

# Georgia Recycles

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Volume 19 Issue 1

The Georgia Recycling Coalition Newsletter

Spring 2013

## Where is "Away"? The Path to Zero Waste

### GRC 2013 Semi-Annual Training Meeting

**Location: Oconee Fall Line Technical College/Dublin, GA**

**April 16-17, 2013**

Our goal is Zero, but where is "away" for the myriad of materials we manage every day!? Traditional curbside materials are just scratching the surface with organics, electronics, tires, e-scrap, carpet, paint, construction & demolition, HHW, oils & greases, textiles, and much, much more still to be resolved.

A working definition of zero waste, often cited by experts in the field originated from a working group of the Zero Waste International Alliance in 2004:

Zero Waste is a goal that is ethical, economical, efficient and visionary, to guide people in changing their lifestyles and practices to emulate sustainable natural cycles, where all discarded materials are designed to become resources for others to use. Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. Implementing Zero Waste will eliminate all discharges to land, water or air that are a threat to planetary, human, animal or plant health.

While there are many principles associated with zero waste, generally speaking the recycling industry focuses on *Zero Waste to landfill or incineration* with the accepted measure being to diversion of more than 90% of the solid wastes we generate from all of our facilities; no more than 10% of our discards are landfilled.

Businesses large and small as well as local governments and institutions are adopting zero waste plans for economic and environmental reasons. Join GRC as we look at the fundamentals of "away" and find the keys to successful sustainable recycling programs for Georgia.



SAVE THE DATES  
**APRIL 16-17, 2013**

OPENING DAY TOUR  
LAURENS COUNTY SOLID WASTE  
MANAGEMENT AUTHORITY COMPOST SITE  
OCONEE FALL LINE TECHNICAL COLLEGE  
560 Pinehill Road, Dublin, GA 31021  
For more details, go to [georgiarecycles.org](http://georgiarecycles.org)

WHERE IS "AWAY"?  
THE PATH TO ZERO WASTE



**SEMI-ANNUAL  
MEETING**

# President's Column

## Zero Waste, a Realistic Objective

In a past *The Boston Globe* article, journalist Jessica Winter states "Imagine a future where everything is a renewable resource. The 'unnatural' process of chemical engineering, manufacturing, packaging, distribution, and disposal would all aspire to a state of nature, where anything and everything is a renewable resource. In this perfect system: reduce, reuse and recycling would apply to not only the products at the end of their life cycle, but to the materials and methods that created them."



This exciting article is referring to zero waste, the concept that basically is: nothing with a second life would be thrown away with an ultimate goal of eliminating waste as a concept entirely.

The upcoming GRC Semi-Annual Training Meeting is focusing on the very issue of zero waste and exploring how it fits into our programs and communities. Did you notice how the words "training" and "fits" were used in that last sentence? That is exactly the purpose of this event, to train you how to adopt zero waste principles now!

There is more exciting (and related) news, Georgia SWANA has just announced that they will accept GRC Semi-Annual and Conference training as credit for their certifications. For those that hold Landfill Operator or similar certifications through GA SWANA, this is *very* exciting news! More in-depth information is forth-coming from the GRC.

Based on the topic of the upcoming training meeting and the continuing education credit with GA SWANA, it is crystal clear that GRC is ahead of the curve in membership return on investment. Now is the perfect time to share *your* association benefits with others!

Kristine Kobylus  
President, Georgia Recycling Coalition

The Georgia Recycling Coalition (GRC) is a non-profit, tax-exempt organization that was formed to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

## GRC 2013 Board of Directors

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## MARK YOUR CALENDAR

April 9-12, 2013

April 9-13, 2013

**April 16-17, 2013**

April 19-21, 2013

April 22, 2013

May 1, 2013

May 6-12, 2013

May 20-23, 2013

**August 18-21, 2013**

August 21-23, 2013

August 27-28, 2013

Carolina Recycling Coalition 23rd Annual Conference

ISRI Convention and Expo

**GRC Semi-Annual Training Meeting**

Atlanta Dogwood Festival

Earth Day

SWANA Rodeo

International Compost Awareness Week

Waste Expo

**GRC 22nd Annual Conference**

GA Environmental Conference

Resource Recycling Conference

Kingsland Plantation Myrtle Beach, SC

Orange Co Conv Ctr, Orlando, FL

**Oconee Fall Line Tech, Dublin, GA**

Piedmont Park, Atlanta, GA

Worldwide

Dublin, GA

Worldwide

New Orleans, LA

**King & Prince, St Simon's Island, GA**

Jekyll Island, GA

Louisville, Kentucky

# GRC in the News

## GRC Made Finalist in the Inaugural E3 Awards

The Metro Atlanta Chamber reported that they received 125 applications in the 8 categories, so to be among the finalists was an honor. While we did not win, (we were up against the Lifecycle Building Center and **UPS who was the winner!!**), it was great to be among such respected competition!! Our category was ***Making the Connection-Efforts to build more efficient supply chains or otherwise collaborate with multiple organizations to create sustainable solutions***. The main focus of our application that got us into the finals category was the mapping project with EPD and the *Made in Georgia* campaign, so we owe thanks to Stephanie Busch & the EPD staff for the real work that they did in this partnership and to Susan Wood who created our campaign logo!! So, let's work together this year to make this campaign a winner next year!



## 2013 Dogwood Festival Eco-Village

Celebrate Earth Day in the Atlanta Dogwood Eco-Village! April 19- 21, 2013

The 2013 Eco-Village is going to be amazing! The 77th Atlanta Dogwood Festival is partnering with Live Thrive Atlanta to continue its Award Winning Green Initiative Programs. The Girl Scouts of America and a local boy scout working on his Eagle status will assist with the recycling. All food vendors will use compostable utensils and their cooking oil will be converted into biofuel to run the generators throughout the festival. The Eco- Village will also feature: a Market Place - filled with sustainable vendor booths all demonstrating how their products are made; **Recycle Education Station** - games and educational information; and Atlanta Environmental Nonprofits. **GRC** will join Clean Harbor, Southern Green Inc., City of Atlanta Watershed Management, Shoebox Recycling, Reworx Electronics, Atlanta Paint Disposal, and City of Atlanta Public Works in the **Recycle Education Station**. If you want to volunteer in the station, email us at: [garecycles@mindspring.com](mailto:garecycles@mindspring.com).



## ANNOUNCING: New Online Membership Service

A new and improved membership and event management system called Wild Apricot has been implemented by GRC. It will simplify online use for members and give us many new administrative features. It is also interfaced with a new online payment system that is much more user friendly than our previous service.

### NOTE TO GRC Current Members:

You are already in the Wild Apricot System; to enter the system the first time for event registration you will need to follow these directions that are also posted on the front page of our Wild Apricot system:

*To log in to your GRC account for the first time, please use the "Forgot Password" link under the log-in box in the top right corner. Once you reset your password to your preferred password you will be able to access your membership and register for events **at the GRC member rate**. PLEASE KEEP YOUR PASSWORD in a place where you will have it later for future events and membership renewal.*

When **Membership Renewals** are due this summer, you will receive all electronic renewal notices, invoices, reminders, and acknowledgments, saving us time and money in the process. You will be able to pay online with a credit card or print out the invoice and send it in with a check for payment. **Remember that our next member year is July 1, 2013 through June 30, 2014, so look for these notices in early May.**

# Strategic

MATERIALS, INC.

## The Nation's Largest Glass Recycler

### Innovative Solutions to your Glass Recycling Needs

With capabilities to accept more varieties of glass and with more collection centers nationwide, Strategic Materials is the single-source solution to your glass recycling needs. A variety of receptacles can be provided at your facility and serviced by our staff.

We are a single source for nationwide decasing.

Find out how you can reduce landfill costs and increase revenues with Strategic Materials' recycling programs.

**Call Hazel Mobley – Glass Consultant  
404-761-1340**

email: [hmobley@strategicmaterials.com](mailto:hmobley@strategicmaterials.com)

# Welcome New Members

## Business

Atlanta Paint Disposal - Amanda Ayres  
Waste Zero - Les Evans

## Government/Nonprofit

Columbus Consolidated Government - Les Moore  
Society of St Vincent de Paul Georgia - Kevin Barbee

## Individual

Robert Eidson, REF-Tech Consulting Inc  
LaDale Trimble, Zero Waste Now  
Ray Trimble, Zero Waste Now  
Rhonda Buchanan, Green Sense

# GRC SPONSORS

## 2012-2013

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The Coca-Cola Company  
Georgia Beverage Association  
GA Dept of Community Affairs  
Mohawk Industries  
Novelis, Inc.  
Pratt Industries  
Shaw Industries Group, Inc.  
SP Fiber Technologies LLC

### SUSTAINERS

American Chemistry Council-Plastics Div  
Caraustar  
GP Harmon Recycling  
PepsiCo, Inc

### PATRONS

Cycle-Tex, Inc.  
Delta Air Lines  
Pull-A-Part LLC  
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### SPECIAL CONTRIBUTORS

The Turner Foundation  
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Carton Council  
Sonoco Recycling  
Glass Packaging Institute  
Whole Foods Market  
Waste Management  
IPS Balers

I would like to express my sincere appreciation to Gloria Hardegree and the GRC for the generous donation to the Red Cross in memory of my son, John Arthur Woodworth.

Sincerely,  
Kathryn Woodworth

## Contact GRC

Georgia Recycling Coalition, Inc.  
P.O. Box 550667  
Atlanta, GA 30355  
Phone: 404-634-3095  
Fax: 404-350-8780  
Email: garecycles@mindspring.com  
www.georgiarecycles.org

# ADVERTISING OPPORTUNITY

The Georgia Recycling Coalition (GRC) is offering advertising in its quarterly newsletter. What better way to get the word out on what your organization is offering to the waste reduction and recycling community? Your ad will be seen by all GRC members and readers of the printed newsletter.

Take a look at our rates, consider the benefits, and give us a call!

#### RATES:

Size:	Cost
Business Card	\$100
1/6 page	\$200
1/4 page	\$300
1/2 page	\$400
Full page	\$600

#### DISCOUNTS AVAILABLE:

- 25% discount for all GRC members
- 25% discount to non-members who advertise in 4 consecutive issues
- 50% discount to GRC members who advertise in 4 consecutive issues



# Georgia Recycling Coalition INC.

## GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

For more info on placing an advertisement or for membership information, call 404-634-3095.

## Industry News

### PET Bottle Recycling Soars to Nearly 39%

Recycling of single-use plastic water bottle containers reached 38.6 percent for 2011, more than doubling the rate from seven years ago, according to a new study. The recycling rate for polyethylene terephthalate (PET) bottles increased nearly 20 percent from the previous year's rate of 32.3 percent, according to data from the Sonoma, Calif.-based National Association for PET Container Resources (NAPCOR)

And the New York-based Beverage Marketing Corp. (BMC) reported that the average weight of a 16.9-ounce, single-serve PET plastic water bottle dropped by almost 47.8 percent during the past 11 years to 9.9 grams, the Alexandria, Va.-based International Bottled Water Association (IBWA) stated in a news release. According to the internal NAPCOR study, 500 million pounds of PET plastic water bottles were reclaimed for recycling in 2011, which is the most recent data. BMC data showed that the bottle weight reductions have saved 3.3 billion pounds of PET resin since 2000.

### US Demand for Recycled Plastic to Reach 3.5 Billion Pounds in 2016

US demand for post-consumer recycled plastic is forecast to rise 6.5 percent per year to 3.5 billion pounds in 2016. Gains will be driven by a number of factors, including a growing emphasis on sustainability among packaging and consumer product manufacturers, advancements in processing and sorting technologies allowing a wider variety of plastic to be recycled into high quality resins, and an improved collection infrastructure which raises the plastic recycling rate. Continued support by federal, state, and local governments for recycling efforts will also provide a significant boost to recycled plastic collection, processing, and demand. Packaging will continue to be the leading market for recycled plastic in 2016. Bottles will remain the leading source of plastic for recycling, accounting for over half of all plastic collected in 2016. These and other trends, including market share and product segmentation, are presented in *Recycled Plastics*, a new study from **The Freedonia Group, Inc.**, a Cleveland-based industry market research firm.

The overall rate of plastic recycling in the US will remain relatively low -- less than seven percent of total plastic demand in 2016 -- as the industry faces a number of challenges. Recycling is minimal in several major plastic markets, including construction products, motor vehicles (other than batteries), and packaging film, due to a lack of collection capability or economical processing. Export sales (mostly to China) siphon off a substantial portion of plastic scrap, and much of what is processed domestically has high levels of contamination. As a result, only about half of the plastic collected for recycling makes its way to manufactured products in the US market.

Polyethylene terephthalate (PET) and high density polyethylene (HDPE) were the two leading resins used in recycled plastic products in 2011, accounting for over 70 percent of demand. While PET will see above average gains in demand, fueled by rising recycled content in beverage bottles and thermoformed containers, subpar increases in HDPE collection will limit the availability of recycled resin. The most rapid growth is forecast for recycled low density polyethylene, which will benefit from a rebound in the construction market. Recycled polypropylene will also see healthy gains in demand as collection volumes increase and processing techniques improve the quality of the resin. Rapid growth is expected for smaller volume resins such as nylon and polystyrene, fueled by rising collection of products such as carpet, plastic foam, and consumer electronics for recycling.

### Nation's First Zero Waste business Certification Program launched

The U.S. Zero Waste Business Council is launching the first third-party zero waste certification program for U.S. businesses, the organization announced. Founded in the fall of 2011, the Corona Del Mar, Calif.-based non-profit has set a goal of diverting all end-use material from the landfill and incineration through reducing, reusing, recycling and composting. The organization calls for a minimum of 90% diversion.

USZWBC recently issued zero waste certifications to three **Whole Foods Market** stores in San Diego County, Calif., and also provides zero waste educational tools for communities, businesses and other groups, according to its Facebook page. "We are thrilled to launch the new certification program and to verify the achievements of Whole Foods Market. Our goal is not only to provide credibility to zero waste businesses, but also to offer the resources needed to create value and save money through zero waste practices," Stephanie Barger, founder and executive director of USZWBC, said in a statement. "The U.S. Zero Waste Business Council offers businesses access to recycling markets, peer-to-peer networking, zero waste training and conferences."

### GDOT Goes Green with Rubberized Asphalt made from Tires

The Department of Transportation is going green! They're working to recycle millions of pounds of scrap tires to make a newer, safer, and cheaper asphalt for highways. Supporters call the efforts a win-win-win: a win for the state with cheaper, better roads, a win for the environment with the recycling of more scrap



Con't page 6

## Industry News (con't)

tires; and a win for you in the form of safer roads to drive on. Crumb rubber is also less noisy to drive on, and experts say it's best for use on highways, interstates, and highly-traveled roads.

Last year, the state of Georgia amended road construction rules to include recycled tire rubber as an alternative to higher-cost, oil-based production. Chairman Randy Nix, who authored the bill, says it's less expensive because the price of using polymer from the rubber is less than the price of petroleum. And as it turns out, GDOT says they're discovering along the way that the change gives them better roads. Experts say it also absorbs better, and cuts down significantly on the amount of water that sprays up when it rains.

The change means countless scrap tires have a home. A mile of crumb rubber asphalt pavement takes 2,000 tires out of the landfill, so it's got a big green effect, too. GDOT believes it's the future, and there will be many more tires going into asphalt in the future. Contractors say because of the change, they can now bid projects out further down the road and not wait to see what the price of oil will be. GDOT is expected to use millions of pounds of the recycled rubber for paving projects this year alone.

## Recycling of Rigid Plastics & Access to Recycle Grows

Rigid plastics recycling, excluding bottles, reached 934 million pounds in 2011, a 13% increase, and U.S. consumers with the ability to recycle rigid plastics locally shot from 40% to 57% between

2011 and 2012, the American Chemistry Council (ACC) announced in two reports. The first report found that 61% of rigid plastics collected in the U.S. in 2011 were recycled in the U.S. or Canada, a significant increase from previous years. It also found that polypropylene and polyethylene plastics make up 70% of postconsumer non-bottle rigid plastics recycling and that high-density polyethylene makes up 31%.

The [second report](#) found that more than 1,400 cities and 300 counties in the U.S. now collect all rigid plastic containers in addition to plastic bottles. It also found that the recycling rate for U.S. consumers with access to recycling two key categories of rigid plastics – HDPE rigid cups, tubs and containers and PET trays, clamshells and



cups – now tops 60%. In other words, for the first time, under the Federal Trade Commission's guidelines, recycling access is high enough to label rigid plastic containers "recyclable" without an additional qualification or disclaimer. "This is a significant milestone for recycling and a tremendous benefit to packaging manufacturers, major brands, consumers and recyclers," said Steve Russell, vice president of plastics for the ACC, in a statement.

Rigid polypropylene containers are likely the next class of rigid plastics to approach FTC's recyclability threshold with 58.4% of U.S. consumers currently able to recycle them locally, the report said. Common end uses for recycled rigid plastics are pipes, buckets, automotive products, crates, reusable food storage containers and kitchen tools, according to the news release. Both reports were the result of extensive survey work done by Moore Recycling Associations Inc. on behalf of the ACC.



## New Glass Recycling Venture to Improve Quality

Owens-Illinois and eCullet of Palto Alto, CA have announced a joint venture that will allow O-I to use more high-quality recycled glass and reduce its environmental footprint. The companies will form Glass to Glass, which will invest in glass-sorting equipment to improve the process of sorting recycled glass from paper, metal and plastic, which often leaves glass too contaminated to reuse in manufacturing. This joint venture will result in more high-quality recycled glass available for use in O-I plants.

"We are pleased to work with the world's largest glass container manufacturer to provide high quality, recycled glass to its plants," said Craig London, eCullet CEO. "Glass recycling in the United States is increasing, but much of that supply requires sophisticated sorting technologies to create the quality of recycled glass required by glass manufacturers. That is our specialty and we look forward to helping Owens-Illinois use more recycled glass in its manufacturing process."

# RESOURCES

## Earth Day 2013 Theme: The Face of Climate Change

The global theme for Earth Day 2013 is “**The Face of Climate Change**,” Earth Day Network announced in February. Earth Day Network, the group founded by the organizers of the first Earth Day to coordinate the annual day of action that builds and invigorates the environmental movement, said that this theme was chosen because of the need to highlight the mounting impact of climate change on individuals around the world.



“Many people think climate change is a remote problem, but the fact is that it’s already impacting real people, animals, and beloved places all over the world, and these Faces of Climate Change are multiplying every day,” said Kathleen Rogers, president of Earth Day Network. “Fortunately, other Faces of Climate Change are also multiplying every day: those stepping up to do something about it. For Earth Day 2013, we’ll bring our generation’s biggest environmental challenge down to size – the size of an individual faced with the consequences.”

Between now and Earth Day, Earth Day Network will collect and display images of people, animals, and places directly affected or threatened by climate change and tell the world their stories. The organization will mobilize its extensive global network of Earth Day event organizers and other partners to help collect the images. But they’re also asking ordinary people to become “climate reporters” and send their pictures and stories that show The Face of Climate Change.

On and around Earth Day – April 22 – an interactive digital display of all the images will be shown at thousands of events around the world, including next to federal government buildings in countries that produce the most carbon pollution. The display will also be made available online to anyone who wants to view or show it.

The campaign is focusing heavily on social media. Organizers are asking people to tweet using the hashtag #FaceOfClimate, and “climate reporters” can also post photos to Twitter and Instagram using that hashtag for inclusion in the digital display.

## Burns Scholarship to Roll out this Spring

Connie Burns, of Effingham County, GA was an active Georgia Recycling Coalition (GRC) member for several years and was renowned for her spirit, love of life and adventure, and her true understanding of and dedication to effective waste reduction and recycling practices. The solid waste and recycling community lost Connie to an unexpected death in August of 2012. Connie was active in Solid Waste Association of America (SWANA), serving as the director of the group’s

communication, education and marketing division. That role just scratched the surface of all the volunteer work she did in the Effingham County community, including serving as director of Keep Effingham Beautiful and coordinator for Rivers Alive Effingham.

As a way to remember and honor her life and work, GRC in partnership with SWANA Georgia Chapter, established the **Connie Burns Scholarship Program** dedicated to assisting and mentoring Georgia college and university students interested in a career path in recycling, composting, environmental practices, and sustainability. GRC feels that the education of both students and the general public is an important component in eliminating some of our biggest resource management, recycling and composting issues. Through the scholarship program, we hope to address providing a higher level of education for students, in the hopes of producing knowledgeable and responsible resource management professionals for the future.

An ad hoc committee of GRC has been at work developing criteria and will have an application ready for distribution by mid-April of this year. So be on the lookout for that soon via the list serve—we’ll need all our members to assist in distributing to local higher education institutions in your communities.

## KAB & Dr. Pepper Snapple Group Park Recycling Bin Grant

Keep America Beautiful (KAB) and Dr. Pepper Snapple Group (DPS) announced a partnership agreement focusing on increasing recycling in city, regional and state public parks throughout the country. DPS is donating \$300,000 to KAB during a one year collaboration to fund recycling bins in public parks. For more information visit: <http://irecycleonthego.wordpress.com/>

## National Drug Take-Back Event April 27th

The Drug Enforcement Administration (DEA) has scheduled another National Prescription Drug Take-Back Day for Saturday, April 27, 2013. The hours are from 10:00 a.m. to 2:00 p.m., with numerous events throughout Tennessee. Don’t miss this opportunity to properly dispose of unwanted medications. More than two million pounds of medications were collected during the past four events. This also serves as a time to educate the public about prescription drug abuse. For more info, go to: [http://www.deadiversion.usdoj.gov/drug\\_disposal/takeback/](http://www.deadiversion.usdoj.gov/drug_disposal/takeback/)

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# Spotlight on Programs

## USAgain Textile Recycling Earth Month Challenge

USAgain proudly announces its yearly Earth Month Challenge for schools across the country. The goal of the Earth Month Challenge is to raise awareness and educate communities on the importance of textile recycling, as well as giving back to schools for their eco-friendly recycling efforts. The top collecting five schools will earn awards of \$1,000, \$750, \$500, \$250 or \$100, and all participating schools will receive funds based on pounds of recyclable clothing and shoes they collect. Learn more and sign up for Earth Month Challenge: <http://www.usagain.com/earth-month>

## Academia Archive-UGA to Observe Earth Day

To celebrate Earth Day, UGA will host a series of events throughout the week of April 22-26 starting with a large community event at Tate Center Plaza on Monday, April 22nd from 10 a.m. to 2 p.m. The event will feature information tables promoting sustainability initiatives from student-focused and community organizations. Also featured will be UGA Earth Week Headquarters, a table hosted by the Office of Sustainability and UGA Students for Environmental Action to inform students, faculty and staff about the week's activities and ways to volunteer and become involved on campus. If you are a student club or organization, UGA department, government agency, non-profit or civic organization who is interested in reserving a table please contact the Office of Sustainability at [sustain@uga.edu](mailto:sustain@uga.edu) or 706-542-1301. Tables are free and will be registered on a first come, first served basis.

## 2012 Spirit of Green School Awards Announced

In January, the Georgia Recycling Coalition (GRC) awarded its 2012 Spirit of Green School Awards to two Georgia middle schools: W.R. Coile Middle School in Athens and Tucker Middle School in DeKalb County. Each school received \$500 from GRC to expand and improve its existing school recycling programs. "We are proud to recognize and award these schools for their exemplary efforts, and we appreciate their work in developing environmental stewards for the future," said Gloria Hardegree, GRC's Executive Director.

 Check out GRC's Facebook Page & LIKE us!   
<http://www.facebook.com/#!/georgia.recycles>



Smartphone users may scan our QR code to visit the GRC website.

## Atlanta Public Schools Recycling Outreach

Atlanta Public Schools launched a new recycling program in their schools during the 2012/13 year. As part of that effort, students in some schools were involved in the Trex plastic bag challenge. School-wide competitions are held to see who can collect the most plastic bags to recycle with Trex. Participating schools compete to collect the most plastic bags to be recycled by Trex and reused in their communities. Other schools were provided presentations on green careers and the expanded CARTlanta residential curbside program.



*City of Atlanta Presentation on the CARTlanta Curbside Program at Beecher Hills Elementary*



*Jacqueline Bridges, City of Atlanta Recycling Program Manager, and Waste Pro Recycling present on Green Careers at Bethune Elementary Career Day*



*Recycling center at Crawford Long Middle with Trex plastic bag collection box.*

# GRC Subscribes to Roll-Out Recycling Videos

## So, what is Greenshortz? The easiest path between you and green!

The data says that most of us want to be green—82% in fact, but a much smaller percentage take action. There are many reasons why, but much of it may be as simple as knowing where to start. The goal of Greenshortz is to help you begin living a greener lifestyle one simple step at a time. Each video will focus on one idea or concept, to allow you to identify where you want to start. So, get your personal green momentum going; put your green on, one leg at a time.

GRC became an inaugural subscriber to Tom Mill’s newest service and will have videos with our logo and slated as GRC sponsored for roll-out soon in social media and on our website. Check out all the possibilities at [www.greenshortz.com](http://www.greenshortz.com). If your local program wants to subscribe, contact Tom directly at: [tom@greenshortz.com](mailto:tom@greenshortz.com). It is very affordable and so worth it for the quality messaging.

Here are some titles we will be using initially, with more to come in future months:

- Billboard to Bag to Job
- America Recycles Day
- Put the RE in Batteries
- Leaf It Be
- Me, Myself & Polystyrene
- The Garbage Drive-by
- Put Joe Back to Work

## Pull-A Part Partnership Continues

On November 15, 2012, **Pull-A-Part**, a Do-It-Yourself Used Auto Parts Retailer and purchaser of End of Life Vehicles (“Junk” Cars), announced a partnership with the Georgia Recycling Coalition to promote the recycling of older cars in the Metro Atlanta and Augusta areas. Pull-A-Part will donate funds to the Georgia Recycling Coalition and the local recycling program members, including **Keep Atlanta Beautiful, Keep DeKalb Beautiful, Keep East Point Beautiful, Keep Forest Park Beautiful, Keep Roswell Beautiful & Roswell Recycling Center, Keep Columbia County Beautiful, and Gwinnett Clean & Beautiful** for every vehicle sold through



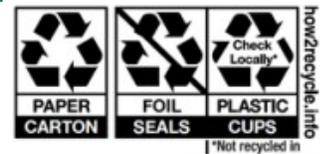
their promotion of this program. Residents in these areas can contact Pull-A-Part using a special program specific code if they wish to sell their old junk cars for cash, which includes free vehicle pickup. The donated funds will be used to help support local recycling and litter prevention programs throughout the state. Participating programs held a quarterly review and update recently to identify tools they needed to boost the campaign in their local communities; we hope to have results to report to you in the near future.

**Plastic Bag Recycling Poster available at [www.plasticbagrecycling.org/](http://www.plasticbagrecycling.org/)**



## Sustainable Packaging Coalition Launches How2Recycle Label

The Sustainable Packaging Coalition (SPC), a project of sustainability non-profit GreenBlue, Charlottesville, VA, has announced the completion of the soft launch of its How2Recycle recycling labeling system. In addition, major brand name Kellogg Co. will be joining 11 other companies already taking advantage of the How2Recycle label, including Ampac, Best Buy, Clorox, Costco Wholesale, Estée Lauder Cos., Aveda, General Mills, Microsoft, Minute Maid, Sealed Air, Seventh Generation and REI.



According to SPC, the How2Recycle label is the only packaging labeling system that communicates recyclability across all material types and gives explicit directions to consumers designed to influence their recycling behavior. The labeling system also specifies when a package component is not recyclable. The SPC says its goal is for the label to appear on the majority of consumer product packaging by 2016.

“We continually look for ways to educate consumers on the recyclability of our packaging materials. Consumers need clear, concise communication when it comes to recycling, so materials that can be reclaimed don’t accidentally end up in landfills. This label helps ensure all packaging components are recycled, as intended, to further reduce the environmental impact of our products and promote conservation,” said Melissa Craig of the Kellogg Co.

Of note is Kellogg’s use of the How2Recycle “Store Drop-off” version of the Label for certain plastic bags, wraps and other films acceptable at many retail locations for recycling with plastic carry-out bags, GreenBlue says. The familiar cereal “bag in box” format will carry the label as it applies to the inside bag liner. The SPC has partnered with the Flexible Film Recycling Group of the American Chemistry Council (ACC) to increase the use of this label and awareness regarding film plastic recycling. The paperboard box remains recyclable to the majority of the public either at curbside or municipal drop-off locations.

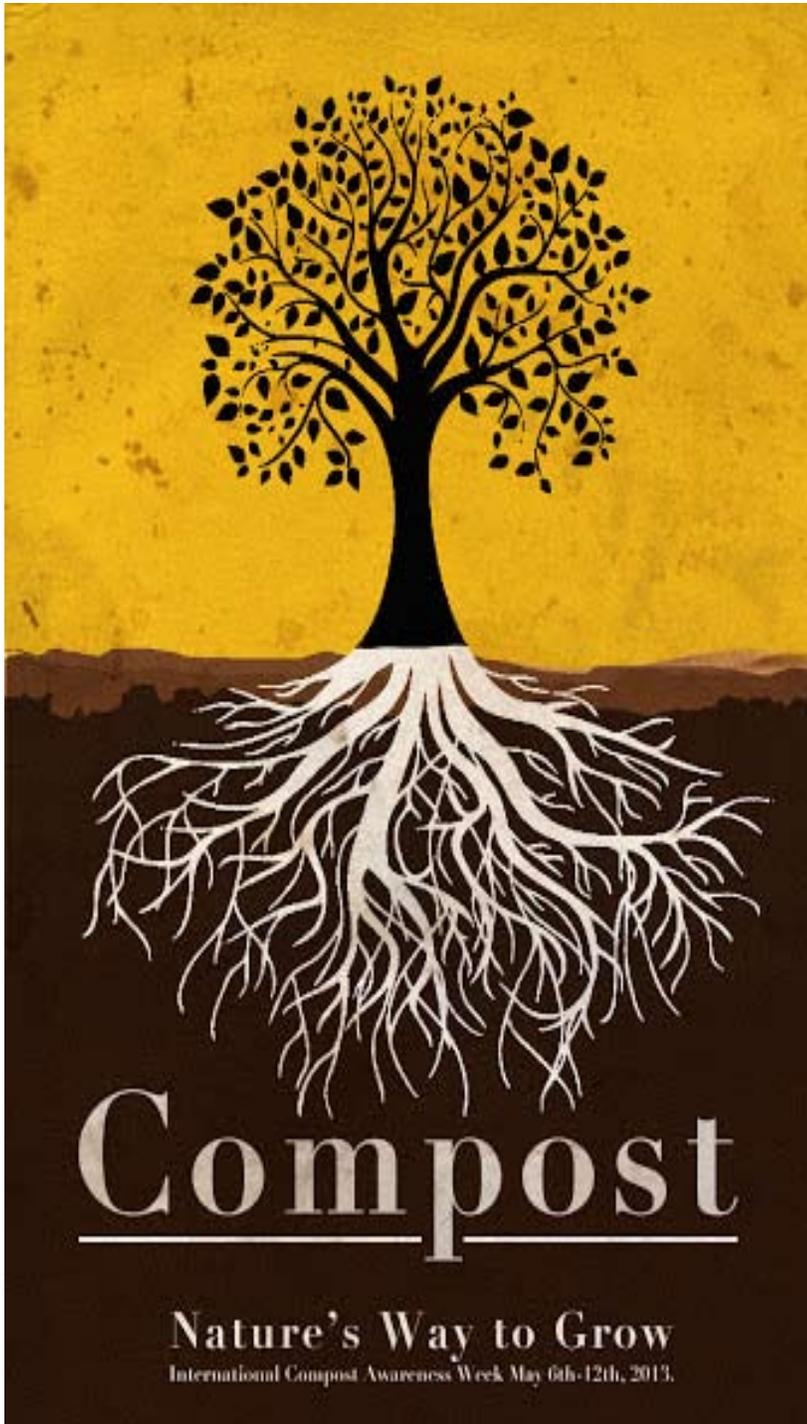
# Compost Row

International Compost Awareness Week is  
May 6-12

Send your event dates and  
descriptions to:  
[garecycles@mindspring.com](mailto:garecycles@mindspring.com)



**US Composting Council**  
International Compost  
Awareness Week



## DIG THIS COMPOST CAKE

Do like the worms do, and dine on a decomposing pile of garbage. Make an 8-inch-square chocolate cake from your favorite mix or recipe. Cover it with chocolate frosting, then press pretzel rods around the sides, leaving some cracks for protruding critters. Sprinkle the top with crushed chocolate cookies, then decorate with candy fruit slices, Circus Peanuts and gummy worms and bugs.



## US Composting Council, BioCycle Magazine Form Publication Partnership

In March, the US Composting Council (USCC) and BioCycle Magazine formed a collaborative partnership designating BioCycle as the official magazine of the USCC. This partnership directly taps the resources, education and outreach capabilities of each organization, and reflects their commitment to grow the composting and organics recycling industry sectors. “Combined, our organizations have been serving the composting industry in the U.S. for over 75 years. It is exciting for the USCC to now be officially connected through our new partnership with BioCycle,” says Lorrie Loder, President of the USCC Board of Directors. “This partnership with BioCycle provides an additional communications tool for the USCC and its initiatives,” says Michael Virga, the USCC’s Executive Director.

Nora Goldstein, editor of BioCycle, is the 21st century’s dedicated voice behind BioCycle’s mission of advancing the science and practice of conserving resources in the municipal, agricultural and industrial waste streams via “biological” conversion technologies. “There are positive signs ahead,” says Ms. Goldstein. “We have crossed the line into a new paradigm, where players beyond the BioCycle and USCC communities recognize that the resources being thrown away as waste are in fact edible food for humans, food for the soil, food to generate renewable energy and more. Behaviors and mindsets are changing, in a positive way. Our new partnership with the USCC will accelerate this change.”

# “MADE IN GEORGIA”



## Georgia Recycling Coalition<sup>INC.</sup>

22nd Annual Conference,  
Trade Show & Membership Meeting  
August 18-21, 2013

King & Prince Beach Resort—St Simon’s Island, GA

GRC is turning 22 this year and the recycling industry in our state is booming. With new curbside collection programs, more educational resources, increased processing capacity, an industry mapping project in the works, one of the best end-use infrastructures in the nation, new campaigns for waste reduction of non-traditional materials, a web based data collection system, recognition of our efforts with environmental awards, and a motivated board and membership, we have made great strides in increasing recovery in Georgia and raising the level of stewardship and knowledge. While the momentum is high, we still have much work to do to sustain this level of growth, so join us, support our efforts...become a conference **Sponsor** and plan to **Exhibit** as we explore **MADE IN GEORGIA!**



**For Information on Sponsoring or Exhibiting at the  
GRC Annual Conference, please go to:**

[www.georgiarecycles.org](http://www.georgiarecycles.org)

# Join the GRC & "Get In The Loop"

The Georgia Recycling Coalition, Inc. (GRC) is a non-profit organization whose mission is to complement and coordinate the activities of professionals, organizations, government agencies and individuals related to recycling; to foster communications among those groups; to promote sustainable reduction and recycling programs; and, to provide a forum to and from which its membership may enhance recycling efforts in Georgia.

Please choose a membership category, complete the information below, and return to:

Georgia Recycling Coalition, P.O. Box 550667, Atlanta, GA 30355

If you have any questions, or need additional information, call (404) 634-3095.

I would like to join at the following level:

- |   |                   |
|---|-------------------|
| <input type="checkbox"/> Partner                    | (\$3,025 or more) |
| <input type="checkbox"/> Sustainer                  | (\$1,525 or more) |
| <input type="checkbox"/> Patron                     | (\$775 or more)   |
| <input type="checkbox"/> Business/Trade Association | (\$375)           |
| <input type="checkbox"/> Government/Non-Profit      | (\$175)           |
| <input type="checkbox"/> Individual                 | (\$75)            |

Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I would like to serve on the following GRC committee:

Education

Programs

Membership Development

Special Events

Communications



P.O. Box 550667

Atlanta, Georgia 30355

404.634.3095

Fax 404.350.8780

[www.georgiarecycles.org](http://www.georgiarecycles.org)

[garecycles@mindspring.com](mailto:garecycles@mindspring.com)

## Dated Material

