Communicating the Benefits of Recycling to State Elected Officials

Rob Smith
Moore & Van Allen
robsmith@mvalaw.com
Agenda

• Who do I speak to? Strategic Outreach
• What do I want to say? Message Development
• Where do I go from here? Coordination and Implementation
Who Represents You?

State Senator/State Representative

- General Assembly Website (Zip Code Search – Use Home and Business – 2/2)
- They want to know about your business – job creation and a positive impact on the economy and environment
- Local representatives can grow into your biggest advocates

“All politics is local.”
Strategic Outreach and Relationship Building

Establish Local Base and Expand – Multiple Levels
• Local Officials with Key Relationships
• Local Legislative Delegation
• Third Party Groups – Chambers, Recycling Groups
• Key Committees and Staff
Strategic Outreach and Relationship Building

• Put Your Issues on Their Radar! If you don’t, no one else will.

• Close ties with State and Congressional delegations are imperative when rules and regulations are proposed to ensure leverage and relationships are established to advocate for the industry.

• Employee engagement.
Message Development

• Who is your audience?
  • State Elected Officials and Staff
  • Third Party Groups (Chambers, Manufacturer Groups, State Commerce Department – Recycling Market Development Coordinators, Environment Department Recycling Officials, Civic Groups – Rotary, etc.)
  • Other Recyclers or Potential Clients

• What is your purpose or objective?
  • Educate and Increase Personal Involvement
  • Recycling Cluster Education – Part of a Team
  • Problem/Issue
  • Business Promotion
Message Development

What do I want to say?

1. Focus on the Economics of Recycling
   • Toot Your Own Horn – Stick with what you know - be proud of your business and your accomplishments
   • Revenue/Jobs
   • Locations
   • Feedstock – End user?
   • Existing Data
Example

- $13 Billion Economic Impact
- There are 22,403 jobs attributable to recycling in S.C.
- There is a total economic impact of 54,121 jobs in the Palmetto State
- 44% increase in recycling employment from 2006 to 2014 = 4.7% annual growth rate
- Average annual wage is $40,203 (vs. average wage in SC for all jobs of $38,700)
- A total of $2.7 billion in labor income generated annually
- There are more than 520 recycling-related companies in S.C.
- $329 million in state & local taxes each year
- In just 8 years, the industry has doubled its annual total economic impact: from $6.5 billion in 2006 to $13 billion in 2014

What do I want to say?

2. Environmental Benefits of Recycling
   • Discarded materials into useful feedstock or raw materials for new products
   • Energy efficiency and conservation
   • Diversion of recyclable materials from landfills extends their lifespan
Coordination and Implementation

Where do I go from here?

- Coordinate local meetings w/members – office, tours
- Coordinate with third party groups
- Stay proactive!
- Recyclers’ Day at the state house – Supportive resolutions
- Learn about the issues and volunteer to represent recycling in local dialogues
- Reach out to your elected representatives at the local, state and federal levels
- Make sure you are registered to vote, and VOTE!
Questions?

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