THE MATERIAL VALUE OF PARTNERSHIP

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Connecticut SWAC Meeting
THE MATERIAL VALUE OF PARTNERSHIP

Demand is high, robust infrastructure exists. Goal: Get more, good material into the bin.

Formed in 2003, we are a 501(c)3 with a mission to:

INCREASE RECYCLING RATES IN AMERICA
All sectors are loosely connected, but form a highly dependent network of interests.
CVP’s work brings together all the sectors, creates opportunities and develops programs that are mutually-beneficial.

OVERCOMING BARRIERS TO CREATE A SYSTEMS SOLUTION

- Public Entities’ Needs and Concerns
- Private Industries’ Needs and Concerns
- Shared Opportunities
STUDY THE INDUSTRY, IDENTIFY BARRIERS, DESIGN SOLUTIONS AROUND BARRIERS

We understand that there are no silver bullets:

Six Aspects of Healthy Recovery

1. Committed Communities provide ample access and opportunity for expansion

2. Public-Private Partnerships coordinate across sectors

3. Supportive Policy recognizes the value of the recovery supply chain

4. Robust MRF Processing creates quality bales through dependable flow of clean material

5. Strong End Markets drive demand and appealing price

6. Thoughtful Outreach boosts participation, reduces contamination
COMMUNITY SOLUTIONS THAT ADDRESS BROAD INDUSTRY CONCERNS

CVP’s direct actions focus on **three** of these areas:

**Six Aspects of Healthy Recovery**

1. **Committed Communities**
   - provide ample access and opportunity for expansion

2. **Public-Private Partnerships**
   - coordinate across sectors

3. **Supportive Policy**
   - recognizes the value of the recovery supply chain

4. **Robust MRF Processing**
   - creates quality bales through dependable flow of clean material

5. **Strong End Markets**
   - drive demand and appealing price

6. **Thoughtful Outreach**
   - boosts participation, reduces contamination
Using the Healthy Recovery Components to determine city tasks:

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

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

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

**Education and Outreach**
Increasing participation and reducing contamination.
Demand for Recycled Content Material*

*Some of the industries within ~100 miles of inaugural cities. 150 more manufacturers not listed.

*Source: SERDC 2010 Recycled Content Demand Map
Celebrating Successes

Projected increases in the Recycling Partnership's inaugural three partner communities

- Florence, AL: 157 to 350 (123% increase)
- Columbia, SC: 75 to 450 (500% increase)
- Richmond, VA: 237 to 450 (90% increase)

Over 10 years, that equates to:

- Water saved: 86m Gallons
- Energy saved: .46m MBTUs
- CO2 emissions saved: 37,000 metric tons CO2e
- Economic value: $1.6m

The results? Proven environmental impact that supports corporate sustainability goals and economic impact that supports your bottom line.
We’re On A Roll

The City of Richmond is excited to announce we’re increasing our recycling efforts through our new CART program. In January 2016, 6000 homes will receive a new 96-gallon recycling cart. Residents are being sent to start recycling on Monday, January 18, 2016. If you didn’t receive one, don’t be concerned, carts will be delivered to all Richmond single-family homes and apartment buildings on a roll-out schedule between July and December 2016.

For more information visit: www.richmondga.net/RichmondRecycle
1991 Called
Scale comes by embracing differing approaches

Open Source Tools
In 2015 we expect to reach 2000+ contacts with:

- **Webinars**
  Free sessions connecting recycling officials with national leaders

- **Newsletters**
  Tips and tidbits for recycling programs

- **Best Management Tools**
  Connecting with the leading approaches

- **Peer Networks**
  Building connections with other recycling officials

- **Free Downloadable Tools**
  Images and templates

CVP City Work
In 2015 we expect to partner with a dozen communities providing:

- **Technical Assistance**
  CVP staff time to help program coordinators adopt best management practices

- **Champion Building**
  Connecting with elected officials around the importance of recycling

- **Communication Campaigns**
  A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more

Recycling Partnership
In 2015 we expect to partner with at least five communities providing our most in-depth level of action:

- **Grants**
  Seeding private dollars to unlock public investments

- **Technical Assistance**
  CVP staff time to help program coordinators adopt best management practices

- **Champion Building**
  Connecting with elected officials around the importance of recycling

- **Communication Campaigns**
  A full portfolio of campaign materials including ads, posters, door hangers, mailer cards, magnets, and more
Thanks to our sponsors

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