

Selling Green

Strategies for Sustainable Recycling Programs



Why Recycle?

- Recycling can reduce the cost of trash removal.
 - In FY08 the Truman Bldg saved \$5,572 on trash bill from recycling efforts.
 - The State Information Center saved \$1,400
 - Statewide agencies saved \$223,737 in trash disposal costs due to recycling efforts.
- Recycling can generate income from waste.
 - The most valuable material generated by State Government is paper.



Why Recycle?

- Products manufactured from recovered material requires less energy to produce than those made from virgin material.
 - Estimated environmental savings of recycled paper purchased by the State of MO . . .
 - 8,901 trees
 - 2,596,177 gallons of water
 - 22,252 lbs. of air pollution
 - Enough energy to power 50 homes in MO for a year



Why Recycle?

- Recycling reduces the impact we have on our habitat.
- Recycling is good stewardship.
- It's not about "Saving the Earth", it's about ensuring our life support systems are healthy.



Common Perceptions

- It costs too much
- It's not worth it
- I don't have time
- We'll innovate a solution → Problems created by technology will be solved by technology



It Costs Too Much?

- 3 prisons in Missouri compost food waste
- 24/7 environment where at least 3 meals a day are served to anywhere from 1000 – 2000 inmates and staff
- Significant amount of food waste generated → 1,214,600 lbs. of organic waste composted in FY08.



IN-VESSEL COMPOSTER AT SOUTH CENTRAL CORRECTIONAL CENTER IN LICKING, MO



It Costs Too Much?

- Prisons that compost their food waste save 10's of thousands of dollars each year on their trash bill.
- Inexpensive labor force
- Generate a useful product



Common Recycling Attitudes

- Recycle everything – no matter what!
 - These are the people that you don't want to alienate.
 - They will champion recycling, but need explanations as to why certain materials are not recycled.
- Recycling is mainstream – we enjoy broad public support for recycling.



Qualities of a Successful Recycling Program

- Simple
- Convenient
- Manageable



Key Components of a Successful Program

- Measures
- Education & Awareness
- Revenue generating, free, or inexpensive



Manageability & Sustainability Are Imperative

- Are programs convenient?
- Are programs simple?
- Are key players willing to participate – from management to front-lines personnel?



Manageability & Sustainability Are Imperative

- Are programs cost acceptable?
- Are programs manageable?
- These questions need to be considered from the perspective of all key players.



Manageability & Sustainability Are Imperative

- If the answer to any of these questions is “no” then it may not be a good idea to pursue.
- Long – term the probability for damage to the recycling program increases.
- People remember failure much longer than successes.



Planting Seeds – Changing Perceptions: A Long-term Approach

Threats & Opportunities



Planting Seeds of Certainty: Threats

- Apathy & frustration will creep in if these are not considered.
 - Recycling rules change → People have to modify habits
 - Personnel changes → No one replaces on-site coordinator
 - Markets drop → Materials not accepted for recycling



Planting Seeds of Certainty: Threats

- Poor customer service → People give up
- Poor communication → People are not informed
- Lack of leadership → Not a part of management philosophy
- Lack of oversight → Collection systems get sloppy or buying recycled is no longer convenient



Planting Seeds of Certainty: Opportunities

- Over the long term if these issues are consistently addressed the probability for successful recycling programs will increase
 - Minimize rule changes → Integrate “what if” scenarios in contracts
 - Be prepared for personnel changes → Encourage “pass it on”



Planting Seeds of Certainty: Opportunities

- Plan for market fluctuations → Contingency plans in contracts
- Improve customer service → Applies to vendors and your program
- Improve communication → Develop a sound communication chain



Planting Seeds of Certainty: Opportunities

- Lead → By example, enthusiasm, encouragement, simplicity
- Recognize oversight is necessary → problems marginalized



Rechargeable Battery Recycling: A Sustainable Recycling Program

- A cooperative program with the Rechargeable Battery Recycling Corp.
- Initiated in 2004
- Simple
- Convenient
- Free



Rechargeable Battery Recycling: A Sustainable Recycling Program

- The MO State Recycling Program (MSRP) is registered as the “parent”.
- Any state agency that registers for this service falls under MSRP’s reporting umbrella.
- Centralized reporting → more accurate data and agencies are less-burdened with reporting requirements



Rechargeable Battery Recycling: A Sustainable Recycling Program

- Decentralized distribution of supplies
→ Boxes are shipped automatically
- A free service
- Cell phones may be recycled through this service as well
- Up to 40 lbs. of rechargeable batteries and cell phones per collection box



Rechargeable Battery Recycling: A Sustainable Recycling Program

- Rechargeable battery chemistries include:
 - Nickel Cadmium (Ni-Cd)
 - Nickel Metal Hydride (Ni-MH)
 - Nickel Zinc (Ni-Zn)
 - Lithium Ion (Li-ion)
 - Small sealed lead batteries (Pb) weighing up to 11 lbs. each



Rechargeable Battery Recycling: A Sustainable Recycling Program

- Program mechanics
 - Each registered location has a unique site id
 - Each location may register for 2, 4, or 8 collection boxes
 - Collection boxes don't expire
 - Replacement boxes are automatically shipped to your registered address
 - Each battery must be placed in a bag (bags are supplied with boxes)

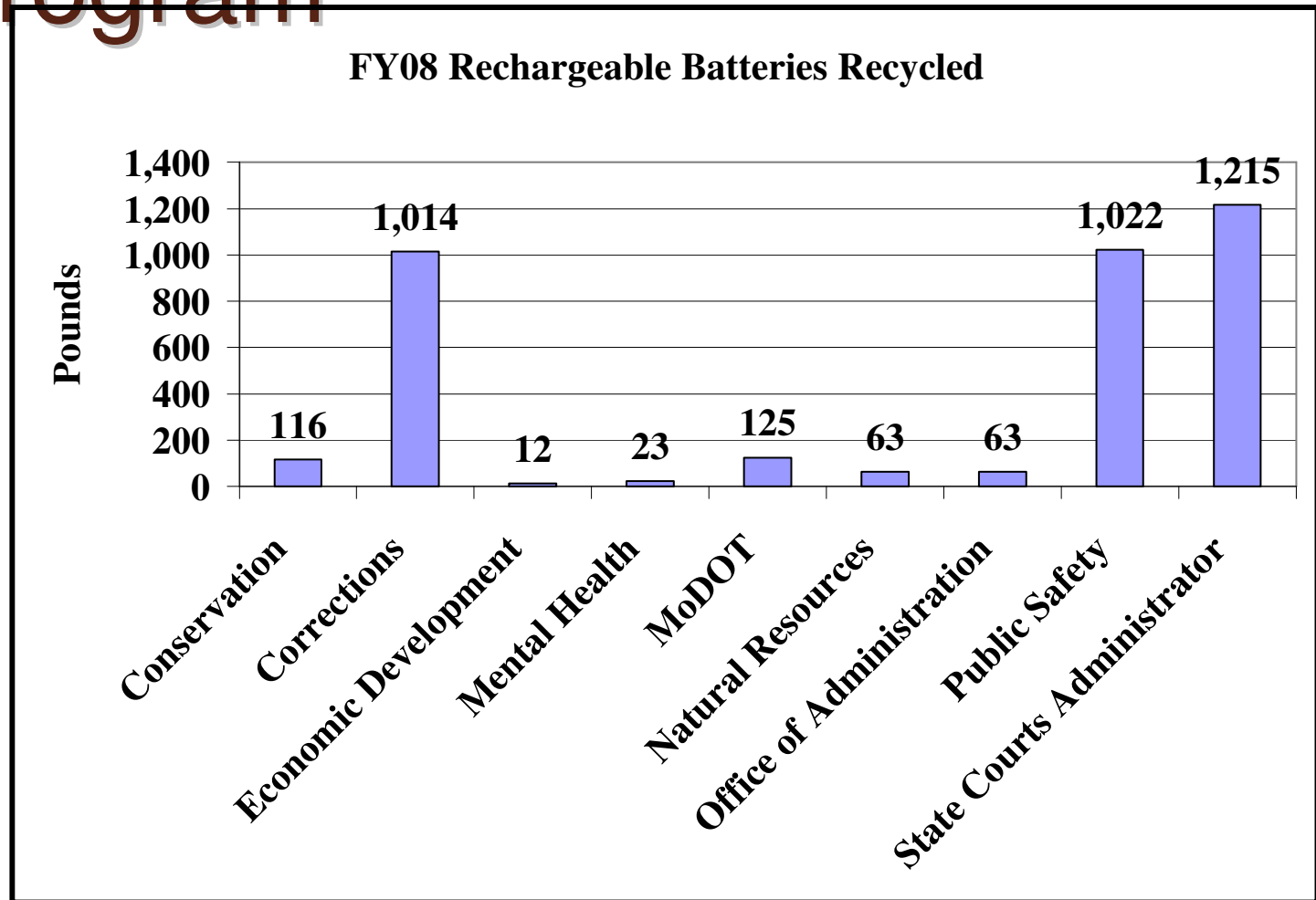


Rechargeable Battery Recycling: A Sustainable Recycling Program

- MSRP rechargeable battery recycling results include:
 - 87 different state agency locations are registered throughout Missouri
 - In FY08 state agencies recycled 3,653 lbs. of rechargeable batteries
 - Since 2004 state agencies have recycled 17,852 lbs. of rechargeable batteries



Rechargeable Battery Recycling: A Sustainable Recycling Program



RECYCLING STATION



Do You Need a Written Agreement?

- Each situation is different.
- Become familiar with the local recycling scene
 - Who are the service providers?
 - How do they collect materials?
 - Will they collect the major components of your waste stream?



Benefits of a Written Agreement

- Ensures that you and vendor are on the same page as to requirements.
- Can ensure price agreements are honored
- Can offer protection that vendor is performing services
- Can address liability concerns



- Improvement implies change
- Change does not necessarily imply improvement

