

Georgia Recycles

In This Issue

GRC in the News	pg. 3
Spotlight on Programs	pg. 5
Greening the Capitol	pg. 10



Volume 15 Issue 4

The Georgia Recycling Coalition Newsletter

Winter 2009

Hold the Course . . . Look Toward Opportunity & Work More Efficiently

The enormity of the global financial and economic crisis is affecting recycling commodity prices. With manufacturers in the U.S. and around the world slowing down production, all commodities - whether they are virgin raw materials or recovered materials - have seen price drops. Recycling is a commodity driven industry. The credit markets situation makes it difficult to facilitate transactions in commodity buy, sell, trade businesses.

Market prices were inflated in the past two years partly due to pre-Beijing Olympics infrastructure building in China and their high demand for our recovered materials--this is a global industry and we are facing a global economic crisis affecting many business sectors. Additionally low consumer confidence and lower consumption have diminished demand for many manufactured products, including those that contain recycled content. With inventory high in the mills, the prices have reacted to less demand.

Local governments are reacting more to revenue deficits and some may suspend services that might include recycling collection--many of these will be temporary and involve only certain commodities--not the entire program. The City of Atlanta is a good example of "taking the high road" approach - they have a hiring freeze and a Friday furlough of all employees. Their Public Works department recently re-worked their recycling, yard trimmings, and garbage routes to accommodate a 4 day work week and lack of access to additional personnel, not in reaction to the markets downturn.

Georgia is in a very good position with respect to a recovery from this economic situation as we have the 2nd largest end use market infrastructure in the nation--meaning what we recycle in Georgia can be used in our state or within very close proximity of our state borders for re-manufacturing of goods containing recycled content. We have an advantage and are likely to recover more quickly than other states that may not have the luxury of the strong infrastructure of end

markets and therefore potential for logistically feasible demand. Currently, our members are working together to assist local governments and businesses as much as is feasible to weather the storm, consolidate resources, and sustain programs until the economy turns--that being the critical "Crystal Ball Question"!!

Industry observers think that as credit problems ease, production will return to normal and prices will rise, but this may take some time. We are not recession proof and like many industries, as the economy improves, so will we.

In the meantime, here are a few suggestions to guide you in holding the course:

- Focus on making collection as efficient as possible - regardless of what you are paid or not paid for materials, there are opportunities to make sure the high fixed costs of recycling collection operations are optimized through maximum throughput, routing efficiencies, compaction, and commingling where possible.
- Keep in mind to always budget for recycling revenues conservatively, if this is applicable to your situation. This allows you to weather downturns and then to use any "windfalls" from higher prices to make capital improvements or pay down debt.
- Remember that the long-term fundamentals of recycling are strong, as manufacturers of products around the world have made a switch to recycled materials over virgin materials in the past two decades. This will not change, despite production being currently down.
- For many, regardless of payment or non-payment for materials, disposal fees are a predictable cost and can be avoided by increasing diversion over time.

Let's continue our legacy of working together in this industry in Georgia.

President's Column

Recycling in 2009

Aren't we in an interesting time for Recycling?

We have gone from the extreme of high prices to extreme of low prices all within a few months time. We are getting ready to see the DCA- state wide marketing campaign go out with markets still being so unpredictable. How do we promote recycling with so much instability?

I believe this is the time we demonstrate to the people of GA that recycling is here to stay in GA. and stronger than ever. For anything to be sustainable it has to be able to survive the rough times as well as flourish in the good times. High prices and good markets let us all get comfortable. With the markets low we have had to stop, take a deep breath and really think about better ways to manage our business.

It has **never** been more important for us to work together as GRC Members – we need each other. We need to share ideas on better ways on collections, handling materials, trucking, marketing..... every aspect of our business. Times like this require us to look to each other for assistance. We have members that have knowledge from years of experience, educational training, government and military backgrounds, private industry, non profit programs and everything in between, and we need to use our combined knowledge, training and experience to help each other sustain and grow recycling in Georgia.

Working together as the Georgia Recycling Coalition we can prove what a strong and important industry we are to the state of Georgia.

LuAnn Chambers
GRC President 2009

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 2008 Board of Directors

LuAnn Chambers, President
SP Recycling Corporation

Joe Dunlop, Vice President
Georgia Dept of Community Affairs

Jane Franklin
Georgia Power

Rick Foote
Hall County Resource Recovery

Lisa Hughes
Shaw Industries Group, Inc

Suki Janssen
Athens-Clarke County Recycling Div

Linda Lott
Newell Recycling

Richard Martie
Caraustar

Neha Patel
Coca-Cola Recycling LLC

Abbey Patterson
Atlanta Recycles

Mike Power, Treasurer
American Chemistry Council

Bridget Sanford, Secretary
Dalton Whitfield SWMA

John Wuichet
US Army SE Installation Mgmt Command

HONORARY DIRECTORS

Doug Cloud
Alston & Bird

Lynn Cobb
Keep Georgia Beautiful

George Elder
Abby Goldsmith
R W Beck

Gloria Hardegree
Eco-Logical, Inc.

Jerry Hawk
Home Alone Recycling

Lisa Hollingsworth
Steve Levetan
Pull-a-Part, LLC

Steve Levetan
Pull-a-Part, LLC

Tine Liegerot

Hazel Mobley
Strategic Materials

Kevin Perry
Georgia Beverage Association

Bob Rickman
SP Recycling Corporation

Craig Swier
Recycled Materials, Inc.

Lisa White
SP Recycling Corporation

Nancy Womack
Caraustar

Georgia Recycles is published quarterly by the Georgia Recycling Coalition.

Membership in GRC provides subscription as a member benefit.

The mailing address for Georgia Recycles is

Georgia Recycling Coalition, Inc.,

P.O. Box 550667, Atlanta, GA 30355

Copyright 2009 Georgia Recycling Coalition, Inc. All rights reserved.

No part of this publication may be reproduced in any manner

without written permission from the publisher.

The Georgia Recycling Coalition assumes no responsibility

for any claims or statements other than its own

appearing in the publication.

MARK YOUR CALENDAR

March 10-11, 2009

March 12-15, 2009

March 25-26, 2009

April 13-14, 2009

April 15-17, 2009

June 7-9, 2009

August 23-26, 2009

October 5-6, 2009

November 14-15, 2009

November 15

P2AD Partners Retreat

EE in Georgia Conference

Greenprints

GRC Semi Annual Mtg
"RE-WORKshop"

SWANA GA Conference

Recycling Today Media Group's
Paper, Plastics & Electronics Conf

GRC 18th Annual Conference

NRC 28th Annual Congress

Enviro Expo USA
America Recycles Day

Unicoi State Park

UGA Tifton Campus
Tifton, GA

Hyatt Regency
Atlanta, GA

Macon State College
Macon, GA

Brasstown Valley
Young Harris, GA

Hyatt Regency
Atlanta, GA

King & Prince Beach Resort
St Simons Island, GA

Oregon Convention Center
Portland, Oregon.

AmericasMart, Atlanta, GA
Nationwide

Congratulations to GRC 2009 Officers

LuAnn Chambers, President
SP Recycling Corporation

Joe Dunlop, Vice President
Georgia Dept of Community Affairs

Mike Power, Treasurer
American Chemistry Council

Bridget Sanford, Secretary
Dalton Whitfield SWMA

GRC in the News

GRC 2009 Semi-Annual Meeting: RE-WORKshop "ReTHINK . . . ReTOOL . . . ReORGANIZE"

On **Monday April 13** and **Tuesday April 14**, GRC will partner with the GA Department of Community Affairs for a day and a half meeting in Macon, GA.

On Monday, Hill & Knowlton will facilitate a half day pre-launch look at the Statewide Recycling Marketing Campaign including training on how to use **Campaign Central** - Georgia's on-line recycling media campaign resource. The training will include presentations on the research and campaign materials overview to include character unveiling, materials showcase, and **Campaign Central** review. Then details will be available on using the online toolkit, writing your plan and measuring success, generating buzz via viral strategies and PR/advertising strategies to support the campaign. Don't miss this sneak peek and opportunity to learn how to make the campaign work in YOUR community when it officially launches in May.

On Tuesday, GRC and DCA will lead participants in strategies for holding the course and looking toward streamlining, partnering, rethinking and utilizing best practices to sustain programs and maintain the momentum of recycling in Georgia. Plans are underway to hold market roundtables to strategize on materials handling and education in the coming months, as well as a focus on case studies for success. Stay tuned for details and location information forthcoming shortly on the GRC website, via the listserv, and in US mail!!

Enviro Expo 2008

*GRC was a co-sponsor of the
2008 Enviro Expo USA at
AmericasMart in Atlanta
on November 15th,
America Recycles Day*



*GRC featured the new Ecoville GA
website and celebrated
America Recycles Day at the Expo
as one of 70 exhibitors.*

Mark Your Calendar for the
2009 Enviro Expo USA
November 14, 15, 2009
AmericasMart-- Atlanta, GA

GFA/Atlanta Recycles Launch Zero Waste Zone-Downtown Atlanta



Atlanta Recycles has partnered with the Green Foodservice Alliance, and in conjunction with U.S. EPA Region 4 and P2AD to launch the southeast's first, and one of the nation's first, Zero Waste Zones. Atlanta Recycles is chaired this year by GRC Executive Director, Gloria Hardegee. Atlanta Recycles Program Manager Abbey Patterson and GFA Executive Director Holly Elmore were instrumental in soliciting participants for the project and providing evaluation, assessment and training components for the first zone.

Zero Waste Zones are designed to reduce the environmental impact of waste in homes, workplaces and in the community. Phase I of the Zero Waste Zone will focus on downtown Atlanta's convention district and participating foodservice operations. More than 10 participants, including the Georgia World Congress Center, the Hyatt Regency and Ruth's Chris Steakhouse have already pledged to recycle common materials, reuse spent grease for the local production of biofuel, and to compost or donate food residuals to drastically decrease the amount of waste going to landfills.

In addition, Levy Restaurants, the official foodservice operator of the Georgia World Congress Center and the Georgia Dome, signed a contract on February 3 with Washington, D.C.-based EnviRelations, LLC - a partner of Closed Loop Organics - to begin composting food residuals from the two facilities for the next year. Each month, approximately 34 tons of organic materials will be diverted from landfills and more than 20 tons of compost will be created.

*Interested in adapting the ZWZ in your downtown business district?
Let us know and we'll tell you how to get involved!*

Welcome New Members

Business/Trade Association

Waste Integrated Service Consultants
Matt McIver

Government/Trade Association

Jenna Lawson, New Exec. Director
Keep Bulloch Beautiful

Individual

Paul Peterson, North Georgia Recycling
Rene Schug, Accent Wire
Adam Schlachter, Norseman Plastics
Rosemarie Szostak, Nerac
John Wuichet, US Army SE Installation
Mgmt Command
Marta Turner

*Marta retired from Rome Floyd County on December 12, 2008
and has joined as Individual member!*

For a complete list of current members,
visit our website at www.georgiarecycles.org

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

GRC Standards Individuals:

- Of Good Character
- With Reasonable Ability, Ambitious Purpose, & Congenial Dispositions
 - Possessed of Good Morals
 - Having a High Sense of Honor & a Deep Sense of Personal Responsibility
- With An Abiding Concern for the Environment

Values:

Integrity • Respect for People & the Environment
Entrepreneurial Spirit • Accountability
Teamwork • Communications

GOT NEWS??

Submit articles & photos to us
for our next edition
to garecycles@mindspring.com

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



GRC MEMBERS RECEIVE ADVERTISING DISCOUNTS!

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

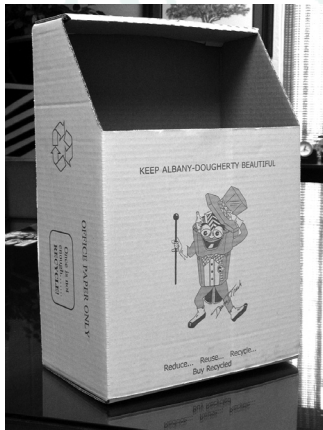
SPOTLIGHT ON PROGRAMS

Keep Albany Dougherty Beautiful Motivates Business Recycling

In Albany, Keep Albany-Dougherty Beautiful (KADB) designates January as *Clean Business Month* each year. One of the programs promoted during January is the “*Recycling in the Workplace*” project. A bulk mailing using all Chamber members is sent to businesses. The letter indicates that KADB is coordinating a community-wide office recycling project. They ask the recipients of the letter to set the example in their workplace by committing to recycle for one year; a pledge form is included in the mailing. To participate, the business MUST sign the pledge form and return it to KADB by January 31st. The form asks what materials will be recycled, how many the business employs, if they want



desk top recycling boxes for each desk at the business, and if they want a KADB recycling salute window decal for the front door to promote recycling efforts to their customers. KADB also offers technical assistance: on request, a representative may be scheduled to do a staff presentation and to provide assistance in setting up the program. Each participant receives desk top recycling boxes and decals free of charge, and their business name is listed in a recycling salute in The Albany Herald in February.



Partnership Involves GRC E-Scrap Recycling Member

On Saturday, November 22nd at Turner Field in Atlanta, dozens of trailers stood by as men driving forklifts loaded them up with pallets of computer monitors, printers, console televisions and even a rather attractive “Fireball” pinball machine.

Organized by Sony and Waste Management, the one-day electronics recycling program retrieved about 230,000 pounds of abandoned electronics that would have otherwise been bound for the garbage heap. The goal of the Saturday collection was to emphasize responsible electronics recycling. “Electronics frequently harbor toxic metals and other pollutants that can threaten waterways and human health for years. TV monitors can contain up to eight pounds of lead, and many batteries include cadmium”, said Chad Miller, of Houston-based Waste Management.

While consumers usually have to pay a fee to dispose of such items, Sony covered the cost of event, all of which was re-processed by Marietta recycler MOLAM International Inc. At

that facility, event organizers said, the equipment will be broken into its component parts. “We hope by holding events like this, that the message gets out,” Robert Benavent, an environmental engineer with Sony Electronics, said as he watched a line of cars and pickup trucks snake through the collection site.

This is Sony’s first national campaign to promote e-cycling, and it has yielded about 11 million pounds of electronics, nationwide, Benavent said. “We hope to have permanent drop-off sites within 20 miles of 95 percent of the population,” he said. According to the U.S. Environmental Protection Agency, 82 percent of the 2.25 million tons of old TVs, cell phones and computers discarded in the last two years ended up in landfills.

Send us information about your upcoming electronics recycling events to post on the GRC website. Email to: garecycles@mindspring.com.

A Cleaner, Greener Dawson County

The Dawson County Board of Commissioners voted unanimously in mid January to move forward with a new comprehensive recycling plan for the county set to be implemented in February. Partnering with Community Waste Services, LLC, (CWS), Dawson County will improve and expand its recycling efforts. The new program offers citizens a contemporary approach to recycling through single stream recycling. Recyclable materials may be co-mingled and placed in a single container rather than sorting the materials as previously required.

Single stream offers Dawson County citizens a more convenient way to recycle. “By making the process easier, more citizens can participate,” said Keep Dawson County Beautiful Executive Director Cathy Brooks. It will no longer be necessary to sort and bundle plastics, cans, or paper separately. “Our recycling center will also be able to accept more materials,” said Brooks. The program has been expanded to accept plastics #1 through #7 and plastic grocery bags.

Under the new agreement, CWS will not only provide collection of the Dawson County materials, but also contribute a container for the recycling center and collection roll carts for government facilities. The new fire station and government annex on Hwy. 53 East will also house a public drop-off location when construction is completed later this year.

Dawson County resident Christy Mullins is very enthusiastic about the new program. “We all should take personal responsibility to recycle,” Mullins said. “Dawson County is making great strides in recycling and I appreciate it very much,” she continued. “It doesn’t take a lot of time to recycle but when living in such a fast-paced world, it helps to be easy and convenient. No longer having to sort the materials is a huge thing!” On average, about 40% of residential materials sent to landfills could have been recycled.

Dawson County citizens will benefit financially too. “We were losing money with our former program,” said Dawson County Manager Kevin Tanner. “Implementing the new program will save the county and Dawson County taxpayers an estimated \$20,000 during the first year and \$38,000 during year two,” he said.

INDUSTRY NEWS

Americans Plan to Recycle More in 2009 per Survey

More than a quarter of Americans plan to recycle more in 2009, according to a survey commissioned by the Glass Packaging Institute. Some 27% responded to the Opinion Research Corp. poll that they would make a New Year's resolution to recycle more. Opinion Research surveyed 1,005 adults, Nov. 20-23, for the 2008 National Holiday Recycling Study. Seventy-one percent said they planned to recycle following holiday parties and gatherings. GPI commissioned the survey in conjunction of its first Recycle Glass Day. "We are very excited about the response to our first-ever Recycle Glass Day and people's commitments to recycle more in 2009," said Joseph Cattaneo, president of the GPI.

See Georgia's survey results on page 9.

Glass Packaging Institute Adds Online Resources

The Glass Packaging Institute has revamped its Web site to feature more resources for consumers and students. The group still will offer information for glass and recycling industry professionals at the site. But it will tout the benefits of using and recycling glass containers through tools such as the GPI's Carbon Calculator, which shows consumers how much carbon they save by recycling glass containers. Glass is 100% recyclable in a closed system, said Joseph Cattaneo, president of the GPI. Recycling one glass jar or bottle saves enough energy to power a 60-watt light bulb for four hours, he said. "Friends of glass are people who make a conscious decision to choose glass for healthiness, recycle glass for the environment and spread the word about the benefits of buying products packaged in glass," Cattaneo said.

NY Signs Plastic Bag Recycling Bill

New York Governor David Paterson signed into law a bill that requires many retail establishments to start programs to collect plastic bags for recycling. Starting Jan. 1, 2009, large grocery stores and retailers that provide plastic bags will be required to spot bins where customers can place their returned bags.

"The bill signed by Gov. Paterson will make it easier for New Yorkers to recycle used plastic bags and encourage greater use of reusable bags," Enck said. New York's law applies to stores with more than 10,000-square-feet of retail space or those that are part of a chain with more than five stores, each with more than 5,000-square-feet of retail space. With the new state law, local governments are pre-empted from adopting their own shopping-bag recycling laws. Numerous municipalities, including New York City, already passed similar legislation and have established recycling programs. The new state law builds on these existing programs, enabling all New York residents to participate.

"This is a significant victory for New York's citizens and the environment," said Sharon Kneiss, VP of the American Chemistry Council's Products Divisions. "The new law creates one consistent standard statewide that all municipalities can follow, while allowing existing programs to continue uninterrupted."

Coca-Cola Opens Plastics Recycling Plant

Worldwide soft-drink company Coca-Cola is ready to blow the lid off of its new recycling plant in Spartanburg County, S.C. The company open the doors to the "bottle-to-bottle" recycling facility at 5396 N. Blackstock Road on Jan. 14. The plant, said to be the largest of its kind in the world, will produce about 100 million pounds of food-grade recycled polyethylene terephthalate plastic for reuse per year, or the equivalent of about 2 billion 20-ounce plastic Coke bottles.

Over the next 10 years, the Spartanburg plant is expected to eliminate the production of 1 million metric tons of carbon dioxide emissions - the equivalent of removing 215,000 cars from the road. Coca-Cola announced the \$60 million investment in September 2007, saying it was part of the company's long-term initiative to have 100 percent of its plastic bottles be recycled or reused. The project is in partnership with Spartanburg-based United Resource Recovery Corp. and includes the new facility on a 30-acre site as well as a recycling center that collects used beverage containers.

"We have set an ambitious goal to recycle all the plastic bottles we use in the U.S. market," Sandy Douglas, president of Coca-Cola North America, said in a statement. "Our investments in recycling infrastructure coupled with our work on sustainable package design will help us reach this target."

Best Buy to Accept Electronics for Recycling

Best Buy Co. Inc. announced it will expand its electronics recycling program nationwide, Feb. 15. Customers will be able to drop off up to two devices per day at any of the Minneapolis-based retailer's 1,006 stores throughout the United States. They will accept most consumer electronics, including televisions and monitors up to 32 inches, desktop computers, notebooks, videocassette recorders, DVD players and phones.

A \$10 recycling fee will apply to any unit with screens, such as televisions and computers. Customers instantly will receive a \$10 Best Buy gift card in exchange for the recycling fee. The fee does not apply in California or for any of Best Buy's exclusive-branded products, such as Insignia, Dynex and VPR Matrix. Appliances are not covered under the program.

Communities Increase Recycling via Partnership

The Curbside Value Partnership experienced a banner year in 2008, drawing several new community and state partnerships as well as business supporters. The program provides educational resources and materials to communities to improve curbside recycling collection and reviews the impact on the effectiveness of their recycling programs. To date, 42 communities have partnered with the CVP, achieving, on average, a 23% increase in their curbside recycling rate and an 18% increase in participation.

Georgia and Minnesota kicked off statewide campaigns with the CVP in 2008 and Coca-Cola Co. joined the program as a corporate supporter. Most notably, the CVP became an official program of Keep America Beautiful effective Jan. 1. The CVP

INDUSTRY NEWS (con't)

supporter. Most notably, the CVP became an official program of Keep America Beautiful effective Jan. 1. The CVP also expanded its library of resources and educational tools at its revamped website: www.recyclecurbside.org.

A New High for U.S. Plastic Film Recycling

An estimated record 830,180,000 pounds of post-consumer plastic film were recycled in 2007, a 2.23-percent increase over 2006 totals, according to a recently-released report by the American Chemistry Council. The increase represented an over 27-percent increase over the amount recovered in 2005, though that gaudy sum is largely due to the greater than 24-percent increase from the previous year.

According to the **2007 National Post-Consumer Recycled Plastic Bag & Film Report**, export was the single-largest end use of the collected film, with 55 percent, or over 462 million pounds of film, more than double the over 183 million pounds exported in 2005. Composite lumber used 37 percent, domestic film markets took three percent of the total, and five percent went to the "other" category — meaning pallets, buoys or other goods. Stretch film tops the list of films collected, at 84 percent, with plastic shopping bags making up around 15 percent of the total and agricultural film around one percent. Moore Recycling Associates conducted the survey for the Plastics Division of the ACC.

To view the report go to: www.americanchemistry.com/s_plastics/sec_content.asp?CID=1593&DID=8899



"Through its education and outreach efforts, the UGA Extension Service demonstrates the components of a backyard compost pile."

Resource Recycling Systems
We Build Solid Waste and Recycling Programs



Facility Engineering



Solid Waste & Recycling



Sustainability and Green Energy



We are your RESOURCE



Resource Recycling Systems
www.recycle.com

Since 1985, a leader in waste reduction and recovery strategies for local, state, and federal governments, industries, and non-profits.
(800) 517-9634



US Composting Council

International Compost Awareness Week May 3-9, 2009

Make plans now to include the 14th Annual International Compost Awareness Week (ICAW) into your spring season plans. The theme this year will be:

"Compost!...Recycling the Way Nature Meant It to Be"

Making and using compost has a large range of benefits to the gardener, most important of all is the added beauty compost can bring. By using compost when preparing flower beds and containers gardeners can reap the benefits of the high levels of organic matter, slow release natural fertilizers and as a result get longer lasting, brighter blooms. In addition, using compost as a mulch on top of containers or flower beds will substantially reduce water loss through evaporation and help keep weeds down. For more information, visit the US Composting Council website at www.compostingcouncil.org.

MARK YOUR CALENDAR
18th Annual GRC Conference
August 23-26, 2009

King & Prince Resort • St Simons Island, GA

"Recycle 4 Georgia" Educational and Outreach Materials Now Available Online

DCA's Office of Environmental Management has developed a brand new web site with links to all of the educational and outreach materials you'll need to promote the *Recycle 4 Georgia* Away-from-Home Recycling program in your community.

Please visit the new *Recycle 4 Georgia* website at: www.recycle4georgia.org and click on the link for "Away from Home Recycling Support and Outreach Materials." From the main link you will be directed to a page that contains separate links to planning and promotional materials such as the Special Events Guidebook, trailer and Clear Stream container information, how to order supplies, reporting requirements (for Away-from-Home grant recipients), and the *Recycle 4 Georgia* logo and images.

To make it easier for you to reproduce the *Recycle 4 Georgia* logo and images on promotional materials and signage, the logo and images are provided in 2 formats: high resolution EPS files and high resolution JPG files. When using these images for your community events and programs, please remember to review the Style Guide on pages 20-21 of Special Event Guidebook.

Thank you for your continued efforts in promoting the *Recycle 4 Georgia* program and special event recycling in your communities! Please contact Karen Vickers at (404) 679-3152 or karen.vickers@dca.ga.gov for more information.

Single Stream Recycling in GA DVD Now Available

The Georgia Department of Community Affairs (DCA) Office of Environmental Management commissioned an educational DVD entitled **Single Stream Recycling in Georgia**, Assistance was provided by local government officials, program coordinators, and industry representatives to summarize recycling collection options and provide viewers with knowledge and understanding of the collection efficiencies and market opportunities available in the state.

The DVD is intended to educate local elected officials and residents about available recycling options, and to encourage communities in Georgia to implement single-stream recycling. It outlines recycling programs and collection efficiencies, and gives collection options for programs that can sustain during changing market conditions. The most efficient recycling programs focus on minimizing collection costs. Single-stream collection programs will minimize collection costs - and as market values drop, single-stream collection programs will continue to off-set time, labor, and cost intensive manual source separated collection programs, therefore minimizing processing costs.

At the time the DVD was produced, market prices for recycled commodities were at a historic high. Recycling markets and commodity values were robust – and the prices discussed in this DVD reflect the market conditions in late 2008. The economic crisis and global recession in early 2009 depressed these commodity values. With recycling programs, whether publicly or privately supported, nothing is constant. Market conditions are cyclical and ever-changing.

For specific information about recycling markets and current commodity revenues, contact the Georgia Department of Community Affairs Office of Environmental Management at (404) 679-4840 or the Georgia Recycling Coalition (GRC) at (404) 634-3095. To obtain a copy of the DVD, contact: Karen.Vickers@dca.ga.gov.



The vast majority of Georgians feel that one person can have an impact on the environment. . . almost 80% feel that recycling should be a high priority for their fellow residents.



www.georgiarecycles.org



www.recycle4georgia.org

Statewide Survey Reveals Support and Demand Is Strong for Recycling Programs

When it comes to the environment, Georgians get it! According to a statewide survey, conducted by Responsive Management and commissioned by the Georgia Department of Community Affairs (DCA), the majority of Georgians do care about the environment and agree that they can make an impact through personal action. Recycling also was seen as an effective way to help the environment. As a matter of fact, 97% of Georgians feel that recycling should be a high priority for their fellow residents. Findings provide insight into residents' awareness and attitudes about recycling. With extremely tight budgets available to promote recycling, the survey results will serve as the foundation for developing a very targeted and cost-effective statewide recycling education campaign.

"We were pleasantly surprised to hear that 67% of Georgians strongly agree that they personally can have an impact on the environment by recycling," said Randy Hartmann, Director of DCA's Office of Environmental Management. "The research reaffirms our belief that people do want to make a difference and believe they can, by taking a small step like recycling. We know we have work to do to increase recycling rates throughout the state, but this is a great place to start."

Recycling Behavior and Barriers

When it comes to current recycling behavior, the good news is that a whopping 84 percent of Georgia residents have recycled something in the past 12 months. In addition, 82% of Georgians also admitted to feeling guilty when they throw away an item that could have been recycled. The bad news is that only 58 percent say they recycle always or often, with 21 percent recycling only sometimes and 22 percent doing so rarely or never.

A primary barrier to recycling in Georgia is the lack of curbside collection in many communities. Only two in five Georgia residents (41 percent) say they live in a community that offers curbside or bin pickup recycling. And 90 percent said they would recycle if it "were easier to do." The survey further revealed the extent to which accessibility to programs impacts where and how much Georgians recycle. More specifically:

- 70 percent of residents with curbside recycling take advantage of the program and recycle.
- Meanwhile, when asked of those WITHOUT curbside access, only 45 percent recycle "always" or "often."
- Not surprisingly, 55 percent of those without curbside access strongly or moderately agree that not having a program is a source of frustration for them.
- Two-thirds of Georgia residents take recyclables to drop-off sites (even if only once a year). Among those who do not have curbside recycling available, 89 percent take recyclables to drop-off sites, even if only about once a year.
- The average distance a resident drives to a drop-off location is 6 miles.
- 42 percent of Georgians who have recycled in the past 12 months and who work outside of home say they always recycle at work, with 31 percent saying often or sometimes; 16 percent never recycle at work.

"The global economic crisis has hit recycling markets hard. Yet, despite recent volatility, communities can rest assured there is strong demand for programs," says Gloria Hardegee, Executive Director for the Georgia Recycling Coalition. "When 76 percent of Georgians without a curbside program say they would be very likely to participate in a program if it were offered, that is a statistic that cannot be ignored."

Need for Education

The survey also indicated that lack of ongoing education is keeping many Georgians from participating; suggesting communities need to improve their communications efforts. Specifically, more than half of Georgians say they would be "very likely" to recycle or recycle more if they received more information about recycling in their community, indicating that knowledge increases participation in recycling.

"The results of this survey gave us a positive direction regarding recycling in Georgia. Georgians, as a whole, may not need as much 'convincing' as we initially thought to understand the benefits of recycling," says Lena Davie, Vice President of Hill & Knowlton, the public relations firm hired by DCA to help promote recycling to Georgia residents. "Instead of focusing on the 'why recycle?' we need to make recycling more personal. It's not about adding complications to their daily life, it's about showing them how easily recycling can become a habit and how folks who don't want to participate are really not the norm."

GRC Organics Council Re-Groups---- Looks at Name Change

The Georgia Organics and Composting Council (GO-CC, a council of GRC)) is in the process of re-invigorating as the organics recycling interest is high once again in Georgia. With the permitting of Georgia's first food residual composting facility by GreenCo Environmental, LLC in Lamar County, the processing capacity has grown.

Jennifer Szabo at the Georgia Dept of Community Affairs has worked with GRC to hold two meetings thus far with a third scheduled for May 5th in Athens, GA, hosted by Athens-Clarke Co Recycling Division. As a part of the process, the group is re-thinking the council name and logo to avoid confusion with the Georgia Organics organization and to assure the inclusion of comprehensive approaches to organics recycling.

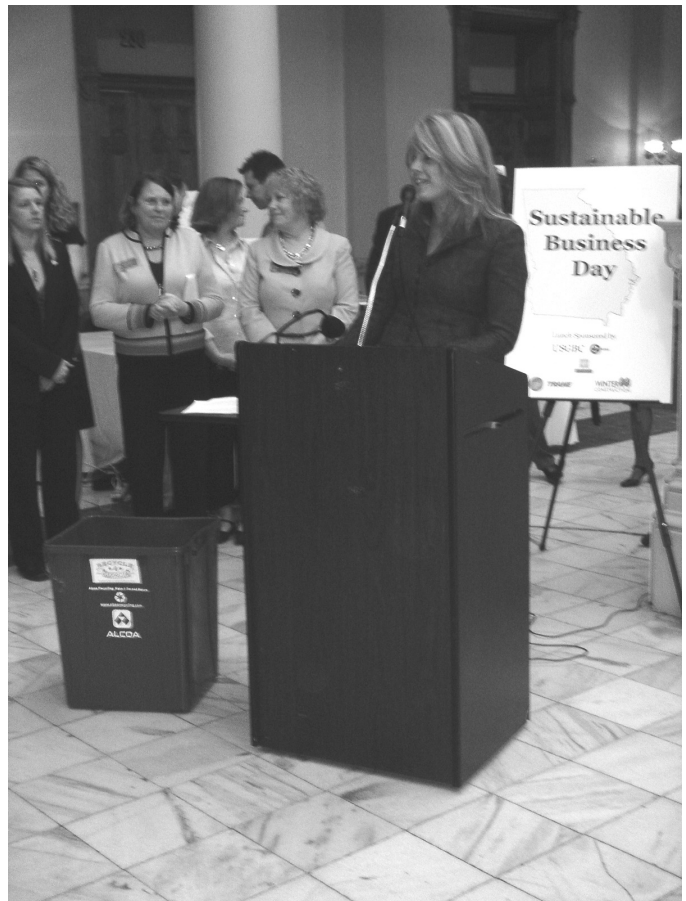
The name currently in consideration, and likely to be adopted, is **Georgia Recycled Organics Council** (G-ROC). The proposed logo is presented below.



GRC Members "Green the Capitol" for 6th Sustainable Business Day

On February 12th, GRC members along with the GA Conservation Voters, USGBC GA Chapter, Sustainable Business Partners, and the Turner Foundation gathered at the Capitol to demonstrate Georgia's capability to be the leaders in energy and water conservation, waste minimization, alternative transportation and carbon reduction. With that goal in mind, participating companies and organizations provided information about products and services in the areas of **Transportation, Water Conservation & Quality, Climate Change (Recycling & Composting as subset of this larger focus), and Energy Resources.** The goal was to set the stage for working with state elected officials along with local businesses in addressing Georgia's environmental issues, while demonstrating how economic growth and environmental protection go hand in hand. The event also included a presentation of recognition and reading of the resolution from sponsoring legislators.

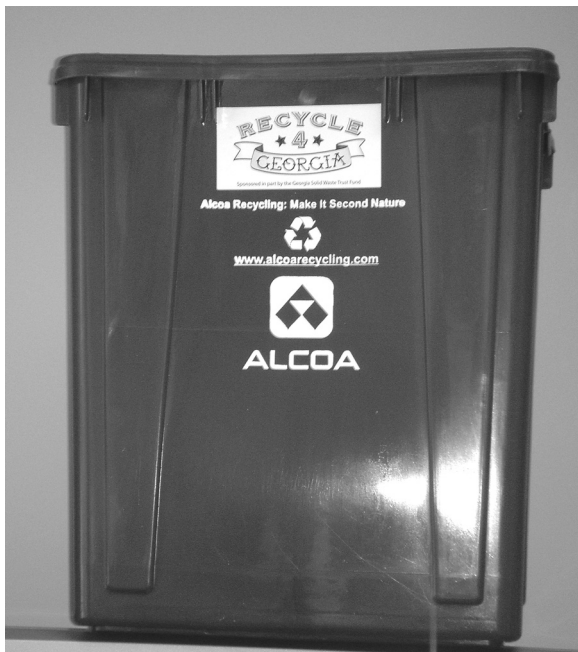
As an added feature of the day, GRC procured 500 recycling bins via its affiliation with the National Recycling Coalition in one of their partnership programs with Alcoa Aluminum. The honorary chair of Sustainable Business Day, Laura Turner Seydel, officially launched the recycling partnership on behalf of GRC. These bins are being provided free of charge on a permanent basis for use by the Georgia Building Authority (GBA) in the Capitol building and the Coverdell Legislative Office Building to recycle aluminum cans, and plastic/glass bottles as an enhancement to their existing paper recycling program. GBA will add this component to the energy and water conservation efforts already in place or planned for implementation in government buildings on Georgia's "Capitol hill". At the request of GBA, GRC and the Georgia Department of Community Affairs, along with their marketing contractor Hill & Knowlton, are working to prepare a recycling marketing campaign for the state employees on Capitol hill.



Laura Seydel unveils the Alcoa/NRC bins donated by GRC to the Georgia Building Authority. Looking on are (r-l) Representative Lynn Smith (R-Newnan), House Natural Resource Chairwoman; Representative Pat Gardner (D-Atlanta) and Polly Sattler of Sustainable Business Partners.



Georgia Building Authority staff present included (l-r) MacKay Chewning, Landscape Architect Manager who will oversee the recycling expansion; Marvin Woodward, Deputy State Property Officer; and Debra Myers, Facilities Director.



The 500 bins will eventually include the Recycle 4 Georgia brand and will include bottle/can lids to assist in the marketing and education component, as well as reducing potential contamination.

Promote Recycling Everywhere You Go!

Order your Recycle for Georgia license plate today. It's easy and doesn't matter if your birthday has passed. The cost is \$25, with \$10 going to Keep Georgia Beautiful (The standard \$20 fee registration fee also must be paid.)



Help us sell the 1,000 needed to make it official so that we can promote recycling in our state for years to come!

It's Easy:

1. Get an order form from www.KeepGeorgiaBeautiful.org
2. Fill out the form and take to your closest tag office OR you can pick up the form at the tag office.
3. Tell the Motor Vehicle Div., that you want the Recycle for Georgia tag that is listed under the "Beautification Projects in Georgia" category.

2009 GRC Newsletter Copy Deadlines

Spring '09 May 8 Distribute May 22

Summer '09 June 26 Distribute July 19

Fall '09 September 25 Distribute October 12

If the date falls on a weekend, deadline is the following Monday.

Request for Press Releases

Georgia Recycles is a quarterly publication of the Georgia Recycling Coalition, Inc. Releases are welcome and should be sent to: Georgia Recycling Coalition, P.O. Box 550667, Atlanta, Georgia 30355 or emailed to: garecycles@mindspring.com.

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

GRC SPONSORS 2008-2009

PARTNERS

The Coca-Cola Company
Curbside Value Partnership
Georgia Beverage Association
Georgia Dept. of Community Affairs
Mohawk Industries
Novelis, Inc
Pratt Industries
RecycleNet Corporation
Republic Services, Inc. - Allied Waste
Shaw Industries Group, Inc
SP Recycling Corporation
WM-Recycle America

SUSTAINERS

American Chemistry Council-Plastics Div.
Anheuser Busch Recycling
Caraustar
EPA Region 4 RCRA Programs Branch
Harmon Associates-Georgia Pacific
PepsiCo, Inc

PATRONS

Coca-Cola Recycling LLC
Delta Airlines
Enviro Recyclers Inc.
FCR, LLC- Casella
GA Baler & Compactor
Molam International, Inc.
Moore & Associates
Pull-A-Part LLC
Rock-Tenn Company
Sunburst Papers

SPECIAL CONTRIBUTORS

The Coca-Cola Company
Georgia Beverage Association
Moore & Associates
The Turner Foundation

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:

- | | | | |
|------------------------------------|-----------------------------------|---|---|
| <input type="checkbox"/> Education | <input type="checkbox"/> Programs | <input type="checkbox"/> Membership Development | <input type="checkbox"/> Communications |
| | | <input type="checkbox"/> Special Events | |



P.O. Box 550667
Atlanta, Georgia 30355
404.634.3095
Fax 404.350.8780
www.georgiarecycles.org
garecycles@mindspring.com



Dated Material