Sponsor Level Members

Platinum Sponsors

Gold Sponsor

Silver Sponsors

Bronze Sponsors
Southeast Recycling Development Council

MISSION STATEMENT
Unite industry professionals, organizations, government agencies and individuals engaged in the business of recycling; to foster communications among those groups; to promote sustainable recycling programs; and, to coordinate education and public awareness activities related to recycling.

VISION
- Increase collection and recovery of quality recyclable material;
- Foster economic development via the recycling industry;
- Create a greater awareness of the recycling industry’s impact in the southeast; and
- Engage in other activities as permitted by law.
As Costs Skyrocket, More U.S. Cities Stop Recycling

The US Recycling System Is Garbage

RECYCLING IS DEAD. NOW WHAT?

U.S. Recycling Industry Is Struggling To Figure Out A Future Without China

Your Recycling Gets Recycled, Right? Maybe, or Maybe Not ...

Americans' plastic recycling is dumped in landfills

Recycling isn't about the planet. It's about profit
Fake News

Recycling isn’t about profit. It’s about the planet. Recycling is dead. The US recycling system is garbage. The recycling industry is struggling to figure out a future without China.

As costs skyrocket, more U.S. cities stop recycling. Americans produce 254 million tons of trash a year, 49% of which is sent to landfills. Maybe, or maybe not...
Inelastic Supply

Small Change in Quantity = Large Change in Price
## Recycled Paper Consumption, Post National Sword

<table>
<thead>
<tr>
<th>Grade</th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
<th>2019</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed</td>
<td>3,723.7</td>
<td>3,797.8</td>
<td>2.0%</td>
<td>4,066.2</td>
<td>4.9%</td>
</tr>
<tr>
<td>News</td>
<td>1,241.9</td>
<td>1,201.8</td>
<td>-3.2%</td>
<td>1,099.1</td>
<td>-8.4%</td>
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<tr>
<td>Corrugated</td>
<td>21,986.9</td>
<td>22,594.4</td>
<td>2.8%</td>
<td>21,856.3</td>
<td>-3.3%</td>
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<tr>
<td>Pulp Subs</td>
<td>1,002.3</td>
<td>968.7</td>
<td>-3.4%</td>
<td>968.5</td>
<td>-1.8%</td>
</tr>
<tr>
<td>High Grade Deink</td>
<td>3,208.0</td>
<td>3,285.5</td>
<td>2.4%</td>
<td>3,226.8</td>
<td>-3.6%</td>
</tr>
<tr>
<td>Total:</td>
<td>31,162.9</td>
<td>31,848.2</td>
<td>2.2%</td>
<td>31,216.9</td>
<td>-2.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade</th>
<th>2017</th>
<th>2018</th>
<th>% Change</th>
<th>2019</th>
<th>% Change</th>
<th>Ton change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed</td>
<td>3,909.4</td>
<td>2,913.9</td>
<td>-25.5%</td>
<td>2,681.7</td>
<td>-8.0%</td>
<td>-232.2</td>
</tr>
<tr>
<td>News</td>
<td>4,506.6</td>
<td>3,181.7</td>
<td>-29.4%</td>
<td>774.4</td>
<td>-42.2%</td>
<td>-2,407.3</td>
</tr>
<tr>
<td>Other Mechanical</td>
<td></td>
<td></td>
<td></td>
<td>1,705.5</td>
<td>-7.4%</td>
<td>1,705.5</td>
</tr>
<tr>
<td>Corrugated</td>
<td>9,902.7</td>
<td>12,526.0</td>
<td>26.5%</td>
<td>10,644.9</td>
<td>-15.0%</td>
<td>-1,881.1</td>
</tr>
<tr>
<td>Pulp Subs</td>
<td>833.4</td>
<td>1,234.2</td>
<td>48.1%</td>
<td>1,164.7</td>
<td>-5.6%</td>
<td>-69.5</td>
</tr>
<tr>
<td>High Grade Deink</td>
<td>996.7</td>
<td>1,134.6</td>
<td>13.8%</td>
<td>1,168.8</td>
<td>3.0%</td>
<td>34.2</td>
</tr>
<tr>
<td>Total:</td>
<td>20,148.8</td>
<td>20,990.4</td>
<td>4.2%</td>
<td>18,140.0</td>
<td>-13.6%</td>
<td>-2,850.4</td>
</tr>
</tbody>
</table>

Source: AF&PA, 000's Short tons

Source: U.S. Census, 000's Short tons
Recycling

That recycling is beneficial for the environment is probably an uncontested proposition. What is becoming increasingly more obvious is that recycling contributes to the economic health of a state’s economy.

Dr. Frank Hefner
Department of Economics and Finance
College of Charleston
## Recycling and Material Demand Impacts

### SERDC Manufacturing Data

<table>
<thead>
<tr>
<th>State</th>
<th>Plants</th>
<th>Jobs</th>
<th>Sales (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>42</td>
<td>17,350</td>
<td>$7,838</td>
</tr>
<tr>
<td>Arkansas</td>
<td>12</td>
<td>5,420</td>
<td>$1,710</td>
</tr>
<tr>
<td>Florida</td>
<td>28</td>
<td>4,884</td>
<td>$1,328</td>
</tr>
<tr>
<td>Georgia</td>
<td>49</td>
<td>13,151</td>
<td>$7,180</td>
</tr>
<tr>
<td>Kentucky</td>
<td>41</td>
<td>11,232</td>
<td>$5,171</td>
</tr>
<tr>
<td>Louisiana</td>
<td>13</td>
<td>4,887</td>
<td>$1,146</td>
</tr>
<tr>
<td>Mississippi</td>
<td>11</td>
<td>1,971</td>
<td>$1,947</td>
</tr>
<tr>
<td>North Carolina</td>
<td>60</td>
<td>14,142</td>
<td>$4,078</td>
</tr>
<tr>
<td>South Carolina</td>
<td>47</td>
<td>10,442</td>
<td>$5,563</td>
</tr>
<tr>
<td>Tennessee</td>
<td>40</td>
<td>7,730</td>
<td>$4,413</td>
</tr>
<tr>
<td>Virginia</td>
<td>19</td>
<td>6,759</td>
<td>$2,723</td>
</tr>
</tbody>
</table>

### ISRI Recycling Industry Data

<table>
<thead>
<tr>
<th>State</th>
<th>Impact (millions)</th>
<th>Jobs</th>
<th>Wages (millions)</th>
<th>Taxes (millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>$2,145</td>
<td>10,477</td>
<td>$539</td>
<td>$187</td>
</tr>
<tr>
<td>Arkansas</td>
<td>$708</td>
<td>3,631</td>
<td>$173</td>
<td>$69</td>
</tr>
<tr>
<td>Florida</td>
<td>$5,000</td>
<td>27,144</td>
<td>$1,487</td>
<td>$600</td>
</tr>
<tr>
<td>Georgia</td>
<td>$2,457</td>
<td>12,385</td>
<td>$685</td>
<td>$232</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$1,846</td>
<td>8,350</td>
<td>$472</td>
<td>$164</td>
</tr>
<tr>
<td>Louisiana</td>
<td>$1,303</td>
<td>5,510</td>
<td>$328</td>
<td>$92</td>
</tr>
<tr>
<td>Mississippi</td>
<td>$812</td>
<td>3,717</td>
<td>$178</td>
<td>$66</td>
</tr>
<tr>
<td>North Carolina</td>
<td>$3,436</td>
<td>15,909</td>
<td>$852</td>
<td>$314</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$1,790</td>
<td>9,163</td>
<td>$547</td>
<td>$194</td>
</tr>
<tr>
<td>Tennessee</td>
<td>$26,229</td>
<td>12,521</td>
<td>$748</td>
<td>$256</td>
</tr>
<tr>
<td>Virginia</td>
<td>$1,734</td>
<td>8,628</td>
<td>$501</td>
<td>$174</td>
</tr>
</tbody>
</table>

**Total:**

- Impact (millions): $47,460
- Jobs: 117,435
- Wages (millions): $6,510
- Taxes (millions): $2,348

---

362 * 97,968 = $3,560,072

43,097 * 362 = $15,681,324
Recycling Feeds Manufacturing in South Carolina

- Manufacturing Plants: 47
- Annual Sales: $5 Billion
- Manufacturing Jobs: 14,708
Current Issues

- Misinformation
- Contamination
- Fragmented messaging
- Limited recycling access
- Diverse MRF infrastructure
- Processing fee increases
  - Budget timeline
- Strained local government budgets
  - Exacerbated by Covid-19 impacts

- Budget timeline
- Strained local government budgets
To meet **brand commitments** around post-consumer recycled content (PCR), plastic reclamation capacity in the US would need to **increase** by at least 50 percent from current capacity.

**BURT’S BEES**

The Clorox Company Burt’s Bees brand states “when designing packaging, we strive to use the highest levels of post-consumer recycled, or PCR, content possible and seek to make our packaging as recyclable as possible.” Burt’s Bees packaging averages 34 percent PCR content and their plastic bottles average 71 percent PCR content.

**SEVENTH GENERATION**

Seventh Generation continues its commitment to using recycled plastics, using 100 percent recycled content PET bottles for its dish and laundry detergents.

**UNILEVER**

Unilever commits to 100 percent recyclable plastic packaging by 2025.

**PEPSICO**

PepsiCo’s 2025 Sustainability goals include “Design 100% of its packaging to be recoverable or recyclable by 2025, while partnering to increase packaging recovery and recycling rates.”

Coke’s multi-year investment strategy aims to enable the company to recycle 100% of its bottles by 2030, as well as making all of its bottles with at least 50% recycled plastic
Market Development

Measurement
What material demand exists

Policy
Present recycling as an economic driver

Efficiency
Hub and spoke
Reduce process costs
2022 Current Federal Bills Under Review or Passed

- Break Free From Plastic Pollution Act
- CLEAN Future Act
- COMPOST Act
- Infrastructure Investment and Jobs Act
- Ocean-Based Climate Solutions Act
- PAPER Act
- Plastic Waste Reduction and Recycling Act
- RECOVER Act
- RECYCLE Act
- REDUCE Act
- Secure E-Waste Export and Recycling Act
- Zero Food Waste Act
- Zero Waste Act

National Recycling Strategy

Objectives

• Improve markets for recycled commodities,
• Increase collection and improve materials management infrastructure,
• Reduce contamination in the recycled materials stream,
• Enhance policies and programs to support circularity, and
• Standardize measurement and increase data collection

To go beyond “Reduce, Reuse, and Recycle,” and to pave the way for sustainable management of our precious resources, it will take all of us working together.

-Michael S. Regan
Administrator, U.S. Environmental Protection Agency
Will Sagar
Executive Director
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(828) 507-0123

Jen Dabbs
Director of Outreach & Member Services
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