

Responsible Recycling Task Force

Meeting #5 – August 24, 2018



Agenda

- **9:00 – 9:30:** Welcome & Introduction
(Julie Colehour)
- **9:30 – 10:15:** Recycle BC Overview & Framework
(Tamara Burns)
- **10:15 – 10:55:** National and Private Sector Sustainable Packaging Efforts
(Nina Goodrich)
- **10:55 – 11:00:** Wrap Up & Next Steps
(Julie Colehour)



Task Force Goals

- **Short Term Goal:** To help identify near-, mid- and long-term actions in response to reduction in export markets for mixed recyclable materials due to China National Sword policies.
- **Longer Term Goal:** To help establish commitment across the region to responsible recycling and domestic sorting/processing of curbside recyclables.
- **Outcomes:** Prepare a report with actionable items and recommendations for future action by all; if possible, develop interim tools for communications and other topics that are more immediately available.
- **Role of Task Force:** Not to make decisions, rather to learn about the problem, understand activities that are being implemented elsewhere and opportunities for change. They will provide guidance on next steps that will be brought back to county advisory committees and decision makers.

Recommendations Review



Meeting	RRTF Recommendation	Responsible Recycling Framework Relevance
#1: Task Force Kick-off (4/30/18)	The region should make a commitment to responsible recycling and domestic sorting/processing of curbside recyclables.	Overall Responsible Recycling Framework
#2: What's in the bin? (6/1/18)	All regional curbside programs should remove plastic bags and shredded paper from the blue bin.	Quality vs. quantity
#3: Contracts, Waivers & Surcharges (6/18/18)	The region should have a coordinated and consistent approach to waivers.	Regional policy alignment Recycling is not free
#4: Domestic Processing Infrastructure (7/18/18)	Domestic sorting and processing should be the priority in order to create market ready bales.	Domestic processing and markets

Updates from previous meetings

- July 18 Meeting Minutes approved
- Communications Consortium update
 - Draft toolkit delivered August 15
 - Includes social media posts and images for Facebook, Twitter and Instagram



Recycle BC Overview and Framework

Tamara Burns

VP Supply Chain, Recycle BC





REDESIGNING RESIDENTIAL RECYCLING



RECYCLEBCTM

WHO WE ARE

Recycle BC is a not-for-profit organization responsible for residential packaging and paper recycling throughout British Columbia.

Recycle BC ensures household materials are collected, sorted and responsibly recycled.

Our program is funded by over 1,200 businesses that include retailers, manufacturers and restaurants that supply packaging and printed paper to BC residents, shifting costs away from homeowners.



EXTENDED PRODUCER RESPONSIBILITY (EPR)

- EPR is the obligation that businesses have to reduce the environmental impact of their products and packaging
- Producer responsibility spans the entire product management lifecycle, physical and financial, for products and packaging supplied into the marketplace
- Shifts responsibility upstream, away from municipalities and regional waste authorities to the companies that put the products in the market

PROVINCE OF BC REGULATION

- Recycle BC operates within the framework of the Province of BC's Environmental Management Act and the Recycling Regulation
- The materials we collect are directed by the Regulation and we operate under our Stewardship Plan, approved by the Ministry of Environment

RECYCLE BC'S STEWARDSHIP PLAN

On behalf of producers, Recycle BC:

- Provides collection services
- Processes material
- Markets material to end-markets

RECYCLE BC 2017 PROGRAM PERFORMANCE

234,847

tonnes reported
by stewards



174,942

tonnes collected*



75%

recovery rate*



38.3 kg

recovered per capita



*174,942 tonnes collected and 75% recovery rate reflect the exclusion of tonnes collected by Recycle BC on behalf of other stewardship programs and reported in their annual reports.



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RECYCLE BC 2017 ACCESS

98%

of households with
access to depots



1,846,097

households serviced (includes
curbside, multi-family and
depot collection)



156

communities benefitting/
participating in program
(curbside and multi-family)



3,475,000

population served by curbside
and multi-family collection



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RECYCLE BC COLLECTION STREAMS



Curbside collection

Collection from households that set out material individually for pick-up



Multi-family collection

Collection from a central location in residences with five or more units



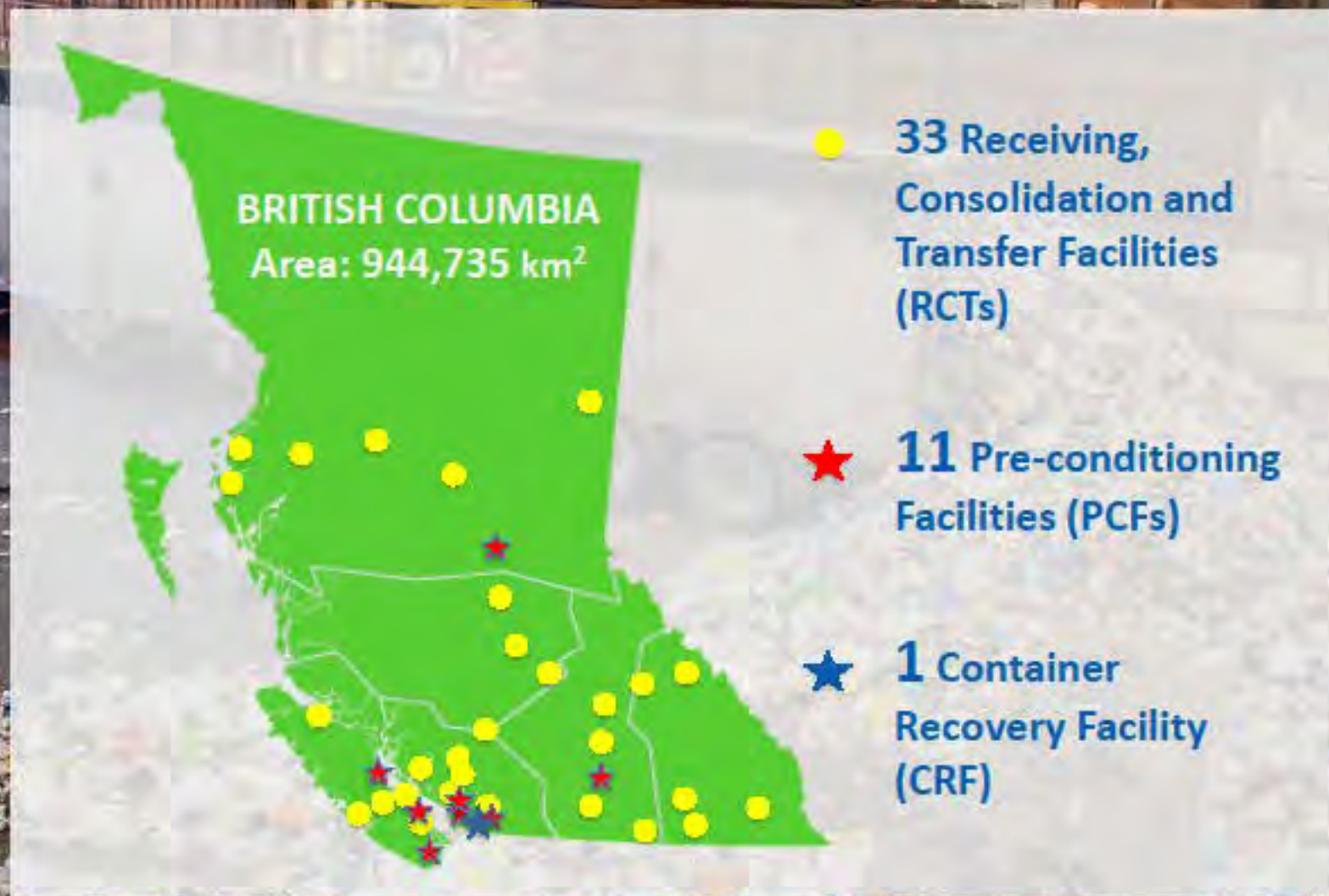
Depot collection

Residents drop off their materials



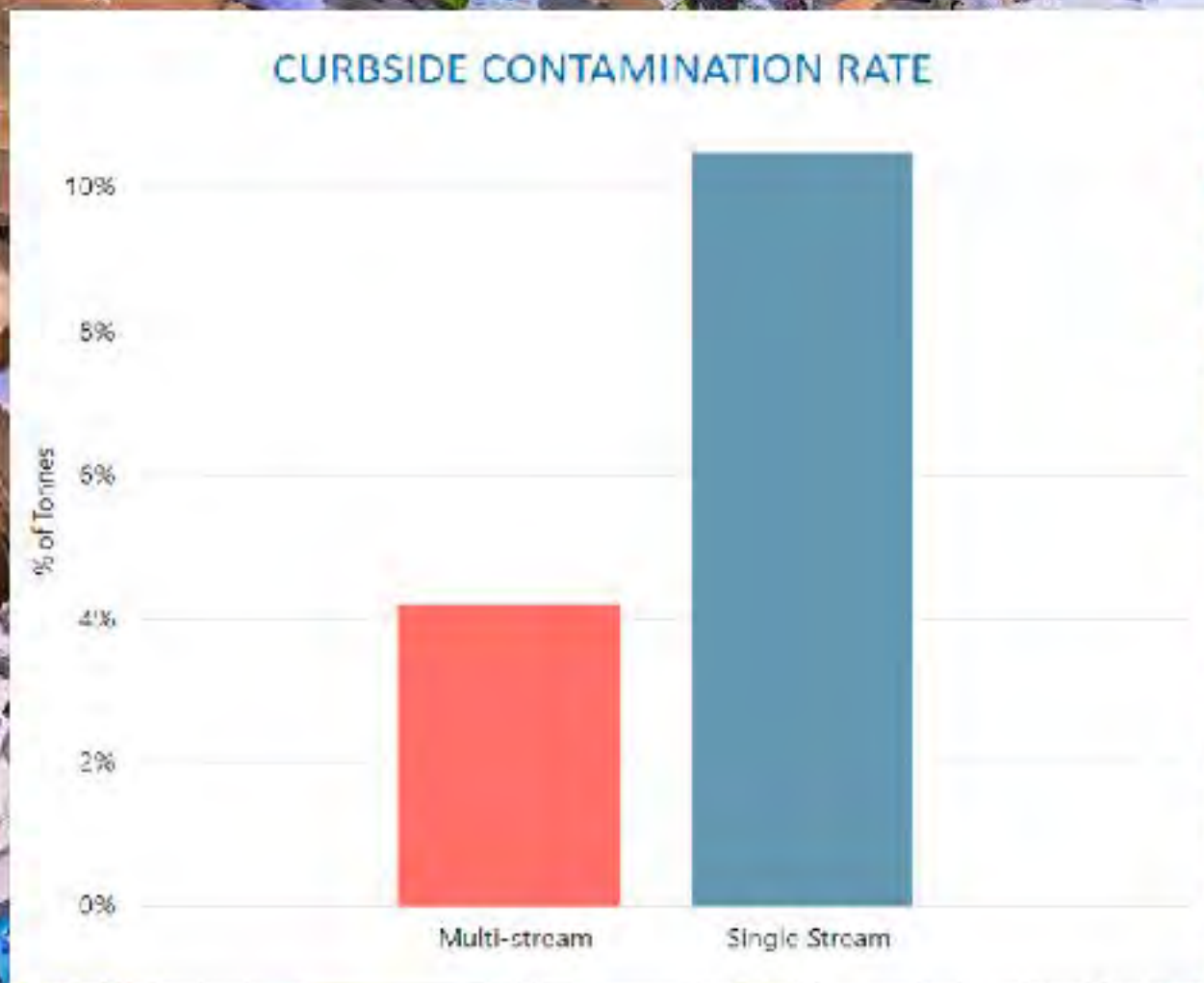
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POST-COLLECTION NETWORK



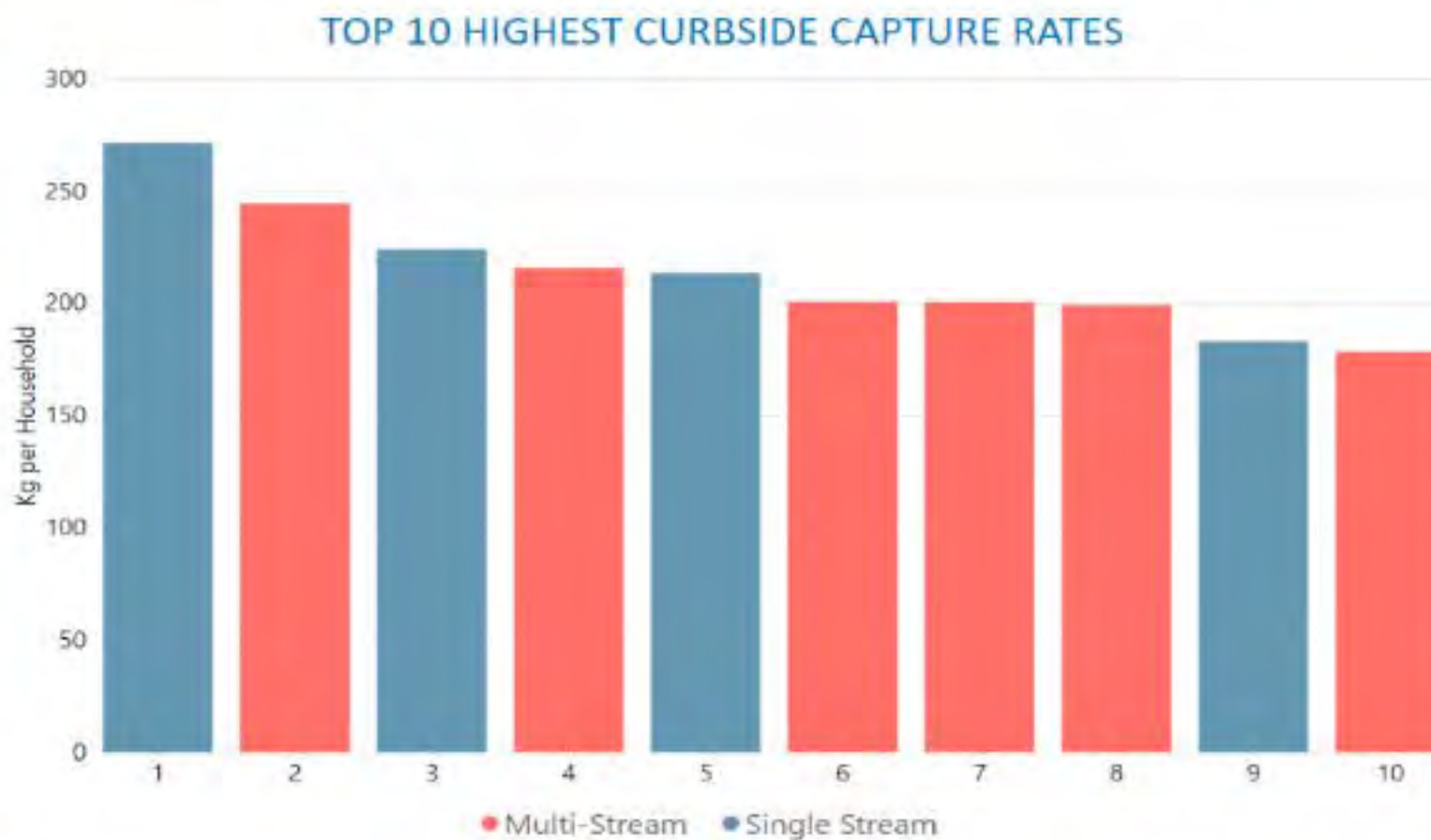
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CURBSIDE CONTAMINATION RATE



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CURBSIDE CAPTURE RATES



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RESPONSIBLE RECYCLING ELEMENTS



STANDARDIZED MATERIAL LIST

PAPER

PUT INTO REUSABLE RECYCLED BAG

Recycle all materials of equal size and dry weight only



CONTAINERS

PUT INTO BLUE BOX

Recycle all materials of equal size and dry weight only



GLASS

PUT INTO GRAY BOX

Recycle all materials of equal size and dry weight only



NEWSPAPER



BOOKS



FOLDERS



STANDARD PAPER



STANDARD PAPER



STANDARD PAPER



STANDARD PAPER



STANDARD PAPER



STANDARD PAPER

Shredded paper
Shredded paper
Shredded paper

Paper bags and brown bags
Card stock, paper, and other paper



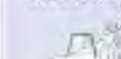
PLASTIC BOTTLES



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS

Plastic bags and brown bags
Card stock, paper, and other paper

Plastic bags and brown bags
Card stock, paper, and other paper

Plastic bags and brown bags
Card stock, paper, and other paper



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES

Shredded paper
Shredded paper
Shredded paper

Shredded paper
Shredded paper
Shredded paper

Want to recycle something not included here?

Check with your local waste management authority for more information.
To recycle items not included here, contact the Recycling Council of BC (RCBC) at 604-273-2222 or www.rcbc.ca.

Used Medication

Used medication can be recycled with Recycle BC, but avoid or avoid medication can be easily disposed through community pharmacies. See more information on our Recycle BC website.

NOT ACCEPTED

Do NOT place into Reusable Bag



PLASTIC BOTTLES



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS

Plastic bags and brown bags
Card stock, paper, and other paper

Plastic bags and brown bags
Card stock, paper, and other paper

NO HAZARDOUS MATERIALS

Exclude batteries, medical waste, flammable liquids, and other hazardous materials. Do not accept items that are broken, stained, or otherwise damaged. Do not accept items that are not listed on the standardized material list.

NOT ACCEPTED

Do NOT place into Blue Box



PLASTIC BOTTLES



PLASTIC CONTAINERS



PLASTIC CONTAINERS



PLASTIC CONTAINERS

Plastic bags and brown bags
Card stock, paper, and other paper

Plastic bags and brown bags
Card stock, paper, and other paper

NOT ACCEPTED

Do NOT place into Gray Box



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES



GLASS BOTTLES

Shredded paper
Shredded paper
Shredded paper

Shredded paper
Shredded paper
Shredded paper

DO NOT PLACE INTO REUSABLE BAG



SEGREGATED COLLECTON OF CERTAIN MATERIALS

Glass



Plastic Bags



Foam
Packaging



EFFECTIVE SORTING

Receiving, Consolidation and Transfer Facilities

- Receive, store, and bail source separated materials separately

Pre-conditioning Facilities

- Sort single stream material into fibres and mixed containers
- Pre-condition mixed containers

Container Recovery Facility

- State of the art sorting technology - 10 optical sorters
- 12-14 sorting categories



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PROVINCIAL SYSTEM COORDINATION

Network of Facilities



Consistent Material List

WHAT CAN I RECYCLE?

Residential Packaging and Paper

PLASTIC	PAPER	GLASS
 Plastic Bottles	 Paper Boxes	 Glass Bottles and Jars
 Plastic Containers	 Paper Bags and Boxes	 Glass Bottles and Jars
 Plastic Bottles	 Paper Boxes	 Glass Bottles and Jars

Information for residents: [Recycle BC](#) is a not-for-profit organization that provides recycling services to British Columbia residents. For more information, visit [recyclebc.ca](#).



RECYCLE BC

Harmonized Messaging

WHIPEEE!

Recycle BC is your residential packaging and printed paper recycling program.



MAKING A DIFFERENCE TOGETHER

Find out everything you can recycle at [RecycleBC.ca](#)



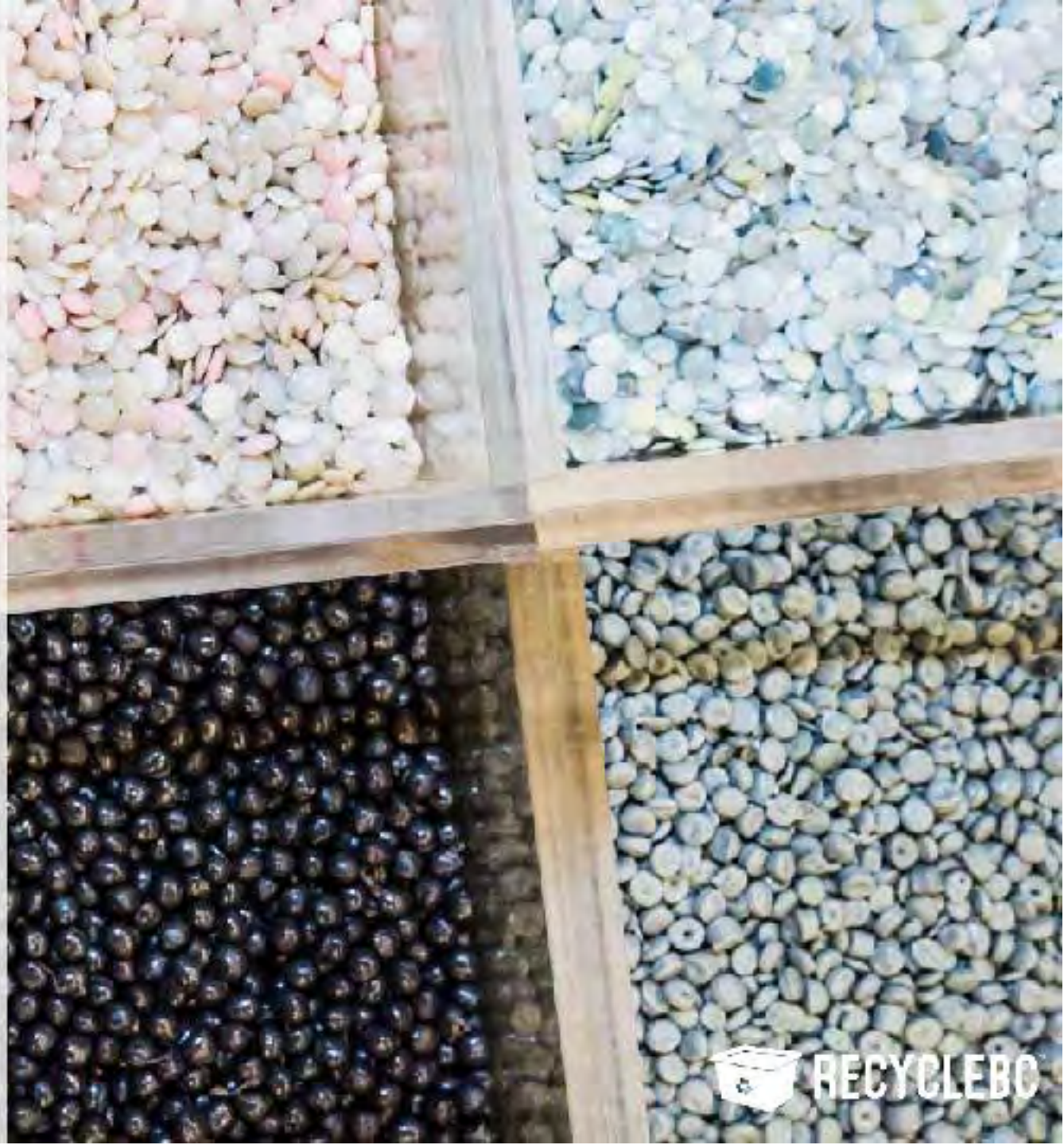
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DOMESTIC PROCESSING AND END MARKETS

- Plastics – BC
- Glass – BC
- Metal – Canada and United States
- Paper – BC and overseas



RECYCLING IS NOT FREE

- 100% EPR-funded program
- Businesses that supply packaging and paper to BC residents fund Recycle BC





WORKING WITH AND ENGAGING PRODUCERS



KEURIG

- Keurig has an aggressive goal of converting all their K-Cup® pods in Canada to a recyclable format by the end of 2018
- Recycle BC worked with Keurig and our post-collection partners, Emterra Environmental and Merlin Plastics, to facilitate testing in the sorting and recycling facilities
- RFID (radio-frequency identification) technology is used to track where their K-Cup® pods end up in the material sorting line
- An average of 92% of empty polypropylene Keurig K-Cup® pods made it to the container lines at Emterra and Merlin

NESPRESSO

- Pilot project in two BC communities, Vancouver and Coquitlam, to capture used Nespresso pods
- Curbside and multi-family collection of pods
- Residents put used pods in green bag, provided by Nespresso, and then put bag in container recycling bin



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PLASTIC SQUEEZE TUBE STUDY

- In partnership with More Recycling and supported by leading manufacturers
- Three-month pilot study in Coquitlam to understand how residents prepare tubes for recycling and what types of tubes they include for recycling
- Residents received a pink bag to place empty squeeze tubes, seal the pink bag and place in their blue box for recycling collection

OTHER FLEXIBLE PLASTIC PACKAGING

- Collection of Other Flexible Plastic Packaging at depots; launched June 2018 at 115 depots, full roll-out January 2019
- Research and development project in partnership with post-collection partner, Green by Nature, and Merlin Plastics
- Seeks to develop technology that will enable the recycling of Flexible Plastic Packaging
- Any material not capable of being recycled will be recovered, processed and marketed as engineered fuel



RECYCLEBCTM

Making a difference together.



RecycleBC.ca



@RecycleBC



@RecycleBC

National and Private Sector Sustainable Packaging Efforts

Nina Goodrich

Executive Director, Sustainable Packaging Coalition



Today's Presentation

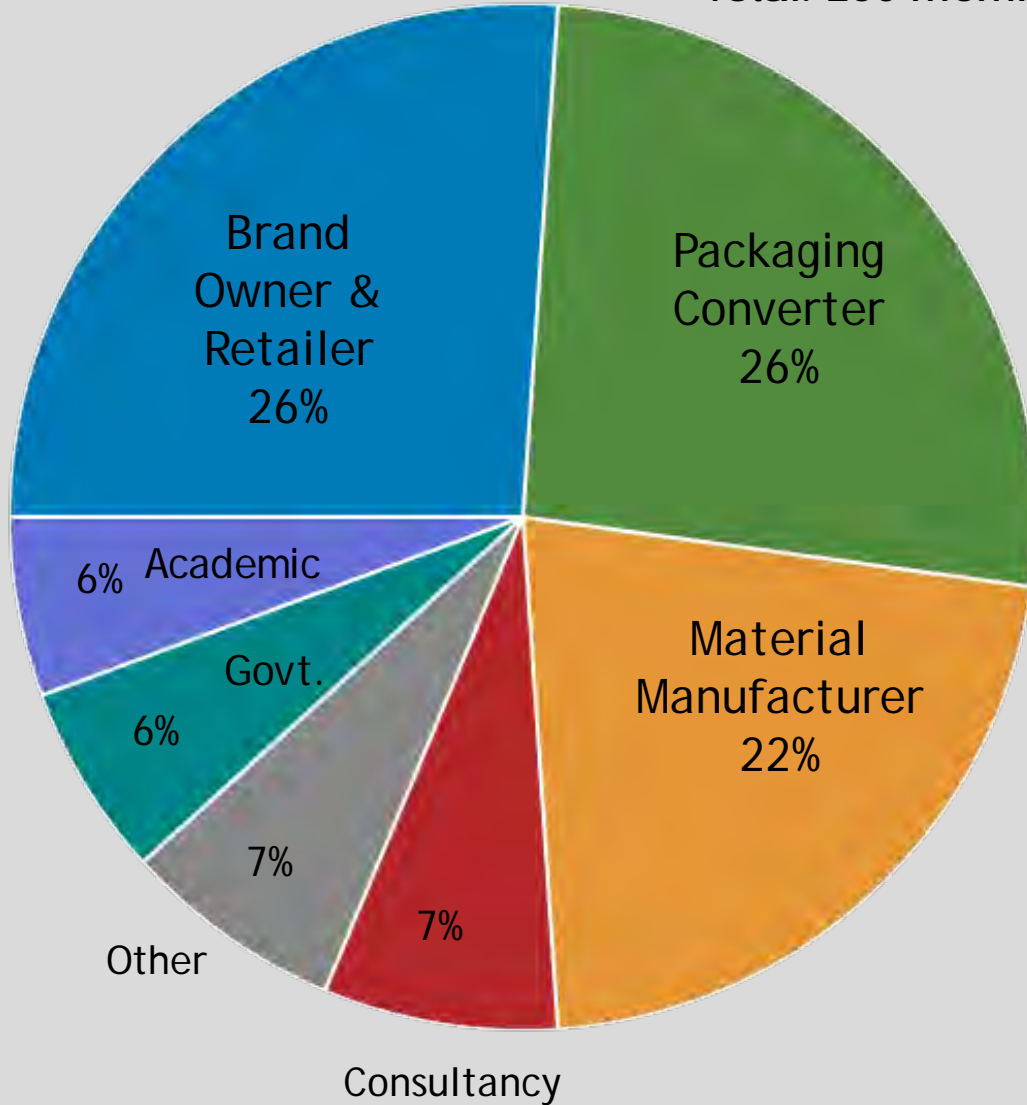
- Introduction to SPC
- How the How2Recycle on-pack label is educating Brands and Consumers
- Key considerations for the future of recycling





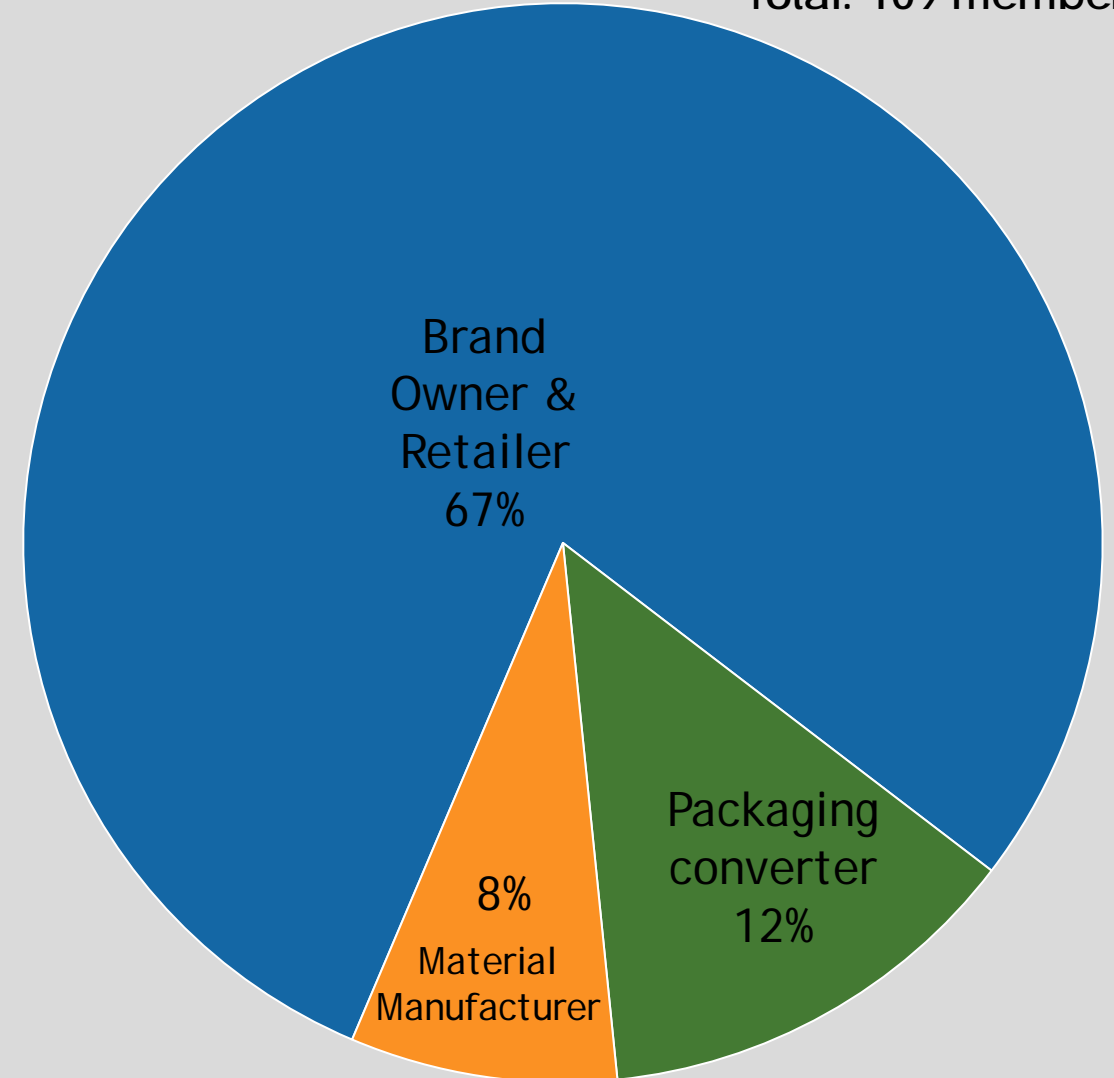
**SUSTAINABLE PACKAGING
COALITION®**

Total: 250 members



How2Recycle®

Total: 109 members





SOURCING

Certified, recycled and
bio-based



MATERIAL HEALTH



OPTIMIZATION

Can be measured multiple ways
(weight, damage reduction,
shelf-life, carbon, water etc.)



RECOVERY

Design for Recycling

Design
For
Recycling

Design
for
Recycle
content

Creating Demand



End Markets



Reprocessing



Sortation



Collection



Consumer
Engagement

Creating Supply



Cleaning up what goes in the cart



What is How2Recycle?





How might we motivate & help brands to better understand packaging sustainability and design for recycling?

How might we empower consumers to know how to recycle?



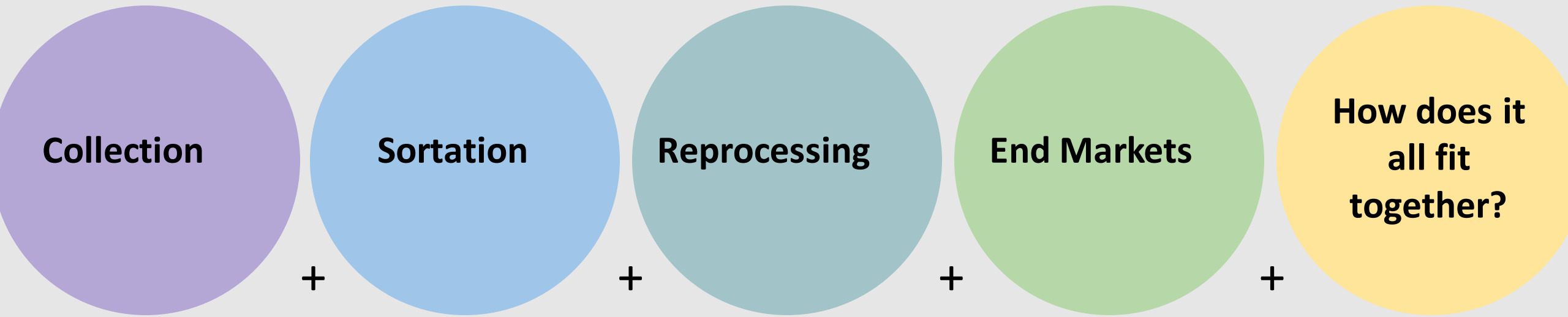
**How does
How2Recycle
define
recyclability?**





"A product or package should not be marketed as recyclable unless it can be **collected, separated**, or otherwise **recovered** from the waste stream through an established recycling program for **reuse or use in manufacturing** or assembling another item."

Emphasis added. Federal Trade Commission's Green Guides § 260.12 (Guides for the Use of Environmental Marketing Claims, pursuant to Code of Federal Regulations, Title 16 Part 260).

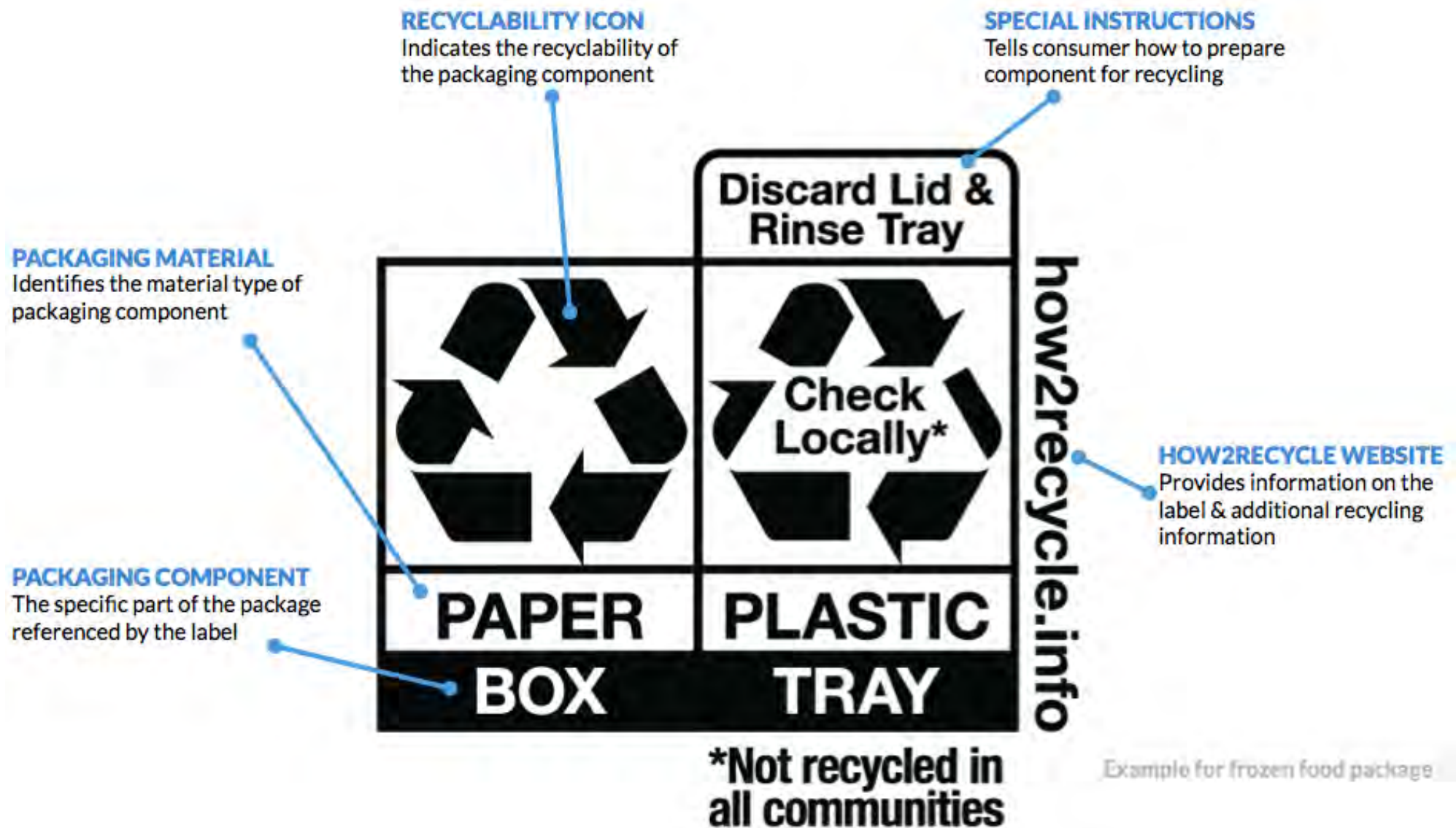


How2Recycle is designed with the consumer in mind.



***Not recycled in
all communities**

It's a smarter label system.

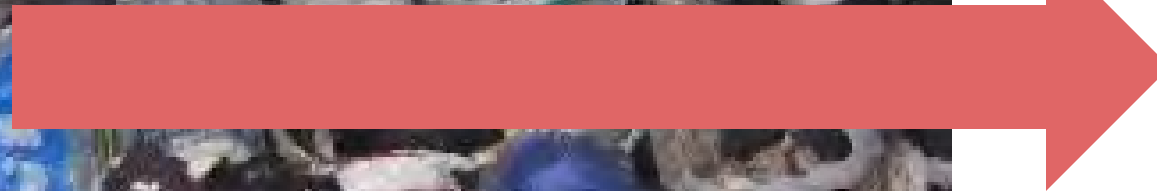


**How does
How2Recycle help
recyclers?**



**How2Recycle helps
reduce
contamination.**





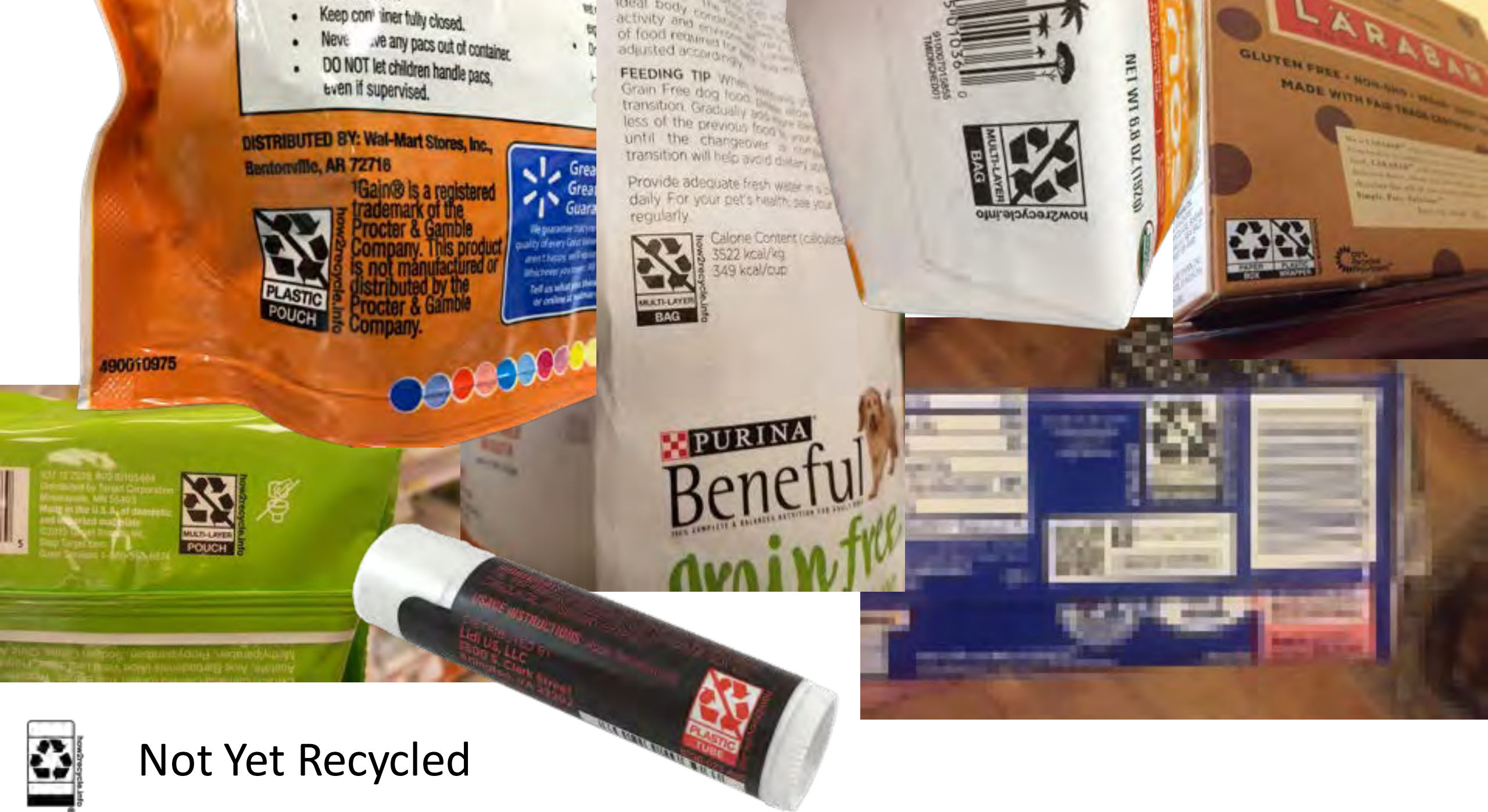
how2recycle.info





Store
Drop-Off





Not Yet Recycled



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How2Recycle®

Labels

Check Locally

Store Drop-off

About

Blog

Get Involved



How2Recycle in Action

Top 18 Things You Should NOT Recycle Curbside



Kelly Cramer

Senior Manager

Share Top 18 Things You Should NOT Recycle Curbside:



how2recycle.info



Nope.

Don't recycle plastic bags and wraps in your curbside cart.



Nope.

Don't try to recycle food.*



Nope.

Don't recycle propane tanks.*



Nope.

Don't recycle electronics.*



Nope.

Don't recycle window panes or drinking glasses.



Nope.

Don't bag your recyclables.*



Check Locally.

To recycle bulky plastics.



Nope.

Don't recycle multi-layer flexible packaging.



Nope.

Don't recycle tangles.



Nope.

Don't recycle ceramics.



Nope.

Don't recycle clothes.*



Nope.

Don't recycle bowling balls.



Nope.

Don't try to recycle wood.*



Nope.

Don't recycle light bulbs.*



Nope.

Don't try to recycle diapers.



Nope.

Don't recycle hazardous materials.



Nope.

Don't recycle batteries.*



Nope.

Don't recycle hangers.



67%

Of people assume that packaging ISN'T recyclable if they don't see a claim on the package.

Behavior **change**



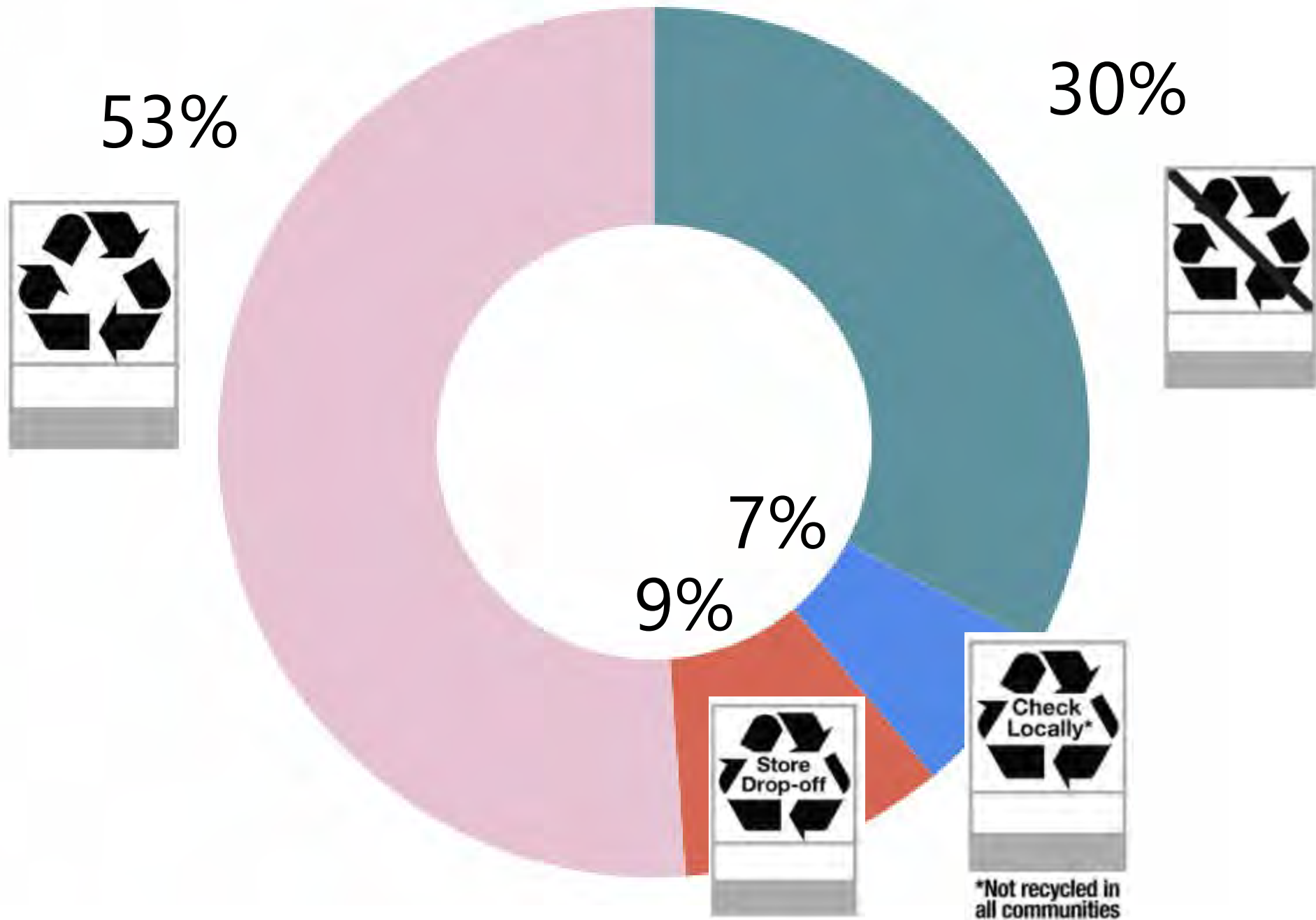
82%

Of people learn
from How2Recycle.

Survey at [how2recycle.info](https://www.how2recycle.info), 2018.
Report available for download at
brandfolder.com/how2recycle

**How does
How2Recycle
determine
recyclability for
specific packages?**





**How2Recycle is also helping
improve packaging design.**

**Brands want to know how to
measure and improve.**





Portfolio

23%

Optimally
recyclable

40%

Recyclable
but needs
improvement

37%

Partially or
not yet
recyclable

Personal Care



17%

Optimally
recyclable

61%

Recyclable
but needs
improvement

22%

Partially or not
yet recyclable

Home Care



52%

Optimally
recyclable

9%

Recyclable
but needs
improvement

39%

Partially or not
yet recyclable

**Since last October, How2Recycle
has made over 8600 specific
design recommendations to its
members to improve packaging
recyclability.**

Look for the
How2Recycle
label.



how2recycle.info

THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU

Look for the
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Key considerations for the future of recycling

What is wrong with a “back to basics” program

- The traditional mix no longer exists and will continue to change - we need to look to the future mix
- The food industry is rapidly converting to flexible packaging
- Dual corporate goals of recyclability and low carbon footprint

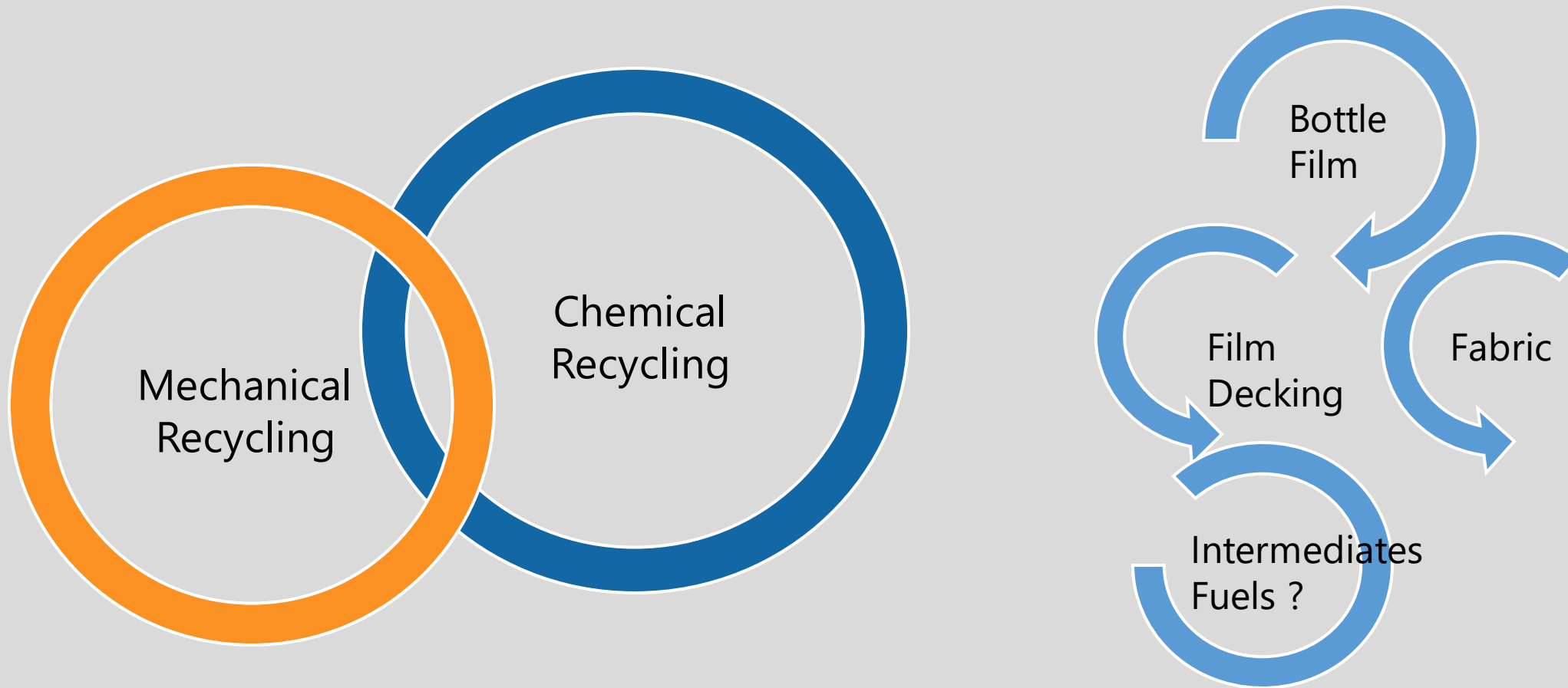
Recycling is not free

Cost of Collection and Processing

- MRF processing costs have increased to over \$90/ton
- High contamination and low commodity prices do not cover processing costs

Material reprocessing is also not free and the resulting product often has a difficult time competing with virgin materials

What is circularity for plastics?



Procter & Gamble, PureCycle Introduce Virgin-like Recycled Plastic

PureCycle Technologies will buy scraps and use P&G's technology to purify them to a virgin-like quality and to make pellets for any user.

Arlene Karidis | Aug 16, 2018

Utah-based Renewlogy offers solution to plastic waste problem

By [Jed Boal, KSL TV](#)

Published: April 1, 2018 10:09 am



Comments



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@GreenBlueOrg



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Wrap Up & Next Steps

- Action items, recommendations & take-aways
- Next meeting: *“Recycling Systems” and Policy Approaches*
 - Date:** September 19, 10:00am – 12:00pm
 - Location:** WSRA Conference Room, 635 Andover Pkwy, Tukwila WA
 - Parking:** Free parking in outside parking lot and surrounding areas
 - Room:** Suite 105
- November & December meetings added:
 - November 15 @ Bothell City Hall (10 – 12pm)
 - December 14 @ King Street Center

Future Meeting Schedule

Date	Topics Covered
April 30	<i>Task Force Introduction; Responsible Recycling Framework</i>
June 1	<i>What's in the Bin?</i>
June 18	<i>Contracts, Waivers, Surcharges</i>
July 18	<i>Domestic Processing Infrastructure: Fiber & Plastics</i>
August 24	<i>Working with Producers</i>
September 19	"Recycling Systems" and Policy Approaches <ul style="list-style-type: none">• Policy and Legislation
October 26	Possible focus on Markets & Follow Ups
November 15	Review Recommendations & Next Steps
December 14	Final Outcome Document Review