

POLICY IN THE RECYCLING FIELD OF DREAMS

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SERDC RECYCLING SUMMIT

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UNITED DMS OF TENNESSEE

- * We're largest recycler of silver bearing X-Ray films in world.
- * Even though we are a refiner of precious metals the bulk of what we recycle is PET plastic from film.
- * Our parent is United Resource Recovery Corp. which has developed and licensed the UnPET Food-grade technology for bottle to bottle recycling around the world.
- * We are invested in the development of new companies focused on supply and new markets for recycled plastics



So how to address Recycling Policy?

* **Let's –**

- ❖ **Understand the nature of the industry**
- ❖ **Looks at it's evolution and the role of policy**
- ❖ **Relate experiences with Policy in South Carolina**
- ❖ **Summarize lessons learned**

Fundamentals of Recycling Businesses/Markets

- These are commodity businesses
- Recycling is a substitution business.
- Highly ENTREPRENEURIAL
- Uncertainty of supply
- Critical mass of supply
- Quality of supply
- Cyclical markets
- Investment risk/capital availability
- Global in nature

So Basically the Recycling Industry
IS

A FIELD OF DREAMS

IF WE BUILD IT – THEY WILL COME

POLICY JUMP STARTS BUILDING RECYCLING

IN MOST PARTS OF THE RECYCLING
INDUSTRY THE ROOTS OF THE
BEGINNINGS ARE FOUNDED IN POLICY.

IN EVERY CASE IT'S UP TO BUSINESS TO
GROW ON SOUND ECONOMICS AND
SUSTAINABLE VALUE TO SOCIETY.

**“You never want a
serious crisis to go
to waste”**

Rahm Emanuel
November 21,
2008

Instead You want it to go to Recycling!

**Gerry Fishbeck
November 12, 2014**



WAR

WHAT IS IT GOOD FOR??

APPARENTLY RECYCLING



WELLMAN

ALL ABOUT LITTER

- * Wellman began as a wool trading and processing company.
- * Later became the largest producer of PET and Nylon Fibers from plant scrap.
- * Then came the solution to litter – Deposit Laws.
- * Wellman was first to recycle those PET bottles collected in Deposit states – they were paid to take them.
- * Wellman became the largest plastics recycler in the world by the late '80's

KW Plastics

Jump Started on Battery Power!

- * Environmental concerns over disposal of lead acid car batteries almost assured future liabilities for Battery makers.
- * In an early example of producer responsibility Consumers were able to return their cores when new batteries were purchased
- * Enter KW as the major Battery recycler. When the polypropylene battery case showed up the beginnings of the Today's World's Largest Plastics recycler began.

THE GARBAGE BARGE 1987



IN COMES SC RMDAC

- * LEGISLATED IN TO IDENTIFY AND RECOMMEND MARKETS FOR RECYCLABLES RECOVERED.
- * DOMICILED UNDER THE DEPTAMENT OF COMMERCE
- * WITH FUNDING AND STAFF SUPPORT
- * REPRESENTATIVES FROM KEY INDUSTRY, INCLUDING RECYCLING, COLLEGES, MUNICIPAL AND COUNTY GOV'T AND THE PUBLIC

TIRE CRISIS



TIRE FEES LEVIED

- * \$2 PER NEW TIRE PURCHASED.
- * Required dealers to dispose of tire at approved locations.
- * Funds used in development of uses of tires and dump clean ups.
- * A supply was built and the recyclers came.
- * Michelin intimately involved.
- * Huge success

PAY AS YOU THROW

- * TRASH AND WASTE REMAIN THE LAST UN-METERED UTILITY.
- * PAYT HAD BEEN A TOP RECYCLING GOAL FOR RMDAC FROM THE BEGINNING.
- * THE VISION WAS TO TRY TO INTRODUCE IT AT THE STATE LEVEL.
- * ALL EFFORTS FAILED AS IT WAS VIEWED AS AN UNFUNDED MANDATE AND MUNICIPAL OPPOSITION



TACKLING UPWIND

- * RMDAC ALTHOUGH HAVING THE WIND AT IT'S BACK GIVEN THE CLEAR ROLE IN SC GOVERNMENT IT PROVED TO BE A 2-EDGE SWORD.
- * STATE AGENCIES AND THEIR COMMITTEES SIMPLY WERE RQUIRED TO STAND DOWN ON PROMOTING POLICY.
- * IT MEANT GETTING RECYCLING INDUSTRY FOCUSED
- * FINDING A NEW BASE OF POLICY OPERATION

ENTER RECYCLONOMICS SC

- * IN 2006 RMDAC ISSUED IT'S FIRST RECYCLING ECONOMIC IMPACT STUDY SHOWING THE STATE'S INDUSTRY TO BE 300 COMPANIES STRONG.
- * RMDAC FOCUSED ON STARTING A SEPARATE RECYCLING ECONOMIC CLUSTER OR INDUSTRY GROUP
- * THIS IS NOW RECYCLONOMICS SC WHO'S FIRST PLANK IN THEIR MISSION IS PROMOTING POLICY

MISSED OPPORTUNITY NATIONAL ENERGY FUNDS

- * RECYCLING HAS BEEN STUDIED ENOUGH TO KNOW THAT IT SAVES ENERGY AND A HAS ALOWER CARBON FOOTPRINT THAN PRODUCING MATERIALS FROM SCRATCH.
- * **YET**
- * WHILE FUNDINING WAS BEING SET UP FOR SOLAR, BIO FUELS, FISSION, GREEN BUILDINGS NOTHING WAS DONE TO INLCUDE RECYCLING
- * WHERE WERE WE?

ELECTRONICS RECYCLING

- * RMDAC HAD DISCUSSED THE NEED FOR RECYCLING POLICY FOR A NUMBER OF YEARS.
- * BY 2009 THE DRUM BEAT OF A PATCHWORK QUILT OF STATE LEGISLATION WAS BECOMING A CONCERN.
- * HP AND WASTE MANAGEMENT STEPPED IN TO LEAD THE DRAFTING OF A BILL THAT WAS PASSED IN 2010.
- * IT MOVED WITH LIGHTENING SPEED WITH LITTLE INVOLVEMENT OF DHEC WHO WAS THEN RESPONSIBLE TO IMPLEMENT IT.

ABC BILL

- * THE RECYCLING INDUSTRY THEN DEBATED NEXT LEVEL LEGISLATION WITH TIPPING FEES TO FUND FURTHER RECYCLING SUCCESSES LIKE WITH TIRES.
- * THIS WAS OPPOSED BY THE WASTE HAULING INDUSTRY.
- * WE ALIGNED WITH THE SC CONSERVATION AGENDA TO RAISE THE ABC BILL SIMILAR TO NC'S IN 2011
- * WE HAD SUPPORT IN BOTH HOUSES BUT FAILED TO GET THE HOSPITALITY ASSOCIATION ON BOARD

TAKE AWAYS

1. Policy in most cases is needed to jump start Recycling and grow it in latter phases.
2. Policy opportunities occur suddenly in time of crisis or perceived crisis requiring quick response.
3. States need to authorize, appoint, fund and manage advisory panels on waste and recycling issues.
4. Building the field of dreams recycling infrastructure will cost. The rub is who pays and how? Recognize these costs will be realized in the long run anyway.

TAKE AWAYS

5. The key theme about cost is waste is the last unmetered utility
6. The recycling industry must improve in promoting and representing itself on policy at the grass roots and State House levels.
7. We should realize that a lobbyist is an investment not an expense.
8. We must collaborate more with allies, opposition, Gov't agencies, municipalities and key representatives on a common agenda.

THANK YOU!

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