

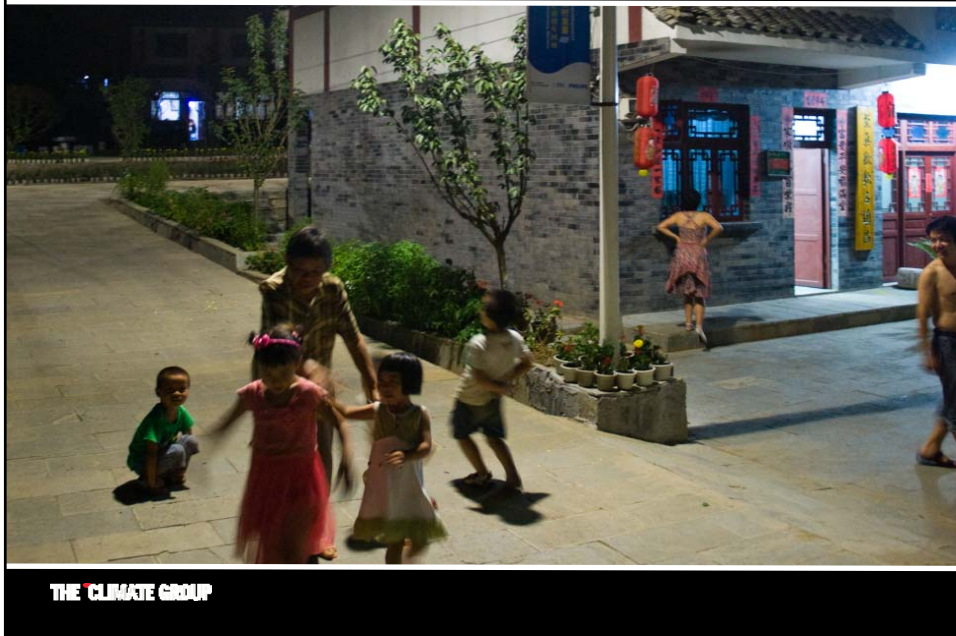


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Association of Climate Change Officers
Leadership Series: Managing Waste Workshop
Perspectives on Materials Production

October 19, 2010 | Portland, Oregon

Who is the Climate Group?



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What does the Climate Group do?

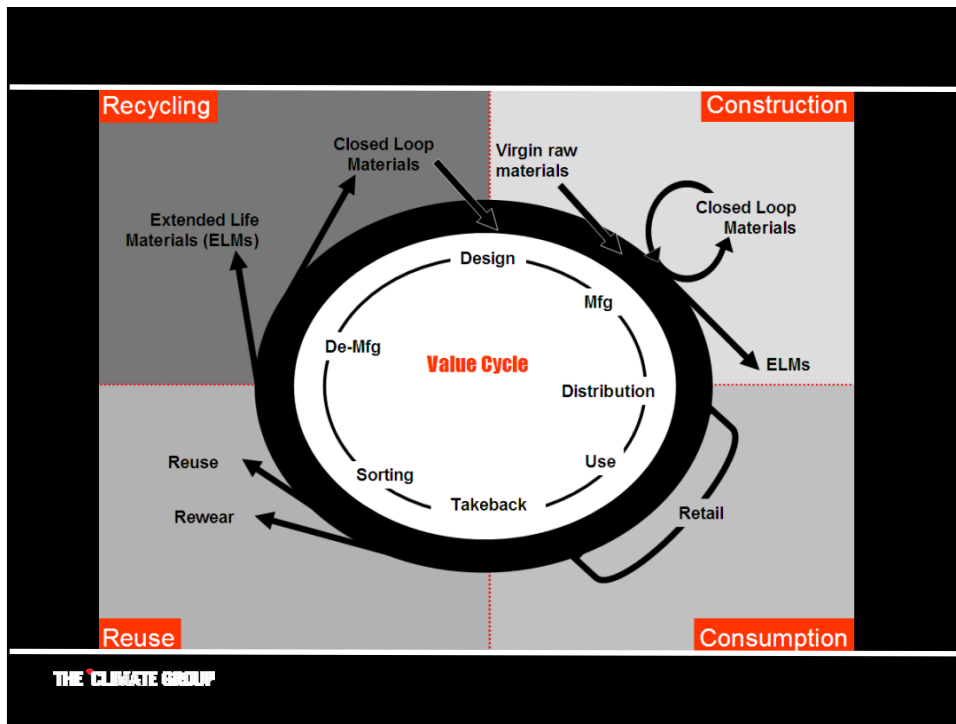


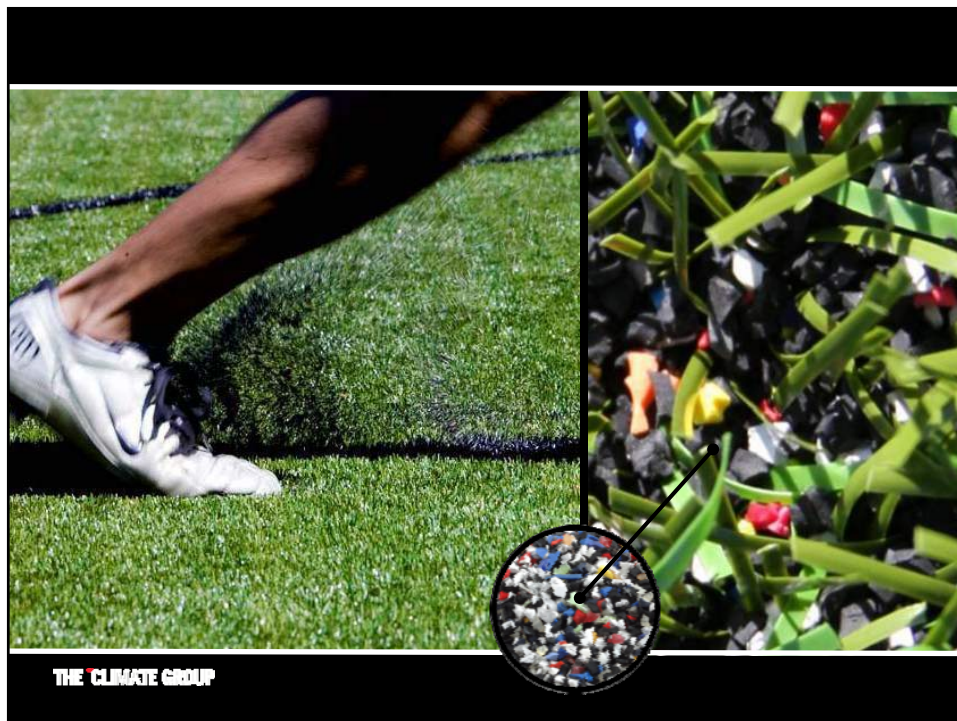
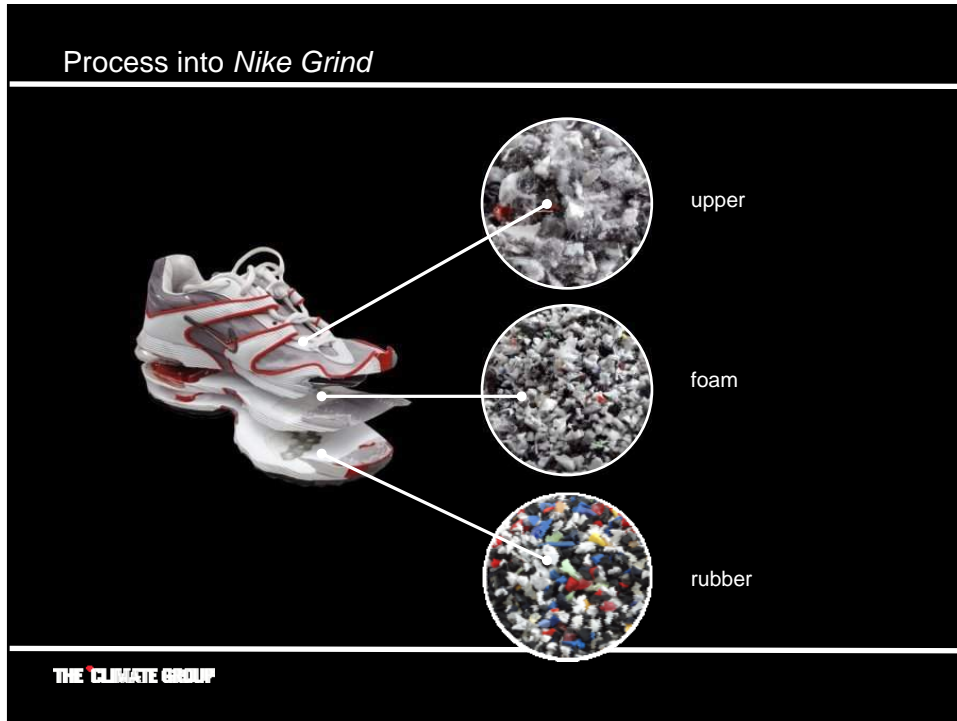
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70% of the overall impact of a product is determined in the design phase.

Waste is a design flaw.

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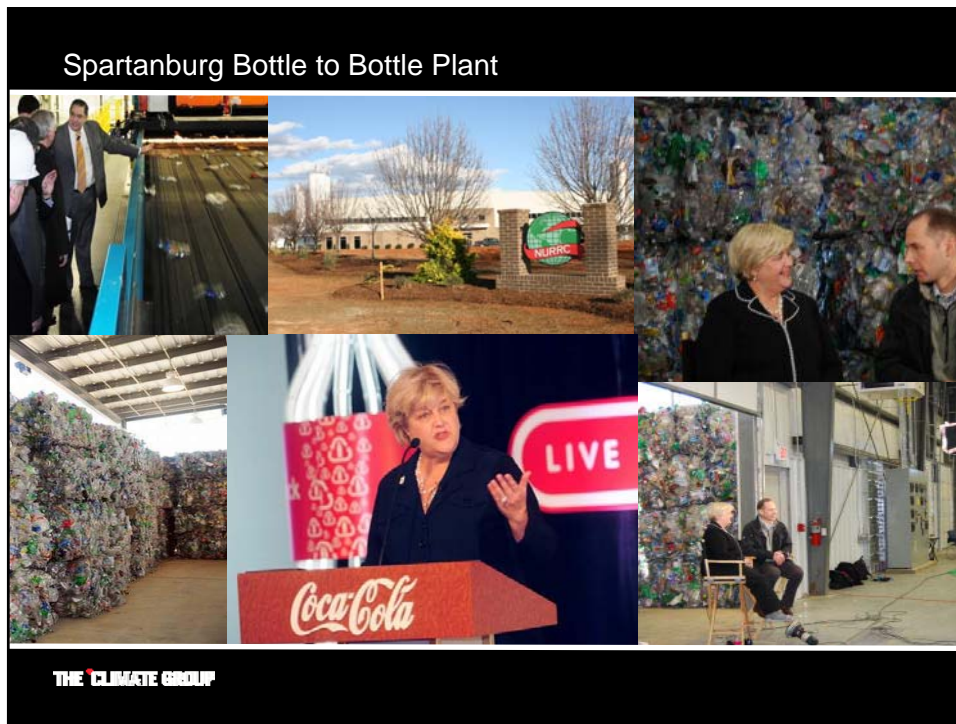
Bottle of the Future



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RECYCLE Together AN INITIATIVE OF THE 'CLIMATE GROUP

1 Getting Started Essential info and data on recycling

2 Model Cities Match your city to real world case studies.

3 Venue Recycling A guide for special event recycling

A COMPREHENSIVE RESOURCE FOR CITY OFFICIALS ON HOW TO IMPLEMENT RECYCLING IN YOUR CITY OR TOWN.

[LEARN MORE](#)

Recycling News

March 15, 2009
MISSISSIPPI PASSES RECYCLING BILL
Erat imperdiet aliquam elit, cum ut erosum utique habebimus. duo esse iudico idem ut inquam inureoptioi ex. [MORE >](#)

March 12, 2009
RI OPENS REDEMPTION CENTER
Occidit estula effendit by pro, inera esse apudri perculptur est, vix et roque. [MORE >](#)

March 12, 2009
MISSISSIPPI PASSES RECYCLING BILL
Erat imperdiet aliquam elit, cum ut erosum inure habebimus, duo esse iudico optioi ex. [MORE >](#)

FEATURED MODEL CITY

Penobscot, Maine

[MORE >](#)

BECOME A MODEL CITY

[LEARN MORE](#)

FREQUENTLY ASKED QUESTIONS

1. Quo inere peripetua te, utam inram conpar esse et, no pri aliquat habitae gubernem?
2. Quo inere peripetua te, utam inram conpar esse et, no pri aliquat habitae gubernem? Via dicta lapitum test?
3. Quo inere peripetua te, utam inram conpar esse et, no pri aliquat habitae gubernem? Via dicta lapitum test?

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RECYCLING FACTS

The amount of solid waste in the United States has nearly tripled to 254 million tons in 2007. During that same time, the amount of waste recycled and composted increased more than 15-fold, to 83 million tons.

In 2007, 80% of Americans could recycle at home via a curbside collection system. In the United States, 84% of the population has access to residential curbside recycling in the Northeast, 10% in the West coast, 61% in the Midwest and only 20% in the South. There are 6,660 recycling programs operating in the United States.

Getting Started

Many community recycling programs have not kept pace with changes in recycling technology and best practices. They operate under very tight budgets that limit their ability to invest and improve outcomes.

These factors call for a renewed focus on residential recycling programs as the key to significant improvements in recycling rates. For these improvements to last, recycling programs must move to a sustainable operating model, both from an economic and an environmental perspective. If the full economic and environmental benefits of recycling are realized, recycling will gain greater political support.

There are 8 essential elements of a sustainable, effective residential recycling program that cities and towns should incorporate into their plan. These include:

- 1) Parallel access (matching recycling and waste service)**
Collaborate with haulers/collectors to collect recycling on the same day as waste (garbage service). Cities with parallel service have documented increases in recovery, when collection days were matched up.
- 2) Right-sized containers (large enough to hold all recyclables)**
There is nothing more frustrating than seeing a bin full of recyclables and not being able to fit them in your collection bin. While the smaller green top bins were popular first steps for residential recycling, great strides have been made in cities that have committed to "right"-sized containers that are large enough for all materials, a household generates. These 60 - 80 gallon carts can hold all the milk jugs, magazines, catalogs, boxes and cans a household generates in a week - and easily roll out to the curb for pickup.
- 3) Single-stream collection (collect all recyclables together)**
Single stream recycling is a new way and convenient way for residents to recycle. One cart is made available for all materials - not having to sort into separate bins cuts down on the hassle needed for recycling collection and the time it takes for citizens to recycle. The sorting of materials into commodities is done at a processing center, where materials run through machinery that sorts and bales commodities together.
- 4) High value material focus (collect the most valuable commodities)**
Collect high-value recyclables; be sure to include aluminum, plastic, magazines and catalogs and newspaper along with just mail and steel cans. The high value materials (aluminum and PET) will supply needed revenues to the recycling business model.
- 5) Financial incentives, including RMT and recycling rewards (motivate participation)**
Incentive to recycle:
 1. Pay as you throw success stories are numerous and are included in this website.
 2. Recycling rewards, whether it be RMT or one of the new incentive programs like Recyclebucks, the link of incentives and successful recycling participation has been documented time and again.
- 6) Education and outreach (move the "sometimes" recyclers to "always" recycling)**
Effective and adequately funded education and promotion. Integrate information on what to put on the carts to a comprehensive communication plan. Citizens need to know what goes in the bin and when to set it out. Simple targeted messaging.




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MODEL CITIES

[SEARCH MODEL CITIES](#)

Find out which Model Cities best match your own city/town.

[BROWSE MODEL CITIES](#)

Look through a list of all our Model Cities and learn about how to improve recycling in your town.

[BECOME A MODEL CITY](#)

Tell us about your city's recycling program and tell us why you think you should be a Model City.

Model Cities

LEARN HOW OTHER CITIES ARE IMPLEMENTING RECYCLING PROGRAMS.



PHOENIX, ARIZONA
 Population: 1,512,886
 Contact: pserve@phoenix.gov
 Website: http://phoenix.gov/news/press/pressbox.html
[SEE PROFILE](#)



MARRION, IOWA
 Population: 32,000
 Contact: solidwaste@cityofmarrion.org
 Website: http://cityofmarrion.org/publicserv/recycling
[SEE PROFILE](#)



WARWICK, RHODE ISLAND
 Population: 85,328
 Contact: auto.san@warwickri.com
 Website: http://www.warwickri.gov/recycsant/autob.htm
[SEE PROFILE](#)



CHITTENDEN, VERMONT
 Population: 151,526
 Contact: info@cswd.net
 Website: http://www.cswd.net
[SEE PROFILE](#)

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The screenshot shows the 'RECYCLE Together' website, an initiative of The Climate Group. The navigation bar includes links for HOME, ABOUT, GETTING STARTED, MODEL CITIES, VENUE RECYCLING (highlighted), and PARTNERS. A sidebar on the left lists venue types: STREET FAIRS, BARS & RESTAURANTS, ARENAS, STADIUMS, CONVENTION CENTERS, and PARKS, BEACHES, LAKES. Below this is a 'RECYCLING FACTS' section with a recycling symbol icon and text stating that recycling reduces greenhouse gas emissions and conserves energy. The main content area is titled 'Venue Recycling' and asks users to 'SELECT THE VENUE TYPE THAT BEST MATCHES YOUR LOCATION.' It features four categories, each with a representative image and a 'FIND OUT MORE' button: 1. STREET FAIRS: Image of a 'CARAMEL APPLES' stand; text notes that such events produce high volumes of recyclable materials. 2. BARS & RESTAURANTS: Image of a bar interior; text notes that success relies heavily on a positive public perception. 3. ARENAS, STADIUMS, CONVENTION CENTERS: Image of a large arena; text notes these venues attract massive crowds and produce massive waste. 4. PARKS, BEACHES, LAKES: Image of a lake with trees; text notes these spaces offer a sense of environmental stewardship. The footer of the screenshot displays 'THE CLIMATE GROUP' logo.

This block features a large red circular graphic on the right containing the text 'We are part of THE CLEAN REVOLUTION'. Below this, the 'THE CLIMATE GROUP' logo is displayed in white on a black background. Underneath the logo, contact information for Kate Krebs is provided: 'Kate Krebs, Director Sustainable Resources', email 'kkrebs@theclimategroup.org', phone '(202) 222 - 8843 mobile', and 'kate.krebs - skype'.