



Communicating the Benefits of Recycling to State Elected Officials

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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

Strategic Outreach and Relationship Building

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.”

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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

Message Development

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

Source: The Economic Impact of the Recycling Industry in South Carolina. 2014.

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Message Development

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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