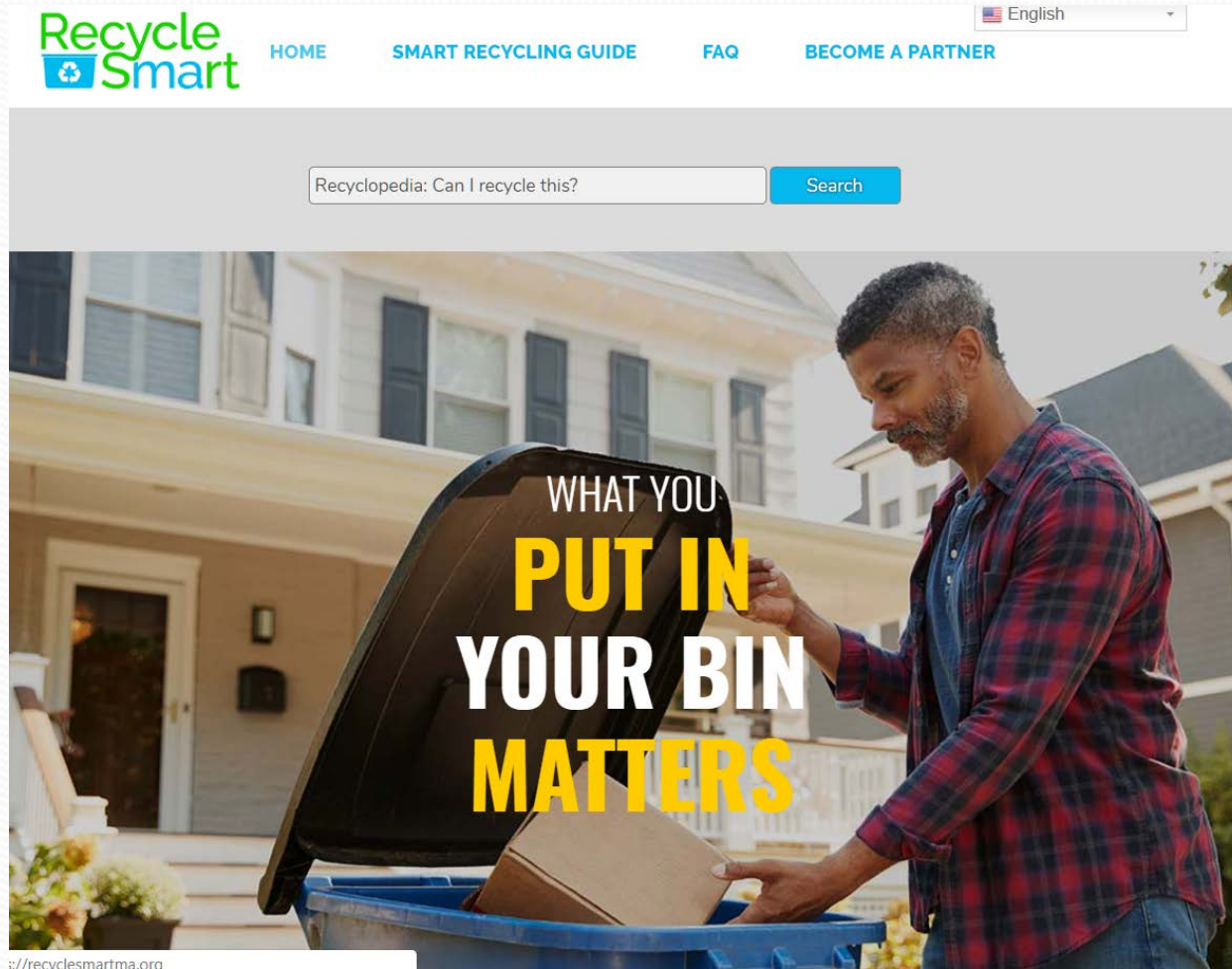
DEP Response to Recycling Market Changes

- Outreach and Education
- Recycling Assistance
- Recycling Business Development

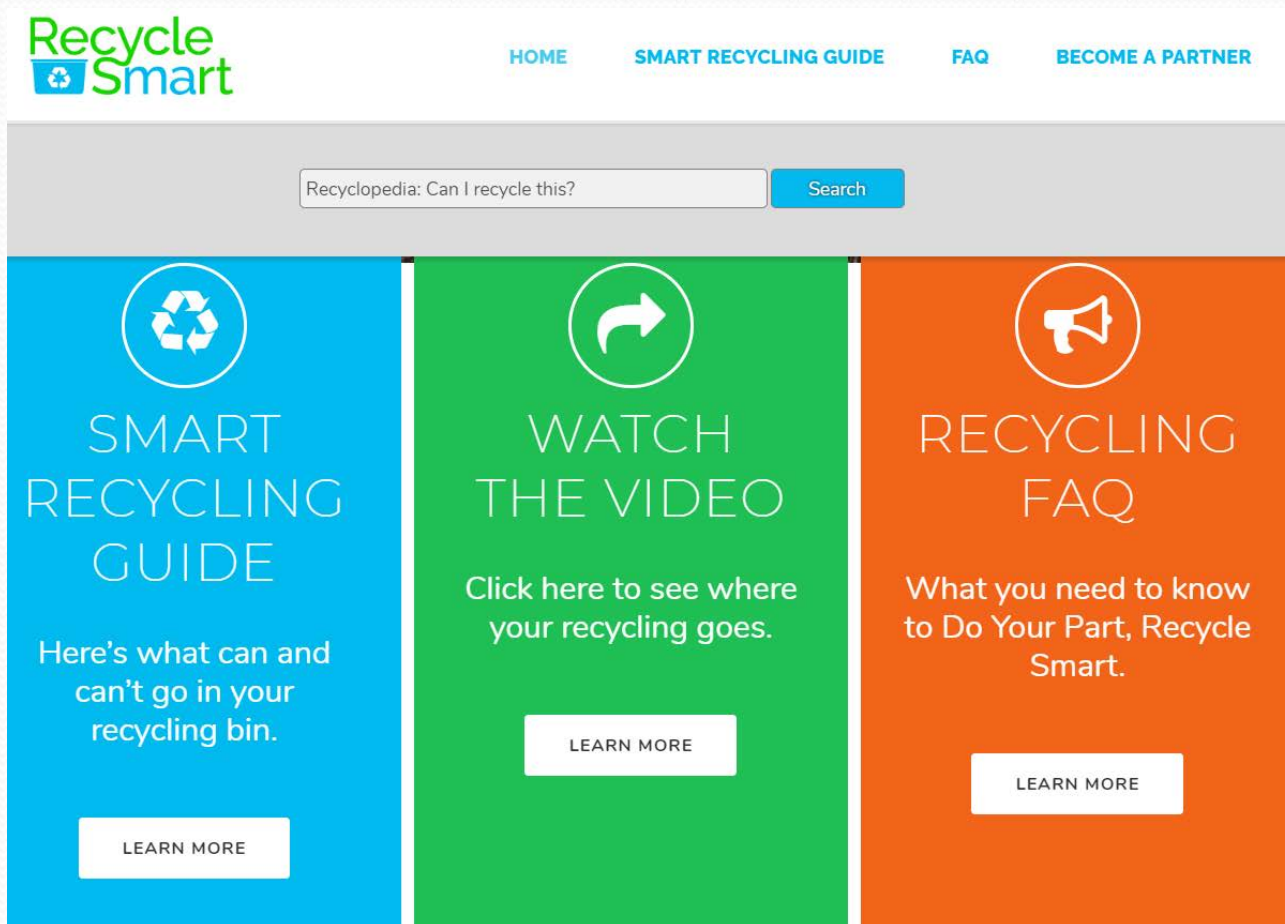
Outreach and Education

- Recycle Smart Education Initiative
 - www.recyclesmartma.org
 - Focus on top 4 contaminants
 - Partner program launched 9/26/18; over 100 partners already

Recycle Smart Web Site



Recycle Smart Web Site




The image shows a screenshot of the Recycle Smart website. At the top left is the logo, which consists of a blue square with a white recycling symbol and the text "Recycle Smart" in green. To the right of the logo is a navigation menu with four items: "HOME", "SMART RECYCLING GUIDE", "FAQ", and "BECOME A PARTNER". Below the navigation is a search bar with the text "Recyclopedia: Can I recycle this?" and a blue "Search" button. The main content area is divided into three vertical panels. The first panel is blue and features a white recycling symbol icon, the text "SMART RECYCLING GUIDE", and the subtext "Here's what can and can't go in your recycling bin." with a "LEARN MORE" button. The second panel is green and features a white arrow icon, the text "WATCH THE VIDEO", and the subtext "Click here to see where your recycling goes." with a "LEARN MORE" button. The third panel is orange and features a white megaphone icon, the text "RECYCLING FAQ", and the subtext "What you need to know to Do Your Part, Recycle Smart." with a "LEARN MORE" button.

Recycle Smart


[HOME](#) [SMART RECYCLING GUIDE](#) [FAQ](#) [BECOME A PARTNER](#)

Recyclopedia: Can I recycle this? [Search](#)

 **SMART RECYCLING GUIDE**


Here's what can and can't go in your recycling bin.

[LEARN MORE](#)

 **WATCH THE VIDEO**

Click here to see where your recycling goes.

[LEARN MORE](#)

 **RECYCLING FAQ**


What you need to know to Do Your Part, Recycle Smart.


[LEARN MORE](#)

Recycling Directory

CAN I RECYCLE THIS?

Recyclopedia English Share

 Recyclopedia

 Need help?

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

Search

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[List of Materials](#)

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Smart Recycling Guide



Food and Beverage Cans
empty and rinse



Bottles, Jars, Jugs and Tubs
empty and replace cap



Bottles and Jars
empty and rinse



Mixed Paper, Newspaper, Magazines, Boxes
empty and flatten

NO!



**Do Not Bag Recyclables
No Garbage**



**No Plastic Bags
or Plastic Wrap**
(return to retail)



No Food or Liquid
(empty all containers)



No Clothing or Linens
(use donation programs)



No Tangles
(no hoses, wires,
chains or electronics)



RecycleSmartMA.org



@RecycleSmartMA



RecycleSmartMA



Recycle-Smart-MA



Join Us!




[HOME](#)

[SMART RECYCLING GUIDE](#)

[FAQ](#)

[BECOME A PARTNER](#)

 English

Recyclopedia: Can I recycle this?

Search



BECOME A RECYCLE SMART PARTNER

Help Bay Staters do their part to recycle smart by spreading the word through our Partners Program.

Make sure that you:

- Conduct regular and timely communication with hauler on recycling quality and contamination
- Provide clear signage and direction
- Ensure materials collected are recyclable at MRFs
- Identify materials to collect separately

Business Development

- Recycling Business Development Grants
- Round 1 awarded \$1 million in grants to six companies
 - 1 for mixed recyclables
 - 1 for glass
 - 1 for plastic
 - 3 for clean wood
- Round 2 currently evaluating
 - Received 9 applications totaling \$3.3 million
- Recycling Loan Fund loans

Recycling Market Investments

- Seeing stabilization in recycling markets
- Trend of Chinese paper companies investing in US capacity
 - Plastics, paper and food/beverage cartons
 - Still strong global fiber demand
- Local and regional investment in glass recycling operations
- Continuing challenges
 - Low material prices, increased transportation costs
 - Localized MRF capacity issues in Massachusetts

What You Can Do

- Use & share RecycleSmart MA tools
 - Sign up to become a partner
 - recyclesmartma.org
- Request no-cost RecyclingWorks technical assistance
 - recyclingworksma.com

Contact Information:

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