What’s Your Focus for 2019?

It’s been an interesting year in recycling! And now it’s time to RE-Focus! But first, a bit of perspective from a seasoned industry professional, Chaz Miller, a semi-retired, 40-year veteran of the waste and recycling industry formerly with National Waste & Recycling Association (NWRA). Chaz’s October 29, 2018 article in Waste 360 entitled “A Bearish Bull in a China Market” reiterates 3 major points worth your read:

- Market upheaval—and this latest price collapse—is nothing new in recycling. Recyclables, after all, are raw materials. Like all raw materials, they are commodities. Unfortunately, recyclables have some of the biggest price fluctuations of most commodities. This is largely because they are at the tail end of raw material purchases in terms of reliable quality and quantity...the sky is not falling!

- Entrepreneurs will see opportunity in this raw material and will figure out how to take advantage of it. The collapse of markets in the early 1990s led to an explosion in new end markets. Both number and capacity of domestic recycled paper mills and of recycled plastic processors and end users increased dramatically. By late 1993, bad markets were an afterthought...

- The third point has to do with our failure to learn from the past. Veteran scrap dealers know markets will sour every four or five years. They expect it. They plan for it. Curbside recyclers and materials recovery facility operators and local governments need to adopt this mindset. We need to start thinking long term instead of short term. We need to start learning from our mistakes instead of repeating them. When markets are hot again, we need to take a deep breath, not get giddy and avoid making contracts we will regret when markets get cold.

So what are you narrowing in on as you plan for the next year and maybe the next decade? Here are some ideas:

- **Zeroing in on a clean stream**: Contamination in recycling programs is a recurring theme; time to stop talking about it and start doing something to fix it. Ideas?

- **Breaking down the glass landscape—fact v fiction**: Broken glass is accepted for recycling; Glass has not been hit by China’s policies; There are strong end markets for glass; Labels and organics present no problem for recycling glass; Demand for glass is about 11 million tons per year in the U.S. What have you done or are you doing to return glass recycling to your programs?

- **By the numbers**: Metrics and data have been growing topics of focus in the industry; Stay Tuned: GRC is working with the state to adopt the Municipal Measurement Program launching in early 2019—a collaboration of Re-TRAC and the Recycling Partnership. It will be free for local governments and replace our Measure GA program.

- **More organics/composting growth/infrastructure**: with the national wasted food reduction goals, efforts are ramping up at the Community Based Compost level as well as small scale site opening and large scale manufacturing sites in the works. This area is starting to gain traction in Georgia.

So, what’s your focus; share with us at garecycles@mindspring.com and we’ll use your ideas in future GRC communications forums.

Happy New Year!
Goodbye to 2018 and Hello 2019!

As we get closer to saying so long to 2018, we should all take a moment and reflect on what this past year has brought us. Was it just another crazy year that flew by without you noticing much of it? Was it filled with any unexpected surprises, or did you achieve any of the goals you set for yourself in 2017? For me, it was just another crazy year, but for GRC, it was #27. That's right, GRC celebrated another year and had its 27th Annual Conference on St. Simons Island with another great conference and attendee turnout (despite the weather threat). In addition, we had our Annual Board & Committee Planning meeting a few weeks ago at Southface Energy Institute and have newly elected board members ready to take us into 2019.

As focus remains on growing our members, partners and sponsors, I would ask those who have not joined yet, why not? There are many more reasons I can think of to be “IN” than not. GRC provides the best networking, education and market information on recycling and offers so many opportunities for businesses and municipalities. It's simple, GRC exists to promote and enhance waste reduction and recycling in Georgia and is here to provide you with the resources, training, and support needed for any new or ongoing programs. We should all want to strive each and every day to keep Georgia a strong economic state in sustainability as it relates to recycling and composting.

In closing, I want to say thank you and I have really enjoyed serving as your 23rd President. I didn’t accomplish all of the goals I had set for myself, but really appreciate you, Gloria and all other board and committee members for your help and support this past year. You all are awesome people and make GRC a great organization to be a part of.

Cale Caudell
GRC 2018 President
GRC in the News

New Board and Officers for 2019

Congratulations to our officers for 2019 elected by the Board of Directors at their annual planning meeting in late November:

Bruce Battle, Burton Energy  President
Karen Wilson, Caraustar Recycling  Vice President
Jeffrey Foote, Tree Zero  Treasurer
Susan Wood, GA EPD  Secretary

We also welcome two new board members next year: Kimberly White with Keep Cobb Beautiful and Laurene Hamilton of Cox Enterprises. Special thanks to 2018 Board President Cale Caudell, University of Georgia, as he completes his board term, and to Marla Prince of Waste Management who also leaves the board at the end of this year.

Board Planning Held in November

GRC Board Members and Committee Chairs met on November 29th at Southface Energy Institute in Atlanta for a 2019 planning meeting. Great ideas and events are in the works by the group

GRC Board Members Win KGB Awards

Congratulations to Peggy Whitlow-Ratcliffe, Live Thrive Atlanta’s Founder and Executive Director. She was the award recipient for 2018 “Woman of the Year”, presented by Keep Georgia Beautiful. Live Thrive Atlanta also won in the Waste Reduction & Recycling category at the 2018 awards held in early December. Peggy is currently serving on the GRC Board of Directors and co-chairs the Board Development Committee.

And, Congratulations to Keep Cobb Beautiful and its Executive Director (E.D.) Kimberly White; among the 9 awards they won for 2018 was the E.D. of the Year, recognizing outstanding leadership, commitment, determination and dedication to the KAB mission, ideals and process.

GRC Members attend the KGB Awards luncheon: (L-R) Michelle Wiseman, City of Atlanta; Karen Wilson, Caraustar; Peggy Ratcliffe, Live Thrive; Abbey Patterson, RRS; and Nancy Womack, Caraustar
Welcome New Members
Patron
C & Y Global Atlanta LLC - Cunyun Ye

Business
Diversitech - Mike Swint
Cowart Mulch - Rhett Marlow
River Mill Data Management LLC - John Barwick
ClearStream Recycling, Inc. - Jim Alderden
Haulin’ Glass - Derek Riker
Organix Recycling - Orlando Balcos

Government / Non-Profit
City of Thomasville
Nate Tyler
Trammell Crow/EarthX.org
Trammel S. Crow

Individual
Song Lin - Universal Plastics Trading Group, Inc.
Janai Kerney - City of Riverdale

Associate
Keith Drake - UGA
Chris Fetterman - Gwinnett Co. SWM
Ernest Robinson
City of ATL Mayor's Office Resilience
Kenny Woodard - Rome Floyd Recycling

GRC SPONSORS - 2018-2019

PARTNERS
Caraustar Recycling
Coca-Cola Company
Georgia Beverage Association
Mohawk Group
Novelis, Inc.
Pratt Industries
Shaw Industries Group, Inc.

SUSTAINERS
American Chemistry Council-Plastics Div.
PepsiCo, Inc.
Rubicon Global
WestRock Recycling
Waste Pro

Patrons
Advanced Disposal
Amerisouth Recycling
Cox Enterprises
C & Y Global Atlanta LLC
Delta Air Lines
Integrity Fiber Supply
No. American Insulation Manufacturers Assoc.
Pull-A-Part, LLC
Republic Services
Strategic Materials

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:

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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

GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

For more info on placing an advertisement or for membership information call 404-634-3095.
The City of Duluth will launch a GLASS RECYCLING “PILOT” PROGRAM in 2019!

Starting January 1, 2019, all Duluth residents and business owners will be able to participate in a free glass recycling program. The four-month trial program will allow all residents and business owners to recycle glass in a dedicated container located at the City of Duluth Public Works Complex at 2450 Main Street. The container will be accessible Monday through Friday between the hours of 3 pm to 6 pm and Saturday 8 am to 3 pm.

Rules for using the container are as follows:

• Available for City residents and Businesses only (proof of residence or business license may be required)
• The container is for glass ONLY. No garbage, boxes or bags are allowed. No glass is allowed to be left after-hours.
• Acceptable Glass is: Bottles, jars and glass containers. All colors are acceptable.

Non-acceptable glass is: CRT glass (computer monitors, televisions) light bulbs, mirrors and ceramic (plates, bowls, cups).

Keep Cobb Beautiful –Dow EnergyBag Program Expanding

Both Cobb County, Ga., and Lincoln, Neb., are receiving help to launch or expand Hefty EnergyBag programs. Dow Chemical Co. and Keep America Beautiful Inc. are awarding $40,000 grants to organizations in each community.

It was just in January that Keep Cobb Beautiful received an initial $50,000 grant to establish its program, which began last month.

Keep Cobb Beautiful, an affiliate of Keep America Beautiful, works with hauler American Disposal and WestRock Recycling to collect hard-to-recycle plastics through the EnergyBag program. Those plastics are used by Nexus Fuels to create low-sulfur fuels, oils and wax products. The new funding will allow additional haulers and residential customers to participate, the grant administrators said.

Orange energy bags are used to segregate hard-to-recycle plastics from traditional recyclables in recycling containers. Those bags are then aggregated by haulers and recyclers and used as an energy source.

ISRI SURVEY

Since China banned the import of most recyclable material at the beginning of 2018, curbside recycling programs in the United States have been in the spotlight, and municipalities have sought ways to improve collection and sortation. There has been a fear that this would negatively impact the public perception of curbside recycling. Americans in general still have a very positive view of recycling programs in their communities based on a September 2018 ISRI survey of citizens: 43% felt their programs are effective and efficient; 45% believe programs can be improved; and, only 12% believe it is not a valuable service.
Resources

More Recycling-Terms & Tools for Plastic Recycling

www.recycleyourplastics.org/termsandtools

This site helps community recycling programs more effectively educate their residents about which plastics to recycle. Our Outreach Builder tool lets you choose common plastics recycling terms that best fit your program, then download free images for your outreach materials or build a custom flyer that shows what can and can’t be recycled in your community. Use these terms and watch your plastics recycling quantity and quality grow.

More Recycling (MORE), formerly Moore Recycling Associates, oversees the Terms & Tools, sponsored by the American Chemistry Council’s Plastics Division. MORE worked with Re-TRAC Connect and a recycling value chain advisory committee to create the outreach and commodity terms. The committee included reclaimers, recycling/ trade associations, MRFs, a recycler, an exporter, plastics makers, recycling coordinators and a non-profit recycling organization. They also surveyed hundreds of recycling professionals through Re-TRAC Connect.

Coke/KAB Bin Grants Open

Deadline: December 30

National nonprofit Keep America Beautiful and The Coca-Cola Foundation on America Recycles Day announced the opening of the application period for the 2018 Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program. In its 12th year, the initiative is designed to increase access to recycling in community public spaces across America. Grant applications will be available online through December 30.

For the past 11 years, The Coca-Cola Foundation has supported the program, which has donated recycling bins to more than 1,000 communities in all 50 states and the District of Columbia. Over the history of the program, more than 36,000 public space recycling bins have been awarded, providing opportunities for recycling on the go to more than 2 million people daily.

The 2018 program will distribute 4,500 recycling bins in public space locations ranging from athletic fields, to fairs and festivals, to downtown streetscapes and playgrounds, and other on-the-go settings. The program is funded through a $350,000 grant from The Coca-Cola Foundation to Keep America Beautiful, which in turn awards recycling bins through a competitive, merit-based application process. https://www.kab.org/coca-cola-public-spaces-recycling-bin-grant-program

The Coca-Cola Foundation Awards $500,000 to SERDC to Build Recycling Infrastructure in the Southeast

On November 12, during the SERDC Summit in Charleston, South Carolina, the Coca-Cola Foundation announced an award of $500,000 to the Southeast Recycling Development Council (SERDC) to expand recycling in the Southeast through the launch of a Recycling Infrastructure Grant Program.

Bolstering Infrastructure

Investment in physical infrastructure, such as recycling carts, material recovery facility (MRF) upgrades, recycling trucks or transfer stations to support investments in curbside recycling infrastructure, are key to dramatically increasing material recovery - connecting material generation with hungry end markets in the southeast and helping to close the loop for packaging.

Two-year rolling grant cycle

The grant program, implemented over the next two years, will make measurable improvements and catalyze investments in recycling infrastructure. Southeastern communities (defined as Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia) can apply for the grant funding. Recycling carts, material recovery facility (MRF) upgrades, recycling trucks, or transfer station construction will be included as eligible under the RFP if it leads to unlocking investments in curbside recycling infrastructure overall.

This program will include collaboration with The Recycling Partnership, state recycling officials, local government partners, and other organizations as appropriate. The grant targets investment in infrastructure that unlocks new material supply that is currently being landfilled. Awarded grants will include a mix of infrastructure deployment alongside technical assistance and educational materials.

Organizations are invited to read more and download the application criteria for the grant at www.serdc.org/Recycling-Infrastructure-Grant. The grants will be awarded on a rolling basis.

The grant’s objectives include fostering communication among these groups, promoting sustainable recycling programs, and coordinating educational and public awareness activities related to recycling.
Industry News

AVOID THE SPARK CAMPAIGN

The growing prevalence of various lithium batteries in devices — ranging from laptops and power tools down to greeting cards — is viewed as a mounting problem for the recycling industry. At this point, just about every MRF in the country has now experienced a thermal incident due to batteries, with some sustaining significant damage or even burning down.

According to a recent local survey conducted by the California Product Stewardship Council, an estimated 65% of all fires reported by a group of 26 MRFs were caused by batteries. With 5.6 billion lithium ion cells sold in 2016 alone, and both sales and potency of batteries only expected to rise, this challenge will not go away. How to address it beyond raising awareness and hosting free drop-off events is still up for debate, with some looking toward new policies as a potential option.

With the growing epidemic of battery-related fires at recycling and waste facilities along with the ‘hidden dangers’ of trashing lithium-based batteries, what can YOU do? Check out the Avoid the Spark campaign- a public education effort to reduce battery safety incidents: www.avoidthespark.com.

A Line in the Sand Pledge Made by Brands and NGO’s

Global brand companies are among those that signed a commitment to publicly report their progress toward ensuring plastic products are recyclable and actually recovered. (Danone, Coca-Cole, PepsiCo, Unilver, L’Oreal as well as NGOs National Recycling Coalition and Association of Plastics Recyclers)

Nearly 300 organizations signed what’s called the New Plastics Economy Global Commitment, according to the Ellen MacArthur Foundation. The commitment is led by the foundation, in collaboration with United Nations Environment

The pledge includes three main targets:

► Eliminate problematic or unnecessary plastic packaging and move from single-use to reuse packaging models.

► Innovate to ensure 100 percent of plastic packaging can be easily and safely reused, recycled or composted by 2025.

► Circulate the plastic produced by significantly increasing the amounts of plastics reused or recycled and made into new packaging or products.

The targets will be reviewed every year and a half, and they’ll become increasingly ambitious over the coming years, according to the Ellen MacArthur Foundation. Businesses that sign the commitment will publish annual data on their progress. Some of them already publish sustainability reports laying out progress toward their plastic packaging goals.
Premier Surplus Inc., SSI design e-scrap shredding system

Georgia-based asset management and electronic recycling company Premier Surplus Inc. and SSI Shredding Systems, based in Wilsonville, Oregon, have announced the completion of a new e-scrap shredding system design. The system will replace the company’s original shredding line with state-of-the-art equipment and technology to streamline e-scrap shredding with sorting technology.

“Premier Surplus has very specific goals and a desire to offer their clients tailored solutions,” SSI Director of Sales and Marketing Dave Fleming says in the news release. “This approach allows Premier to consider a wider breadth of materials than a typical processor might at a time when the industry is full of people looking for reliable domestic outlets.

Premier Surplus President Phillip Kennedy says the company has been shredding e-scrap for more than five years and is “faced with much more volume and harder to recycle electronics.” The system will help achieve maximum commodity recovery, landfill diversion and proper downstream treatment of materials, he says. The system is set to be installed March 2019.

“We designed the new shred system around our existing system, so we can simultaneously perform data and product destruction projects while at the same time processing the electronic scrap,” Kennedy says.

National League of Cities & Starbucks Launch Recycling Reimagined

On Earth Day (November 15) 2018 the National League of Cities (NLC), in partnership with Starbucks, released Recycling Reimagined, a new action guide designed for city leaders providing cities with the tools they need to establish a circular economic framework for recycling and recommendations for how to achieve zero waste. The goal is to improve municipal waste management practices, boost local green jobs and help address climate change.

The benefits are manifold. A 75 percent diversion rate by 2030 could produce 1.1 million new jobs and reduce carbon dioxide by 276 million tons, as well as save billions of dollars. Find it here: [http://nlc.org/recycling-reimagined/](http://nlc.org/recycling-reimagined/)

Coca-Cola World Without Waste Vision

Through the company’s World Without Waste vision, we’re investing in our planet to help create a circular economy and make packaging waste a thing of the past. By 2030, our goal is to help collect and recycle a bottle or can for every one we sell globally. To achieve this, we are continuing to make 100% of our packaging recyclable everywhere in the world. Because we can’t do this alone, we are partnering with local communities, NGOs, our industry and consumers everywhere to help make sure packaging doesn’t end up where it doesn’t belong.

We heard about this effort at our annual conference in September from our keynote speaker Bruce Karas. GRC is working as a partner with Coke; stay tuned for announcements in early 2019.
Burns Scholarship Winner Announced

This year’s winner of the Connie Burns Scholarship is Shelby Lyn Snipes, a student at Georgia College & State University. Shelby will receive $1000 to put toward her education. She aspires to eventually become an Environmental Lawyer. Shelby’s, who is the daughter of our member Michael Snipes of Laurens County SWA sent us this comment: Everything I know about recycling I learned from my father and his friends, which included Ms. Connie Burns. Through these wonderful people I have learned so much. This knowledge has helped me decide a chosen career path and has shaped my life.

The Connie Burns Scholarship Program is dedicated to assisting and mentoring Georgia college and university students interested in a career path in recycling, composting, environmental practices, and sustainability.

Do you know a Georgia student who should apply in 2019? Let us know

2018 Spirit of Green Award Winners

The Georgia Recycling Coalition (GRC) honored six organizations at its 27th annual conference in St. Simon’s Island, Georgia on September 18, 2018. The Spirit of Green Awards is in its twelfth year of annually recognizing excellence in recycling and waste reduction in Georgia. The 2018 categories/winners include:

Outstanding Corporate Leader: Cox Enterprises
Businesses that have implemented exemplary waste reduction/recycling programs for their industry

Environmental Stewardship: USAgain LLC
Individual or Organization whose actions sustain the recycling industry’s viability

Innovation Award:
• Hall County Resource Recovery, •Kubota,
• Southern Waste & Recycling & Wilheit Packaging
(A public/private program partnership)
Program or Individual developing original, unique, and potentially model programs or projects

GRC extends congratulations to this year’s winners for continuing to provide exemplary program leadership and continued support of the robust recycling industry in Georgia.

What individuals, programs or businesses should apply in 2019?

(L-R) Chris Witherspoon of M-Pass Environmental and Brooks Matthews, Ace Equipment at the auction dinner.
Glass Champion Tip

Some municipalities are faced with a decision whether to keep glass in their programs. To assist in speaking with elected officials, decision-makers and citizens about glass recycling GRC has created a new tool for glass champions. Talking points will help break down myths and facts in glass recycling for communities around the country. Check out the Talking Points: http://www.glassrecycles.org/glass-recycling-talking-points

Export Update

China is committed to the environmental policies they’ve put in place; the industry and the rest of the world are adapting to what they are looking for.

More MRF material staying in the U.S. and high-quality commercial OCC is being shipped to China.

Overall, 67,000 metric tons of scrap-plastic have been approved for import into China this year. In August, U.S. exporters sent 4.3 million pounds of plastic to China, the lowest volume of any month in 2018.

Most post-consumer plastics have been officially banned from import into China since the beginning of this year. Chinese leaders have stated they will prohibit imports of post-industrial plastics beginning next year.

Increased cooperation between different industry sectors has been a key shift, indicating the depth of the market situation.

Customers buying material overall expect better quality.

TRENDS in 2018

- Trend: China is opening companies in the US; Chinese investment in the U.S. has been another shift in recent months. Companies have opened in Georgia, South Carolina (2), Alabama, Kentucky and Nine Dragons (paper) in West Virginia, Wisconsin and Maine making eight (8) total to date.

- Trend: An oversupply of ½ million tons mixed paper projected domestically pushing the price down; the Southeast is consuming more than most regions.

- Trend: Aseptic and gable-top cartons end markets are growing as access to recycling them also grows and therefore recovery is up; as they are made primarily from virgin bleached fiber, there’s an opportunity for fiber from cartons to replace other high-quality fiber that’s in decline, such as office paper.

Are cartons being recycled in your program? Learn more here: https://www.recyclecartons.com/
International Compost Awareness Week (ICAW) is the largest and most comprehensive education initiative of the compost industry. It is celebrated nationwide and in other countries each year during the first full week of May. The goal of the program is to raise the awareness of the public regarding the benefits of using compost to improve or maintain high quality soil, to grow healthy plants, reduce the use of fertilizer and pesticides, improve water quality and protect the environment.

Quote from Evan Clark, the winning designer.

“I feel very strongly about the role art and design has in promoting awareness of climate change and sustainability practices. I believe composting is a great way to feel more connected to the food and products we consume and the mechanisms by which they come and go. For my poster design, I wanted to create a small world of imagery that was bold and bright in evoking the positive ideas we associate with composting and a healthy environment. A lot of the discussion around climate change presently is very dire, but I think it is still important to reinforce our commitment to addressing it with positive imagery. Most important of all, though, was the central message: Cool the Climate - Compost! I hope my poster can help those wanting to participate in combating climate change realize the helpful role composting can play.”

Do you enjoy working with people, digging in the dirt and talking “trash,” the Georgia Master Composter Program is for you! Established in 2011, the program is both an adult education course and UGA Extension volunteer program.

Through this comprehensive training, you will learn the chemistry and microbiology of composting, types of composting systems, reasons for composting, backyard composting techniques and teaching tools. After the course, you will join other Georgia Master Composter Extension Volunteers in teaching your family, friends and community how to compost!

2019 PROGRAM CLASS DATES: Wednesday evenings, February 20 - April 24
TIME: 5:30 - 8:30 p.m.
FIELD TRIP: Saturday, March 23
LOCATION: Athens-Clarke County Solid Waste Department Training Room, 725 Hancock Industrial Way, Athens, GA 30605
COST: $200
DEADLINE TO APPLY: January 30
For more information or an application call ACC Extension at 706-613-3640 or email atedrow@uga.edu tinyurl.com/georgiamastercomposter or accgov.com/recycling
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:

- Partner ($3,500 or more)
- Sustainer ($1,750 or more)
- Patron ($875 or more)
- Business/Trade Association ($400)
- Government/Non-Profit ($200)
- Individual ($100)

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

Dated Material