

2015 BOLD ACTION



THE RECYCLING
PARTNERSHIP

**The recycling industry
is in need of bold action.**



**The Recycling Partnership is delivering.
Proven. Measurable. Results.**



The Recycling Partnership bridges the gaps to improve the loosely connected, highly dependent recycling system.

Founded in 2003 as Curbside Value Partnership, we are a 501(c)(3). Our mission is to educate, inspire, and empower stakeholders to strategically strengthen recycling. The broad spectrum of allied investors with whom we partner, and the grantees we support, all share our focus on driving quantity and quality in the recycled materials stream. We work with communities, corporations and associations to align financial resources with operationally sound campaigns and planning tools. Together, we are recycling.

\$11million
leveraged infrastructure
improvements in place.

A projected additional
248,000 tons
of new material.

Results aren't everything.

If they were, The Recycling Partnership's practical, tactical improvements to the recycling system (\$11M worth of new infrastructure in the last year alone!) would certainly be enough to sing about. All that new infrastructure has a direct and measurable impact on the economy and the environment. The model is certainly working, folks, and we should all feel good about that.

But here's what makes it exciting. The people. The Partnership staff are some of the smartest, most passionate do-ers in the business. Less talk, more do - and do it well. Oh, with a dash of fun. The innovation that comes from our team, our members, and the representatives of our Technical Committee is the engine behind the measurable results. If you've worked with us, you know the energy is infectious.

We're better together; that's for sure. Thanks to all our supporters, our partners, and our members for fueling the biggest public-private partnership ever been built to support this vibrant industry. I'm grateful to be part of the momentum and look forward to welcoming more communities and more partners in the coming year.



Keefe Harrison
Executive Director, The Recycling Partnership



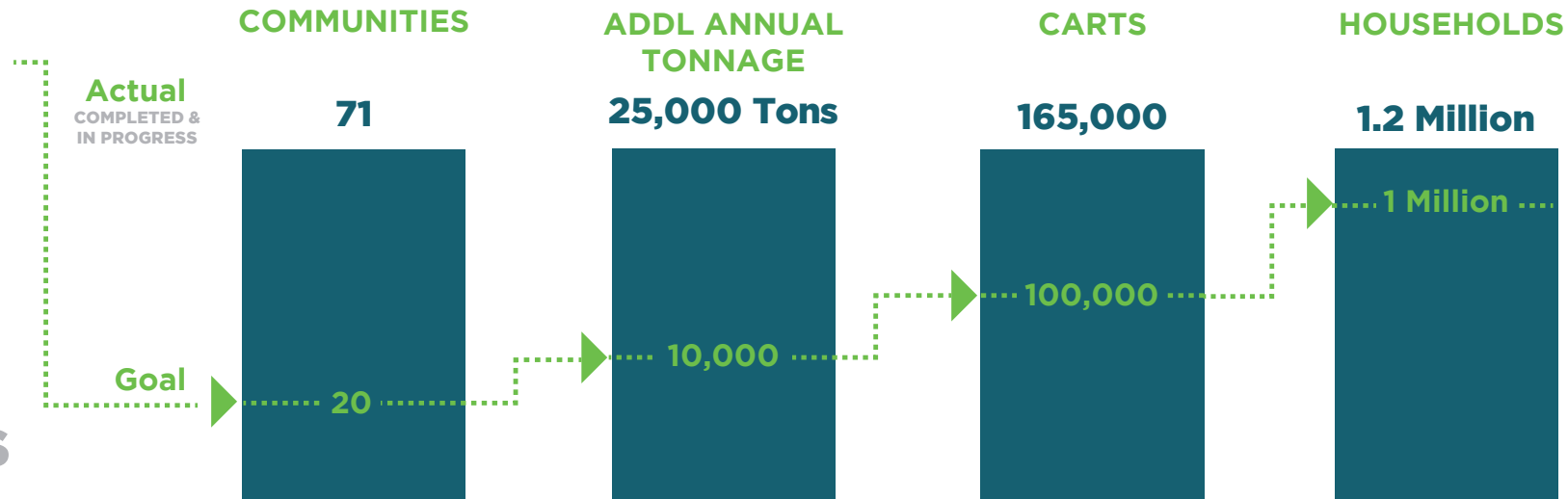
“ In its first year, The Recycling Partnership has become a wild success, by far exceeding its initial goals. As a founding member, CMI is proud to be a part of an organization driven towards swift and measurable improvements to the recycling system. Full steam ahead! ”



Megan Daum
VP, Sustainability,
Can Manufacturers Institute
and Chairman, The Recycling
Partnership

Real Results

2015
FIRST FULL YEAR OF BOLD PROGRESS



Environmental Benefits*	Units	2015 Completed	In Progress	Totals
GHG Savings	mTons CO2 Eq /Yr	48,500	8,300	56,800
Water Savings	Million Gallons /Yr	114	16	130
Energy Savings	Trillion BTU /Yr	5.50	1.50	7.0
Reach Metrics				
Total Reach Activity	No./Yr	404,592	-	404,592
Newsletter + Magazine	No./Yr	350,786	-	350,786
Website Visitors	No./Yr	53,447	-	53,447
Webinar Attendees	No./Yr	359	-	359
Press Articles	No./Yr	62	-	62
Estimated Recovery Metrics (Full Year Estimates of Projects)				
Aluminum	Lbs / Yr	134,658	361,835	496,493
Steel	Lbs / Yr	403,973	1,085,505	1,489,478
Glass	Lbs / Yr	3,770,414	10,131,381	13,901,794
PET	Lbs / Yr	403,973	1,085,505	1,489,478
HDPE	Lbs / Yr	403,973	1,085,505	1,489,478
Mixed Non-bottle Plastic	Lbs / Yr	201,986	542,753	744,739
Mixed Paper / News	Lbs / Yr	5,655,621	15,197,071	20,852,692
OCC	Lbs / Yr	2,423,837	6,513,030	8,936,868
Cartons	Lbs / Yr	67,329	180,918	248,246
Total Recovery	Lbs / Yr	13,465,763	36,183,503	49,649,266

*Projected environmental benefits based on cumulative impact from increased tonnage over 10 years.

We Create Value In Many Ways

Public-Private Partnerships

Collaboration allows for leveraged commitments and action.

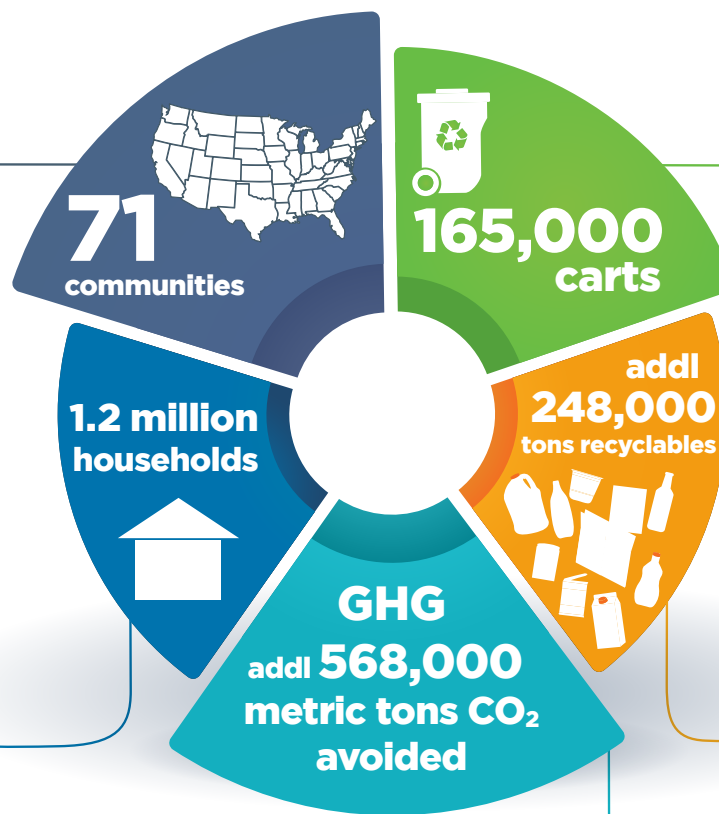
Our impactful work connects public recycling and diversion goals with private sustainability goals.

We build lasting relationships with program directors and elected officials, and develop better local recycling programs, creating thriving communities. It's good for residents, and good for business.

Ever-Growing National Reach

Consumer research reports that “recyclable” and “recycling” are the top two things consumers mention when they think about sustainability.

By bringing together packaging and printed paper producers, as well as communities who recover those valuable items, we're building a system-wide solution. This unified approach creates consumer confidence, ensuring increased recovery of material.



Lasting Change

We focus our work on the community & MRF because that is where the reverse supply chain begins.

Improving recycling doesn't just check off a box on a sustainability report. Our partnership model works to improve the input and output throughout the entire recycling value chain, creating a long lasting win-win for communities, local governments, the economy, and the environment.

New Supply

Market-based supply chains take time to cultivate and still rise and fall with the tides.

Manufacturing is hungry for high quality recycled feedstock, and we deliver. We work to increase and steady the stream by starting with communities. By improving infrastructure and providing our best in class educational programming, programs strengthen both the quantity and quality of collected recyclables.

Quantifiable Results

Our practical, tactical work must also be measurable.

We set clear goals, measure our impacts monthly, and expect a return on investment. Rigorously sourced data helps our members clearly understand the impact of their funding.

Projected GHG avoided and tonnage are over 10 years.

From curb to market, recycling is valued.

Last year Florence, Alabama’s recycling program was limited only by the capacity of the small recycling bins. With a committed base of resident participation, control over their collection and processing, their program was a solid and successful candidate for investment.

The wide waters of the Tennessee River that flow through this area echo the fresh ideas and possibilities of the local and state leadership (particularly ADEM), the recycling staff. They possess that unique talent of knowing how to wisely harness the momentum of change while remaining rooted in practicality and purpose. When presented with the possibility to increase the volume of recyclables, they confidently stepped up to the challenge.

A circular economy in action, Alabama plastic was used in the manufacturing of the carts in Florence.



On the Ground.

“We consistently look for ways to help people see the tangible benefits of our sustainability work. I love that The Partnership positively impacts communities, and gives us a chance to be part of that change.”

- Bruce Karas, VP of Sustainability,
 Coca-Cola North America



METRICS: FLORENCE, AL

CARTS	14,527
HOUSEHOLDS	17,327
ADDL TONS RECYCLABLES	14,019
ADDL GHG AVOIDED (MT)	30,000

Projected GHG avoided and tonnage are over 10 years.

Columbia is a proud city. Their pride and commitment to excellence were motivators to make the progress happen.

On a warm winter’s evening, Mayor Stephen Benjamin entered the well-attended State of the City Address. His heart-centered speech was stirring. His updates were punctuated in stereo by the rally call, “We are Columbia.”

Like most cities, Columbia is challenged to address a variety needs. And like other modern cities, they identified service and infrastructure around recycling to be strategic additions.

When the City and The Recycling Partnership laid out the recycling improvement numbers and options, it was easy to see the way forward. South Carolina has a thriving manufacturing base and a strong competitive pull for quality feedstock.

In addition to the long-lasting benefits the new recycling carts bring to the City and residents, the increase in material recovered translates to significant environmental savings.

Lasting Change.

“We needed help to make our vision for a modern recycling program a reality. Thank you Recycling Partnership, we could not have done it without you.”

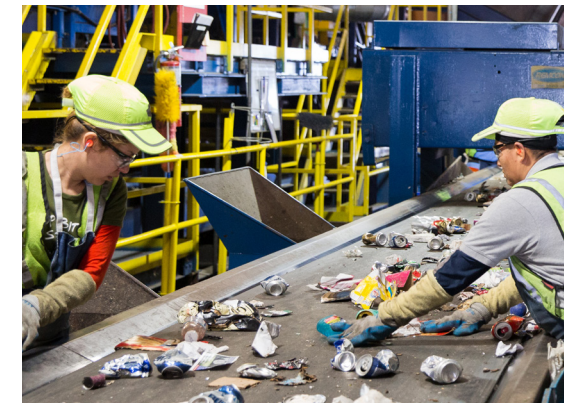
- Stephen Benjamin,
 Mayor of Columbia



METRICS: COLUMBIA, SC

CARTS	35,000
HOUSEHOLDS	35,000
ADDL TONS RECYCLABLES	65,625
ADDL GHG AVOIDED (MT)	143,750

Projected GHG avoided and tonnage are over 10 years.



In all things, we strive to be focused, effective, and strategic.

If recycling were a sport, the cart roll-out in East Lansing would be one of those classic offensive scores worthy of highlight reels for years to come. A beautiful alley-oop. A breakaway, crisp, three-point ringer. A legacy of success.

East Lansing was ready. They are skilled. They are committed, leadership and residents alike. (Note the beautiful new hybrid truck with graphics selected from a local design contest.)

Enter The Recycling Partnership with our unique approach: polished, and nimble. Working together at lightening pace, East Lansing parlayed our signature, custom-tailored, spot-on assistance to skillfully deliver carts to their city with an aggressive time frame and a winning outcome.

The alignment of common purpose and resources catapults the progress recycling can make by bringing access and appeal to consumers. An empty coliseum becomes a fan frenzy that residents, municipalities, and The Partnership are proud to support.



METRICS: EAST LANSING, MI

CARTS	6,800
HOUSEHOLDS	6,800
ADDL TONS RECYCLABLES	6,086
ADDL GHG AVOIDED (MT)	13,000

Projected GHG avoided and tonnage are over 10 years.

Amplification.

“The new recycling carts allow our residents to recycle more at the curb – both in terms of volume and types of materials. The Recycling Partnership’s grant and technical assistance helped our dedicated team make this improvement quickly and smoothly.”

- Nathan Triplett,

Mayor of East Lansing, 2013-2015





Momentum.

“In twelve short months, the team at The Recycling Partnership has built a solid reputation as a change agent and the momentum is very powerful. As a longstanding member, we are thrilled with the growth and also that the work of the Partnership is picking up speed and delivering fantastic results.”

- David A Gill

Vice President and General Manager,
Can Value Stream, Novelis, Inc.

We work at all levels

Community

In 2015, our assistance directly benefited 71 communities.

We also reached thousands of program operators and decision makers with practical tools and best practices through our website, webinars, newsletters and speaking engagements.

State

In working with States and state recycling organizations, we understand local and regional challenges and opportunities.

Connecting local collection to regional processing and manufacturing strengthens the system.

States eager to assist their communities are allies in leveraging and amplifying change.

Federal

Through impactful collaboration with US EPA on Sustainable Materials Management, we created tools, resources and progress on a national scale.

Manufacturing and Processing

The recycling stream is constantly changing. We work with manufacturers, associations, and processors to share knowledge and the realities of today's recycling landscape.

Real Support



ONE SYSTEM. MANY STAKEHOLDERS.

The recycling industry is in need of bold action. Together, we are delivering.

4 LEVERS TO CREATE CHANGE

Grants

Technical Assistance

Operationally-Sound Outreach

Champion Building

MORE BETTER RECYCLING

Without these members, our work would not be possible.



Our diverse funding partners are just as passionate about results as we are.

Proven. Measurable. Results.

JOIN US TODAY