

DRIVING CHANGE

IMPACT REPORT
JUNE 2019



Transforming Recycling For Good™



Recycling Matters, So What Are We Wasting For?

The Recycling Partnership turned five years old this year and I couldn't be prouder of how we've put our change-maker principles to work. The metrics in this report reflect the passionate leadership of our staff, the can-do commitments of our funders, and the hard work of communities all across this country. When it comes to making positive change in this world, it's clear that collaboration is the key to success.

Over the past five years, it has been The Recycling Partnership's approach to work with others to tackle challenges, head on, with a healthy balance of optimism and realism. This business of systems change is tough stuff, demanding thoughtful, deliberate work. Competition does not deliver systems change. Collaboration can.

While it's important to reflect on what we've done, at our anniversary it's also important to reflect on how and why we do what we do. Over the past year our team has distilled our core values, the very elements that bring us to together and that fuel our work. Here they are:

Partnership is part of our name for a reason. We strive to build strong partnerships through honest relationships.

Act with intention and integrity. We are earnest and honest, putting people and planet first.

Embrace change and drive action. We are an action agent for thoughtful, positive change.

Have fun. We bring a little joy whenever we can.

Pursue growth and learning. We are curious, dedicated professionals, eager to advance knowledge.

Play well with others. We treat others with respect, embracing challenges and differing opinions.

Be your whole self. We bring individual talents, ideas, cultures and histories to the table.

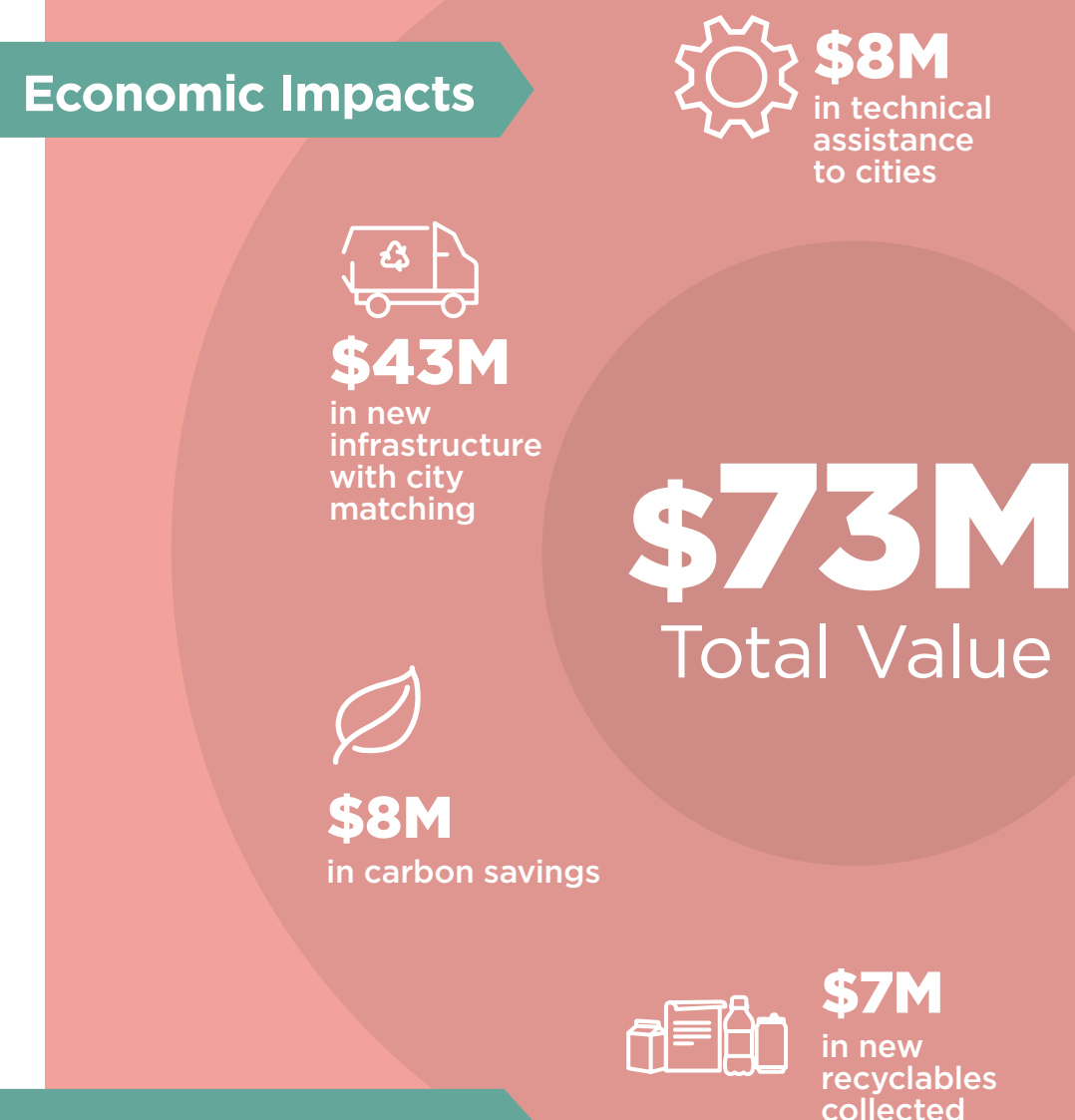
Take time to reflect and dream. We are creative problem solvers and we recognize that creativity takes time to cultivate.

At our anniversary, we take this moment to pause, reflect, and invite you to join us because together we can transform recycling for good.


Keefe Harrison
CEO
The Recycling Partnership

Economic Impacts

Community Impacts



 **1075**
communities impacted

 **51%**
recycling boost with infrastructure projects

 **170K**
metric tons of GHG avoided

 **445K**
new recycling carts placed

 **160M lbs**
recyclables kept out of landfill

 **50M**
households impacted

2015 - 2018 (All metrics are cumulative.)

Driving Change Coast to Coast

\$1M
invested to clean up contamination on the West Coast

West Coast Contamination Initiative (WCCI)

Challenge:
Contamination costs the U.S. recycling system more than \$300 million every year and is especially costly in a region effected by export markets like the West Coast*.

*The Recycling Partnership

Action:
Launched WCCI to work together with state and municipal leadership to develop tactics, best practices and tools for communities up and down the West Coast to increase the quality of recyclables collected at the curb.

7.5M
households
Educated to recycle better

Dallas / Fort Worth, TX

Challenge:
Contamination is threatening programs and budgets. With 170 diverse member communities across 16 counties and 9 material recovery facilities (MRFs), the North Central Texas Council of Government (COG) needed to educate their 7.5 million residents how to recycle better with a limited budget.

Action:
Created a communications plan and campaign, complete with easy-to-use and long-lasting library of assets to amplify and echo the same recycle better messages directly to their residents.

● Infrastructure Grants

● Reduce Contamination and Increase Participation

↓ Additionally, more than 500 communities representing 30 million households have benefited by downloading our free videos, campaigns, social media kits and tech tools.

● Drive Regional and Statewide System Change

● Connect Peer-to-Peer Networks

55
scholarships
awarded to attend inaugural Regional Recycling Impact Workshop

The Northeast Region

Challenge:
Create a stronger, more efficient recycling system in an 11-state Northeast region.

Action:
The Recycling Partnership and Northeast Recycling Council (NERC) brought together more than 100 people, including 55 recycling coordinators, state leaders, MRFs and a few funding partners across 11 states for a 2-day workshop to learn from each other how to best fight contamination and improve material quality.

38k
single-family homes can now recycle more, better

Franklin County, OH

Challenge:
Increase recycling volume.

Action:
Use funds from SWACO (Solid Waste Association of Central Ohio) and a grant from The Recycling Partnership to provide 65-gallon carts with lids to Franklin County communities at a 50% reduced cost. Blendon Township, Westerville, Gahanna, Bexley and Reynoldsberg are the first Franklin County communities to get the larger recycling carts.

12.6K
carts
provided to grow access to recycling

Auburn, AL

Challenge:
Optimize single-stream recycling program to capture more quality materials at the cart.

Action:
The Partnership provided a grant and in-kind services to the City of Auburn to complete the roll-out of their single-stream recycling program, including 12,600 carts and a comprehensive 'what to recycle' education campaign.

Accelerating Innovation

Going *All In On Recycling* Challenge

“We applaud all of the companies that have joined the All In On Recycling challenge to support The Recycling Partnership’s proven effective strategies to make recycling work. We need more companies to go All In to make the change our country truly needs to drive a circular economy.”

- Kathleen Niesen, Director, Recycling and Sustainability, PepsiCo Beverages North America

Less than half of recyclables in U.S. homes get recycled. We can change this, but it takes the commitment of business and community leaders to make that happen. That’s why in July 2018, the PepsiCo Foundation contributed \$10 million dollars to The Recycling Partnership to launch the [All In On Recycling](#) industry-wide challenge.

The goal: raise a total of \$25 million dollars from leading businesses to make recycling easier for 25 million families nationwide.

With its first anniversary right around the corner, the [All In On Recycling](#)

challenge has reached \$22.3 million dollars – almost 90% of its goal. The funds have been used to lay the groundwork for significant change in some of America’s largest cities, including increasing participation in Houston.

The Recycling Partnership estimates the challenge will help the U.S. capture 2 million more tons of recyclables, including 7 billion more bottles and cans by 2023 — avoiding 5.5 million tons of CO₂ emissions.

Catalyzing the Circular Economy for Good

“There is no other organization better suited than The Partnership to provide the leadership necessary to drive policy today, while also having the vision to develop strategies to solve the packaging sustainability challenges of tomorrow.”

Steve Alexander, President, Association of Plastic Recyclers

To meet the ever-strengthening headwinds facing the recycling industry and the rapidly growing need to shift to a robust circular economy, the U.S. needs to drive recycling system change through policy solutions.

To help do this, The Partnership has launched the [Circular Economy Accelerator initiative](#).

The Accelerator will build consensus for transformative policy and legislative solutions at the state and Federal level and secure sustainable funding for the circular economy.



The Recycling Partnership’s Elizabeth Biser and Sarah Dearman taking it to the Hill.



The gang’s all here! Steve Thompson Memorial Grantees and The Partnership keep on recycling.

Empowering Peer-to-Peer Network

What happens when you bring community recycling professionals together to share and learn from each other? Positive, scalable change.

Over the past year, The Recycling Partnership has built a successful, growing conference and workshop platform designed to convene key community recycling professionals to understand best practices and access tools to build sustainable recycling systems at the local level.

In the last 18 months, The Partnership has provided more than 163 recycling professionals with travel scholarships to attend The Resource Recycling

Conference, the Regional Recycling Impact Workshop, and The Recycling Partnership’s Inaugural Leadership Summit: 50 Cities Driving The Circular Economy in Chicago, Illinois June 24-26, 2019.

With the potential of reaching 46 million people across 17 million households, or 14 percent of the U.S. population, the Summit will provide recycling decision makers with results-driven ‘how-to’ workshops and ready-to-use tools to implement infrastructure, fighting contamination, and use effective recycling messaging to better engage residents.

The event will also give participants a forum to discuss challenges their communities face in building resilient cities.

By prioritizing in-person engagement across the country, The Recycling Partnership is fostering connections to ensure communities are learning not only from us, but also from each other.



“When it comes to activating systems change, the goal is to do it in tandem, not one at a time. That’s why we’re so excited to convene 50 of this country’s largest cities together with our funding partners to explore what it means to activate the circular economy...together.”

- Keefe Harrison, CEO, The Recycling Partnership

Fighting Contamination to Curb Costs

“The City of Atlanta is eager to work with partners like The Recycling Partnership to design a more sustainable future for our community and our country.”

- Atlanta Mayor Keisha Lance Bottoms

Launching Atlanta's 'Feet on the Street' public outreach campaign to help Atlanta residents recycle better.

Atlanta Aims to Become a Model Recycling City



Coca-Cola North America's Bruce Karas checks out the quality of recyclables.

The Recycling Partnership with support from The Coca-Cola Foundation has launched a three-year \$4 million-dollar program to improve the quality of material captured in the City of Atlanta and build a recycling culture.

The anchor of the new city-wide recycling program is The Partnership's [‘Feet on the Street’](#) cart tagging education campaign, which was successfully piloted in select areas within Atlanta in 2017.

“We saw a 57% decrease in overall contamination and a 27% increase in overall capture of quality recyclables in 2017 with The Partnership model,” says Kanika Greenlee, Executive Director

of Keep Atlanta Beautiful Commission. “City of Atlanta residents want to recycle and to recycle correctly. We will drive powerful recycling change and save significantly on system costs throughout our entire city with this innovative model.”

As part of the three-year plan, The Partnership will also activate technical strategies through behavior change messaging techniques at multifamily housing locations and college campuses. The ultimate goal is for the City of Atlanta to serve as a model for other communities to look to decrease waste and drive long-term recycling system change.

“The first step in making Atlanta the first U.S. city without packaging waste is to recycle right.”

- Jim Dinkins, Coca-Cola President North America

Buckeye State Cleans Up Recycling Stream

With rates of non-recyclable trash in recycling streams in excess of 25 percent and recent restrictions by China on trash in recyclable materials, it's now more important than ever to support communities in cleaning up their recycling system for the long-term.

[Leading the charge is Ohio.](#) Through collaboration and shared investment, the Buckeye State is providing six grants totaling nearly \$211,000 to Akron, Centerville, Cincinnati, Columbus, Fairfield and Lorain, which represent four different geographically-placed major MRFsheds within Ohio. The grants will be used to activate a comprehensive education and outreach strategy developed by The Partnership to decrease the amount of trash in curbside recycling programs, while increasing how much Ohioans recycle. Joining forces for the two-year project

are the Ohio EPA, cities, communities, solid waste management districts (SWMDs), material recovery facilities (MRFs), including Waste Management of Akron, Republic Services of Oberlin, Rumpke of Columbus and Rumpke of Cincinnati, and The Recycling Partnership.

It's anticipated that more than 105,000 households will benefit from these efforts and the MRFshed-focused anti-contamination project will serve as a model to replicate statewide.

“Public education is the first step to creating a cleaner, more efficient and marketable recycling stream. Partnerships at the community, region and state level are essential to helping Ohioans better understand what can and cannot be recycled.”

- Laurie A. Stevenson, Ohio EPA Director



Go team! The Partnership's Jill Martin, Ohio EPA's Marie Barnett, Ernie Stall and David Foulkes, Republic Services' Lisa Beursken and MSW Consultants' Walt Davenport sort out contamination in Ohio.

Capture More Tons to Waste Less

Moving Multifamily Recycling Forward

New multifamily residential construction is one of the fastest growing sectors in the housing industry, especially in 25 of the country's largest metro areas.*

But what about access to recycling for multifamily residents? There's very little consistency in collection methods, which makes multifamily recycling difficult to not only improve, but to also measure. This is why The Recycling Partnership is focused on developing and testing a model to provide key data that will help increase access and improve capture of quality recyclables in multifamily units in cities across the country.

To date, The Partnership has researched and interviewed more than 100 cities and all 50 states' recycling offices to identify their multifamily recycling program needs. We're also working with the National Apartment Association Network and several large property owners. With a dedicated multifamily grant fund of over \$1.5 million dollars for 2019 and 2020, The Partnership will kick off at least two multifamily programs in major cities by the end of the year with support from the PepsiCo Foundation. Additional funding is also being used to improve multifamily and university recycling in Atlanta, Georgia and Auburn, Alabama through a grant from The Coca-Cola Foundation.

* Source: Apartment List Rentonomics 2018.



Metro Nashville Expands Curbside Collection

“We have a high quality of life here in Nashville, but it’s my job to always work to improve it. By upping recycling collection and enhancing our education campaign around it, we can continue to make our city greener and more sustainable.”

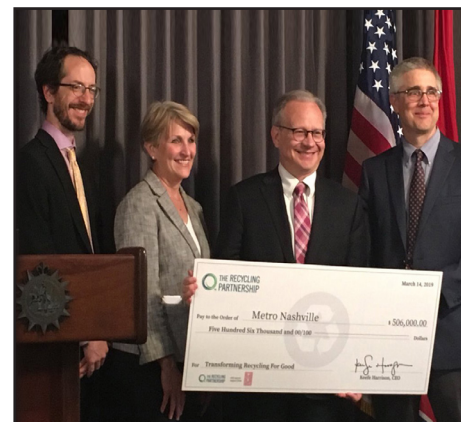
- Mayor David Briley

Thanks to a combined [\\$2.8 million grant](#) from Tennessee Department of Environment and Conservation (TDEC) and The Recycling Partnership with support from Love Beauty and Planet's Carbon Tax Fund, Metro Nashville will finally be able to move recycling collection from monthly to every other week by early 2020, affecting more than 139,000 households.

Grant dollars will be used to buy 16 new collection vehicles, provide 8,000

additional recycling carts to households and roll-out a jurisdiction-wide education and outreach campaign to help Nashville significantly increase its capture of recyclables and reduce its waste.

“We're thrilled to contribute proceeds from our Carbon Tax Fund to support the transformation of recycling in the city of Nashville and The Recycling Partnership's work across the country to help Americans recycle more and recycle better,” says Molly Landman, Global Brand Director for Love Beauty and Planet.



The Partnership's Beth Schmitt and Rob Taylor present grant to Metro Nashville's Mayor David Briley and Council Member Freddie O'Connell.



Houston, We Have Glass

“Thank you to The Recycling Partnership for helping engage our community on the return of glass to the recycling stream. Working together, Houstonians are learning how to recycle more, better.”

Sarah Mason, Division Manager, Recycling and Environmental Services, Houston

[Glass is back](#) in Houston along with a brand-new FCC MRF. As part of a larger effort by Mayor Sylvester Turner to protect the environment and positively impact climate change, Turner oversaw the FCC contract for the new state-of-the-art 100,000-square-foot facility that will add 100 jobs to the Houston economy.

The Recycling Partnership collaborated with the City of Houston's Solid Waste Department around the ribbon cutting of the new MRF, which was the impetus for glass returning to the recycling

stream. In addition to outreach to residents at Earth Day Houston — an event that celebrated the environment in downtown Houston and reached 5,000 Houston residents — The Partnership implemented a digital advertising campaign on YouTube, Facebook and Instagram, including a Glass is Back video, that has delivered more than 2.5 million impressions to date.

The Partnership's Alita Kane, The Coca-Cola Foundation's Kirk Glaze and City of Sarasota's Jeff Vrendenburg and Stevie Freeman-Montes help make Sarasota more beautiful and sustainable.

Protecting Our Precious Oceans and Waterways

Coastal Community Grant Improves Recycling and Fights Marine Debris

Marine debris is a global crisis threatening our waterways and 80 percent of marine debris comes from land-based sources.*

To help address this imminent concern, The Partnership launched the Coastal Communities and Waterways Grant program. This grant program provides lidded carts to help prevent materials set out for recycling collection from blowing away and potentially becoming marine debris. A community litter/beach cleanup is also required as part of the grant. Beach Haven, New Jersey, Bristol, Rhode Island, Culver City, California, Sarasota, Florida, Stratham, New Hampshire and Ventnor City, New Jersey were the inaugural grant recipients. We are continuing to grow this area of work to help more coastal communities become more sustainable.

The City of Sarasota used their grant dollars to transition from dual-stream to single-stream rolling out new curbside carts and education to 15,000 single-family homes and to support the beach cleanup efforts. "In the first two weeks, we saw contamination levels reducing," says Jonathan Williamson, Solid Waste Supervisor, City of Sarasota.

In April, more than 100 sea- and land-based volunteers, including The Coca-Cola Foundation, Coca-Cola Florida, Keep Sarasota County Beautiful and The Recycling Partnership banded together for the *It's All You Recycle Sarasota Coastal Cleanup* event to remove litter and marine debris from Centennial Park and its shoreline. The result: 1,240 pounds of trash, including 80 pounds of recyclables were removed.

*Source: Stemming the Tide: Land-based strategies for a plastic-free report. September 2015 Designed by USDC Copyright © McKinsey & Company and Ocean Conservancy

On April 13, 2019 more than 100 volunteers joined the It's All You Recycle Sarasota Coastal Cleanup event to remove marine debris and litter from the Bay.

"The Recycling Partnership understands that improving our recycling system and cleaning up our precious waterways are paramount to helping Sarasota remain vibrant and resilient for our residents, visitors and wildlife."

*Stevie Freeman-Montes,
Sustainability Manager, City of Sarasota*

Measuring Up

Known for making data-driven decisions, The Recycling Partnership is committed to providing innovative tools to help communities improve their programs. One tool that was missing was the ability for municipalities to measure how their programs were doing year-over-year.

Not anymore. Thanks to The Municipal Measurement Program (MMP), a free program assessment and planning tool, municipal waste management agencies can get insights and actionable recommendations to improve program performance.

Developed by the creators of the ReTrac reporting system, Emerge Knowledge, and made available in collaboration with The Recycling Partnership, MMP uses standardized data and powerful metrics, such as pounds per household served to empower municipalities to make thoughtful change in their recycling systems.

To start the data journey today go to www.recyclesearch.com/profile/mmp



Partnership Powers Progress

It's my honor to serve as The Recycling Partnership's Board Chairman. Having been lucky enough to be a part of The Partnership for the last four years, I have witnessed first-hand the incredible, measurable impacts the organization has had on transforming recycling for good across the country.

Whether helping the almost 50% of Americans who still need access to convenient recycling to working with communities coast to coast to decrease waste and capture more quality tons at the cart to empowering a strong peer-to-peer network to pursuing policy, there is no other organization that's driving real recycling system change today like The Partnership.

Fueling this change and a new circular economy, is a commitment shared by The Partnership, its staff, its funding partners and the communities it supports to work together to find, try and scale solutions. Using this unique public-private partnership model, we've invested more than \$43 million in recycling infrastructure, including 445,000 new recycling carts and catalyzed \$5 million in statewide investment. Through our best-in-class tools, data, resources, technical support and infrastructure grants, we've reached 50 million households – more than a quarter of the U.S. population – and empowered more than 1,000 communities to improve their recycling programs.

As I look at the year ahead, I am excited to help The Partnership's dedicated, ingenious staff deliver proven recycling solutions nationwide. I am also thrilled to support our culture of innovative thinking that asks how we can make the world better through partnership.

As our intrepid CEO Keefe Harrison has said for a while, we're all in this bin together. This couldn't ring louder than it does today. With marine debris and climate change threatening a healthy future, we must all come together - in and out of the bin - to create a world of less waste that protects our precious resources and drives a strong circular economy.

Join me, and all of us at The Recycling Partnership to waste less, recycle more and make the world a better place to call home.

Sincerely,

Kim Carswell

Kim Carswell
Director of Packaging, Target
Board Chairman, The Recycling Partnership



“There is no other organization that’s driving real recycling system change today like The Recycling Partnership.”

OUR TEAM



The Recycling Partnership Staff Strategy Meeting January 2019.

OUR FUNDING PARTNERS



Making Recycling Matter

Recycling is a complicated, evolving industry. As a leading voice, The Recycling Partnership is committed to making sure that the media and public understand that supporting a sustainable recycling system is important for the future of our planet. Across all media, The Partnership is making sure our #RecyclingMatters message is heard loud and clear.

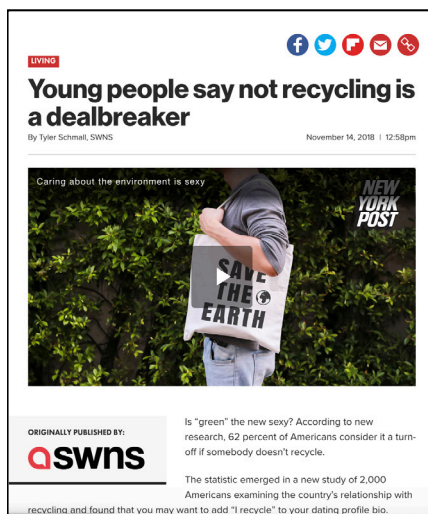
#RecyclingMatters



InStyle

The Washington Post

The New York Times



Learn more at recyclingpartnership.org

