National Recycling Coalition/Keep America Beautiful/Environmental Protection Agency Markets Workshop
Post-Workshop Summary
Memphis, TN Feb 11, 2020

67 ATTENDEES

- Attendees ranged from new KAB affiliates to seasoned 40 year KAB veterans, industry, local, state and federal government, recyclers, equipment providers, trade associations, brands, and other non-profits

TOPICS

- Nuts and bolts of recycling market development
- High-level overview of state recycling market development programs and economic drivers from the Southeast Recycling Development Council, Tennessee Department of Environment and Conservation, and SC Department of Commerce
- Marketability from the curb to the MRF to market: public, private and industry partnerships panel discussion
- Communication strategies for effective recycling engagement
- Markets discussion included interactive live poll, how to use market development information to move forward in engaging with citizens, trends and innovations in the recycling sector, best practices for communities in recycling

13 SUBJECT MATTER EXPERT SPEAKERS

- Chantal Fryer, Director, Recycling Market Development, South Carolina Dept. of Commerce, NRC Markets co-chair and Board member
- Randy Hartmann, Senior Director, Affiliate Operations, Keep America Beautiful
- Nathan Wittstruck, Economist, EPA
- Melanie Condon, Senior Manager, Sustainability, Keurig Dr. Pepper
- Michael Westerfield, Corporate Director of Recycling Programs, Dart
- Will Sagar, Executive Director, SERDC
- Larry Christley, Materials Management Program Manager, TDEC
- Scott DeFife, President, Glass Packaging Institute
- Kurt Schmitz, Sr. Vice President Southern Region, Pratt Recycling
- Karen Maynard, Public Education Supervisor, City of Louisville
- Marissa Segundo, Communications Consultant, RRS
- Shelly Porter, Director of Innovation Excellence, Eastman
- Rob Writz, Business Operations and Development, AMP Robotics

2 FACILITATORS

- Chantal Fryer, South Carolina Dept. of Commerce/NRC Board member
- Marissa Segundo, Communications Consultant, Resource Recycling Systems

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FEATURES

- Panel
- Presentations
- Audience participation
- Interaction
    - Live polling
    - Group discussions
    - Audience introductions and sector summaries (govt, biz, non-profits, etc)

After Workshop Debrief With Audience Members and Facilitators

PLUS

- Polling was great for engagement
- Organizations were well represented, diverse audience
- New technologies session
- Attaching the workshop to an already existing meeting make it much easier to get approval to attend.

DELTAS

- A best-in-class list of recycling programs would be helpful for benchmarking
- Follow-up webinar to report out on action items would be great to continue momentum
- Zero waste lunch would be ideal (cups and plates for morning were good though)
- Composting/food donation options would be good
- Regarding table discussions: provide some more instructions on what to focus on and discuss. Randomly assigning issues and area of focus was suggested.
- Coordinate availability to trash, recycling and composting with hotel/venue
    - Education about local recycling
- Separate new technologies and have them earlier in the day. This was the most engaging session and caused audience members to get energized and thinking outside the box.

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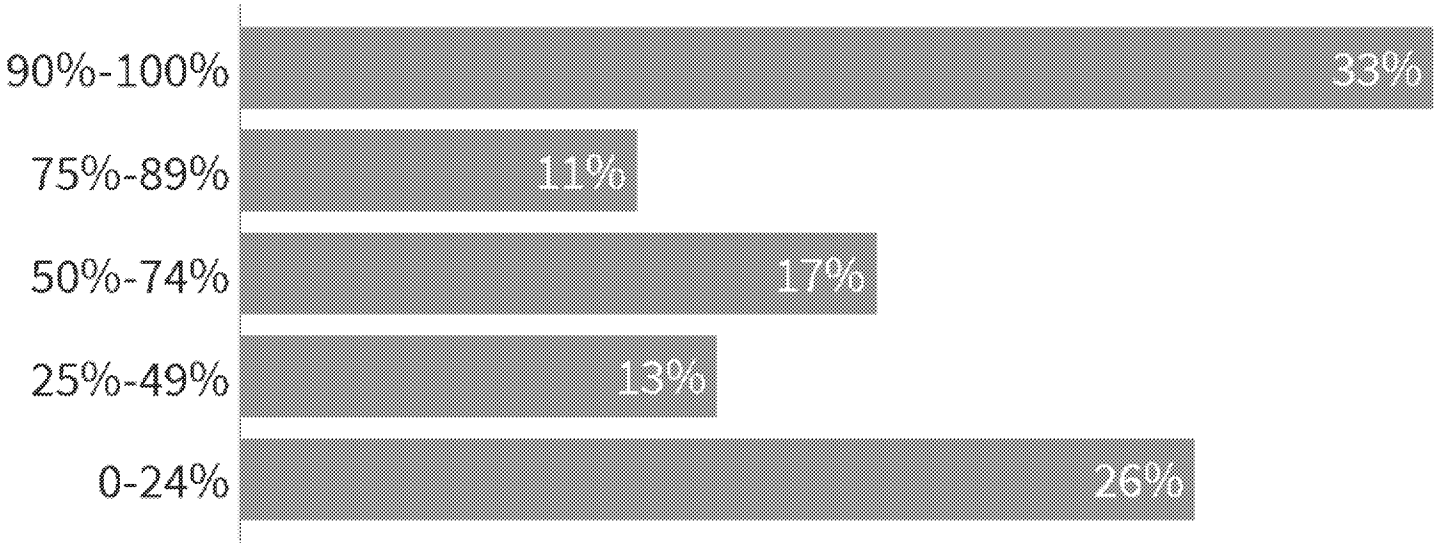
Here is how attendees responded to our poll questions:

If you could describe the most pressing recycling need in ONE WORD what would it be?

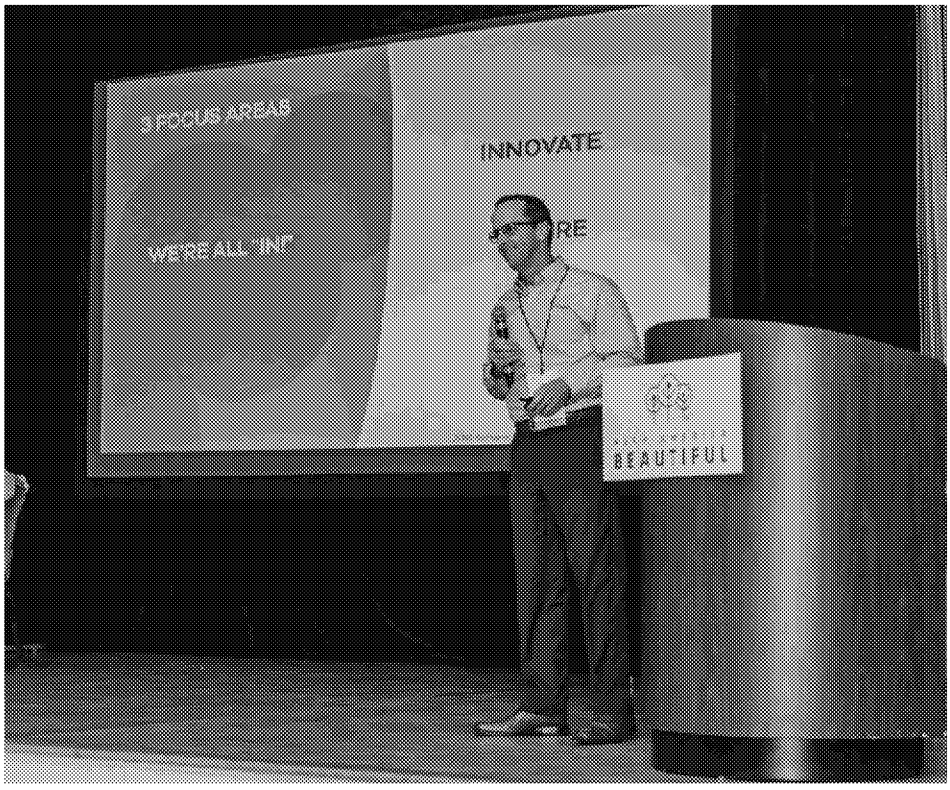
What percentage of your job is dedicated to recycling?



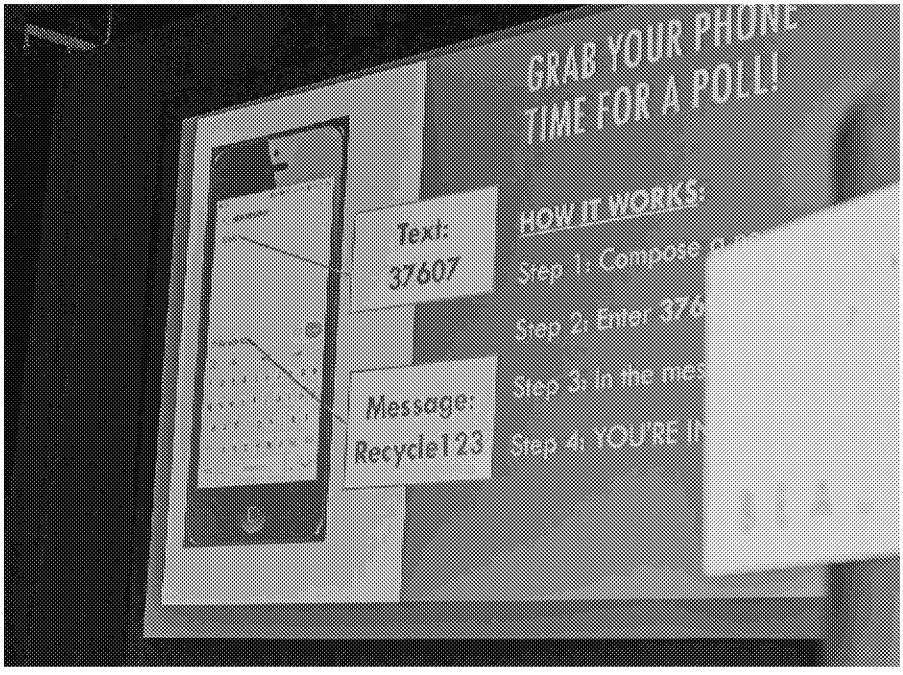
U.S. Recycling
Strategic Action
Areas

Brands Commitment to Recycling M
Development and Buying Recyc
BEAUTIFUL

Encouraging Recycle Right Behavior


FOCUS AREAS
WE'RE ALL IN!
INNOVATE
BEAUTIFUL

Commerce Recycling
Market Development
February 11
KEEP AMERICA
BEAUTIFUL


GRAB YOUR PHONE
TIME FOR A POLL!
HOW IT WORKS:
Text:
37607
Message:
Recycle123

2020 National Recycling Coalition (NRC) Market Development Workshop in conjunction with Keep America Beautiful (KAB), and the U.S. Environmental Protection Agency (EPA)

February 11, 2020 | Memphis, TN | Peabody Hotel

AGENDA	
8:00 a.m.	**Registration**
9:00 a.m.	**Welcome** — Chantal Fryer, NRC |Randy Hartmann, KAB | Nathan Wittstruck, EPA
9:15 a.m.	**Interactive Polling Question**
9:20 am	**Brands Commitment to Recycling Market Development and Buying Recycled** Keurig Dr. Pepper and Dart highlight brand commitments to recycling
10:20 a.m.	*Break*
10:30 a.m.	**State Level Recycling Market Development** • Will Sagar, Executive Director, SERDC • Chantal Fryer, Director, Recycling Market Development, South Carolina Dept. of Commerce • Larry Christley, Technical Consultant, Materials Management Program, TDEC
11:15 a.m.	**Interactive Discussion and Polling Session – Strategic Recycling Topics**
12:00 p.m.	*Networking Lunch*
1:00 p.m.	**Marketability from the Curb to the MRF to Market: Public, Private and Industry Partnerships Panel Discussion** • Scott DeFife, President, Glass Packaging Institute • Kurt Schmitz, Sr. Vice President Southern Region, Pratt Recycling • Karen Maynard, Public Education Supervisor, City of Louisville • Marissa Segundo, Communications Consultant, RRS
2:15 p.m.	**Interactive Discussion and Polling Session – Strategic Recycling Topics**
3:15 p.m.	**Innovations in Recycling in the US** • Shelly Porter, Director of Innovation Excellence, Eastman • Rob Writz, Business Operations and Development, AMP Robotics Speakers share recycling innovation successes and paths forward for the new recycling economy
4:30 p.m.	**Wrap Up, Next Steps, Adjourn** - Chantal Fryer, NRC |Randy Hartmann, KAB | Nathan Wittstruck, EPA
5:00 p.m.	*Reception hosted by KAB - workshop attendees invited*

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BIOS

Chantal Fryer has served in the role of the Director of the Recycling Market Development at the South Carolina Department of Commerce for the past 13 years and is the self-appointed "CRO" (Chief Recycling Officer) at the South Carolina Department of Commerce. She manages the 14 member Governor-appointed South Carolina Recycling Market Development Advisory Council whose role is to advise the state on markets and actions necessary to continue to increase recycling in the state. She assists the recycling industry with market analysis and other economic development work. She provides manufacturers with technical assistance to help recycle materials, connecting them with the $13 billion recycling industry across the state. She manages the Your Bottle Means Jobs campaign that connects the act of recycling with the jobs it creates and is a partner with the SC Department of Health and Environmental Control on the Don't Waste Food SC initiative to reduce food waste by 50% by 2030. She received her Master's in Public Administration from the University of South Carolina and holds the Certified Public Manager and Certified Recycling Professional credentials.

Nathan Wittstruck is an economist with the U.S. EPA Office of Resource Conservation and Recovery. Nathan's experience includes promoting sustainable materials management, working on e-waste issues and helping to develop voluntary consensus standards. Currently, Nathan's primary role is the support of the office's international engagement and the management of the Waste Reduction Model (WARM) tool, which includes stakeholder engagement and overseeing technical improvements to the tool. Nathan has a master's degree in economics from the University of California, Riverside.

Randy Hartmann Randy Hartmann is Senior Director, Affiliate Operations, for Keep America Beautiful. Randy leads a dedicated team of professionals who provide technical assistance and resources to the nonprofit's 600-plus local affiliate network to help motivate individuals to build and foster sustainable communities. Prior to joining Keep America Beautiful, Randy served as the COO for the Association County Commissioners of Georgia and, prior to that, he directed the Office of Environmental Management for the Georgia Department of Community Affairs, which included the Keep Georgia Beautiful program. He transitioned the office from having a sole focus on solid waste management to providing environmental sustainability assistance to local officials. Randy has decades of government experience in solid waste management planning, recycling, composting, and disposal operations in Ohio and Iowa.

Melanie Condon Sr. Manager, Sustainability at Keurig Dr Pepper Inc. Prior to that she served as Unilever's External Affairs & Issues Management with a focus on Issues Management for the North American business (food/refreshments & beauty and personal care), Sustainable Business Initiatives, Corporate Communications, Stakeholder Engagement and Management She also served with the National Conference of State Legislatures as a policy Specialist in addition to a variety of other consulting and policy activities. She has her MBA from the University of Maryland and her BA in Political Science and International Affairs at the University of New Hampshire.

Michael Westerfield is Corporate Director of Recycling Programs for Dart Container Corporation, a manufacturer of foodservice containers made with paper, bagasse, PLA, PET, PP, PS, and EPS. Michael began his career with Dart in 1992 and is responsible for creating recovery opportunities for foodservice packaging. Dart has pioneered onsite, mail-back, drop-off, and curbside recycling programs for PS foam and has recycling operations as most of its facilities. Michael is currently on the Board of Directors for the Association of Plastic Recyclers (APR), the National Association for PET Container Resources (NAPCOR), and Keep California Beautiful. He is also an active member of the Foodservice Packaging Institute's Paper Recovery Alliance, Plastics Recovery Group, and Foam Recycling Coalition. He is proud to be on the board of Keep America Beautiful because tackling litter, improving recycling, and beautifying our communities is very important to him. When Michael is not working to develop more access to recycling, you can find him with his family mountain bike riding or working on some sort of home improvement project.

Will Sagar, Executive Director, SERDC Will Sagar is the Executive Director of the Southeast Recycling Development Council. SERDC's mission is to unite industry, government and non-government organizations to promote sustainable recycling in the Southeast. Efforts include a specific focus upon the economic impact of the recycling industry. SERDC has identified and mapped 360 manufacturing facilities in the region that rely upon recycled material for industrial feedstock. This information is used my many in promoting the value of investing in recycling programs. SERDC also provides assistance to state and local governments for the promulgation of best management practices in sustainable material management. In 2016 SERDC completed a report for the Alabama Department of Environmental Management to assess the economic impact that recycling has in the state of Alabama,

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and provide a roadmap for strengthening the material management infrastructure.

Will Sagar graduated from the University of North Carolina with a double major on Economics and Mathematics. After selling the excavation business he built and operated for a decade, he was the Solid Waste Director for Transylvania County, NC for 16 years. While there he started the recycling program, built the first lined landfill in North Carolina mountains, implemented PAYT, and established permanent HHW and electronics collection. Later with Henderson County, he started electronics collection and created a county energy accounting system.

Will served as President of the Board of Directors the Carolina Recycling Association. He also chaired the Board of The Free Clinic of Transylvania County, which serves the medical needs of the uninsured and operates a community pharmacy for the same population. Additionally, he recently completed six years on the Board of Transylvania Vocational Services, an ongoing program assisting and training those with barriers to employment. While there he volunteered as Program Manager for two new projects. When not at meetings, Will can be found on his bicycle.

Larry Christley, Technical Consultant, Materials Management Program, TDEC Larry Christley works in the Materials Management Program within the Division of Solid Waste Management at Tennessee's Department of Environment and Conservation. He has been with the State for 17 years. His group provides technical assistance, financial assistance, and solid waste planning for 95 counties. His group's main role is to implement the State's 2015-2025 Solid Waste and Materials Management Plan to reduce waste sent to landfills. Since 2009 Larry has worked at the regional and national levels to bring collaborative sharing of measurement data to his state level colleagues. To date, nearly 80% of the states are sharing data on the ReTRAC Connect platform in the State Measurement Program. He works on these initiatives with the national iTeam and his program team hosted the first ever National Summit on Measurement in Chattanooga, TN in February 2018. Through many of these efforts, he has received two US EPA National Notable Achievement Awards. The Materials Management Program has also received SWANA's Most Improved Safety Award under his leadership.

He is married to his wife and friend Michelle now 29 years, father of three wonderful adult children, and a scrappy little dog that acts like a Banty Rooster. He earned his Bachelors of Science in Biology at University of Tennessee at Martin. His currently studies for his Masters of Science in Supply Chain Management at Jones College of Business at the Middle Tennessee State University where he is currently about half way complete. He plans to continue his education upon degree conferment and pursue a doctoral degree in supply chain analytics for state level governments in the recovery of materials. He is a certification trainer for SWANA's Manager of Recycling Systems and Integrated Solid Waste Management Systems. He is also a co-founder for the Tennessee Training Academy that promotes professional development for solid waste professionals.

Scott DeFife, President, Glass Packaging Institute Scott became President of GPI in August 2019 after serving as Vice-President of Government Affairs for the Plastics Industry Association, where he led the federal, state and regulatory teams, and worked to advance the organization's new sustainability advocacy agenda, including upgrading the U.S. domestic recycling infrastructure. Prior to PLASTICS, Scott led the government affairs, communications and research efforts of the National Restaurant Association. Scott has divided his 30+ year career in Washington between trade associations and Capitol Hill, where he worked for on energy, environment, budget, tax, economic and financial policy issues for several Members of Congress, including House Majority Leader Steny Hoyer, as well as Texas Governor Ann Richards, and the National Conference of State Legislatures. Scott is from Houston, Texas, graduated from the University of Texas at Austin with degrees in Communications and Public Affairs, and resides in Arlington, Virginia with his wife and son.

Kurt Schmitz, Sr. Vice President Southern Region, Pratt Recycling. Kurt has over 25 years in the Recycling business. He is currently responsible for all operations, sales and procurement for Pratt Recycling in the Southeast. He has owned his own recycling company and worked for 2 vertically integrated 100% recycled paper mill groups.

Karen Maynard, Public Education Supervisor, City of Louisville Karen Maynard studied Biology and Sustainability at Berea College and recently completed her Master's degree through the Global Field Program at Miami University. She has worked for Louisville Metro since 2001. She spent 16 years as an educator at the Louisville Zoo and transferred to the Department of Public Works Solid Waste Management division in March 2017. In her role as the Public Education Supervisor for Metro Solid Waste, she shares her passion for reducing waste with the Louisville Metro community.

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Marissa Segundo, Communications Consultant, RRS Marissa Segundo is a consultant with RRS with more than ten years of success in strategic planning, media relations, and team leadership. She has provided clients in the public and private sectors, as well as product stewardship initiatives with innovative communications plans centered on sustainability, waste reduction, and recycling. Marissa utilizes a variety of digital and traditional outreach methods, and stresses the importance of understanding your impact through measurement of effort.

Innovations in Recycling in the US

Shelly Porter, Director of Innovation Excellence, Eastman As Director of Circular Technologies within Corporate Innovation at Eastman, Shelley Porter is responsible for leading Eastman's chemical recycling technology platform, working to provide multiple circular solutions for plastic wastes that are difficult to recycle today. Her team is also working on building feedstock channels for those technologies. She has been at Eastman since 1999, serving in various roles across the technology organization.

Her background is in analytical chemistry and she spent her first eight years with the company as a bench chemist before moving into leadership roles, including assignments in Technical Service, Corporate Analytical, and Corporate Innovation. She earned her Bachelor's and Master's degrees in Chemistry from Virginia Tech.

Rob Writz, Business Operations and Development, AMP Robotics Rob's professional career has focused on the intersection of software with Smart Cities and the Circular Economy. He is the Business and Corporate Development Manager at AMP Robotics. AMP Robotics has created Cortex, a high-speed, intelligent robotic sorting system for material recovery. Guided by AI, these robots can peer into the waste stream and identify individual objects. While all of this is happening, data is being captured in the cloud to optimize MRF operations.

Prior to AMP Robotics he was a Product Manager at Intrado (acquired by West), and his teams developed the core location technology for mobile 9-1-1. Rob worked in technology commercialization at DoE's National Renewable Energy Laboratory, and led the Cleantech Practice at Innosphere, Colorado's seed fund and incubator for science-based startups.

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