

BACK TO BASICS

Moderator: Matt Todd, RRS

Speakers: Jeremy O'Brien, SWANA


Scott Mouw, The Recycling Partnership

Mike Pope, Sonoco Recycling

Carolina Recycling Association Conference

March 20, 2019

Charleston, SC



This session will provide interpretations of the “basics”, explore the ripple impact of changes in single-stream material acceptance, revisit modern recycling’s roots, and lay out some fundamental truths about this industry’s past, present, and future.



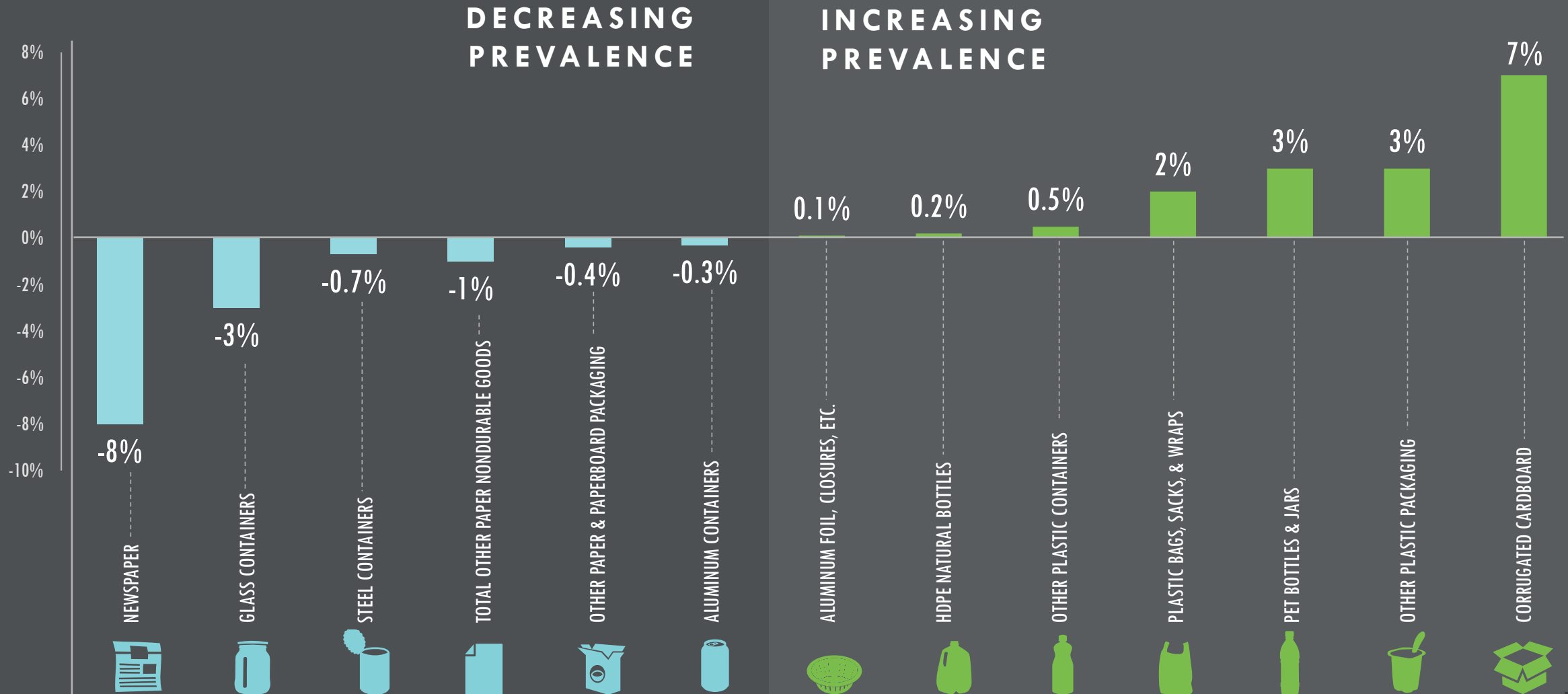
**Matt Todd,
Boy Scout Troop 43,
Suffolk, VA 1985**

BACK TO BASICS - CONTEXT

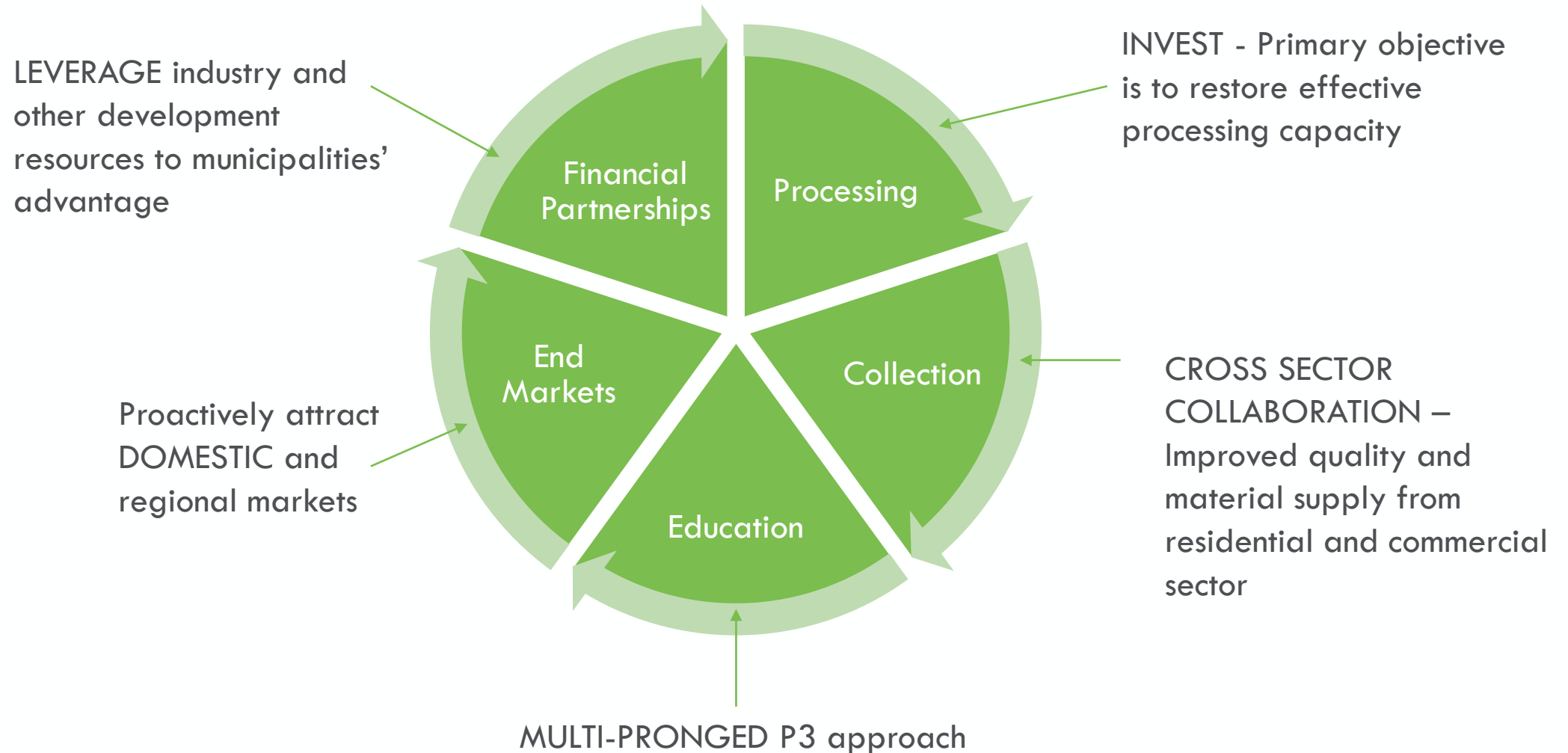
- Awareness of current conditions
 - Key issues to deal with SHORT TERM
- Context of system costs
 - Developing FEE based systems
 - Costs per HH – what's the GAP?
- Buying recycled
 - YES – we should STILL do this - AT ALL LEVELS
- Market development
 - YES – NC and SC are LEADERS in the USA
 - EVOLUTION of market development
 - PARTNERSHIPS and INFLUENCERS
- Domestic market demand
 - Playing CATCH-UP, but supply chain is responding
 - Ramp up takes TIME

EVOLVING TON OF PACKAGING IS DOMINATED BY PLASTICS

CHANGE FROM 1990 - 2015



SYSTEMS THINKING





renew

Industry Collaboration to Revitalize Recycling

- Promote a **pro-recycling message** to the highest level of municipal decision-makers.
- Match voluntary **industry recycling efforts** with municipalities looking to **improve their recycling** programs.
- **Overcome recycling pain points** for stakeholders throughout the value to strengthen the recycling system.



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THE RECYCLING PARTNERSHIP





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BACK TO BASICS: DISCUSSION

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