



THE MATERIAL VALUE OF PARTNERSHIP



Keefe Harrison
Executive Director

Connecticut SWAC Meeting

THE MATERIAL VALUE OF PARTNERSHIP

Demand is high, robust infrastructure exists.
Goal: Get more, good material into the bin.

Formed in 2003, we are a 501(c)3
with a mission to:

**INCREASE RECYCLING
RATES IN AMERICA**





All sectors are loosely connected, but form a highly dependent network of interests.

STUDY THE INDUSTRY, IDENTIFY BARRIERS, DESIGN SOLUTIONS AROUND BARRIERS

We understand that there are no silver bullets:

Six Aspects *of* Healthy Recovery



- 1 Committed Communities**
provide ample access and opportunity for expansion
- 2 Public-Private Partnerships**
coordinate across sectors
- 3 Supportive Policy**
recognizes the value of the recovery supply chain
- 4 Robust MRF Processing**
creates quality bales through dependable flow of clean material
- 5 Strong End Markets**
drive demand and appealing price
- 6 Thoughtful Outreach**
boosts participation, reduces contamination

COMMUNITY SOLUTIONS THAT ADDRESS BROAD INDUSTRY CONCERNS

CVP's direct actions focus on **three** of these areas:

Six Aspects *of* Healthy Recovery



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Using the Healthy Recovery Components to determine city tasks:



Access

Ensuring all households with curbside collection are served by large roll carts.



Champion Building

Growing support from local and state elected officials and the private sector.



System Solution

Addressing the entire supply chain, ensuring use of best management practices.



Education and Outreach

Increasing participation and reducing contamination.

Demand for Recycled Content Material*

*Some of the industries within ~100 miles of inaugural cities.
150 more manufacturers not listed.



Alcoa
Potters Industries
Owens-Illinois Group
Sumter Packaging
Sonoco Products Co
Ampak
Augusta Tissue
Augusta Newsprint
US Corrugated
Carrotell Paperboard
Southeastern Paperboard, Inc
Greenfiber
Cascades Tissues
WasteZero/Envirobag
Barnet Polymers
Leigh Fibers, Inc
NURRC

Custom Polymers, Inc
Kord USA
Hilex Poly Co
Polyquest
ITW Angleboard
Wellman Plastics
Gerdua Ameristeel
Ati Allvac
Nucor
CMC Steel
US Steel
Arcelormittal
Roanoke Electric Steel
Dyna Pak
Calsonic
Activa
Blue Diamond

*Source: SERDC 2010 Recycled Content Demand Map

Celebrating Successes



Celebrating Community & Funding Partners, SERDC Summit, 2014

Projected increases in the Recycling Partnership's inaugural three partner communities



Over 10 years, that equates to:

	WATER saved	86m Gallons	236m Gallons	338m Gallons
	ENERGY saved	.46m MBTUs	1.2m MBTUs	1.8m MBTUs
	GHG saved	37,000 metric tons CO2e	100,000 metric tons CO2e	143,500 metric tons CO2e
	ECONOMIC value:	\$1.6m	\$4.5m	\$6.5m
		Florence, AL	Columbia, SC	Richmond, VA

The results? Proven **environmental** impact that supports corporate sustainability goals and **economic** impact that supports your bottom line.

We're On A Roll



RICHMOND IS ON A ROLL.

The City of Richmond is excited to announce we're increasing our recycling efforts through our new CART program.

In January 2015, 6000 homes will receive a new 95-gallon recycling cart. Postcards are being sent to alert residents of the selected homes. If you didn't receive one, don't be concerned; carts will be delivered to all Richmond single-family homes and dwellings with four or fewer units between July and December 2015.

Pickup days, times and locations will remain the same, you'll just be able to recycle more, which is good for our City and the environment. Even better, you'll also be able to earn rewards for recycling too! Find out more at recyclingperks.com

So get ready to roll, Richmond!

GREAT NEWS!

Selected homes will receive this postcard!

For more information visit:
www.Richmond.gov/RichmondRecycles

CVWMA
Central Virginia Waste Management Authority

1991 Called



Scale comes by embracing differing approaches

SCALING UP *WITHOUT* FALLING DOWN



The leader of the Curbside Value Partnership lays out a set of principles that can help recycling leaders grow the nation's supply of recycled materials while tailoring programs to the needs of specific communities and companies.

BY KEEFE HARRISON

We often hear the term “national scale” tossed around during discussions about how to best accelerate recycling rates. But what does it mean?

At its core, national scale is the recognition that recycling operations, techniques, and barriers differ state-by-state and even city-by-city. However, there is more to it than that. Any truly national effort must be able to provide coordinated solutions at that community-specific level while also maintaining a national intent.

For those of us in the midst of designing nationally scalable efforts, gone is the thinking that if we address the concerns of the largest, low-performing cities we will harness enough material to fill the supply chain. Now we know that the real path toward national scale involves choreographing similar industry-boosting efforts in as many locations at once as possible.

National efforts cannot quickly prescribe solutions that work for every city across the country. Successful initiatives will instead understand the needs and barriers of each city, state and region. They will also connect the large network of industry leaders and stakeholders, as well as provide a framework of best-management

was studying recycling and couldn't quite figure out where CVP fit in. Her question was, “Materials have value, systems are in place and market pull helps move commodities along, so why do we need a nonprofit in the mix?” It is a fair question, but it also shows how most people do not see that the system we call recycling is less a single industry and more a loosely connected – but highly interdependent – network of businesses, governments and nonprofit groups. While the goal of each sector is the same – more material and higher-quality recycling – the motivation and approach is often very different for each individual entity. And that's where the difficulty lies.

It's not only reporters who are asking questions about how scalable solutions work. Voices across that recycling network are eager to ensure their needs are heard. Communities struggle to engage their recycling partners, add new materials, improve their operations and offer citizens better service. MRFs need stronger best-management practices to share with their community partners. Companies that buy from MRFs need to see more supply but cleaner bales. And brand companies need more

Open Source Tools

In 2015 we expect to reach 2000+ contacts with:

- **Webinars**
Free sessions connecting recycling officials with national leaders
- **Newsletters**
Tips and tidbits for recycling programs
- **Best Management Tools**
Connecting with the leading approaches
- **Peer Networks**
Building connections with other recycling officials
- **Free Downloadable Tools**
Images and templates

CVP City Work

In 2015 we expect to partner with a dozen communities providing:

- **Technical Assistance**
CVP staff time to help program coordinators adopt best management practices
- **Champion Building**
Connecting with elected officials around the importance of recycling
- **Communication Campaigns**
A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more

Recycling Partnership

In 2015 we expect to partner with at least five communities providing our most in-depth level of action:

- **Grants**
Seeding private dollars to unlock public investments
- **Technical Assistance**
CVP staff time to help program coordinators adopt best management practices
- **Champion Building**
Connecting with elected officials around the importance of recycling
- **Communication Campaigns**
A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more

Article in this month's *Resource Recycling*

Thanks to our sponsors

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RecycleCurbside.org

Visit our website for:

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- And *more!*



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