



Leveraging Grants and Technical Assistance to Transform the US Curbside Recycling System

RECYCLECURBSIDE.ORG

The Curbside Value Partnership is a 501(c)(3) organization that administers three programs:

CVP Connect
high quality and relevant resources
for recycling coordinators

Classic City Campaigns
tailored social marketing campaigns
in 2-3 communities each year

The Recycling Partnership
grants and technical assistance to
improve the curbside recycling system

A MATERIALS ISSUE:

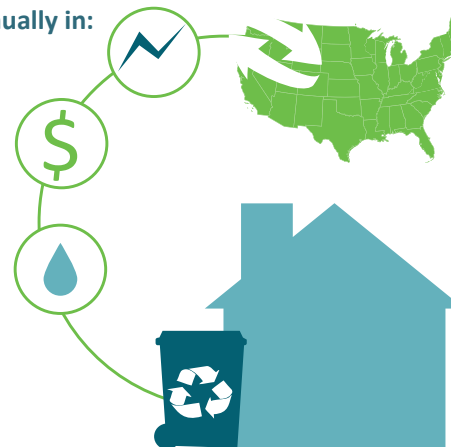
Communities want to recycle materials. Markets rely on recycled materials.
Yet, valuable materials bypass the recycling collection systems and go on to landfills.
Current estimates are that only 34% of recyclable materials are captured.
Uncaptured recyclable materials represent real value and savings:

Manufacturing many products from recycled materials requires less energy
and produces fewer GHG emissions than manufacturing from virgin materials.

A 10% increase in our national recycling rate would result annually in:

- An additional **24 million tons** diverted from landfills with a corresponding value of \$2.6 billion.
- A savings of **55 million metric tons of CO₂** (equivalent to taking 10.1 million vehicles off the road)
- **104 billion gallons of water** saved (equivalent to saving the average water usage of 1.8 million people.)

Sources: U.S. EPA Municipal Solid waste data, RecyclingMarkets.net, WaRM, WRAP, PE Americas, BUWAL, and NRDC



MATERIAL RESULTS:

Improving the recovery system as a whole will increase the *quality* AND the *quantity* of material recycled and provide the best service and best product to all parties.

- The majority of packaged goods and recyclable materials are consumed at home.
- Most residential recycling happens via curbside collection programs.
- While some curbside infrastructure currently exists, it is under-performing in many places.
- CVP's focus on improving residential recycling is a practical and targeted approach to drive material recovery and invest in communities.

CVP's trusted, system-changing efforts have successfully assisted more than 35 US communities to date, boosting overall system health and confirming our approach.



A Curbside Value Partnership Initiative

Strategic collaboration of public and private partners for widespread material recovery results.

BUILDING STRENGTH:

Since 2003, CVP has used data-directed education and outreach to change behavior. Now through The Recycling Partnership, we provide technical and financial assistance around four key areas:

1

Access

Ensuring all households with curbside collection are served by large roll carts.

2

Champion Building

Building support from local and state elected officials and the private sector.

3

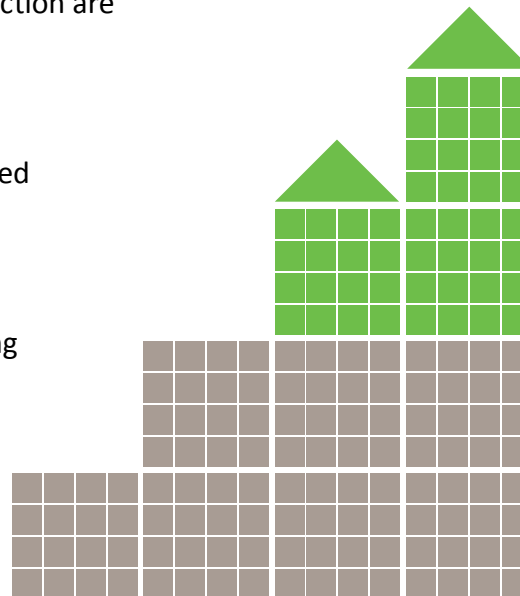
System Solution

Addressing the entire supply chain, ensuring use of best management practices.

4

Education and Outreach

Increasing participation and reducing contamination.



STRONG RESULTS:

**This isn't just a cart grant.
This is a *systems solution* to a
systems problem.**

Instead of spot fixes, this approach comprehensively builds a strong reverse supply chain.

- Increased recycling of paper, plastic, aluminum, steel, cartons, glass
- Promotion of curbside recycling best management practices throughout US
- Decreased contamination of curbside collected recyclables

Real progress municipalities can take pride in and build upon!



A Curbside Value Partnership Initiative

Be a part of this innovative solution.
Join us!

THE BENEFITS

Recycling is a multi-sector industry. It is a loosely connected, but highly dependent network of public and private interest. CVP has been engaged in creating success through curbside improvements for more than ten years.

CVP's Recycling Partnership is a trusted vehicle for driving material recovery and meeting sustainability goals. Our public-private partnership is a unique approach supported by leading companies with a desire to see real results.



FOR RECYCLING PROGRAMS:

- Technical and outreach assistance
- Increase quantity and quality
- Improved capabilities
- Better service

FOR INDUSTRY:

- Improved feedstock quality
- Increased feedstock supply
- Stronger control of material flow
- Sustainability

CURB TO MARKET

SHARED OPPORTUNITIES. SHARED REWARDS.

OUR SPONSORS:



The Curbside Value Partnership is a 501(c)(3) organization with the goal to improve recycling in the United States.

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