Message

From: Fryer, Chantal [cfryer@sccommerce.com]
Sent: 8/19/2019 1:15:04 PM
To: Robin Wiener [rwiener@isri.org]; lynn@nerc.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; 'Dave Keeling' [dfkeeling@gmail.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; 'Sarah DeSouza' [nrc.execassistant@gmail.com]; 'Wayne Gjerde' [wayne.gjerde@state.mn.us]; sgordon@fcgov.com; 'Bryce Hesterman' [bhesterman@recycle.com]; 'sarah' [sarah@recyclenewmexico.com]; 'Nina Butler' [nina@morerecycling.com]; 'Bob Bylone' [rbylone@pennrmc.org]; 'kobrien' [kobrien@michiganrecycles.org]; 'Rick Anthony' [ricanthony@aol.com]; 'Tony Rios' [arios@reciclapr.org]; 'Jordan Fengel' [jordan.fengel@recyclingstar.org]; 'msegundo' [msegundo@recycle.com]
Subject: RE: ACTION ITEMS: NRC Markets Call 8/919
Attachments: ATT00001.txt

Thanks for the note – sounds like a great opportunity! On our next call we will discuss to see how this fits into the 2020 calendar.

Best,
Chantal

From: Robin Wiener <rwiener@isri.org>
Sent: Thursday, August 15, 2019 11:11 PM
To: 'Lynn Rubinstein' <lynn@nerc.org>; Fryer, Chantal <cfryer@sccommerce.com>; 'Wittstruck, Nathan' <Wittstruck.Nathan@epa.gov>; 'Dave Keeling' <dfkeeling@gmail.com>; 'Meyer, Ellen' <meyer.ellen@epa.gov>; 'Vance, Ronald' <Vance.Ronald@epa.gov>; 'Boxman, Suzanne' <boxman.suzanne@epa.gov>; 'Sarah DeSouza' <nrc.execassistant@gmail.com>; 'Wayne Gjerde' <wayne.gjerde@state.mn.us>; 'sgordon' <sgordon@fcgov.com>; 'Bryce Hesterman' <bhesterman@recycle.com>; 'sarah' <sarah@recyclenewmexico.com>; 'Nina Butler' <nina@morerecycling.com>; 'Bob Bylone' <rbylone@pennrmc.org>; 'kobrien' <kobrien@michiganrecycles.org>; 'Rick Anthony' <ricanthony@aol.com>; 'Tony Rios' <arios@reciclapr.org>; 'Jordan Fengel' <jordan.fengel@recyclingstar.org>; 'msegundo' <msegundo@recycle.com>
Subject: RE: ACTION ITEMS: NRC Markets Call 8/919

My apologies for not being on the calls for a while. In reviewing the notes, I just wanted to offer that ISRI will be in Las Vegas for our annual meeting April 25th through 27th and if there is interest, we would be happy to work with the NRC on providing space for a market development program with our convention if you are still looking for partners in 2020.

Robin

From: Lynn Rubinstein [mailto:lynn@nerc.org]
Sent: Saturday, August 10, 2019 5:40 AM
To: 'Fryer, Chantal' <cfryer@sccommerce.com>; 'Wittstruck, Nathan' <Wittstruck.Nathan@epa.gov>; 'Dave Keeling' <dfkeeling@gmail.com>; 'Meyer, Ellen' <meyer.ellen@epa.gov>; 'Vance, Ronald' <Vance.Ronald@epa.gov>; 'Boxman, Suzanne' <boxman.suzanne@epa.gov>; 'Sarah DeSouza' <nrc.execassistant@gmail.com>; 'Wayne Gjerde' <wayne.gjerde@state.mn.us>; 'sgordon' <sgordon@fcgov.com>; 'Bryce Hesterman' <bhesterman@recycle.com>; 'sarah' <sarah@recyclenewmexico.com>; 'Nina Butler' <nina@morerecycling.com>; 'Bob Bylone' <rbylone@pennrmc.org>; 'kobrien' <kobrien@michiganrecycles.org>; 'Rick Anthony' <ricanthony@aol.com>; 'Tony Rios' <arios@reciclapr.org>; 'Jordan Fengel' <jordan.fengel@recyclingstar.org>; Robin Wiener <rwiener@isri.org>; 'msegundo' <msegundo@recycle.com>
Subject: RE: ACTION ITEMS: NRC Markets Call 8/919

Correction – NERC conference contact is Mary Ann Remolador. . . .

From: Fryer, Chantal <cfryer@sccommerce.com>
Sent: Friday, August 9, 2019 1:32 PM
To: Wittstruck, Nathan <Wittstruck.Nathan@epa.gov>; Dave Keeling (dfkeeling@gmail.com) <dfkeeling@gmail.com>; Meyer, Ellen <meyer.ellen@epa.gov>; Vance, Ronald <Vance.Ronald@epa.gov>; Boxman, Suzanne <boxman.suzanne@epa.gov>; Sarah DeSouza <nrc.execassistant@gmail.com>; Wayne Gjerde (wayne.gjerde@state.mn.us) <wayne.gjerde@state.mn.us>; sgordon <sgordon@fcgov.com>; Bryce Hesterman <bhesterman@recycle.com>; sarah <sarah@recyclenewmexico.com>; Nina Butler <nina@morerecycling.com>; Bob Bylone <rbylone@pennrmc.org>; kobrien <kobrien@michiganrecycles.org>; Rick Anthony <ricanthony@aol.com>; Tony Rios <arios@reciclapr.org>; Lynn Rubinstein <lynn@nerc.org>; Jordan Fengel <jordan.fengel@recyclingstar.org>; Robin Wiener <robinwiener@isri.org>; msegundo (msegundo@recycle.com) <msegundo@recycle.com>
Subject: ACTION ITEMS: NRC Markets Call 8/919

Hi –attached are the notes from today's call and below are action items stripped out. Making progress!

Notes from 8/9/19 call – Dave, Lynn, Jordan, Chantal, Nate attending

NOLA RRC NRC Markets Workshop August 26 2019

Sarah D. contacted hotel for AV for quote on AV needs at Aug 26-29 event. Has LCD projector, flip charts, easels, and markers

Chantal to create **Surveymonkey** poll and draft to go to group for comment after her follow up with Marissa on breakout session.

Dave and Wayne: Dave/Wayne to ping list of **fundraising contacts** for reception and workshops.

NRC/STAR Market Development Workshop October 7

Jordan has received confirmations from most everybody; still needs **Closed Loop and City of Austin** speaker names Dave to ping **Waste Management (Susan R.), Republic (dig up contact), and Waste Connections (Greta)** regarding sponsorships.

Jordan to place meal orders with hotel on Aug 14 and work with **Sarah D** on lunch needs. STAR is giving one drink ticket; cash bar afterward for reception.

Dave to talk to **Bob Hollis** next Thursday 8/15 about **LIVE STREAMING** for California workshop and perhaps for STAR? Need a sponsor for livestreaming future events. Need ability to broadcast simultaneously through telephone call and live, so using GoToWebinar or Zoom this is possible. Need a couple people to field and monitor questions from remote attendees as well as live.

CRRA – November 13, 2019

Dave confirmed **November 13th** as the date for CRRA. Tracie Bills, ED CRRA, gave Dave a few names to follow up with who had interest in event with NRC.

Dave to update/talk with Marty Seaman, RRS at RRC about November date

Chantal investigate with Betsy Dorn with Circular-Matters re: speaking at November 13

EPA co-sponsorship

Nate sent out co-sponsorship agreement RRC and STAR events. **Dave and Nate** to discuss/resolve questions this afternoon 8/9/19. Goal is to get it completed before RRC.

Events to plan for

KAB/NRC – Feb 2020?

Michigan RC/NRC – May 2020?

RRC/NRC-Austin TX 2020 – August 2020? **Need to discuss with Steve Alexander et al.**

NERC/SERDC – October 2020? Joint meeting in PA, MD tentatively being discussed. **Dave** to work on this and point person is for NERC is Maryanne Etienne.

From: Fryer, Chantal
Sent: Friday, August 09, 2019 8:52 AM
To: Wittstruck, Nathan <Wittstruck.Nathan@epa.gov>; dkeeling@steel.org; Meyer, Ellen <meyer.ellen@epa.gov>; Vance, Ronald <Vance.Ronald@epa.gov>; Boxman, Suzanne <boxman.suzanne@epa.gov>; Sarah DeSouza

<nrc.execassistant@gmail.com>; Wayne Gjerde (wayne.gjerde@state.mn.us) <wayne.gjerde@state.mn.us>; sgordon <sgordon@fcgov.com>; Bryce Hesterman <bhesterman@recycle.com>; sarah <sarah@recyclenewmexico.com>; Nina Butler <nina@morerecycling.com>; Bob Bylone <rbylone@pennrmc.org>; kobrien <kobrien@michiganrecycles.org>; Rick Anthony <ricanthony@aol.com>; Tony Rios <arios@reciclapr.org>; Lynn Rubinstein <lynn@nerc.org>; Jordan Fengel <jordan.fengel@recyclingstar.org>; Robin Wiener <robinwiener@isri.org>; msegundo (msegundo@recycle.com) <msegundo@recycle.com>
Subject: Reminder: NRC Markets Call 8/919

Hi - just a reminder of today's markets call at 9:30 EST. Talk soon!

Get Outlook for iOS

From: Fryer, Chantal
Sent: Friday, August 2, 2019 12:15:02 PM
To: Wittstruck, Nathan <Wittstruck.Nathan@epa.gov>; dkeeling@steel.org <dkeeling@steel.org>; Meyer, Ellen <meyer.ellen@epa.gov>; Vance, Ronald <Vance.Ronald@epa.gov>; Boxman, Suzanne <boxman.suzanne@epa.gov>; Sarah DeSouza <nrc.execassistant@gmail.com>; Wayne Gjerde (wayne.gjerde@state.mn.us) <wayne.gjerde@state.mn.us>; sgordon <sgordon@fcgov.com>; Bryce Hesterman <bhesterman@recycle.com>; sarah <sarah@recyclenewmexico.com>; Nina Butler <nina@morerecycling.com>; Bob Bylone <rbylone@pennrmc.org>; kobrien <kobrien@michiganrecycles.org>; Rick Anthony <ricanthony@aol.com>; Tony Rios <arios@reciclapr.org>; Lynn Rubinstein <lynn@nerc.org>; Jordan Fengel <jordan.fengel@recyclingstar.org>; Robin Wiener <robinwiener@isri.org>; msegundo (msegundo@recycle.com) <msegundo@recycle.com>
Subject: ACTION ITEMS: NRC Markets Call 8/2/19 notes

Hi all thanks for participating on today's call. Next call August 9 at 9:30 EST /8:30 central. Below are notes and action items.

Notes from call

NOLA RRC NRC Markets Workshop August 26 2019

Sarah D. to **contact AV** for AV needs at Aug 26-29 event. Will ask Lisa **Skumatz** for use of projector.
Sarah D. to contact **Will Sagar** for local resources who might be able to **lend easel/notepads**.
Sarah D. recommended outreach to NRC workshop participants include **reception as well as polling questions**
Chantal to follow up with Marissa on breakout session week of August 5
ALL: Fundraising still needed for reception and workshops! **Put on agenda for next call.**

NRC/STAR Market Development Workshop October 7

Jordan to reach out to **Scott B, Josephine at San Antonio, Closed Loop, TRP, Chris Ronson** regarding confirmation of speaking or asking who will be speaking
Jordan to ensure speakers are **comped**
Jordan said it's OK to ping **Waste Management and Republic** for sponsorships at the San Antonio NRC/STAR event – anybody have connections here? If so, **please let us know by August 6** and if you could possibly contact on behalf of NRC.
Wayne to ping his contacts for sponsorships

CRRA – November 13?

Two unknowns: Dave/Wayne attendance at event? TRP contamination and markets event on the 12-13th in LA – does that affect participation at NRC/CRRA event? **Put on agenda for next call.**

EPA co-sponsorship

Underway, should have it by Aug 9th for both RRC and STAR events. Ellen out next week but Nate to follow up on.

Events to think about

RR-Austin TX 2020
SPC – March 2020

NOLA RRC NRC Markets Workshop August 26 2019 3:30-5:30 pmhttp://rrconference.com/extra-meetings-and-events

- **3:30-3:35 p.m. Welcome/Intros** — *Dave Keeling, National Recycling Coalition President*
- **3:35-4:05 p.m. Recycling Market Drivers** — *Betsy Dorn, Circular-Matters*
- **4:05-4:30 p.m. State Recycling Market Development Highlights Panel**— *Chantal Fryer, Director of Recycling Market Development, South Carolina Dept. of Commerce, Wayne Gjerde, Recycling Market Development Coordinator, Minnesota Pollution Control Agency, and Matt Flechter, Michigan Recycling Market Development Specialist, Michigan Department of Environment, Great Lakes, and Energy. Moderator, Marty Seaman, RRS*
- **4:30-4:40 p.m. Hard to Recycle Plastic Markets Snapshot**– *Brian Gaughan, IntegriCo Composites*
- **4:40-5:05p.m. Group Discussion** – *Small group facilitated discussions to identify what recycling market needs are that NRC and its allies can assist with. Facilitation by Marissa Segundo, RRS*
- **5:05-5:30p.m. Discussion Harvest & Next Steps** – *Learn about the newest tools that NRC will be offering to facilitate market development across the U.S. Facilitation by Marissa Segundo, RRS*
- **6:00-9:00 p.m. SERDC/NRC Fundraiser Reception** - *Gravier Street Social*

Draft Agenda
October 7 NRC/STAR Market Development Workshop

9:00 am **Welcome**, Jordan Fengel, Executive Director State of Texas Alliance for Recycling (STAR)

- Kicks off meeting with welcome/housekeeping/safety

9:05 am **National Recycling Coalition's Market Development Overview**— Dave Keeling, President of National Recycling Coalition and Director of Steel Recycling Institute

- Presents on what we have done to date for market workshops and provides overview of new NRC interactive markets platform

9:10 am **EPA Moving Recycling Forward** – Nathan Wittstruck, Economist, EPA

- Covers 4 initiative areas and plans for ARD

9:20 am **Mini-Panel: Recycling Markets in Texas** –Betsy Dorn, Circular-Matters, moderator

- Jordan Fengel, Executive Director State of Texas Alliance for Recycling (STAR)
- Steve Shannon, STAR Business Council Chair

9:50-10:20 am **The Nuts and Bolts of Recycling Market Development** — Betsy Dorn, Principal at Circular Matters

- Covers practical application of market development programs, initiatives and tools that organizations can use

10:20 - 10:30 am **Break**

10:30-11:00 **Recycling Market Development at the State Level** — Chantal Fryer, Director of Recycling Market Development, South Carolina Dept. of Commerce and Wayne Gjerde, Recycling Market Development Coordinator, Minnesota Pollution Control Agency

11:00 am - 12:00 pm **Marketability from the Curb to the MRF to Market: Public, Private and Industry Partnerships Panel Discussion**

- Will Sagar, Executive Director, SERDC Moderator Plus to speak as an intro about market development in SE Region
- TBD, City of San Antonio TX to speak about circular economy, PAYT etc activities from municipal level
- Scott Byrne, Circular Economy Expert, Tetra Pak to speak about how markets for cartons have evolved
- Jerry Powell, retired Editor, Resource Recycling to speak about market development and what makes sense for today's approach

12:00 - 1:00 pm **Networking Lunch**

1:00 pm **Data Collection, Communication and Funding for Market Development**

- Chris Ronson, Emerge Knowledge
- TBD, Closed Loop
- TBD, The Recycling Partnership

2:00 pm **Break**
2:15 pm **Group Facilitation** led by Resource Recycling Systems — Small group facilitated discussions to use best practice approaches for market development activities — TBD, Resource Recycling Systems

- Tools to Use with Economic Developers
- Recycling Markets Matchmaking
- Funding
- Buy Recycled

4:15 pm **Next Steps** – Dave Keeling and Jordan Fengel

4:30 pm **Adjourn**

6:00 pm **Reception**

Chantal Fryer | Director, Recycling Market Development
1201 Main Street, Suite 1600 | Columbia, SC 29201
803-737-0477 office | 803-381-2344 cell

From: Fryer, Chantal
Sent: Wednesday, July 17, 2019 6:37 PM
To: Wittstruck, Nathan <Wittstruck.Nathan@epa.gov>; dkeeling@steel.org; Meyer, Ellen <meyer.ellen@epa.gov>; Vance, Ronald <Vance.Ronald@epa.gov>; Boxman, Suzanne <boxman.suzanne@epa.gov>; Wayne Gjerde (wayne.gjerde@state.mn.us) <wayne.gjerde@state.mn.us>; sgordon <sgordon@fcgov.com>; Bryce Hesterman <bhesterman@recycle.com>; sarah <sarah@recyclenewmexico.com>; Sarah DeSouza <nrc.execassistant@gmail.com>; Nina Butler <nina@morerecycling.com>; Bob Bylone <rbylone@pennrmc.org>; kobrien

<kobrien@michiganrecycles.org>; Rick Anthony <ricanthony@aol.com>; Tony Rios <arios@reciclapr.org>; Lynn Rubinstein <lynn@nerc.org>; Robin Wiener <robinwiener@isri.org>; msegundo (msegundo@recycle.com) <msegundo@recycle.com>
Subject: REMINDER: NRC Markets Call 7/19/19 at 12 EST; conf call line 303-536-1789

Hi – reminder of NRC Markets Call 7/19/19 at 12 EST; conf call line 303-536-1789.

NOLA RRC NRC Markets Workshop August 26 2019 3:30-5:30 pm
http://rrconference.com/extra-meetings-and-events

- Discuss/finalize preparations (agenda, recognition of sponsors – do we want to start soliciting sponsors to cover AV, marketing/promotion, facilitation of breakout session, etc.)

- **3:30-3:35 p.m. Welcome/Intros** — *Dave Keeling, National Recycling Coalition President and Steel Recycling Institute, Director of Recycling*

- **3:35-4:05 p.m. Recycling Market Drivers** — *Betsy Dorn, Circular-Matters*

- **4:05-4:30 p.m. State Recycling Market Development Highlights Panel** — *Chantal Fryer, Director of Recycling Market Development, South Carolina Dept. of Commerce, Wayne Gjerde, Recycling Market Development Coordinator, Minnesota Pollution Control Agency, and Matt Flechter, Michigan Recycling Market Development Specialist, Michigan Department of Environment, Great Lakes, and Energy. Marty Seaman moderator?*

- **4:30-4:40 p.m. Hard to Recycle Plastic Markets Snapshot** – *Brian Gaughan, IntegriCo Composites –confirmed*

- **4:40-5:05 p.m. Group Discussion** – *Small group facilitated discussions to identify what recycling market needs are that NRC and its allies can assist with. Marisa Segundo*

- **5:05-5:30 p.m. Discussion Harvest & Next Steps** – *Learn about the newest tools that NRC will be offering to facilitate market development across the U.S. Marisa Segundo*

- **6:00-9:00 p.m. SERDC/NRC Fundraiser Reception** - *Gravier Street Social*

- **San Antonio, TX STAR/NRC Markets Workshop October 7, 2019** https://www.recyclingstar.org/wp-content/uploads/2019/07/2019_Summit_Agenda_draft_7.2019.pdf

  - Specific planning for this event is conference call on July 25 at 3:30 EST

- **Cooperstown, NY NYSAR3's annual conference November 6, 2019** https://www.nysar3.org/page/annual-recycling-conference-23.html

- Status of this session - Dave, Barb, RRS's Resa Dimino

- **CRRA/NRC Markets Workshop Event San Diego November 6, 13 or 14, 2019**

  - Finalize date, determine what's needed for event planning and who from NRC will attend

- **Keep America Beautiful National Conference Memphis, Tennessee, in early 2020**

  - Dave/Randy Hartmann

- **Discussion on any other states interest in Market Development Workshops? Any other 2020 dates to put on calendar?** See attached survey monkey results

- **EPA/NRC MOU**

  - Provide update and discuss America Recycles Day plans

- **Fundraising Update**

  - NRC/More Recycling MOU call held on 7/17/19 w/Fryer, Rubinstein, Keeling and Gordon attending. Goal is to have MOU, fundraising strategy and outreach docs completed by August 9.

  - Post MOU completion - Revise sponsorship/membership chart based on new offerings that NRC provides.

- **Old Biz/New Biz**

- **Adjourn**

Best,

Chantal

Chantal Fryer | Director, Recycling Market Development

1201 Main Street, Suite 1600 | Columbia, SC 29201

803-737-0477 office | 803-381-2344 cell

South Carolina
Department of Commerce
Just right for business.

Message

From: Fryer, Chantal [cfryer@sccommerce.com]
Sent: 7/1/2019 4:41:59 PM
To: sgordon@fcgov.com; Dave Keeling [dkeeling@steel.org]; barbecks [barbecks@gmail.com]; Bryce Hesterman [bhesterman@recycle.com]; sarah [sarah@recyclenewmexico.com]; Sarah DeSouza [nrc.execassistant@gmail.com]; Nina Butler [nina@morerecycling.com]; Bob Bylone [rbylone@pennrmc.org]; kobrien [kobrien@michiganrecycles.org]; Rick Anthony [ricanthony@aol.com]; Tony Rios [arios@reciclapr.org]; lynn@nerc.org; 'Robin Wiener' [robinwiener@isri.org]; Wayne Gjerde (wayne.gjerde@state.mn.us) [wayne.gjerde@state.mn.us]; 'Bryce Hesterman' [bhesterman@recycle.com]
Subject: NRC Resource Recycling New Orleans August 26 from 3:30 to 5:30

Hi all! Hope you are registered and are planning to attend our August 26 Resource Recycling NRC Market Development workshop in New Orleans, LA. Below is a draft agenda for us to push against for the 3:30 to 5:30 p.m. workshop. Let me know if you have any recommended changes or edits.

Dave – do you think Paul England will speak or do you want to check with him to see who from Pratt will represent in this session?

3:30-3:35 p.m. Welcome/Intros — *Dave Keeling, National Recycling Coalition President and Steel Recycling Institute, Director of Recycling*
3:35-4:05 p.m. Recycling Market Drivers — *Betsy Dorn, Circular-Matters*
4:05-4:30 p.m. State Recycling Market Development Highlights Panel — *Chantal Fryer, Director of Recycling Market Development, South Carolina Dept. of Commerce, Wayne Gjerde, Recycling Market Development Coordinator, Minnesota Pollution Control Agency, and TBD Matt Flechter, Michigan Recycling Market Development Specialist, Michigan Department of Environment, Great Lakes, and Energy*
4:30-4:40 p.m. National Recycling Markets Snapshot from MRF/End-User Perspective – *Paul England, Pratt Industries*
4:40-5:05 p.m. Group Discussion – *Small group facilitated discussions to identify what recycling market needs are that NRC and its allies can assist with*
5:05-5:30 p.m. Discussion Harvest & Next Steps – *Learn about the newest tools that NRC will be offering to facilitate market development across the U.S.*

Recycling Market Changes Got You Down? Register now http://rrconference.com/attendee-registration for the August 26 Resource Recycling NRC Market Development workshop in New Orleans, LA to help understand how robust recycling markets can help our recycling economy. The workshop runs from 3:30 to 5:30 p.m. on Monday, August 26th and is included as a Free to Attend option as part of your overall Resource Recycling Conference Registration. Come spend an afternoon with your peers discussing what recycling market development means, what it takes to make recycling market development work, how it's done, and lessons learned. The NRC hosted a series of regional workshops in 2018-2019 focused on local and regional recycling market development. Presentations and conversations helped participants within the targeted regions to reimagine and reanimate their efforts to attract and develop new opportunities for recycled commodities. Leading national experts will build understanding about the nuts and bolts of the process, share success stories, and identify the alliances that will be necessary to close the loop on domestic recycled material markets. Be a part of the movement to secure demand for recycled material right here at home!

Chantal Fryer | Director, Recycling Market Development
1201 Main Street, Suite 1600 | Columbia, SC 29201
803-737-0477 office | 803-381-2344 cell

South Carolina
Department of Commerce
Just right for business.

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:54:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org
CC: jabo461@ecy.wa.gov; Meyer, Ellen [meyer.ellen@epa.gov]; Bell, Christina A [christina.bell@gdit.com]; Rodriguez, Rebecca [RRodriguez2@leegov.com]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]

Subject: Updated with agenda and materials for call: Markets work group call 2: America Recycles Network
Attachments: ARD-MarketsAgenda-18July19.docx; Markets-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: 202-991-0477; Conference Code: 6663472

Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

Please see the attached agenda and updated action plan to help guide our discussion this afternoon.

Talk to you all soon.

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Markets work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

July 18, 2019, 3:00 PM – 4:30 PM Eastern

Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss and reconfirm overall goal
- Discuss and decide on near-term actions
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Review and Refine Goal Statement**

- Build on existing models to build and sustain markets for recycled materials developed by the state of South Carolina and others. Create tools, workshops, and other approaches to propagate these models and create needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled to support demand champions and connect manufacturers and consumers who want to do the right thing with available resources and materials. Identify additional ways to create net new demand for recycled materials.

30 min **Discuss Near-term Actions and Whether and How to Move Them Forward**

1. Develop tools to promote governance models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing a model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify other states or localities that have pursued this approach and determine how to work together to create a near-term product.
2. Create recycling frequently asked questions to educate legislators and regional or local economic development organizations on recycling dynamics (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
    - Discuss ISRI's current economic impact analysis and determine what else might be helpful and how to go about collecting that information.
3. Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners.

ED_004224B_00000103-00001

    - Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
4. Develop best practices (or trends) related to recycling contracts.
    - Confirm focus – contracts between what entities?
    - Discuss work being done by The Recycling Partnership and determine what else might be needed.
5. Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.

15 min **Discuss Next Steps for Product Development**

- Discuss plan for leadership team to meet at the Resource Recycling Conference in August
- Define next steps for workgroup members

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000103-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Workgroup members identified two key challenges: supporting existing end-markets and developing new end-markets.

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Workgroup members will design a model, training course, and/or technical resources that can be used to help communities develop a system for encouraging materials recovery and end users of secondary materials. This work will build on models developed by the state of California, Pennsylvania, and others. The model may address how to establish partnerships between local economic development organizations, state environmental organizations, and other business

ED_004224B_00000104-00001

networks. The workgroup will build on the experiences of others and determine how best to translate these local success stories into a more universal process for other communities to follow.

America Recycles Day 2019 Deliverable:
The model, training course, and/or resource material will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- SC Department of Commerce, Waste Management, The Recycling Partnership, and The Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Confirm and refine concept.
2. Discuss state experiences and available materials and resources.
3. Determine what additional materials need to be developed.
4. Develop course outline and other resources and materials.
5. Provide information about course offerings and availability of resources at the meeting.

Potential Additional Actions Under Consideration

Near-term Actions

- Connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- Continue to promote government programs to [HYPERLINK "https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program"], such as EPA's Comprehensive Procurement Guidelines (CPGs).
- Acknowledge that there are different business models in the recycling sector; provide information and guidance on how to select the model most appropriate for their situation.

Long-term Actions

- Work with companies that are designing packaging and products to encourage the use of recycled content and improved recyclability of goods.
- Explore economic models to create robust and sustainable domestic secondary markets, including possible incentives to drive demand and create more end users. Consider the unintended consequences and market impacts that such incentives could create.
- Build and articulate a better business case for using recycled materials that identifies the full value proposition.
- Create and promote consistent standards for packaging materials and recycled commodities.
- Create a consistent, cost-effective and reliable supply of recycled material to be used as feedstock.

ED_004224B_00000104-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.
- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.

ED_004224B_00000104-00003

- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00000104-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:54:08 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org; DeLage, Anna [adelage@sccommerce.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: jabo461@ecy.wa.gov; Golison, Marrisa [Golison@gmaonline.org]

Subject: Updated with Agenda and Materials: Markets work group call 1: America Recycles Network
Attachments: ARD-MarketsAgenda-20June19.docx; Markets-ActionPlanDraft-13Jun19.docx; ActionArea3_MarketsRoster_6June19.docx
Location: Call-in Number: 202-991-0477; Conference Code: 6663472

Start: 6/20/2019 7:00:00 PM
End: 6/20/2019 8:30:00 PM
Show Time As: Tentative

Hi All,

Sending a quick reminder about the call tomorrow afternoon. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the workgroup. Hopefully this will help with names on the call.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Markets work group. During this call we will:

- Explore idea of using SERDC training as potential immediate action

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 3: Markets Group Roster

This is a list of individuals who have expressed interest in the Markets work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adam	Gendell	SPC / GreenBlue
Adina	Adler	Institute of Scrap Recycling Industries
Alanna	Suda	MWWPR
Ali	Donahue	Keurig Dr Pepper
Anne	Germain	National Waste and Recycling Association
Bill	Turley	Construction and Demolition Recycling Association
Brian	Hawkinson	American Forest + Paper Association
Chris	Adamo	Danone North America
Chuck	Chaitovitz	US Chamber of Commerce
Chuck	Ruffing	Rochester Institute of Technology – P2I
Craig	Cookson	American Chemistry Council
Dan	Adsit	Ford Motor Company
Dave	Keeling	National Recycling Coalition/Steel Recycling Institute
Janine	Bogar	Association of State and Territorial Waste Management Officials
Jessica	Marshall	McDonald's
Joseph	Pickard	Institute of Scrap Recycling Industries
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kim	Holmes	Plastics Industry Association
Lauren	Wilk	The Aluminum Association
Lisa	Dry	Battery Council International
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Marissa	Golison	Grocery Manufacturers Association
Meghan	Stasz	Grocery Manufacturers Association
Patrick	Orth	SC Johnson
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Seth	Barron	Exxon Mobil
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Zach	George	National Association of Counties

America Recycles Summit – Strengthening Secondary Materials Markets Roundtable Discussion

June 20, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on the scope of immediate action for this workgroup.
- Identify next steps for developing an approach and activities between now and the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Agree on Focus for Near-term Action for this Workgroup**

- The facilitator will review the proposed immediate action included in the draft action planning document. The group will discuss and decide on the scope and focus of the immediate action, including the desired outcomes and tie-in to the November Summit.

10 min **Discuss Path Forward for Immediate Action**

- Define key steps for developing the proposed action
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00000110-00001

3: Strengthening Secondary Materials Markets

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: One of the key barriers to use of secondary materials is connecting those materials to potential users. In some cases, these potential secondary markets don't yet exist in areas and need to be cultivated, which can lead to economic development opportunities.

The group could work to bridge connections between recycling facilities and regional, state, or local economic development organizations. Building on the model developed by the state of South Carolina, Pennsylvania and others, partnerships between local economic development organizations, like state department of commerce organizations, and state environmental organizations could be developed. For example, in South Carolina the creation of a specific office focused on materials recovery and recycling was unique. The department focuses on recruiting end users of recycled materials for the manufacturing sector which has helped the state develop and maintain markets for materials. Encouraging these partnerships will help materials find new markets and create markets for existing materials. The workgroup could generate ideas on how to encourage and develop these connections.

Purpose: Develop a training course that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Action Description: Workgroup members will design a model, training course, and/or technical resources that can be used to help communities develop a system for encouraging materials recovery and end users of secondary materials. This work will build on models developed by the state of California, Pennsylvania, and others. The model may address how to establish partnerships between local economic development organizations, state environmental organizations, and other business networks. The workgroup will build on the experiences of others and determine how best to translate these local success stories into a more universal process for other communities to follow.

America Recycles Day 2019 Deliverable: The model, training course, and/or resource material will be shared at the 2019 ARD Summit.

Key steps:

1. Confirm and refine concept.

ED_004224B_00000111-00001

2. Discuss state experiences and available materials and resources.
3. Determine what additional materials need to be developed.
4. Develop course outline and other resources and materials.
5. Provide information about course offerings and availability of resources at the meeting.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Additional Actions

To be determined.

Background

The rise of import bans on recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to integrate recycled materials and end-of-life management better into product and packaging designs. The closure of foreign markets for recyclable materials has fundamentally changed the assumptions governing the economics of recycling.

Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation and the development, manufacture and reuse of high-quality recyclable materials that consumers want to purchase, that manufacturers want to use as feedstocks, that retailers want to offer for sale, and that recyclers want to collect and reprocess.

A stronger domestic recycling market will support local communities by creating more jobs and providing the overall U.S. economy with greater resilience and self-reliance. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.

ED_004224B_00000111-00002

- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.
- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay StewardEdge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling

ED_004224B_00000111-00003

of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.

- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00000111-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Attachments: Measures-ActionPlanDraft-03Jun19.docx; ARD-MeasuresAgenda-6June19.docx; ActionArea4_MeasurementRoster_6June19.docx
Location: Call-in Number: 202-991-0477; Conference Code: 6663472

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Hi All,

Sending a quick reminder about the call in 1 hour. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the work group. Hopefully this will help with names on the call.

Talk to you all soon!

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

4: Enhancing Measurement

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There are a variety of methods used at the state, local and national level to track and report on recycling efforts. Addressing these inconsistencies promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and

ED_004224B_00000117-00001

- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

Key steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA), Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)
4. Publish results of the compilation effort at the November 2019 ARD event

Key Players:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices.

- Develop a recommended methodology or methodologies for a preferred measurement approach
- Disseminate this methodology – put the information into the clearinghouse and integrate it into the EPA Handbook, resulting in a playbook or resource for states and municipalities.

Background

It is critical that we have consistent measurement methodologies when addressing materials management since measurement drives action. This includes having agreed-upon definitions for important terms that can be communicated consistently across industry (to include stakeholders across

ED_004224B_00000117-00002

the recycling industry), state and local governments, and the public. When different entities such as states or municipalities use different definitions for terms such as diversion, it can lead to confusing messages about program success. For example, if one city or state includes construction and demolition debris along with their residential recycling numbers, they may be able to report higher diversion rates than those only including residential recycling. These inequitable comparisons can make some entities look bad and draw fire from non-governmental organizations and members of the public – even though they may have similar numbers to others if they compared using the consistent definitions and methodologies.

In addition to inconsistent terminology and measurement methodologies, there may also be data missing from state and local reporting. For example, some states may include private landfills and collection systems that may not have the same reporting requirements as public ones.

Standardizing and aligning measurement as well as tracking of recyclable materials will help better inform policy decisions and investments and help us determine whether we are making progress in improving recyclable materials management in the U.S. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00000117-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00000117-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; CollectedSystemsDiagramsV2.pdf; Recyling System Map-ForDiscussion.docx; Recycling Definitions-071119.docx; ARD-MeasuresAgenda-16July19-Final.docx; Measures-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Tentative

Hi Everyone,

Please see attached for materials for the Measurement workgroup call on Tuesday. We have extended the call by 30 minutes due to the number of topics we plan to cover and the addition of a short presentation.

Please note the Collected Systems Diagrams are updated from the version that Pat sent out on Thursday. I have also included an updated version of the action plan which includes the additional actions for discussion during the call, if there is time.

You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action

- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00000121-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00000121-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00000121-00003

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: 202-991-0477; Conference Code: 6663472

Link to Skype Web App:

Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

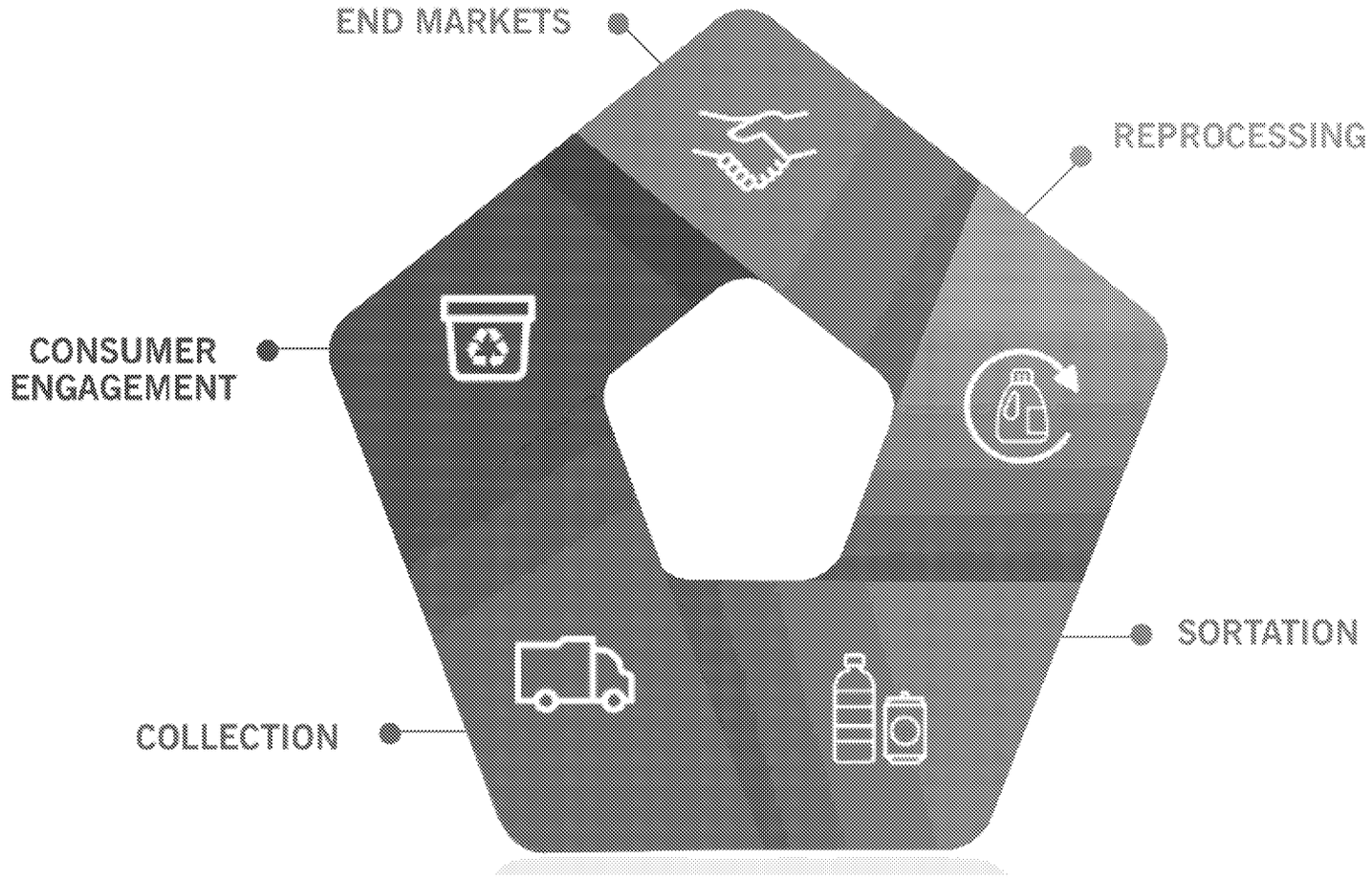
15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

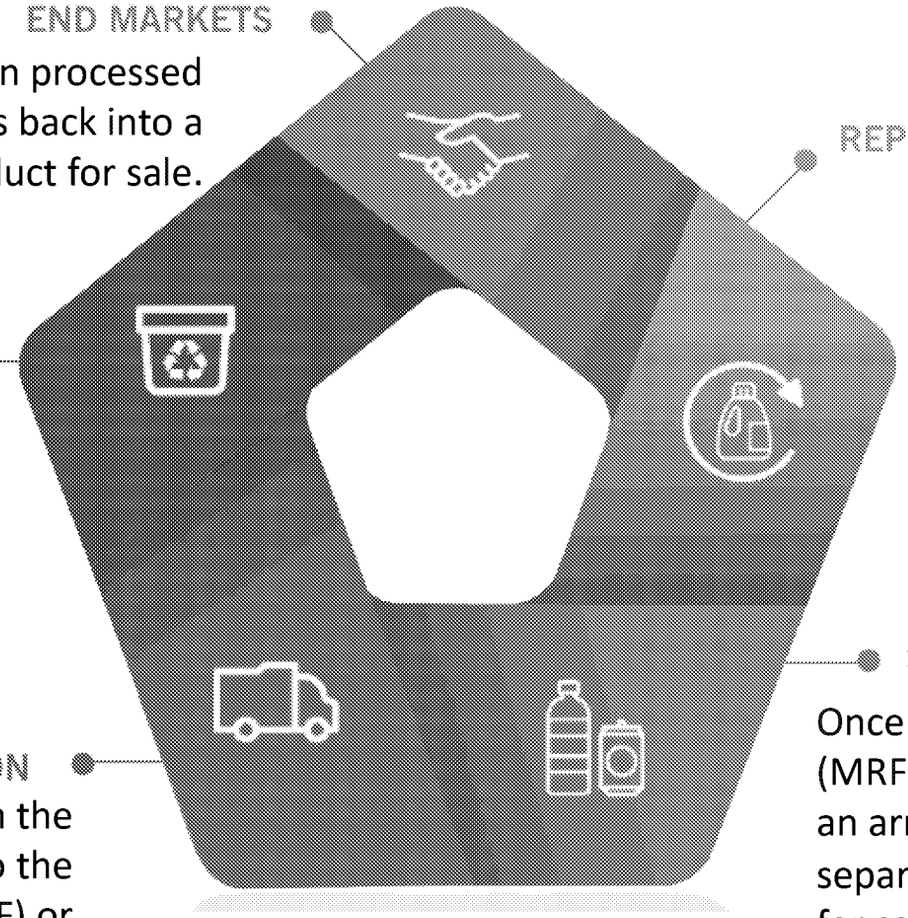
ED_004224B_00000122-00001

ASTRX Five Elements of the Recycling System



ASTRX
Applying Systems Thinking to Recycling
SUSTAINABLE PACKAGING COALITION
THE RECYCLING PARTNERSHIP

ASTRX Five Elements of the Recycling System



END MARKETS

Manufacturers turn processed recyclable materials back into a product for sale.

REPROCESSING

Reprocessors take bales of recovered recyclables and process them to a form that can be used as manufacturing feedstock, such as aluminum sheet, plastic flake or paper pulp or sheet.

CONSUMER ENGAGEMENT

In this stage of the recycling system, local governments, brands and other stakeholders help consumers understand what to recycle and how to do it properly.

SORTATION

Once at the Materials Recovery Facility (MRF), recyclables must pass through an array of machinery designed to separate materials into individual bales for sale to reprocessors.

COLLECTION

Recyclables are transported from the curb or drop-off facility to the Materials Recovery Facility (MRF) or transfer station by local government or private haulers.

ASTRX Applying Systems Thinking to Recycling | SUSTAINABLE PACKAGING COALITION | THE RECYCLING PARTNERSHIP

ILLUSTRATION 1. THE RECYCLING CHAIN

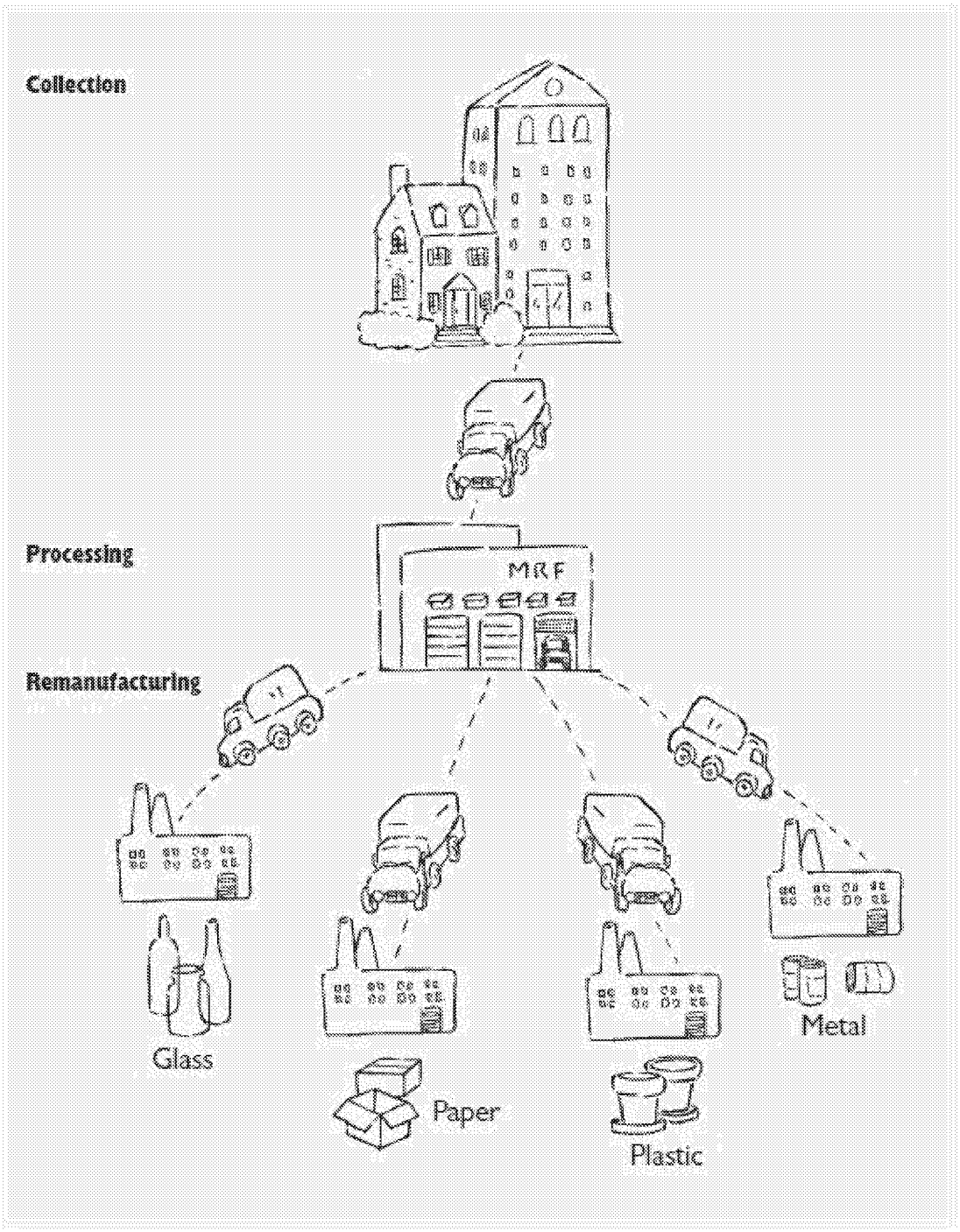
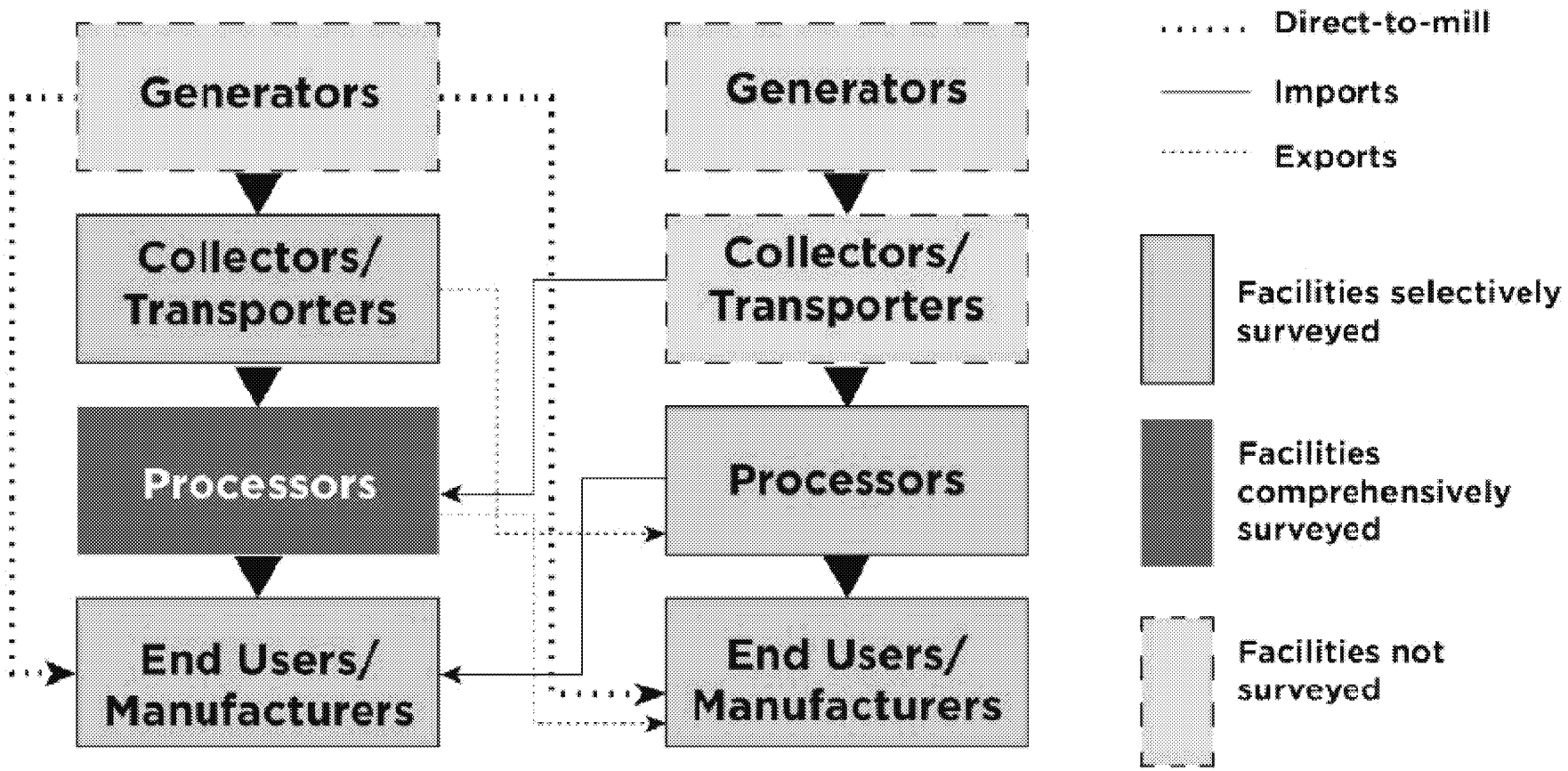
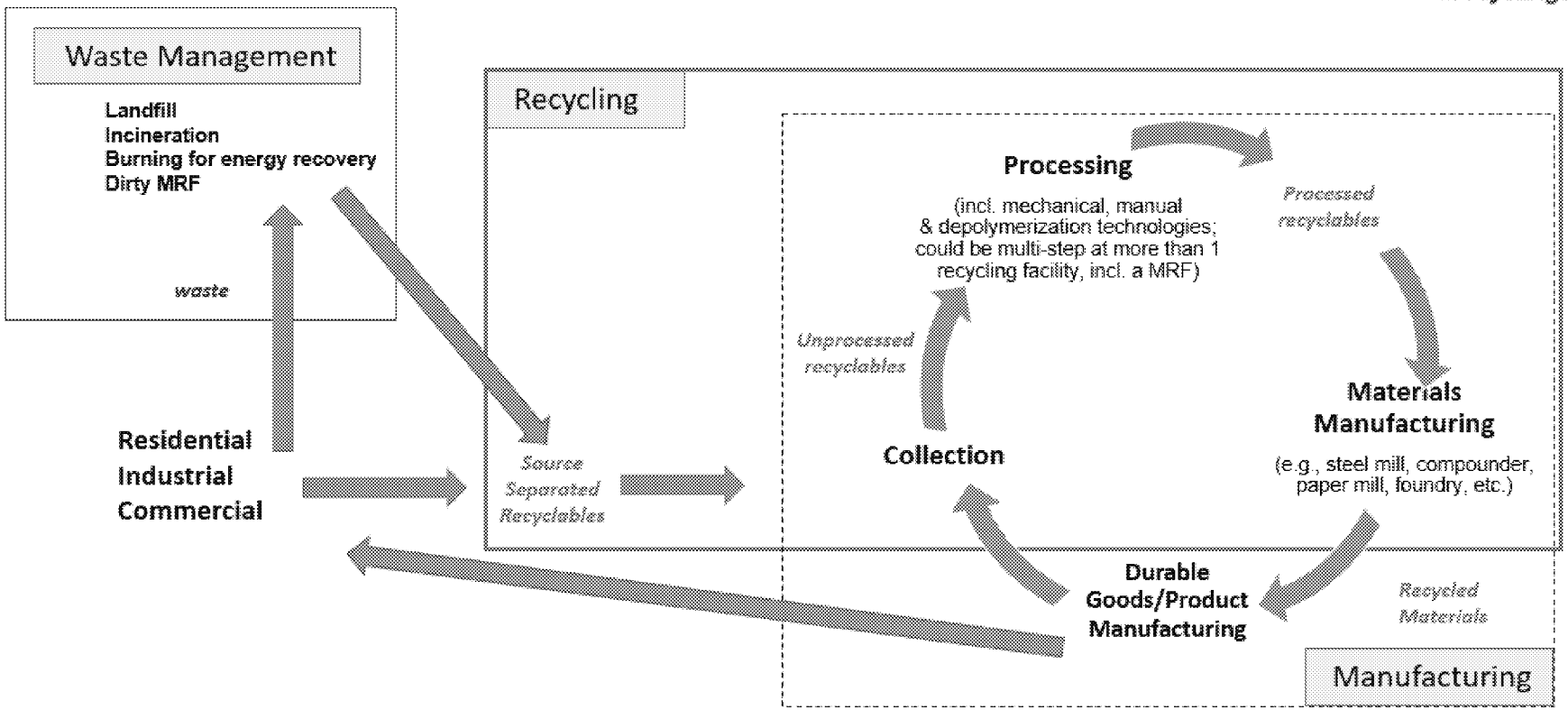


FIGURE 3-1: RECYCLED MATERIAL CHAIN



ISRI Definitions (as of July 11, 2019)

#recyclingworks



Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification-grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer.

A "**Recyclable**" material is an obsolete, previously used, off-specification, surplus, or incidentally produced material for processing into a specification grade commodity for which a market exists.

Recycled Material is material that was initially obsolete, previously used, off-specification, surplus, or incidentally produced and that has been processed into a specification-grade commodity for use in materials manufacturing.

Processing is any mechanical, manual, or other method that transforms a recyclable material into a specification-grade commodity. Processing is often multi-step, with different steps at different locations.

Materials Recovery Facility (MRF) is a recycling facility where primarily municipal recyclables, diverted from disposal by the generator and which are collected separately from municipal solid waste as opposed to a mixed waste stream, are mechanically and/or manually sorted into commodities for further processing into specification grade commodities.

July 9, 2019

Municipal Solid Waste and Recycling Definitions Discussion Document

Municipal Solid Waste

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (Facts and Figures report)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)

Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. (Facts and Figures Report)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (Recycling Economic Information Report).

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. (EPA Recycling website)

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (EPA non-hazardous waste management hierarchy)

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (RCRA 2014 Orientation Manual)

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program).

ED_004224B_00000125-00001

Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. (Institute of Scrap Recycling Industries)

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. (Solid Waste Association of North America)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. (National Recycling Coalition)

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. (Association of Plastic Recyclers)

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. (Washington State, Chapter 173-350 WAC)

- Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification- grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer. (ISRI)

Discussion Questions:

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.
- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00000125-00003

Recycling Systems Map

Generators

Residences (single-family, apartments)

Commercial (restaurants, office parks and retail stores)

Institutions (hospitals, universities and government facilities, industrial non-process waste)

Collectors/Transporters

Government agencies with collection crews or collection contracts

Large generators (grocery stores, retail chains, government facilities) that self-haul directly to a processor or end-user

Private haulers

Sortation and Processing

Material Recovery Facilities (MRFs): C&D and MSW

Material Processing Facilities (scrap metal, paper, plastics, tires, yard trimmings)

Buy-back centers

Drop-off centers

End Markets/Remanufacturing

Paper mills

Plastic reclamation facilities

Glass beneficiation plants

Disposal facilities (landfills, WTE, etc.) that recover recyclables for on-site use

Compost and mulch facilities

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:41:26 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Updated with materials for call: Education and Outreach work group call 2: America Recycles Network
Attachments: EducationOutreachCompilationDocument-Draft071019.docx; Recycling Apps-4.xlsx; EducationOutreach-ActionPlanDraft-11Jul19.docx; KABResources.pdf; ARD-EducationAgenda-12July19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda and additional materials for the call are attached.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Education and Outreach Roundtable Discussion

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
  - What things were particularly outstanding or helpful?
  - Were there any inconsistencies?
  - What was missing? (Either existing materials that were not included or additional things that would be helpful to have or to know)

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Discuss key parameters:
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss potential elements:
  - Top three facts your organization would like to convey
  - Most important impacts of recycling
  - What recycling means to you/your organization
  - One or two of the most impactful things you are doing now to improve the state of recycling
- Define next steps for development
  - In-person working session at Resource Recycling in August

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement and role for workgroups or individual organizations

5 min **Closing Remarks and Next Steps**

ED_004224B_00000130-00001

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00000131-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

ED_004224B_00000131-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF

ED_004224B_00000131-00003

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

Link

[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

ED_004224B_00000132-00001

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview

Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link

[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview

The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link

[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview

Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link

[HYPERLINK "https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview

The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits

[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

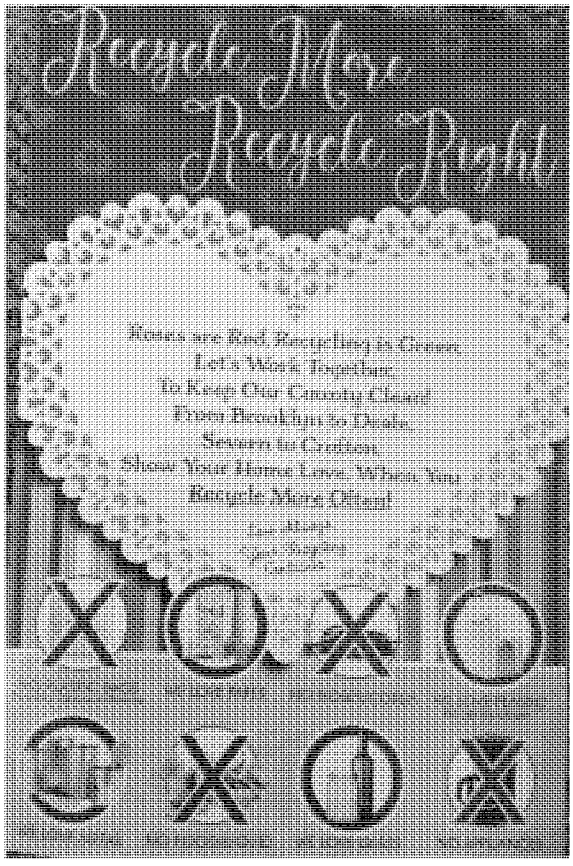
American Forest and Paper Association Paper and Packaging Recycling Educational Materials

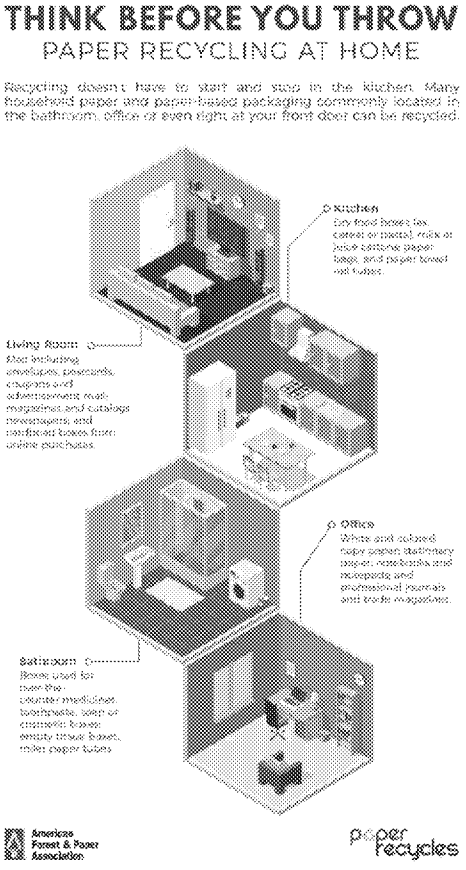
Overview

AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

Links and Examples

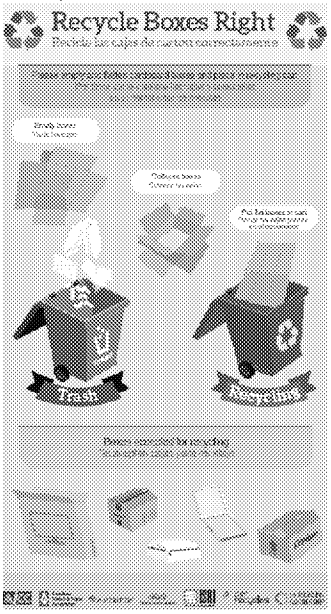




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Food Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. The site also includes results of a survey that provides information about food service specifically but recycling more generally. There is also a link to best practices.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Vermont Agency of Natural Resources

Overview

The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link

[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview

NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview

The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link

[HYPERLINK "https://www.how2recycle.info/"]

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and

promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link
[HYPERLINK "http://www.bingrant.org"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

ED_004224B_00000132-00007

RESPONSIVE MANAGEMENT

AMERICAN CONSUMERS' ATTITUDES TOWARD RECYCLING: FRAMING THE RECYCLING MESSAGE

FOCUS GROUP PANEL REPORT

Conducted for Keep America Beautiful©
by Responsive Management™

2019

KEEP AMERICA BEAUTIFUL

CONFIDENTIAL

This document was prepared exclusively for the use of Keep America Beautiful. The report is confidential and may not be distributed or redistributed, in part or whole, without the express written consent and authorization of Keep America Beautiful.

AMERICAN CONSUMERS' ATTITUDES TOWARD RECYCLING: FRAMING THE RECYCLING MESSAGE

FOCUS GROUP PANEL REPORT

2019

Responsive Management National Office
Mark Damian Duda, Executive Director
Martin Jones, Senior Research Associate
Andrea Criscione, Senior Research Associate
Tom Beppler, Senior Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Patrick Doherty, Research Associate
Gregory L. Hughes, P.E., Research Associate
Amanda Center, Research Associate
Caroline Gerken, Survey Center Manager
Alison Lanier, Business Manager

130 Franklin Street
Harrisonburg, VA 22801
Phone: 540/432-1888
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com

Acknowledgments

Responsive Management would like to thank Randy Hartmann, Noah Ullman, Jerred Jones, and April Wennerstrom of Keep America Beautiful, and April Plater of Holland and Knight, LLP for their input, support, and guidance on this project.

EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for Keep America Beautiful to examine American consumers' attitudes toward recycling. The qualitative findings discussed herein encompass a town hall focus group panel discussion conducted in Washington, D.C.

The panel discussion was conducted on November 15, 2018 and lasted approximately 90 minutes. The panel was made up of seven general population consumers with various levels of recycling participation (designated as non-recyclers, "wishful" recyclers, and "die hard" recyclers) and a group of recycling industry professionals and brand representatives whose companies either currently use recycled materials in the production of their products or who work on initiatives that include the use of recycled materials.

Responsive Management developed a recruiting screener questionnaire that defined the criteria for participation and recruited the consumer participants for the discussion. Industry professionals and brand representatives were identified and invited by Keep America Beautiful. The focus group was viewed by an onsite audience and streamed on Facebook Live in order to open the conversation to the public for feedback and questions. Consumer participants were provided a monetary incentive to encourage participation. The panel was conducted using a discussion guide (the guide is included in the report appendix).

MAJOR FINDINGS

- **Recyclers at all levels of participation agree that more communication and education would likely encourage more widespread recycling.**

  Throughout the focus group, most participants with lower levels of participation reiterated that they would be more likely to recycle if they had access to regular communication and education that would help answer questions regarding how to recycle, where to recycle, and what was recyclable. Participants agreed that letters, emails, and an easily accessible website with specific directions and education materials would result in greater levels of participation.

- **Consumers want recycling to be easy.**

  Repeatedly, non-recycling and "wishful" recycling participants asserted that one of their primary reasons for not recycling more was that the process was too complicated. Specifically, these participants felt that the rules for recycling often changed from one municipality to another, leading to frustration. It was also mentioned that at least some of the items they wanted to recycle would ultimately find their way to landfills as a result of complex and constantly-changing rules and regulations. Further, participants requested that recycling bins should be easier to obtain, and more bins should be distributed to businesses and municipalities in order to promote widespread recycling.

- **Consumers want to understand the process of recycling.**

  The consumers in the focus group expressed a clear desire to understand the process of recycling, as well as the overall goals of recycling. Several participants felt that a better understanding of the process and results of recycling might encourage more participation.

- **Consumers are very interested in single-stream recycling.**

  Participants felt that creating easier systems for recycling would have a positive impact on recycling participation. Several consumers who had experience with single-stream recycling (a method through which all items are mixed together instead of being separated into difference receptacles) agreed that, because of its ease, single-stream recycling had increased their participation in recycling. Participants who were not familiar with single-stream recycling expressed intertest in the process, and upon explanation, indicated that they would be more likely to recycle if single-stream recycling were available in their area.

- **Consumers want to benefit from their recycling efforts.**

  Some participants felt that the apparent lack of tangible benefits for those who participate in recycling had led to a reduction in their recycling. There was concern that the recycling industry is not doing enough to show consumers the direct result of their recycling efforts. Further, a few participants felt that consumers should be rewarded or receive benefits as a result of recycling participation. Although no specific suggestions for rewards or benefits were offered during the focus group, conversation indicated that some consumers feel that they should be compensated in some way for the time and energy that recycling requires.

- **Climate change and the environment seem only to encourage recycling among those who already recycle.**

  Among "die hard" recyclers, climate change and environmental issues were considered major influences on their decision to recycle. Consumers who do not recycle or who recycle very little, however, indicated that the state of the environment and issues associated with climate change have limited impact on their likelihood of recycling.

- **Social pressure has some influence on individual recycling participation.**

  Some participants with lower levels of recycling participation indicated that their friends' and family members' recycling behavior had some effect on their own behavior, particularly when those friends and family members encouraged recycling and spoke frequently of its importance. Some participants indicated that they recycled more often when they were around others who recycled.

- **Consumers desire communications tailored to specific age segments.**

  Some consumers expressed concern that the recycling industry is spending too much time targeting younger generations, and as a result, older generations are not as aware of the impact recycling has on the environment and the economy. Participants agreed that more effort should be taken to create age-appropriate advertising to encourage recycling.

- **Consumers want to know how to recycle *everything*, not just the basics (e.g., glass, plastic, paper, and aluminum).**

  Some consumer participants suggested that the recycling industry is missing some opportunities for recycling by not educating the public about what to do with larger items such as furniture and computers. It was acknowledged that many such items require special handling in their disposal, and a number of consumers seemed eager to understand how they could recycle these items.

- **The industry must do a better job communicating the importance of recycling.**

  A number of industry professionals and brand representatives in the group suggested that many consumers simply do not realize how important recycling is. It was recommended that the industry urge consumers to start with the basics by consistently recycling plastic, glass, paper, cardboard, tin, and aluminum. It was mentioned that, because most consumers know these items are recyclable, a big difference can be made in the amount of refuse going to landfills if more consumers can be motivated to consistently recycle these basic items.

- **Marketing for recycling should focus on the positive outcomes of the process.**

  Brand representatives felt strongly that there was not enough marketing for recycling. Several participants felt that a marketing campaign focusing on the positive impacts of recycling could lead to increased recycling among consumers.

- **Marketing about recycling should be more approachable and personal.**

  Participants suggested that future marketing for recycling should avoid campaigns that refer to numbers that seem unattainable or borderline inconceivable. Participants believed that smaller, more "manageable" numbers, such as numbers that characterize the difference one individual can make by recycling, are far more likely to influence recycling participation.

TABLE OF CONTENTS

Introduction and Methodology 1
Focus Group Overview 1
Focus Group Coordination 1
Focus Group Participant Recruiting 2
Focus Group Discussion Guide and Analysis 2
Report Layout 3
Focus Group Results 4
Recycling Participation 4
Level of Recycling Participation 4
Locations of Recycling 5
Items Recycled 6
Attitudes Associated with Recycling and Non-Recycling 8
General Motivators 8
Environment and Sustainability as Motivators 10
Climate Change as a Motivator 11
Social Pressure as a Motivator 12
Motivation for Changes in Recycling Behavior 14
Opinions on Improving Recycling 15
Consumer Input on Creating Better Recycling Programs 15
Industry Input on Creating Better Recycling Programs 19
Recycling Mistakes 24
Marketing Input from Brand Representatives 25
Changing Behaviors 26
Appendix: Focus Group Discussion Guide 28
About Responsive Management 31

INTRODUCTION AND METHODOLOGY

This study was conducted for Keep America Beautiful to examine American consumers' attitudes toward recycling. The qualitative findings discussed in this report are derived from a town hall focus group panel discussion conducted in Washington, D.C.

The panel discussion was conducted on November 15, 2018 and lasted approximately 90 minutes. The panel was made up of seven general population consumers with various levels of recycling participation (designated as non-recyclers, "wishful" recyclers, and "die hard" recyclers) and a group of recycling industry professionals and brand representatives whose companies either currently use recycled materials in the production of their products or who work on initiatives that include the use of recycled materials.

Responsive Management developed a recruiting screener questionnaire that defined the criteria for participation and recruited the consumer participants for the discussion. Industry professionals and brand representatives were identified and invited by Keep America Beautiful. The focus group was viewed by an onsite audience and was streamed on Facebook Live in order to open the conversation to the public for feedback and questions. Consumer participants were provided a monetary incentive to encourage participation. The panel was conducted using a discussion guide (the guide is included in the report appendix).

FOCUS GROUP OVERVIEW

The use of focus groups is an accepted research technique for the qualitative exploration of attitudes, opinions, perceptions, motivations, constraints, and behaviors. Focus groups allow for extensive open-ended responses to questions; probing and follow-up questions; group discussion; and observation of emotional responses to topics—aspects that cannot be measured in a quantitative survey. Qualitative research sacrifices reliability for increased validity. This means that, although these focus group findings could not have been replicated statistically as a survey could have been (high reliability), they provided a more nuanced understanding of the issues associated with recycling participation and attitudes toward recycling (high validity).

The focus group was conducted using a discussion guide that addressed key motivators and obstacles related to recycling. The discussion guide also allowed opportunities for brand representatives and industry professionals to respond to consumers' comments and offer additional information on recycling. The focus group was moderated by two of Responsive Management's trained moderators. The moderators, through the use of the discussion guide, kept the discussion within design parameters without exerting a strong influence on the discussion content. In this sense, the focus group was a non-directive group discussion that exposed the spontaneous attitudes, insights, and perceptions of general population consumers.

The focus group discussion was recorded for transcription and analysis.

FOCUS GROUP COORDINATION

The focus group was conducted in Washington, D.C. Responsive Management coordinated with the host facility to ensure that the focus group room was set up appropriately for maximum

interaction and group participation. In addition, Responsive Management and Keep America Beautiful ensured that video and audio recording equipment was properly set up and working.

FOCUS GROUP PARTICIPANT RECRUITING

General population consumer participants were recruited by Responsive Management. Responsive Management staff coordinated with a local recruiting facility to randomly contact area residents; these residents were given a brief summary of the focus group topic and asked a series of questions from a screener questionnaire to their eligibility for the group. The screener included questions to assess recycling participation as well as key demographic characteristics such as age, gender, and background. If qualified and interested, residents were invited to participate in the group. All industry professionals and brand representatives were identified and invited by Keep America Beautiful.

To participate in the focus group, the residents had to be at least 18 years old and not employed by a business or agency working in the fields of marketing, advertising, or recycling. An effort was made to recruit participants reflective of a range of ages and a roughly equal mix of genders.

Responsive Management maintained contact with qualified, interested individuals as needed and provided the date, time, and location of the focus group, as well as a map and directions to the focus group facility. To encourage participation, a monetary incentive was given to participants.

During the recruiting process, Responsive Management maintained a progress table for the focus group that included participant names, addresses, telephone numbers, and essential participant characteristics. Responsive Management carefully reviewed each status update to ensure that each new recruit met the criteria. The focus group's target was approximately 5-8 consumers and 8-10 industry and brand professionals. Reminder calls and interaction with recruited participants prior to the group helped ensure their attendance, resulting in quality participation.

FOCUS GROUP DISCUSSION GUIDE AND ANALYSIS

The focus group was conducted using a discussion guide in order to ensure that the discussion remained within the parameters of the research topic. The discussion guide contained general questions designed to elicit comments reflecting participants' attitudes, opinions, perceptions, motivations, constraints, and behaviors related to recycling. This data collection served as the basis for subsequent analysis.

Responsive Management conducted qualitative analyses of the focus group in three phases. The first phase was the direct observation of the discussion by the moderators and their subsequent notes during and immediately after the focus group. The second phase of the analysis consisted of the transcription of the discussion and review of the recording and transcription by other researchers. The development of findings into the report itself entailed the third phase of the focus group analysis.

REPORT LAYOUT

There are three sections in this report. The first section is dedicated to the qualitative findings from the focus group's consumer participants and their recycling behaviors. This section addresses recycling participation from several different angles.

The second section of the report focuses on qualitative findings related to consumer attitudes toward recycling and non-recycling. This section also addresses motivations for recycling behavior.

The final section of the report is dedicated to the discussion about improving recycling programs to increase consumer participation in recycling. This part of the discussion included consumers, brand representatives, and recycling industry professionals.

Throughout the report, verbatim quotations from focus group participants are shown in the relevant sections.

FOCUS GROUP RESULTS

RECYCLING PARTICIPATION

The recycling participation portion of the focus group addressed several aspects of participation: self-defined levels of recycling participation, locations in which participants recycled, and items participants recycled.

MAJOR FINDINGS

- **Many people only recycle when it is convenient for them.**
  Some participants cited lack of convenience as one of the primary barriers to recycling. Non-recyclers described a lack of access to recycling information and receptacles as reasons for their limited participation, while avid recyclers often lived in or belonged to communities in which recycling was not only encouraged, but simplified through the use of labels, numerous recycling locations, and education.
- **Most consumers only feel comfortable recycling things they are certain are recyclable.**
  Many consumers seemed happy to recycle items they knew were recyclable, such as tin cans, cardboard boxes, or glass bottles. However, participants were generally not willing to investigate whether or not an item was recyclable if it did not belong to one of these categories. As such, many items that may be recyclable are likely being overlooked and added to general refuse.
- **Some people only recycle when they are required or encouraged to do so.**
  Some participants reported that their recycling was limited to the workplace, where they were required to recycle, or in the homes of friends and family members who recycled. In the absence of rules or encouragement, some participants simply did not recycle.

Level of Recycling Participation

Findings

At the beginning of the focus group, consumers were asked about their level of recycling participation. Consumer participants represented a range of recycling participation, with some participants having recycled diligently for decades and others recycling only when it was convenient for them (a few others simply did not recycle at all). Even among those who did not recycle at all, participants seemed to be open to learning more about recycling.

Comments on levels of recycling participation:

I'm a consumer, and I recycle whenever I can. I'm an avid recycler and if people in my apartment building won't do it, I do it for them. —Consumer Participant

I'm a professional organizer, and I recycle only when a client requests that I do. I am not a recycler. I have an open mind, and I am willing to listen to arguments, but so far, I haven't been persuaded.—Consumer Participant

I'm a consumer, and I recycle about one or two items a month and only when it's convenient. —Consumer Participant

I'm a consumer, and I cannot say that I recycle too often. —Consumer Participant

I am an avid recycler. —Consumer Participant

I am also a sometime-recycler. —Consumer Participant

I recycle daily. The community I live in encourages recycling a lot, so it's very easy. —Consumer Participant

Locations of Recycling

Findings

Although there were a few dedicated recyclers in the group, the majority of participants described limited recycling, most often dictated by the availability of recycling receptacles, the behavior of those around them, or rules that enforced recycling in particular settings.

Several participants explained that they recycled at work because their workplaces had regulations that required them to do so, but did not recycle at home. Some participants recycled at the homes of friends and family who encouraged recycling, but again, did not recycle in their own homes.

Most often, participants reported a lack of convenience and knowledge as their primary obstacles to recycling. At least one participant indicated that a lack of confidence in the results of recycling and the motivations of recyclers prevented their recycling outside of situations in which they were required to do so (i.e., at the behest of an employer or client).

In many cases, participants who had a high level of recycling participation lived in an apartment building or community in which recycling was not only encouraged, but further promoted through the presence of recycling bins in multiple locations with clear labels and directions.

Comments on where recycling takes place:

When I recycle, I recycle at my mom's house or at a convenience store or a restaurant that has different receptacles that make it easy to identify what goes where. —Consumer Participant

Similarly, I recycle at home and at work, but it's because I live in an apartment complex and they have things separated out so it's easy to know what goes where. And at work, it's similar to that. There are places for bottles and cans and paper, so it's just easier. —Consumer Participant

I recycle daily, because when you're retired you find time for certain things you thought you'd never have time for. It's easy to gather up the materials, and this includes cardboard boxes, packaging, plastics, bottles, anything that you can recycle. All they had to do was set aside some space for it. In the building I live in, at the end of the hall there are two rooms and we just take stuff down there and deposit it in bins and then they are collected daily. Where they go after that, I have no idea. I only hope for the best. It occurs to me, though, that I live in a community that encourages recycling. It's been like six months or so that the community has been like this. If I have anything to recycle, I just dump it where it needs to go, and usually there are some mixed items there, but it's also conveniently located by the mailbox so I don't have to take everything like magazines and junk mail and that's less I have to take upstairs, so that's nice. —Consumer Participant

I recycle because at my job it is required that we recycle. So, one day the recycling police showed up and, apparently, we didn't have enough bins in our offices so I now have a blue bin in my office so I can recycle in my office and in the kitchen and in the hallway and everywhere. I also recycle in my apartment complex and I like the single-stream recycling, because you can just throw it all in a bag and just let someone else do the work for you. That's my take on it. —Consumer Participant

The only time I recycle is basically for my job. I work in different counties and there are different rules and restrictions for different counties. What I don't understand is why and how that makes any sense in terms of the long-term goal. I am thinking, 'What in the world?' I work for someone who is a militant recycler, so I will throw things in the trash and she will go behind me and pull it out. Somebody needs to convince me that what is happening is aligned with the goal that we go through all of this effort for. —Consumer Participant

I try to recycle at home, but I only have that one big blue bin and I really have no idea what goes in there besides the cans and the plastic bottles. Cardboard boxes and other stuff, I don't know if you can recycle that. I just throw most of it in a combined sack and I'm not sure if most of it goes to recycling. —Consumer Participant

Items Recycled

Findings

Most participants limited the items they recycled to those that they knew to be recyclable (e.g., aluminum, plastic, glass, paper). Participants reported not recycling other items because of uncertainty regarding the rules of recycling. Several participants were unsure of what is and is not recyclable, while other participants did not recycle certain items due to concern that mixing recyclable and non-recyclable materials could result in unnecessary waste.

When some participants were asked which items they recycled, instead of thinking in terms of delivering recyclable materials to recycling receptacles, they mentioned their own personal re-use of water bottles or plastic food containers. This type of re-using seemed particularly appealing to some consumers, as it reduces the need to purchase containers and similar products.

Comments on items being recycled:

If I think about it when I have a bottle or a can, I'll throw it in there, but a Tupperware or something like that, I don't know if that's recyclable. —Consumer Participant

[I recycle] *plastic bottles, glass bottles, metal, cans, and cardboard. If I get a newspaper—I don't subscribe to a newspaper—but if I get one, I'll recycle that. Just in general, plastic containers from restaurants. A little cardboard, like used boxes or anything like that* [I will recycle]. —Consumer Participant

So, I recycle for my own personal reasons. If I go to a store and buy a salad or something and it comes in a nice container, I will keep that container. Or if I buy water or something, I will keep that nice water bottle and put my own water in there, which makes it look like a nice new bottle of water so I try to recycle a lot of the paper and the plastic that I do get. For me, my daughter is always like, 'Mom, why do we have all of these bowls from the Chinese restaurants?' Those are where my salad goes. —Consumer Participant

Not really, [I don't recycle]. *Every once in a blue moon if I am cleaning up around the house and I am going to throw away a stack of magazines that I've accumulated over a number of months or even an entire year, or if I just have a massive bag of something, then I'll just throw that all together, but other than that, not so much. I've tried it in the past before, but it's kind of an inconvenience for me in the sense of I live in a studio apartment and there is not really a lot of space, so I am not going to have a bunch of different bins in my house or anything like that. On top of that, even when I go into the recycling bins on my floor, there are basically two little bins that are for maybe fifty humans, and that's just on my floor and they are always completely full and it's like I don't want trash just sitting out in the garbage room, so I just kind of toss it in the trash. Because it is not the most convenient thing for me, I just really don't think about it.*
—Consumer Participant

ATTITUDES ASSOCIATED WITH RECYCLING AND NON-RECYCLING

In this section, participants discussed potential external motivators and their impact on recycling behaviors. After a general discussion about the reasons for recycling or not recycling, several additional topics were presented. Participants were asked about the impact of environmental and sustainability issues, climate change, and social pressure on their recycling behaviors.

After specific potential motivators were addressed, participants were asked about any specific experiences that had changed or confirmed their recycling behavior.

MAJOR FINDINGS

- **As was conveyed earlier in the discussion, convenience was a major factor in determining not only whether an individual recycled, but to what degree.**
  Single-stream recycling was mentioned as something that the recycling industry could do to encourage recycling. Focus group participants expressed interest in single-stream recycling because it did not seem to require any special effort or knowledge on the part of the consumer. Overall, participants indicated that convenience was a major factor in participation.
- **Environmental issues appear to have little influence on non-recyclers' behaviors.**
  Only avid recyclers said that they were motivated to recycle by environmental issues. Non-recyclers generally did not appear to be persuaded by the environment, sustainability issues, or climate change, even when avid recyclers emphasized the damage plastics can have on the environment.
- **Social pressure seemed to have a limited impact on recycling participation.**
  Although some participants indicated that they recycled more when coworkers or family encouraged them, when asked directly if social pressure influenced their participation, most participants agreed that it did not. Despite this consensus, avid recyclers still reported their own tendencies to apply social pressure to non-recycling friends and family members.
- **The behaviors of recyclers and non-recyclers alike are informed by personal knowledge and experience.**
  Most recyclers had experiences that either convinced them to begin recycling or cemented their existing recycling behaviors. Non-recyclers, in kind, felt that knowing that many recyclables still find their way to landfills is proof enough that recycling is generally not worth the effort.

General Motivators

Findings

Convenience is a major motivator for most people. Single-stream recycling was again discussed as an option for streamlining the recycling process and increasing participation.

Many participants indicated that having a better understanding of the entire process, especially the outcome and goal of recycling, might encourage participation. Some participants said they would be more motivated to recycle if they had better knowledge about what is recyclable and how to ensure items are recycled.

Some non-recycling participants again expressed concern that recycling is a pointless activity. Some participants were concerned that dirty materials or mixed materials might result in everything in a bin simply going to a landfill instead of any of it ending up at a recycling facility. On this topic, some participants suggested that they would rather not recycle at all than put in effort only to have the same result (i.e., no items being recycling because of improper sorting or handling).

Comments on general recycling motivations:

100% [convenience plays into my decision to recycle or not recycle]. —Consumer Participant

I know [other participant] *mentioned the single-stream; I have never heard of that or seen that before. If that was a thing that was in my area or my community, I would use it.* —Consumer Participant

Yeah, to confirm what I was saying and what she is talking about with someone else going and separating it, that would make a big difference to me, because as I said, I'm not really sure what is recyclable and what isn't, so usually it all just ends up in one trash bag, but if there was something where someone else was going and doing it, I think that would solve a lot. I don't really know how that would be implemented, but that's my main concern—just knowledge. —Consumer Participant

If it were clearer where this stuff was ending up, then I would do it. If there was a real benefit at the end of this and I knew this was worth all of the effort, but it is so time consuming and when I think that this stuff just gets chucked in a landfill anyway, that is just really irritating. —Consumer Participant

I am of the opposite mind. I think it takes three seconds to separate something. For me, this is the first I've heard of the single-stream recycling. To me it doesn't take much effort to separate it while using it, and then when I'm done, I have one bag for plastic bottles and one for glass bottles. I have another area for carboard and another area for waste. —Consumer Participant

He said that the effort is in the separating and I think it's in the [details]. *Maybe the label isn't recyclable, or maybe the top isn't recyclable, and maybe you have to rinse it out or maybe you accidentally got some food waste on it. If I put this in there, you may not accept it anyway. I think that whole process, which may not even be a process or relevant anymore today, I feel like that is the part that deters me from recycling, not the actual bottles go here and cans go here stuff.* —Consumer Participant

I think, for me, it was just a habit when I started several years ago living in the apartment building I live in, and then being involved in civic affairs within the county where I live has also brought me in to meet other people who are extreme, more so than I am. It's just a way to educate myself and it becomes a habit like you make your bed every morning. It becomes part of what your routine is, and for me it doesn't take that much time and it's convenient, and I know there are benefits to your society for doing it. —Consumer Participant

I am the type of person that I can be influenced by my peers, so if any of my friends ever recycle then I would keep a box and I would give it to them. I know they recycle, so I will keep this and I will give it to them. My friend has an app where if you go to Walmart and then something pops up

on someone else's flyer that is cheaper, then you can get the money back, so I give my friend all of my Walmart receipts. I only had one friend that ever recycled and when life starts to happen, it's kind of like the first chore that she kicked to the side and was like, 'Okay, I'm not doing this anymore. It takes too much time to think about it,' or whatever the case is. But, if just one person in my friend group would do it, then I would be more inclined to do it. —Consumer Participant

I don't know if it necessarily influences my decision to recycle or not, but I do know that at my job, I've seen a recycling bin before, and I know someone else mentioned not knowing exactly what goes in the bins as far as what if you eat something and it has food on it or something of that nature. I've seen literally everything go into this bin: Kleenexes, food, meal container. It's kind of a thought process where I have thought, 'Well, that's a garbage can.' Is everything recyclable at that point? Like I said, I don't necessarily know if any of this has influenced my decision not to contribute to it, but I just think to myself, if all of that goes in there, it can't be right. —Consumer Participant

Environment and Sustainability as Motivators

Findings

Regarding the influence of environmental issues and sustainability, participants were fairly evenly divided. Some consumers, particularly non-recyclers, did not feel that environmental issues and sustainability played a role in their decision not to recycle. Some recyclers, however, said that environmental issues were a major (if not the most important) influence on their behavior. Most participants who suggested that environmental and sustainability issues were motivators identified as avid recyclers.

Comments on the influence of environmental issues and sustainability on recycling:

It influences me a lot because the environment that we live in is changing. We are recycling because it is a way to put jobs back into the communities, it's a way to educate our consumers on how important it is to recycle, and it's also how the different municipalities are involved in recycling, because there is lots of signage. They make it so easy for you to recycle that you can just read the little blue can and it tells you what to recycle or in my community, they write it in big letters on the trashcans: 'Don't put this here,' or on the door before you even get into the trash area, they write what not to put in the recycling areas. As a consumer, you have to educate yourself on what it is that you need to do to help the environment around you, because what we do for ourselves now will help the next generation to come. —Consumer Participant

Where I live in Northern Virginia, the community or the county government emphasizes strongly environmental issues, so it's constant. It gets to be sometimes too much. But on the other hand, they do sponsor countywide programs for recycling computers and trying to educate people of all ages. When these events do occur somewhere in the metro area, there are local media representatives there and it does educate and it does inform. The encouragement and the purpose of knowing your tax dollars are going to something is like having a buy-in to participate. Another thing is, I haven't taken any old computers or printers over there, because I can usually find someone who needs those, but I want the hard drive first. I take out the hard drive and I destroy that later, but the rest of it is used. And going along with some of the other comments, I am not sure what is available and what can be recycled, but sometimes if you're not sure, you can just contact the company and ask about the garbage before you put it in a recycling bin. —Consumer Participant

The environmental components of recycling, you know whether or not that recycling ends up in the same landfill as all the other stuff, I don't know, but I would rather take the chance of it not, and that's why no matter what, I cut up those little plastic six-pack holders. I don't want them floating in the ocean, but if it does, it's better that it's cut up. —Consumer Participant

I love the environment as much as anybody, but I would still like to know what the purpose of all of this is. We're sheep. We're just following along and doing what we do, but what's happening? I really want to know what's happening. I never get a clear answer on that, especially now that [inaudible] *not taking a lot of our recyclables anymore. They are all going to get shot into a landfill. Right? So, we are still going through this same process. It's very frustrating.* —Consumer Participant

No, I am not motivated by the environment component, but I do know that everyone over there is getting paid from consumers recycling, but the consumer gets a good feeling on the inside. You guys are making money and we're sitting here going through all of this effort and work and the money is going in your pockets. —Consumer Participant

Climate Change as a Motivator

Findings

As a distinct issue, climate change seemed to be less influential on recycling behavior than other environmental issues. Some participants felt that the intangible goal of slowing climate change made it difficult to see this as a strong motivator. In contrast, others argued that recycling was not a difficult task and required very little energy from consumers; as such, they argued, recycling represents an easy way for consumers to help address climate change.

Comments on the influence on recycling from climate change concerns:

I understand that this is a big concern—climate change and the environment and everything—however, just because it doesn't immediately show when I recycle the difference it makes from so much time, effort, and money you have to put into different causes and charities and things, it doesn't motivate me as much as all the other elements I listed. —Consumer Participant

I just wanted to add to what I said earlier, it does matter to me. I just try to do whatever is possible. I don't own an electric car or anything, but you know that is something I aspire to have. I try to do everything that I can to help with climate change. —Consumer Participant

I think there is a lot of hubris in that—thinking that the United States is really going to make a huge change by doing our part in this issue. The rest of the world isn't. I love the environment, but I just don't see the point. I just don't get it. —Consumer Participant

I guess it would help if someone could tell us—some of you who do recycling here—how do you use your recycled products? Maybe you could educate your consumers as part of your advertising blitz. There is some convincing that is possible, so please don't give us dumb ads like we're stupid. We're not stupid. As consumers, we often know what's going on, so be upfront with information. —Consumer Participant

I'm aware of the effects on the environment, as far as like you mentioned global warming and things of that nature and how climate change is constantly affecting us, and you see in the media

that there is pollution in the ocean. I guess one of the things I have to think about is that it was more in your face as a kid through school programs, and you were very easily influenced then, and we wanted to make change in the world so that we could do our part. I think, though, as an adult, it sounds selfish, but I am more worried about myself, and I am not as concerned because I don't see the immediate effects. Like people were saying, it is just not something that comes to my mind—doing my part and helping the environment. —Consumer Participant

Social Pressure as a Motivator

Findings

Focus group participants indicated that social pressure may not have much influence on recycling behaviors. Interestingly, though, some of the more avid recyclers indicated that they still tried to encourage their friends and family members to recycle as often as possible.

At least one participant discussed the use of social media in applying pressure to recycle, although this person also seemed somewhat doubtful that social media posts encouraging recycling would be likely to greatly influence behaviors.

Comments on the influence of social pressure on recycling participation:

I guess on my job, it's partly what we do. Montgomery County is one of the counties where you have to recycle. The recycling police come to your job and check on you and go through your recycling bins, but as far as social—I am not a social person, but I do encourage my family to recycle because it's part of what we need to do to help one another. But I also agree that, as far as the talk about the environment, there are so many other toxins that are in the air and coming off of airplanes and coming off of cars and I think a lot of emphasis needs to be put on the amount of bad air that we get from all of the other issues that we have besides recycling. Recycling is a great thing to do, but what about the cars and the planes and all the other issues that go on in our daily life. —Consumer Participant

I personally don't receive much social influence from my family or friends. I can only really think of one person that I am, for the most part, close to that's I guess what you would call an environmentalist. At the very least, I remember, and it's not about recycling, but I had made a comment to her about how on one of the hot summer days we had here I had left the air conditioner running and she shamed me for not being home and the thing she said was, 'Please help the environment.' But, outside of that, my social circle isn't really putting any pressure on me to do anything of that nature. —Consumer Participant

I don't feel any social pressure to recycle or deal with the environment, or if it's there, I just don't care because I have other things to focus on. —Consumer Participant

I know people are pretty horrified when I say I do not recycle, and I get that look of 'What?!' And then when I tell them a little bit about how I feel, then they're like, 'Oh.' But then they go back to their thing, but at least it's a thought. But, yes, I am a fearless non-recycler. —Consumer Participant

I have a question for [other participant]: *you say you don't receive any social pressure, but you kept saying that you are on the liberal end as far as saving the environment and want to save the world. Do you put that pressure on your friends and family?* —Consumer Participant

Not directly, no. I guess we're all adults and we all have responsibilities and as far as my age group, I've been influenced by folks that recycle and are very into—well they are almost warped environmentalists—and if you want to be my friend or I want to be friends with somebody, I want to have something that I will get along with you and not scare you. And I don't want to have my time spent on just one cause, and I hope that answers your question. —Consumer Participant

I didn't necessarily mean as far as pressuring anyone, but you know, similar to my friend who I had mentioned with the comment about turning your electricity off, it wasn't necessarily like lecturing someone or always trying to put this on them and say 'Hey! You've got to save the world.' Just like, do you have casual conversations about it? —Consumer Participant

Yes, I have casual conversations with some of my friends and apartment neighbors about recycling. I ask if they participate by putting things in the bin at the end of the hall, but it is a voluntary thing. When I was working in the district, we had something similar and I don't think we called them the recycling police. I think we had a worse name for them, but they were from the district government and they came around and inspected the garbage bins. That's kind of a sideways influence to do things at home. In other words, there was pressure that way at work, because they were fined for something regarding this and all of a sudden there are more bins and recycling materials for the plastics and whatever. So that's sort of in the social influence sphere, but since I've been retired a few years now I still have a conscious attitude toward it, but I don't have peer pressure. As for my neighbors, I am not going to be the recycling police for what my neighbors are doing and being, again, involved with civic affairs locally, I do see more of a consciousness by some folks. So, I would say it has had an indirect influence. —Consumer Participant

[Social pressure does] *not really* [play a role]. *Almost everyone that I know recycles. I've found it surprising that when I took the spot out there, I didn't see any blue bins. If it's somewhere like that where there are no blue bins, then I will just try to keep it with me because there are usually some on the streets so I'll put it there, but I don't really get much pressure.* —Consumer Participant

If I can jump in on this question, I think it's interesting because with my age group, and I'm assuming it's probably one of the younger age groups on the panel, we're recycling. People love to, but the only social pressure I ever feel from it is when people share videos and other things on Facebook and everything—I am sure everyone has seen the video of the turtle with the straw and all of those things. But when we're around D.C., I can be out with those same people and I throw a can away, and no one is going to do anything or directly say anything like, 'Wait. You should recycle that.' No one is ever going to stop and tell me not to do that. I feel like a lot more social pressure is shared indirectly over social media sites, but once it's been a week or so nobody cares about it anymore. —Consumer Participant

Motivation for Changes in Recycling Behavior

Findings

Participants offered several examples of instances in which their recycling behaviors changed or were reinforced. For example, several participants pointed to the implementation of single-stream recycling as a behavior-changing event; others named instances in which they had witnessed conspicuously wasteful behavior as a moment inspiring change in their own behavior.

Comments from consumers made clear the importance of making sure that people have positive experiences with recycling to encourage future recycling, as negative experiences are likely to reinforce negative behaviors or opinions on recycling.

Comments on changes in recycling behavior:

Well, my turning point was the single-stream recycling, so that I no longer had to separate everything. Now I just throw it in that bag, and I am just so happy about that. The consumer needs to know about single-stream recycling, because once you put it in that bin, it gets sorted at the other end. That's what I really like about it; I am just so happy about that. —Consumer Participant

I think [my behavior changed] *Two years ago, when I started doing personal organizing. I was not a good recycler, but then it was just reinforced wholeheartedly as soon as I was going from this town over to this town and we had different recycling rules for every place. So, I am like, 'Where is this stuff going? Does anybody care where this stuff is going?' What are we doing this for, and no one seems to follow through with this stuff and we have to do the cardboard and we have to do the plastic and in this town, we don't have to do any of that. This is ridiculous. That was my big turning point. I am like, 'Show me the end result,' and I just don't see where that is. I am open to hear it, and I think there are some benefits somewhere, but overall, with the militant nature, some of the things I've come across are unbelievable. It truly is a religion for some people, and I'm Catholic and I'm saying that.* —Consumer Participant

When my mother died a few years ago, when my siblings and I were staying in the Midwest where she died, I asked the assisted living staff if they had recycling there, and they said no, but I do know that in the small community I grew up, where she lived and died, they do have some small-scale recycling. That was a turning point, because I saw so much stuff that just went into the dumpster and we just kept filling the dumpster when we were cleaning her home. I just kept thinking there are so many products in there that were not given to other residents, and they could have been recycled so easily. That was definitely an influence, and it made me wonder why isn't this small community recycling more? —Consumer Participant

This isn't really related to the question, but I grew up in Charles City County, Virginia, and it was a small town in between Richmond and Williamsburg, but we had a landfill there and we didn't have any trash dumpsters coming by or any dump trucks coming by or any recycling trucks coming by. What we did was take out our trash bags to a fire barrel and we would burn it, and once it was filled with ashes, we'd take the ashes to the landfill and dump it. That's what I was raised on, and then I went to VCU and they had the different bins, so that was my first real experience with recycling. I guess I was already behind the curve. —Consumer Participant

OPINIONS ON IMPROVING RECYCLING

In this section, consumer participants discussed ways to improve recycling programs, increase recycling participation, and develop a better understanding of recycling and its methods and goals. Following consumer comments, brand representatives and industry professionals were invited to provide input and answers to questions that had been asked by consumers throughout the focus group.

MAJOR FINDINGS

- **People would be more likely to recycle if receptacles were more widely available.**
  Some consumers mentioned the lack of recycling receptacles as an obstacle to recycling participation. Consumers felt that providing more conveniently placed recycling bins would increase their recycling.
- **Communication and education are key.**
  Consumers desire more communication and education about all aspects of recycling. Participants mentioned a desire to understand more about the recycling process from beginning to end. Participants also expressed interest in how recycling affects the economy on the local, state, national, and global levels. One of the most important takeaways from this portion of the discussion was the apparent desire among some consumers of how to be better recyclers.
- **Some consumers are discouraged from recycling because of their concerns about wasted effort.**
  On this topic, a few industry professionals confirmed that mixing recyclable and non-recyclable materials or improperly handling recyclable materials can result in recyclable materials not being recycled.
- **The industry is willing to help educate the public.**
  Industry professionals who attended the group encouraged consumers to come to their facilities and observe or take part in the process of recycling. One industry professional suggested that some recycling facilities offer classes and provide information to help answer the questions that emerged during the focus group.
- **Recycling helps the economy.**
  Brand representatives and industry professionals wanted consumers to know that recycling creates jobs and is financially beneficial for communities.

Consumer Input on Creating Better Recycling Programs

Findings

Consumers were asked what the recycling industry could do to increase consumer participation.

Most participants agreed that increasing communication and education could have a major impact on recycling. Throughout the focus group, some participants expressed confusion over the perceived complexity of recycling guidelines. Many participants said that they would recycle more if they knew more. In particular, participants wanted to know which specific items and categories of items are recyclable, how items must be prepared or handled in order to be recycled (i.e., removal of labels or cleaning/rinsing of products), where items should be recycled, and whether recycling guidelines differ from one municipality to the next.

In addition to a desire to understand the process of recycling, some participants indicated that they would like more information about the global state of recycling. Specifically, conversation centered around the role of China in buying recycled plastics from the United States.

Again, consumers clearly indicated that their recycling would likely increase if more recycling receptacles were available. Several participants explained that they are often forced to search for a place to recycle (i.e., they have to leave home to recycle). This inconvenience was said to discourage recycling.

Comments from consumers about creating better recycling programs:

I think someone said this earlier, but better communication about where the recycling place is, and there needs to be better signs of what goes where. For me, I know sometimes I'm like should I put this in this bin, because I don't know if it should go in there. I've noticed in some places they have 'This is what does go in here,' and 'this is what doesn't go in here.' I think that would be beneficial, just because there are sometimes where I don't know what should go where. —Consumer Participant

I live in an apartment complex in Woodbridge, Virginia, and we don't have any recycling there and the closest recycling receptacle is around the corner at a commuter lot and that's what my one friend used to use. So, if it was more acceptable or visible or available to me, then I think that I would have a change of heart. —Consumer Participant

I think it would be good to convince more people through more education but not beat someone over the head with it to inform and to also answer some of the questions we've heard here about where this stuff goes and is everything recyclable. What are the responsibilities now? What are the facts? And I don't like the idea of the recycling police. I think that has a negative connotation and in some cases that might be what's necessary, to force people to change their behavior, but that's not really what I am talking about. I'm talking about an attitude change, a behavioral change, and I think it would be helpful from corporations, as well as the federal government, or any government to say, if you are going to participate in recycling, 'Does this help?' And I think it might help sway some people if they have their answers. The questions we're hearing here are very legitimate, we just need to know the answers. I have to say, I don't know what all the answers are. And I wanted to add something about where I live: we must have single-stream, but I didn't know, but I put all the stuff in one bag and take it out in the hall, and I just want you to know that the bins are full. —Consumer Participant

My question to you as a consumer is, often times I see something that says 100% recyclable; however, it doesn't identify what is recyclable. So, often, as a consumer, I want to know what 100% recyclable really means. If it's true in what it says, we need to educate the consumer on how important it is that if you are recycling plastics, paper, and all that, this is the product: we're rebranding it and handing it back to the community that it's actually coming from. —Consumer Participant

I also think that education of the important subject could be beneficial. We touched on education before and how it's good for children, but as adults we get caught up in our own worlds and it's not necessarily at the forefront of the bottom line. Yeah, you don't want to be in an afterschool special for adults having issues, but television ads would maybe be more of a bottom line corporate initiative. It sounds like some people here have jobs where they really push that and

someone said their office can be fined for something having to do with recycling. I don't know what's the balance, or anything like that, as far as what you would want to see and what you would not, but my biggest thing is it's not necessarily something that's on my mind or a bit of concern for me, so I just don't think about it. Having the ability to educate and maybe put it where people who need to understand the importance of it can have that reminder. —Consumer Participant

With the fact that China isn't really taking a lot of the recyclables that they were before, and that's going to be impacting us quite a bit, does that change in any way how we're expected to recycle? Why not? That stuff is still going to a landfill, right? —Consumer Participant

I can speak for myself—I can't speak for everyone here at the table—but every one of our products has been recycled, and this has been going on with China for over a year. Now what's caused this is that China is trying to clean up their own home. They are trying to establish their own infrastructure from a recycling stand point, and if I just throw some simple knowledge at you: there were 15 million tons that went to China that has now diverted to other markets, other export markets, like Asia, Korea, and some of it has come back. In the Northeast, though, nothing has been landfilled and it has affected simple supply and demand in terms of the materials, like paper, some cardboard, which typically does get exported out of the Northeast and from the West coast. Everything is status quo in regard to recycling, and then in regard to the whole country, I can only speak for the Northeast. Folks in the west and the south, they can give their perspective, but I don't think there is much change there. I say this all the time to all of our communities, but we have [these facilities], *and every community that comes through our facilities* [learns]. *We have an education room in every one of these facilities and I would recommend that trek to where your recyclables go. I would go and visit where that recycling facility is, because it will be amazing to you. Every person and every community member that comes to us is amazed. Pictures are worth a thousand words and when you walk through our place and you see, especially our single-stream place, which everyone seems to think of as a convenience,* [you learn a lot]. *I work for a material recovery facility and they handle all of your recyclables. If you get a chance, you should go visit and get to know the manager. Include your community. Have your community go with you to go visit them, and you will be amazed. You'll be astonished, and you'll be convinced that that material is not ending up in a landfill or an incinerator.* —Brand Representative Participant

I can weigh in a little bit on that, too. For a time, I think the misconception around plastics, particularly, was that China was taking low quality types of plastics, so when they stopped doing that, and they weren't taking all of our plastics, we took what may have been considered a contaminant, like some cups, and we were able to take what was once considered a contaminant and change it to a commodity. So, then your cup has a system to come to our company, and that's creating jobs along the way to be able to do that. You may have encountered today different cups, storage totes, shelving, and likely razors, tooth brushes, the car that you drove here, if you do any painting, all plastic paint cans, those are all made from recycled polypropylene and it has a high quality. So, hopefully that answers some of your questions about where it's going and whether it has value or if it's real. I can't tell you that it's not all going to the landfill, but we're doing what we can, and we need it to come to our facility. —Industry Professional Participant

I'd like to know what is being done with medical waste recycling. Is it [recyclable]? Can it be? If it's not, why not? We are smart people and we're a smart society. There's no reason why there isn't something being done, and I know there is cost, and cost can be prohibitive, but what is the

long-term cost of recovery? That's what I think is important on the next horizon, or next level of recycling. —Consumer Participant

I think he said something about it, but we don't see the immediate effects of recycling, and I think that if there was some tangible value associated with the consumers' efforts in recycling, then you would get more people to recycle. —Consumer Participant

I think it would be cool to know more about what they're doing for future projects. I think it was you who said you work in making all of these cups 100% recyclable. I think somebody else made the point that if we're just recycling cans and not really doing anything with the big companies, then it doesn't really motivate, but I think we can strive for progress if we knew and really motivate a lot of people. —Consumer Participant

There is a lot of media attention on recycling, but the recycling community needs to know what does recycling do for the consumer. If the consumer knows that recycling saves lives and puts jobs back in the community and there are all of these really great things for our environment as well, then the consumer needs to know, 'Hey! This is what recycling can do for your community as well as the overall health and well-being of others.' —Consumer Participant

I think, at least for me, I have been talking about plastic bottles, cardboard, and things like that. Some things I don't think about as often are old clothes, furniture, and things like that. I don't really know what do to with them, except for take them to Goodwill. I think it would be interesting to see some of these companies partnering with organizations like that to be able to make that an easier thing to do. —Consumer Participant

I have one other item, and this goes back to when I lived a few summers with my grandmother many years ago, but it was about the use of water, and she always made sure I turned off the water after you wash your hands. So, we have a lot of products that are helping to reduce water consumption, but again, what can we do to help conserve water on our own without having some gadget there to do it for us. And, also, how much water is being consumed to do all of this manufacturing, this recycling for products? I think that would be helpful. And what are the environmental standards on that? Are you adhering to them? Are there environmental standards to adhere to? That's the only other thing I want to share. —Consumer Participant

[Participant] *and* [participant] *mentioned this.* [Participant] *was reusing her Tupperware, and* [participant] *was conserving the water. When I was growing up, we had that little slogan: 'Reduce, reuse, recycle.' With reducing and reusing, we see immediate results from that. I don't have to go out and buy more Tupperware or I don't have a high water bill or a high electricity bill, because I am turning off my A.C. Whatever the case is, you see the value from that directly.* —Consumer Participant

Industry Input on Creating Better Recycling Programs

Findings

Industry professionals were asked if they had any additional input on how to institute better recycling programs.

Brand representatives indicated a desire to participate in the process of recycling by creating products that use recycled materials. Some brand representatives suggested that brands' use of recycled materials is one way to show consumers the tangible results of their recycling behaviors.

Consumer participants reiterated issues associated with lack of knowledge about the recycling process. One industry professional suggested that many of the questions that had been posed in the focus group could easily be answered with an internet search. However, some consumer participants seemed dismissive of this idea, suggesting that such searches are time-consuming and/or inconvenient.

Industry professionals seemed to agree with consumers that more education and information could improve the state of recycling. Industry professionals discussed the fact that additional information could reduce the number of "contaminants," or non-recyclable materials that are sometimes mixed in with recycled materials.

Comments from industry professionals and brand representatives about improving recycling programs:

> *I have so many questions. One of the questions that I have that I wanted to jump in on, is those who do recycle, which are actually many of you, have you ever looked up whether or not something was recyclable? On a website or looked on the recycling container itself?* —Industry Professional Participant

> *Aren't there different numbers on the bottles and stuff, like number 4, you can't recycle, but number 1, you can, or are all of these different numbers for something else. That would be the only reason I would look something up, not to actually determine what goes where.* —Consumer Participant

> *Generally, it's on the product you bought. It will say it's 100% recyclable, or it's not recyclable, or just like with the microwave: 'Don't put this in the microwave.' A lot of that information is actually on the product that you bought.* —Consumer Participant

> *I have not, because what I recycle is only what my building will let me recycle, so whatever we have, and then it will say it can go in this bin or can't go in this bin. I just base it off of that.* —Consumer Participant

> *I also have not actively gone out seeking information or anything, but one thing that comes to mind that I have seen before is with packaging, similar to what* [participant] *was saying, I think the one that pops into my mind the most is when you're buying computer paper and there is often a message on that that leads my decision to purchase it, but that's the one time that I am really*

aware that a product that I may be purchasing is recyclable or actually recycled. —Consumer Participant

Just because I have experience from county to county, certain things are recyclable and certain things aren't. —Consumer Participant

Well, what about [looking it up] *to find out whether it is recyclable where you are or not?* —Industry Professional Participant

I think the question now is why is there a difference in different locations? —Consumer Participant

We are all different recyclers, so they take your material, they sort it, and they have in-markets. So, let's say… they recycle this bottle, I don't want that to be put back in the bottle. If they find an area where they don't have an end-user that wants to buy a particular material, like if you don't have someone down the road to buy your polypropylene or your shampoo bottle back, they might not take that material because they don't have an end-market. It's more about the actual collection systems that we have in place and, while they are very close together, I understand the question why would this community do it and next door, they don't. There is some unification we need to be better about as a broader system, and I think they would all agree, and we are trying to make it better, but it is learning from consumers, like yourselves, to see what makes the most sense. Is it hearing the numbers? Is it seeing the packages that you can put in? How do we help guide that conversation so that at the end of the day when you go to plan an event, you know that I am supposed to put this here and I didn't need to do ten things and wave it in the air and then put it in the bin, right? How do we make it really simple? So, I think some of the feedback we've received today was helpful, and I am sure anyone else on the internet will want to jump in here. —Industry Professional Participant

I'm always down the road, and though Alabama seems really far, we bought some from England a couple of weeks ago, because we can't get enough from the states. In our case what we are seeing is, and this is something I think we probably assume consumers don't care [about recyclables], *but I think we're hearing very differently today. I love this, by the way. This is wonderful to give me insight. I think a mistake we've all made is we get asked to speak so much all the time. My kids haven't seen me in two months, because we have been talking and talking about recycling, but the opportunity to listen is so helpful. To* [other industry professional's] *point about the infrastructure: so, from community to community, you have different material recovery facilities. This is where the materials come in, you sort, etc. For every type of item that is being sorted, and I'm not talking about that item in terms of packaging, but in terms of materials, there is technology behind that. We have some really outdated stuff, and all of you can speak to this, but people all across the country are having to invest money into their facilities, so if I come along and say, 'I am going to take your* [yogurt cup] *and here is what I will pay for and I need as much as you can send me, they are limited in space and money and what they can do, so when China came in instead of telling the communities and the consumers, maybe because they thought it didn't matter, because you guys weren't paying attention. But you are, we are learning today, instead of saying, 'Hey, we can't take this right now, because we need to get some equipment and we need to make some investments,' they just said, 'you can't recycle it.' And that's not true.* —Industry Professional Participant

So, I have to add to this, and this is the last time I'll talk. We share all over the country much more than other countries, so the basics, if you're talking about just paper, cardboard, plastics, metals, glass, all over the country it's not about local markets, we ship to Alabama, to Dallas, Texas. So, the basics are there, but one of the differences that you may see in the acceptable list may be some small items like a cup, or a number 5, or a number 7, or whatever. The basics are there, and I should speak for this group, because I know for a fact that all of the basics are there with the five or six components I just described. They are acceptable really through the country and they have nothing to do with local end-markets. You will find markets and we have found markets over the past year during these tough times. —Industry Professional Participant

If I could reinforce [other participant's] *earlier comment: ...I don't know for the Northeast, but they have national averages of contaminants from single-stream, and it is 24% or higher. That's nearly 30%, so contamination is those materials that can't be recycled, or maybe it's mislabeled as being recycled. It's a big challenge. As a glass container producer, I've got suppliers over here and I'm sending some down there, and not a lot of help in between. There are markets, and sometimes those markets are reachable and sometimes they are not. If you go back to what are we recycling and I think we started that in the good old days, but in the good old days you had paper, plastic, steel, aluminum, paper, and glass. Now we have complicated all of that, because I know we have made a lot of design for recyclability from our consumers and thank you for that. We all need to be product designers: we design for recyclability and for the job. We heard that from some comments, but without that, we have complicated it, as brands, as consumers and what we want, we've complicated what's happening. They've got a big challenge, but hey, where there are markets, there is value. It's valuable to us—we buy 5 million tons a year, we could buy more. It makes sense for the entire system.* —Industry Professional Participant

We have been told that our glass is not recyclable anymore because of the mixing of the colors, because different elements go into making different colors of glass? —Consumer Participant

Yes, there are different colors of glass, and if I want to make a clear bottle, I would need clear glass. There are some colors you can mix in, but at some point, it doesn't work anymore. For example, in a clear bottle, if I go to 50% recycled content from the curve, it has some green in it, it has some brown in it, it has some blue in it, and those colors can work because of technology. It's $250,000 for one of those machines, so it is expensive and that's an investment, but at 50% recycled content, your bottle would be Georgia Green, about the color of a Coca-Cola bottle, and you just can't take all of the color out. Now, you can use what's in the three mix: brown, green, and clear all mixed together. —Industry Professional Participant

I think that [other participant] *made the comment that we are complicating it, and that is absolutely true; even I am confused right now. And that is pivotal for consumers and I am going to kind of step out of my industry shoes here for a second, because at heart, I am just basically a hippy who is really hardcore about this, and a true believer, as we call ourselves. I think that as a consumer, we have a lot of power and influence in this process to make it less complicated. You've got folks like us sitting here and you can influence us through your municipal government. My company holds a number of contracts with municipalities where we live, and municipalities are our client, right? We're going to do whatever the client wants us to do. There's a cost associated with that, but ultimately the client is you and you have that avenue to influence as the client. And over on the product side, on the side of the people who are actually making the bottle or actually making the packaging, you have the ability to influence them and that helps us as well. That is one thing that I would shoot over to Coca-Cola and Keurig Dr Pepper to make this*

process less complicated, how can we think about systems that create fewer varieties of plastic. If everything could be polypropylene and polyethylene, if those were the only plastics that we used to make plastic products, we would have a really simple recycling stream, right? You wouldn't have all of these numbers that you would have to deal with, and it would be really easy. You would know that everything goes into one place, so I say all of this to kind of give you guys a little bit of influence. I think you have an insane amount of influence as buyers of these products and as members of your communities to basically tell us what you want to do. From my perspective in operations in the company that we run, we're doing this because you're here. You're producing waste. We're not a business if you don't, so there is a natural partnership there.
—Industry Professional Participant

I guess I work with pretty much all of the counties in the area, and I work from the street side, so I deal with a lot of the consumers and the residents, and you see the different counties recycling different ways. Like, Montgomery County is still doing dual-stream, so it is still separating the paper and the glass and the plastic. And in Anne Arundel and Prince George, we're doing single-stream. When you've got people moving from different counties, it's confusing, like she said, how do you recycle? It is very difficult for the resident. Me, as a hauler, even to get my crews to understand how you need to do it as you change from division to division is very difficult. I think education is the key in putting it out there. We started a recycling program in North Carolina because there was no recycling at all, and we wanted to get the county to say, 'Hey, we need to put a recycling program together,' so we put out 33,000 recycling carts. They gave out a flyer. They gave it to these people in rural North Carolina on how to recycle. We got car engines, transmissions. [They thought] *everything was recyclable. But, what do you expect when you tell somebody, 'Hey, I'll give you a bin to recycle,' and in their minds, everything metal can go in it. We had six months of pure contamination, so you have to educate the customer, because they don't know.* —Industry Professional Participant

I want to jump in as the local driver. First of all, thank you consumers for being here. This has been helpful, and it's been great to hear your feedback as to why you recycle or why you don't recycle, but I did want to dispel a myth that the industry is making money off of recycling. As a local government, we are not making money off of recycling. We pay a fee to whoever is picking up the recycling. We collect it ourselves, but you may have a private hauler, such as some waste management or some public services, but we pay for them to process our recyclable materials. At one point, we did get a rebate, but now we're paying $25 a ton, and that price can change depending on the contract that your local government or the community where you live has, but I just want you know that it is also not free because there is labor, fuel, and equipment costs, and the tangible value to you, as a consumer, is reflected in your taxes, in terms of what you pay. I just want to make sure that you all understand that that is why you see some of the different costs or why you pay a recycling fee or see a solid waste bill in your community. That is reflected in that.
—Industry Professional Participant

There are a lot of people making money off of this. They are lining their pockets with this money. I think we have identified 360 manufacturing facilities in the Southeast with 98,000 people with manufacturing jobs that are dependent upon this material to survive. I don't think that's the issue today. I do want to commend the non-recyclers for having the guts to come in this room today. We stand, some of us, thirty-plus years on this education component and maybe we need to recognize when something is not working. We need to adjust it. We need to work on communication, because what I have heard today is, 'Why do it? How do we do it?' The 'why' I think we all can accept that there is an environmental benefit to it. That's pretty standard. There's a tremendous

economic opportunity, in addition to what we have already recorded in the Southeast, I know there is another group that is represented here who have incurred over half a million jobs dependent on recycling in this country. It is a significant part of our economy, and it does depend on the decision at the point of generations of material to move it from collection to disposal, and that's the part we're used to as a consumer, and a small business will have to make that choice for this to work. I think the how part of that we have times where we fail, because if we have contaminations, that means every fourth product going into the bin shouldn't be there, and that's not your fault, that's ours. And we've got to retool how we get there and we've got to make it consistent, and we've got to reach you, because unless we've got you convinced why, and particularly to dispel this myth that it is all going to landfills, we have got to show you that this change has had an impact on pricing. That has an impact: the material still moves, and that's only 15% of the total market, and those jobs are still out there and the products are still coming back to our shelves in retail. —Industry Professional Participant

Could you please be very specific as to some of these questions. And what I mean by this is for [other participant's] *question of 'What happens?' I don't consider myself well-educated on this, and I understand an aluminum can, when you put it in recycling, in six weeks it's back at Coca-Cola or Anheuser-Busch, but if it goes to the landfill, it's 200 to 500 years before it biodegrades. Plastic—I don't know if those folks know this, but plastic never biodegrades. It doesn't go away, so when it doesn't get recycled and it doesn't get moved into some other kind of plastic, it gets smaller, it photodegrades and it gets smaller and smaller, but it never goes away. The decision to say, 'Hey, it's kind of difficult or I don't want to do this, because I don't know what happens to it at the end,' these guys are telling you. How many million pounds of glass become the Dr Pepper bottles? How many millions of tons of glass every year that you recycle become a Dr Pepper bottle that you're drinking out of again within thirty days?* —Consumer Participant

Thirty days from bin to shelf. That's what it takes. —Industry Professional Participant

But the thing is about this disposable bottle that your companies or whomever is generating, now becomes our problem. See what I'm saying. It's our problem. —Consumer Participant

Not if you don't purchase it. Don't buy it. Don't buy the plastic if you don't want the plastic. —Consumer Participant

No, I don't. It seems to me like you're not hearing when they say 5 million tons of glass are getting recycled within thirty days. You're like, 'Meh, that doesn't count.' Six weeks for aluminum to be recycled and then it gets reused, 'That doesn't count.' —Consumer Participant

Recycling Mistakes

Findings

Consumers, brand representatives, and industry professionals were all asked what they believed to be the biggest recycling mistakes made by consumers.

Industry professionals suggested that the primary mistake of many consumers make is to overcomplicate recycling. Several of these participants advised consumers to focus only on items that are clearly and obviously recyclable, such as plastic and glass bottles, tin and aluminum cans, paper, and cardboard. It was mentioned that the responsibility of keeping the public informed about recycling processes and eligible materials should lie with brands and the industry, not the consumer.

One clear message from recycling industry professionals and brand representatives is that recycling matters. Many industry professionals expressed concern that consumers did not realize the impact of recycling and buying recycled products.

Comments about recycling mistakes:

To make it less complicated, I would like to see consumers starting out by not sweating the small stuff. Let's focus in on really easy things that we know about. It's great that we have someone from glass here. One glass bottle becomes another glass bottle. It's very easy; we can put our hand around that. Let's focus on the paper; the majority of what we are recycling is from consumers' homes and offices and some kind of paper, whether it be a notebook or a piece of cardboard. If that doesn't end up getting recycled, it ends up in a landfill. And that's where the real impact is. From our perspective, we try to focus people's attention back on those big items and away from—we can get in the weeds on plastic for forever and it is important, incredibly important that we solve some of the issues around recyclability with plastic, but what consumers know and don't know is ultimately—let's just focus on the big items that you can really get your hands around. Our job is to figure out how to make sure that you can trust that those big items are being handled responsibly, which they absolutely are. —Industry Professional Participant

I have to say, just restate really, these packages, aluminum cans, bottles, the corrugate boxes, the reason they're designed the way they are is because they are set up specifically for our recovery system. We want those back. Every one of our packages, we want back. That would be my biggest ask, is that you recognize that everyone at this table is focused on getting those packages back and making sure they don't go to landfills, they do create jobs. South Carolina has a fantastic program where two bottles equals a job for the state. They recognize the economic development opportunity and how it benefits the community and makes it a stronger and healthier community. Please recycle. Please recycle these items, and when I really don't know what to do with a package, I put it in the trash. That's the best opportunity because you've heard from the recyclers that 20% to 30% contamination means less value. Having the process in which what is trash and what is a good commodity that can be part of our circular economy [is important]. *We don't have to keep mining for these materials. They are already a part of our system.* —Industry Professional Participant

Stick with the classics: metal, plastic, aluminum cans, steel cans, and glass. And that's pretty much the basics. When in doubt, throw it out. We see a lot of wishful recycling going on and I

hear we have complicated it for you, and we're trying to simplify that. I hear that. I receive that. When in doubt, throw it out. That is my message here. —Industry Professional Participant

Please just do it, because it does matter. We need the material. If you're in doubt, throw it out, and if it's something you're going to have all of the time and if you don't know, your government should have it at their dot-gov or dot-org or whatever website. It's pretty easy to find. If it's something you're just using one time, and you don't know, don't worry about it. It's not the end at that point. If your access is not what you would like it to be, it's a lot easier to get rid of your waste than to get rid of your recycling. Just think—whoever it is, whether it's a department, or a municipality, or park, tell them that it's not okay. —Industry Professional Participant

I represent the recycled paper industry and our guys make your cereal boxes, and almost all of your cereal boxes are made of 100% recycled paper. My message would be, 'Buy recycled.' Look at the containers and if—as for if Dr Pepper is not putting their product into a recycled content bottle, they probably are, they just aren't putting it on the package, so write to them or email them. Sorry. I've been doing this a long time. Tell them, 'Why aren't you doing that?' Make the effort when you go into the stationary store. You see the information on the coffee paper, and we all buy it. Buy the 30% or 35% recycled content. That gives the message to the industry that we're interested. —Industry Professional Participant

Marketing Input from Brand Representatives

Findings

Brand representatives were asked what they thought the recycling industry could learn from their marketing campaigns that might increase participation in recycling.

Comments suggested that, in general, there is simply not enough marketing specific to recycling. Further, brand representatives felt that marketing that focuses on the positive impacts of recycling could lead to increased recycling participation from consumers.

Brand representatives in the group suggested that successful marketing campaigns entail setting goals and explaining how to fulfill them—it was further suggested that the recycling industry could benefit from a similar approach.

Comments about effective marketing by brand representatives:

I think it's tricky because we don't see a lot of marketing for recyclers, but I would challenge ourselves as we market, a large part of our mission is to inspire happiness. And I think we need to inspire recycling. We need to show what the positive benefits are. I see that as the key misinterpretation of what is going on in this industry. Once we're aware of it, we need justification. If we're not justifying why we're out there asking consumers to put this in a different bin, we're not doing our job. That's an action item for us and if we recognize that, that will be a part of our campaigns next year. —Brand Representative Participant

As I mentioned before, Keurig Dr Pepper is very committed to its goal of making 100% of its K-cup coffee pods recyclable by the end of 2020, and they've started already in Canada. All of Canada will be converted to recyclable K-cups by 2018. We want to make sure we are doing this the right way, so we have been partnering with recycling facilities across the U.S. and Canada to ensure a couple of things: to ensure that the cups are not just recyclable, but they are getting

recycled when they get to that facility, they're actually getting captured and moved into the right screen. So, we tried to understand a couple of different things. We tried to understand what the consumer has to do with the pod after they use it to ensure that it is definitely captured. We learned from working with some, that they have to peel the lid off and dump the coffee before recycling the cup and that really ensures that it is getting captured and will not be considered a contaminant. That is important in terms of our education to the consumer, that that's the behavior change that will have to happen. But then you also try to understand, what is the rate at which these cups are actually getting captured. So, we did a couple of tests at facilities across the U.S. and Canada, and we tagged the pods to watch how they go through the recycling stream and found that they can be captured, which was really great news. Lastly, we tried to understand how many of these pods are being recycled the right way, and we did a case study where we audited a place in Canada and found that 70% of the pods are being recycled. That means it's been handled correctly, the lid has been ripped off, the coffee has been poured out, and it's been recycled correctly. We did all of this to ensure that what we are saying and what these places are saying is the same message and a consistent message on our packaging, on their websites, and it's all one consistent message. A partnership is so essential to education and marketing communication. —Brand Representative Participant

Changing Behaviors

Findings

The final portion of the discussion was devoted to remaining comments on how the industry may better encourage consumers to recycle.

Many consumer participants agreed that packaging needs to be properly labeled with recycling instructions. Additionally, several participants indicated that, because labels are often the primary source of information on the recyclability of a certain product, brands should focus on offering as much information on labels as possible.

At least one participant felt that the figures sometimes cited by industry professionals are beyond the average consumer's reasonable comprehension (e.g., when references are made to "millions of tons" of recycling material being converted each year). This participant suggested that the industry should make such references more "approachable," conceivable, and attainable (when appropriate). As an example, the participant recommended describing the difference one individual can make when recycling.

Comments about how to change recycling behaviors:

I think the ink on a package is critical. We always put some sort of message out. For instance, with Smartwater, it's on the inside that it's recycled. On the outside the message changes by brand, because we all have personal messages, so to speak. But I think we also need to do more of the advertisements online and yeah, just capture them in the store and make sure people are making purposeful decisions and they're making the right decisions. I think we can really think more socially, because that is a key way for us to engage with consumers, and what we've seen in a lot of the industry is from that influence that's happening, and I think we'll be looking for this as we go into 2019. —Brand Representative Participant

And piggybacking off of that, we found the same thing to be true, that the package is actually the primary source where a consumer learns whether or not to recycle something. They are probably not going online and so it's so essential to communicate clearly on our packaging, what is recyclable and how to recycle it, and that's what we are going to be doing as we transition. —Brand Representative Participant

I wanted to add something real quick to the labeling question. I think increasingly there is a label on the outside which does give direct-to-consumer feedback as to whether something is recyclable, whether something is not recyclable, or whether something has to be done to empty it out. That is becoming standardized and it's on more and more packaging, and we're hoping to see it on more packaging. —Brand Representative Participant

I just want to chime in here, and I want to offer one thing from this side of the table. In your communication, I think I heard 5 million tons, and that's a very impressive number, but if you would have said 10 million tons or 20 million tons, the number is so big it doesn't mean anything to me, as a consumer. If you were to say 100 pounds or 1,000 pounds per person, I think that would mean something. When you break it down, it means something. I would recommend staying away from those huge numbers across the country and breaking it down to a per person in your state. —Consumer Participant

None of you have ever heard of [business name] *plastics before, nor should you, but every single day, likely, you are encountering our plastics, and not through something we necessarily manufactured for our customers, but I heard today that you want to know where it's going and you want to assess value, and this is the kind of thing that is coming back into your home, so I think that's important to tell you that.* —Industry Professional Participant

I think this is more of a question than a comment, but I am just curious to know, as a consumer, is it cheaper for the manufacturers to use a recyclable product or an unrecyclable product, as far as how are these costs being passed to the consumer? I think, for everyday consumer products, such as paper, whether this or that is recycled or not, I am making a decision based on price, whereas, something more important like a cellphone, I might be willing to pay more for. —Consumer Participant

So, recycling has probably not impacted the cost, but utilizing the recycled materials by putting them back in can [increase the price]. *Sometimes it can be cheaper, or especially with glass, you use more recycled content just in the act of producing it, so I think that sometimes finding clear material to put back into our bottles can be more expensive. As you mentioned, the commodities that you mentioned, we think about regularly. We are tied with the markets and it is still one of our commitments to hit 50% recycled content for our bottles. Sometimes that will be painful, because it will be more costly, but our hope is that if people recycle more and we really drop that contamination, it won't be so costly. Then it becomes a more economical issue, when prices go up and down, so it is a give and take. Sometimes it's better and sometimes worse.* —Brand Representative Participant

APPENDIX: FOCUS GROUP DISCUSSION GUIDE

I. INTRODUCTION (10:15 am – 10:25 am)

A. Welcome and purpose of the focus group

1. First, thank you for being here. This focus group is being conducted for Keep America Beautiful to better understand consumer attitudes toward recycling. The group today includes both recycling and non-recycling consumers, as well as representatives from the recycling industry and several major brands.
2. We [Andrea and Tom] work for Responsive Management, which is an independent research firm based in Virginia; we've been hired by Keep America Beautiful to conduct this opinion research.
3. You are here purely for research purposes—we are interested in your opinions, so there are no wrong answers. We purposely selected both recyclers and non-recyclers to be part of the discussion, and we are interested in hearing everyone's perspective.
4. Nothing you say will ever be associated with your name—we are recording the discussion but you will always remain anonymous in terms of the research results.
5. Our initial questions will be for consumers, and then we'll have some questions for the brand and recycling representatives.
6. This event is also being streamed on Facebook Live, and toward the end of the group we may have some questions to ask that have been submitted by viewers.

B. Rules

1. Please speak one at a time.
2. Be respectful of others' opinions, even if you disagree.
3. Please do not interrupt; everyone will have a chance to speak.
4. Please be honest! Again, we are interested in your opinions and reasons, so know that everything you say will be helpful to the research.
5. If I interrupt you to move the discussion on, it's simply a matter of time and getting through all the questions we have.

C. Introductions by moderator

1. [*We will have name cards prepared for each participant; during the introductions we will go around the table and introduce consumers by first name and recycling classification (die-hard, wishful, or non-recycler), as well as the first names of recycling and brand participants and their company affiliations—note that we may ask participants in the latter groups to share their specific job titles / responsibilities*]

II. CONSUMER QUESTIONS (10:25 am – 11:05 am)

[*We are interested in hearing mostly from consumers in this section—industry representatives will be instructed to wait until later in the group to respond and ask follow-up questions.*]

A. How often do you currently recycle?
   1. Do you recycle both at home and at work, or one place or the other? Why?

B. What types of things do you recycle?

C. Why do you or don't you recycle? What affects your decision of whether to recycle?

   [*OPEN-ENDED AT FIRST; THEN PROBE ON POTENTIAL REASONS*]:
   1. Concern about the environment and/or sustainability?
   2. The increasing volume of debris in the oceans?
   3. Climate change?
   4. Social pressure?

D. Have you always recycled or not recycled? Did your recycling behavior change at some point?
   1. If so, how? Why?

E. Are you influenced to recycle or not recycle by anyone?
   1. If so, by whom? How?

F. Describe the recycling program where you live: do you have curbside pickup or are you required to drop your items off somewhere if you want to recycle?

G. How could your recycling program be improved? What changes would you like to see?

H. What happens to your recyclables after they're picked up or you drop them off?

I. Have you ever looked for information on recycling in your area?

J. When was the last time you received guidance on what can be recycled in your area?

K. What could the recycling industry do to make you more likely to recycle?

   [*OPEN-ENDED AT FIRST; THEN PROBE ON POTENTIAL WAYS*]:
   1. More information on what to recycle?
   2. Better or clearer information on what to recycle?
   3. Better or larger bins?
   4. More convenient collection?

III. RECYCLING INDUSTRY QUESTIONS (11:05 am – 11:20 am)

[*Consumers will be encouraged to respond to the comments from recycling industry representatives in this section, as time permits; industry representatives will also be able to address points raised by consumers earlier in the discussion.*]

A. Why is it important that people recycle?

B. What do consumers need to know about recycling to get them to recycle more often?

C. What would you like to see people do differently when it comes to recycling?

D. What are the most common recycling mistakes people make? For example, are there things people attempt to recycle that they should instead be putting in the trash?

IV. BRAND REPRESENTATIVE QUESTIONS (11:20 am – 11:35 am)

[*Again, time permitting, we will encourage consumers to respond to what they hear from brand representatives.*]

A. What can the recycling industry learn from your marketing tactics about how to influence consumer recycling behavior?

B. How should the industry be reaching people to change their recycling behavior?

C. How are you positioning your brand to align with recycling and the recyclability of your products?

D. How does your company communicate the recyclability of your products?

E. What are your recycling expectations for consumers?

V. FACEBOOK LIVE QUESTIONS (11:35 am – 11:45 am)

[*One of Responsive Management's moderators will keep an eye on questions submitted through Facebook Live during the group. We plan to allow about 10 minutes for this final portion of the discussion, although this will depend on the questions received. We may also ask questions from Facebook Live earlier in the discussion if they are relevant to the topic.*]

VI. CLOSING

A. Thank you for coming today and talking about these issues.

B. Does anyone have any additional comments?

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in attitudes toward natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Since 1985, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of research measuring public opinions and attitudes. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 projects and almost $60 million in research.

Responsive Management has conducted research for every state fish and wildlife agency and most of the federal resource agencies, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, the Bureau of Land Management, the U.S. Coast Guard, and the National Marine Fisheries Service.

We have also provided research for many nonprofit and nongovernmental organizations, including the National Wildlife Federation, the National Shooting Sports Foundation, the National Rifle Association, the Archery Trade Association, the Izaak Walton League, the Rocky Mountain Elk Foundation, Ducks Unlimited, SCI, and Dallas Safari Club. Other nonprofit and NGO clients include Trout Unlimited, the Sierra Club, the American Museum of Natural History, the Ocean Conservancy, the National Association of State Boating Law Administrators, and the BoatUS Foundation.

Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Tech, West Virginia University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, and on the front pages of *The Washington Post* and *USA Today*.

responsivemanagement.com

1. Select “Tabloid” 11”x17” paper

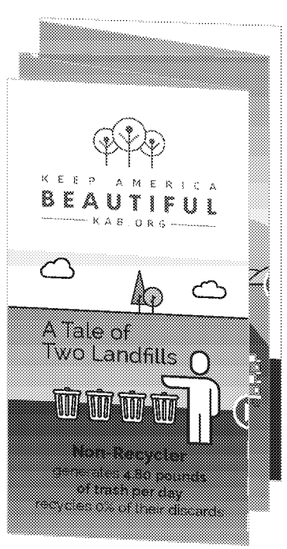
2. Print page 4 on the back of page 3

3. Image will flip on the short edge so both sides’ tops are the same.

4. Line a straight edge to every top and bottom dotted score line and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

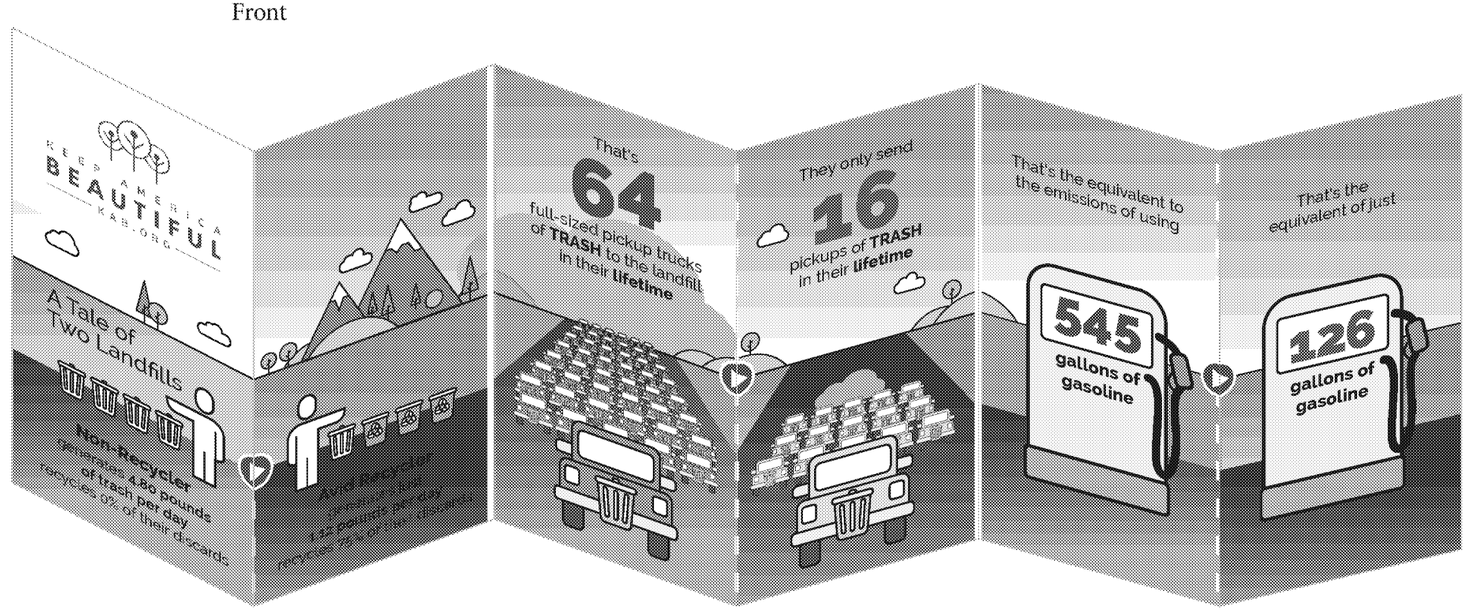
5. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

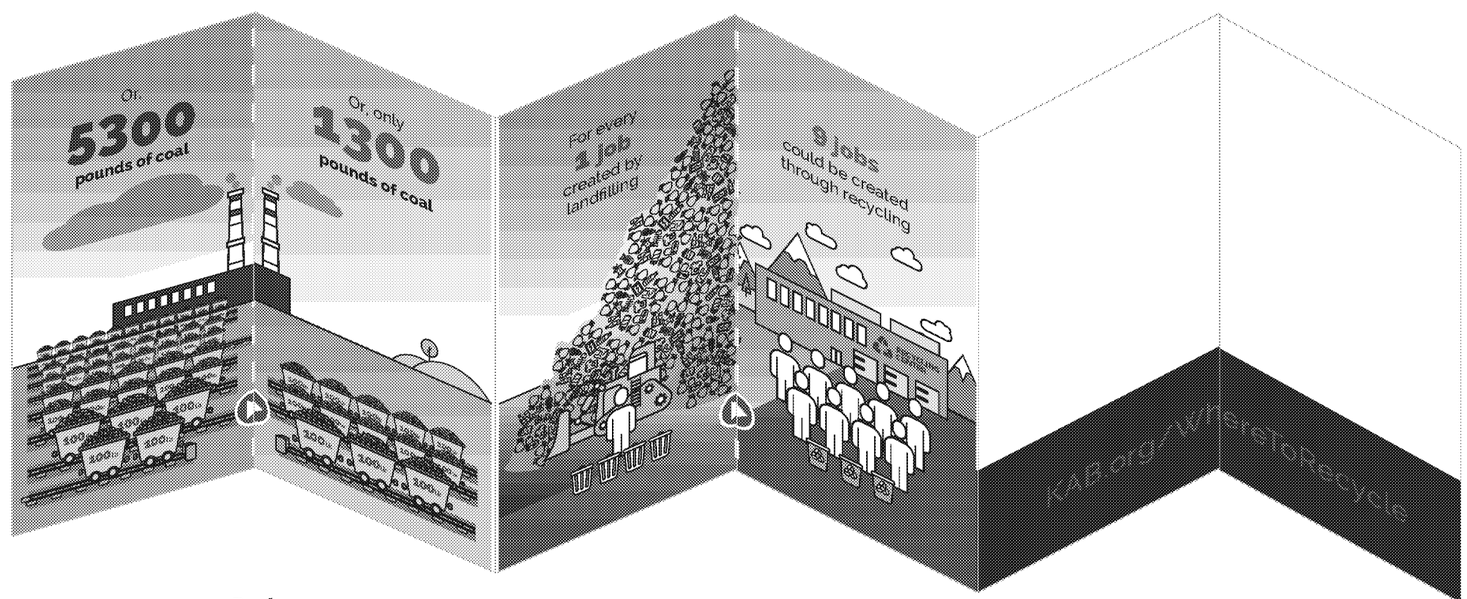
2.125” x 4” folded



FOLD AS SHOWN

Front





Back

1. Select “Tabloid” 11”x17” paper

2. Print page 4 on the back of page 3

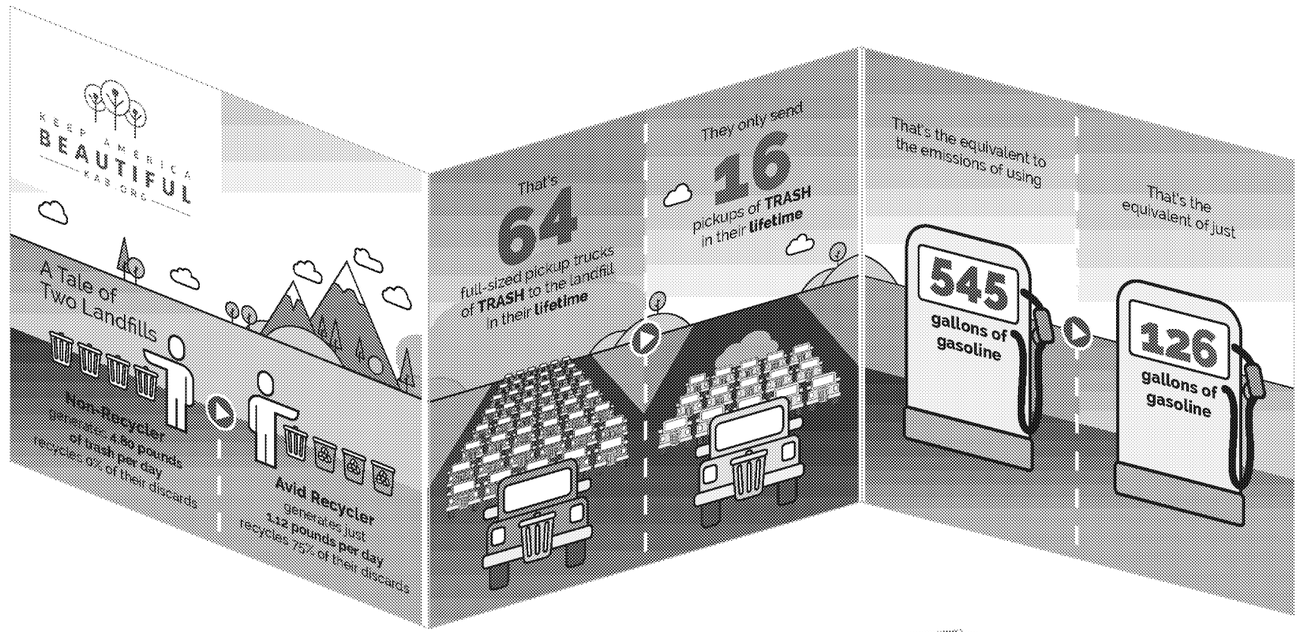
3. Image will flip on the short edge so both sides’ tops are the same.

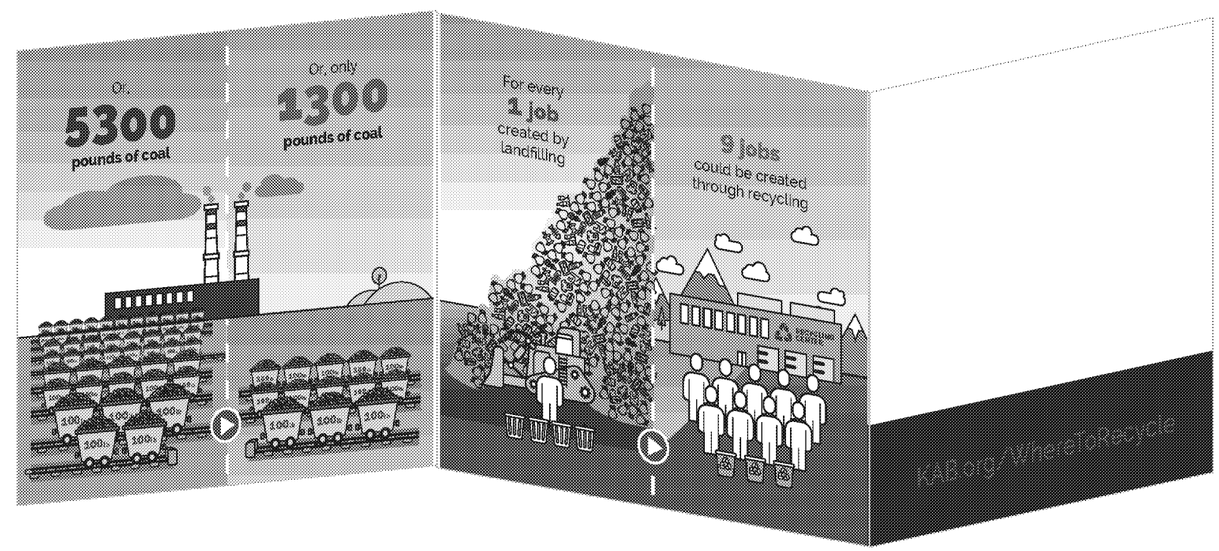
4. Line a straight edge to the top and bottom dotted score lines nearest to the solid white lines and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

5. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

FOLD AS SHOWN

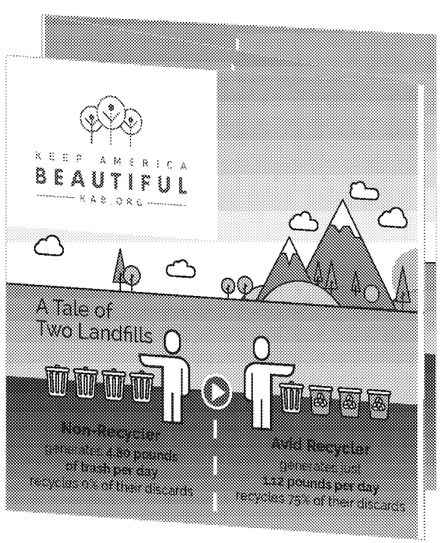
Front





Back

4.25” x 4” folded



KEEP AMERICA BEAUTIFUL
KAB.ORG

A Tale of Two Landfills

Non-Recycler
generates **4.80 pounds of trash per day**
recycles 0% of their discards

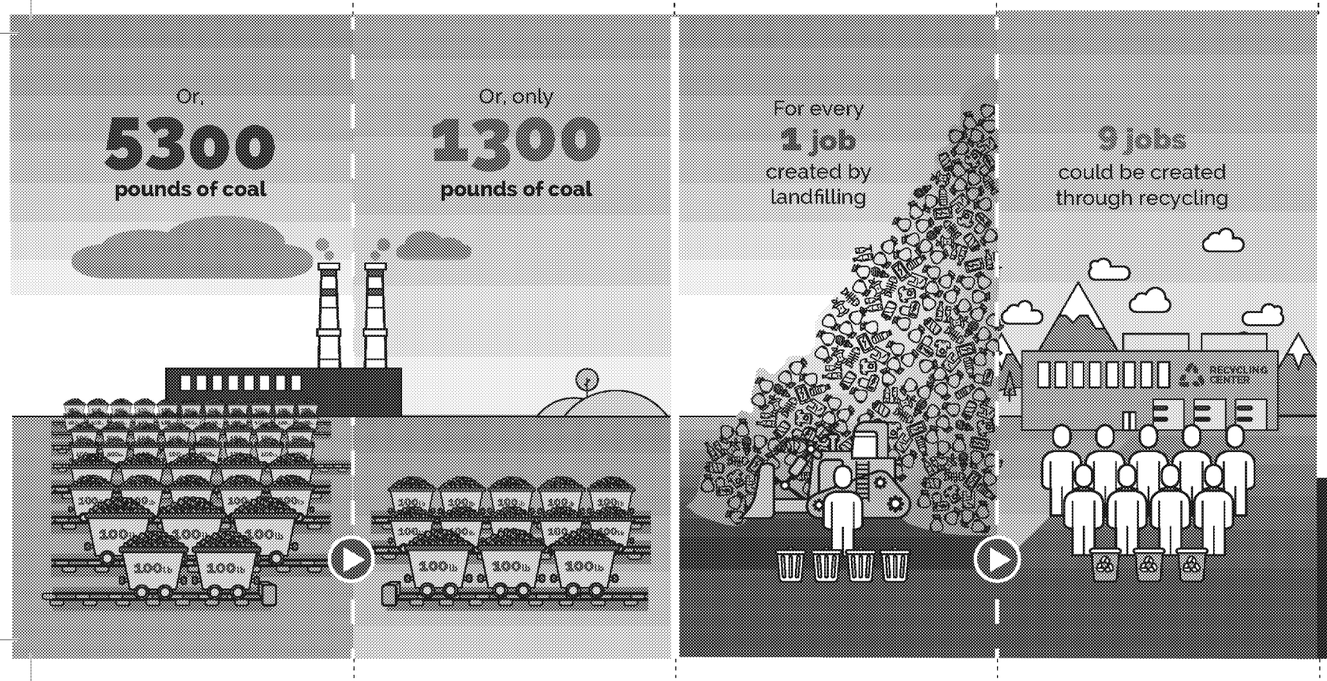
Avid Recycler
generates just **1.12 pounds per day**
recycles 75% of their discards

That's **64** full-sized pickup trucks of **TRASH** to the landfill in their **lifetime**

They only send **16** pickups of **TRASH** in their **lifetime**

That's the equivalent to the emissions of using **545** gallons of gasoline

That's the equivalent of just **126** gallons of gasoline



KAB.org/WhereToRecycle

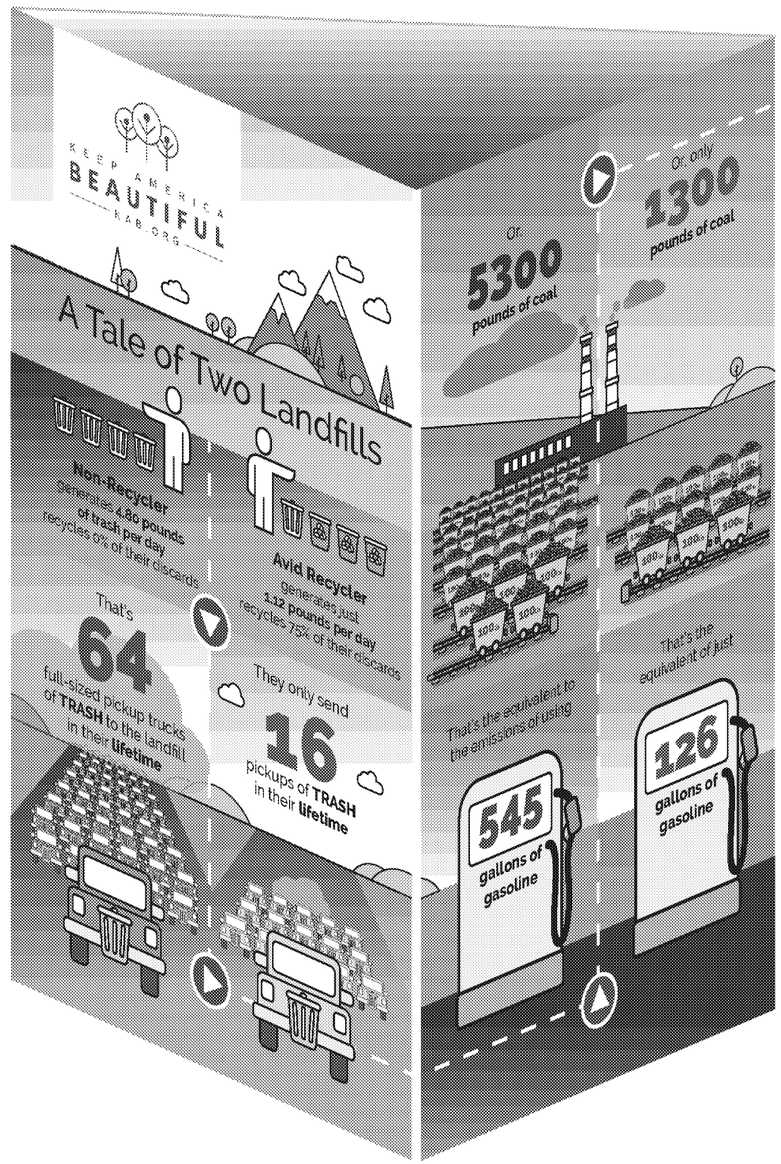
1. Select “Tabloid” 11”x17” paper and print page 2

2. Line a straight edge to the top and bottom dotted score lines nearest to the solid white lines as well as the last vertical dotted line and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

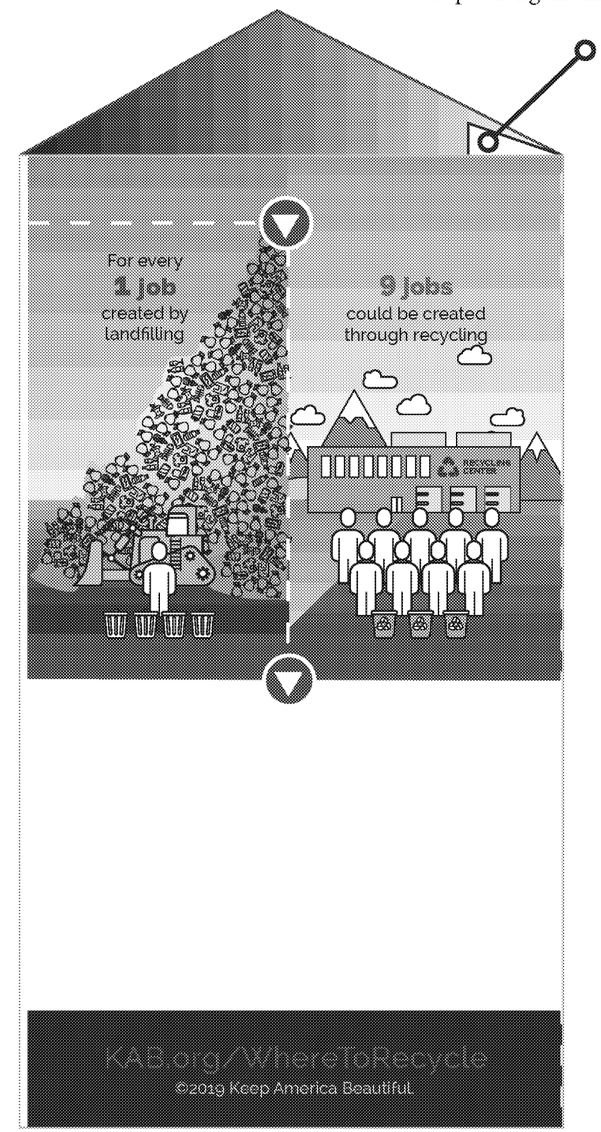
3. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

4. Trim shortest flap panel to the dotted angles. Fold as shown. Tape along smaller flap’s total length to the back of the fron panel.

FOLD AS SHOWN



Tape along the inside of the flap



KEEP AMERICA BEAUTIFUL
KAB.ORG

A Tale of Two Landfills

Non-Recycler
generates **4.80 pounds of trash per day**
recycles 0% of their discards

Avid Recycler
generates just **1.12 pounds per day**
recycles 75% of their discards

That's **64** full-sized pickup trucks of **TRASH** to the landfill in their **lifetime**

They only send **16** pickups of **TRASH** in their **lifetime**

Or, **5300** **pounds of coal**

Or, only **1300** **pounds of coal**

That's the equivalent to the emissions of using **545** **gallons of gasoline**

That's the equivalent of just **126** **gallons of gasoline**

For every **1 job** created by landfilling

9 jobs could be created through recycling

KAB.org/WhereToRecycle

©2019 Keep America Beautiful.

City	Seattle, Washington
Contact Info	Ken SnipesKen.Snipes@seattle.gov
App Title	Recycle It
Launch date	2018
Was the App developed in-house or contracted out?	Developed by a contractor but the project was managed by a PM from Seattle's I.T. department
Does it tell residents what can and cannot be recycled in their jursidiction?	Yes
Does it let residents look up the recycling/yard waste/solid waste/bulk trash collection schedules for their neighborhood?	Yes
Can residents report a problem through the app?	Yes
Other features of the app	
How successful has use among residents been?	

Cincinnati, Ohio	St. Petersburg, Florida
Sue MagnessSue.Magness@cincinnati-oh.gov	Jeff DonnelJeff.Donnel@stpete.org
Fix it Cincy	St Pete Collects
2015	2015
Contracted Out	Contracted out
No	Yes
Yes	Yes
Yes, and the app allows residents to report dozens of other issues too	Yes, but this is not the primary avenue for reporting such issues
	Allows users to receive alerts about the collection schedule and receive messages about schedule changes
Have not been tracking how many residents use the app	Would like to see more residents using it

New Rochelle and other municipalities in Westchester County, NY	Atlanta, Georgia
Scott Pickupspickup@newrochelleny.com	Kanika Greenleekngreenlee@atlantaga.gov(404) 330-6721 Atlanta Solid Waste Services
	July 1, 2019
Used the vendor Recollect	Used the vendor Recollect
Yes	Yes
Yes	Yes
Yes	Yes
Residents can easily find places nearby to donate, repair, or recycle any of the 500+ items found in their household or workplace	Allows residents to schedule bulk collection, have many of the same features both on the mobile app and web portal, can set reminders and print calendars for collection, targeted campaigns to educate residents
	They have about as many residents as they predicted who use it

San Diego, CA

Alexander Hempton AHempton@sandiego.govMaureen JugarMJugar@sandiego.gov
Get It Done San Diego

September 2016

Collaborative effort involving City staff and numerous vendors

Yes

Yes, and it allows residents to submit more than just issues regarding recycling to the City

Residents are able to schedule appointments for city services and obtain info about other city services

Pinellas County, Florida

Stephanie Watsonswatson@co.pinellas.fl.us(727) 464-7541

January 2017

Used the vendor ReCollect

Yes, users are able to search for over 400 items to find out how to recycle or properly dispose of them

The application is capable of this but Pinellas County Solid Waste does not provide solid waste or recycling collection services so they do not use this

It only allows users to report issues regarding the app. For issues related to recycling such as a missed pickup, the app only provides the resident with the municipal or private hauler contact information

Users can search drop-off locations using their address, the county is able to offer the application known as the A to Z Guide to their municipal partners and private haulers to place on their webpages, and residents can suggest items to make the tool more valuable

It has been successful so far with an average of around 10,000 views per month

Santa Fe, New Mexico
Shirlene E. Sittonsesitton@santafenm.gov(505) 955-2209
Recycle Coach (My Waste)

2016

Contracted a ready app where they just filled in their information for the platform

Yes

Yes, and it sends push notifications if desired

They plan to add this when they upgrade

Not as many residents are using it as they had expected. It is not competitive in numbers with their "Eye on Water" app that is connected to their water smart meters

Issues/challenges from the app

What has worked well

Changes or goals for the future/things they would have done differently

Links to more information

Theortically should be reducing the number of calls that the center receives but because of so many errors they still have a lot of calls, having issues with the way that issues are submitted and handled

Residents who are not part of the recycling program try to use it to find their solid-waste schedule but only Recycling addresses are included

It is very good at helping find schedules and what is/is not recyclable which has resulted in time saved

Want to enable the app to send collection day reminders

None so far

It has helped solve issues with scheduled bulk collection since it was previously non-scheduled for residents; it has worked well as a tool for 311 (customer service team) and residents for how to properly dispose of material; alleviated confusion when collection days changed; and saved their staff time and resources

Would have done an inital launch and then subsequential launches for each of the features of the app/portal. In the future they will be adding an educational sorting game for different types of waste.

https://sustainablewestchester.org/waste-recycling/

San Diego did a survey that resulted in 83% of respondents saying that they did not want to call the City to report a problem but 50% of them said that they would use the app to do so. The app eliminated the need to call the city and makes it more likely that the city will hear about issues going on; made the city government more efficient and accesible

https://www.sandiego.gov/get-it-done

Maintaining quality control of data is time consuming since they have over 1,100 resources for residents to use for recycling and disposal. They are also unable as of yet to use the geolocation feature, which means that the user has to manually enter his/her address. The administrator interface is a little tricky to use and they are only able to change some functions.

The app is very easy to operate for both the user and the administrator, and allows the County to make changes in real time. It also has a great reporting function that creates reports on usage including the number of "hits", users, and first-time visitors for the app. It also lets the County see how often an item is being searched, what recycling or disposal locations are being found most commonly, and the number of times a new item is suggested. No personal information is collected and the vendor is not allowed to collect or use user's personal information as well. The backend/technical support from ReCollect has also been helpful and the app has saved staff time and resources

One change they would like is for the vendor to provide more tools or suggestions for how to quality control data more efficiently. If they could have done it differently, an application better tailored to their exact needs would have been more beneficial however they believe that the application has been a wonderful asset. In the future, they intend to have the geolocation feature available.

http://www.pinellascounty.org/solidwaste/getridofit/default.htm

It has not saved them time or money but they are hoping that with upgrades and more marketing it will help with their "Recycle Right" goals; no other challenges so far

When their new budget year starts on July 1, they will upgrade the app since they are not currently using all of its functions including adding the "report a problem" function and improving the "what goes where" function. They wish it could have been tied to consumption in a less costly way.

https://solutions.recyclecoach.com/features/

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 8:03:41 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; nathan_beran@colpal.com; Meyer, Ellen [meyer.ellen@epa.gov]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: Updated with Agenda: Full group check-in 2: America Recycles Network
Attachments: ARD-FullCallAgenda-26July19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/26/2019 7:00:00 PM
End: 7/26/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

This is our second full group check-in. During this call we will hear updates from each workgroup and discuss any topics where we need input from the group at large including the America Recycles Week activities and 2019 America Recycles Summit.

We will be showing materials on the screen to help you follow along please use this link to view:

https://meet.lync.com/usepa/boxman.suzanne/4BNV20Y7?sl=1

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion Webinar

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress in the workgroups since June
- Continue planning for America Recycles Week activities and 2019 America Recycles Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

10 min **EPA Status Update on Framework**

- EPA will walk through Status Report: Framework for Advancing the U.S. Recycling System

20 min **Workgroup Progress Review**

- Workgroup leads will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Compilation document and message development
  - Markets – Model, FAQs and Tools
  - Measures – Definition and Metrics
- Share plans for August

30 min **Discuss America Recycles Week Activities**

- Update on America Recycles Week activities
- Update on timing for Summit
- Discuss possible forward-thinking topics for workgroups
- Discuss communications activities

5 min **Closing Remarks and Next Steps**

ED_004224B_00000136-00001

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder:DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Attachments: EducationOutreach-ActionPlanDraft-03Jun19.docx; ARD-EducationAgenda-14June19.docx; ActionArea1_EducationOutreachRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Tentative

Hello everyone,

A quick reminder, we are having our **Education & Outreach call tomorrow Friday, June 14 from 11:00am to 12:30pm ET**. Please find the agenda, draft action plan, and a group roster attached.

Look forward to speaking with you all tomorrow.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 1: Education & Outreach Group Roster

This is a list of individuals who have expressed interest in the Education & Outreach workgroup and receive meeting notifications for this group. Attendees on workgroup calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	ISRI
Ali	Donahue	Keurig Dr Pepper
Alli	Kingfisher	Washington State Department of Ecology
Anne	Germain	NWRA
Anne	Bedarf	Colgate Palmolive
Bill	Turley	CDRA
Brian	Hawkinson	American Forestry & Paper Association
Chris	Knight	City of Stillwater Oklahoma
Dylan	de Thomas	Recycling Partnership
Fran	McPoland	Paper Recycling Coalition
Ginger	Spencer	City of Phoenix
Howard	Lee	DC Department of Public works
James	Jennings	ASWTSWMO
Jennifer	Ronk	Dow Chemical Company
Jesse	Maxwell	SWANA
Jessica	Marshall	McDonald's
Johnathan	Levy	ISRI
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	NACo
Kate	Balcerzak	PepsiCo
Kelly	Cramer	SPC / GreenBlue
Kim	Holmes	Plastics Industry Association
Lisa	Dry	Battery Council International
Lynn	Dyer	Foodservice Packaging Institute
Mark	Junker	Tribal Waste and Response Steering Committee
Matt	Meenan	The Aluminum Association
Meghan	Stasz	Grocery Manufacturers Association
Missy	Owens	Coca-Cola
Nicole	Smith	Coca-Cola
Paul	Alcantar	City of Cleveland
Randy	Hartman	Keep America Beautiful
Seth	Barron	ExxonMobil
Shari	Jackson	American Chemistry Council

Stephanie	Potter	US Chamber of Commerce Foundation
Susan	Robinson	Waste Management
Terry	Webber	American Forestry & Paper Association
Traci	Bills	CRRA
Trina	Matta	GreenBlue
Zach	George	NACo

America Recycles Summit – Education and Outreach Roundtable Discussion

June 14, 2019, 11:00 AM – 12:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00000139-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00000140-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00000140-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00000140-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 8:03:16 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; Golison, Marrisa [Golison@gmaonline.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Carreon, Alessandra (A.R.) [acarreo2@ford.com]; Heed, Deb (D.H.) [dheed@ford.com]

Subject: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
Attachments: DRAFT_America Recycles Week 2019 Schedule of Events_6 26 19.docx; ARD-FullCallAgenda-28June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/28/2019 7:00:00 PM
End: 6/28/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first full group check-in. During this call we will hear updates from each work group and discuss any topics where we need input from the group at large.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress to date
- Begin planning for November ARD Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

15 min **Workgroup Progress Review**

- Discuss status of immediate action items
  - Overview of products
  - Plans for November ARD Summit
  - Workgroup leads
- Solicit feedback from other members on products and direction
- Discuss next steps for workgroup action planning discussions

30 min **Plan for November ARD Summit**

- Discuss events planned for the week
- Brainstorm approaches for engaging group in discussions about products and next steps
- Explore idea of meeting the day before

15 min **ARD Group Moving Forward**

- Initial conversations about how group moves forward after 2019 Recycling Summit
- How we implement and sustain the work longer term

5 min **Closing Remarks and Next Steps**

ED_004224B_00000142-00001

America Recycles Week 2019
Scheduled Events and Themes

Overview

The week of America Recycles Day (ARD) is an important opportunity for members of the America Recycles Network to come together, both on ARD and during the days leading up to ARD. Many organizations use this time to celebrate and promote the United States recycling system and have planned events during this week. In support of the EPA's anticipated 2019 America Recycles Summit, EPA would like to work with America Recycles Network members to leverage the planned activities and available resources to reinforce and amplify desired messaging. This document provides an overview of the events already scheduled, proposes events that would be valuable to support specific recycling messages, and provides more information on EPA co-sponsored events.

America Recycles Week Proposed Schedule

During America Recycles Week, EPA proposes that each day reflect a different theme related to the America recycles work. The week would culminate on Friday with the 2019 America Recycles Summit. The 2019 Summit would provide an opportunity for the America Recycles Network to come together in a half-day event to highlight progress made by the America Recycles workgroups and engage with the organizations who signed the 2018 America Recycles Pledge.

Communications Needs

We propose that in addition to the coordination of events scheduled this week, members of the America Recycles Network should coordinate communication efforts during the week. This coordination will include cross-postings on social media, press releases, and attendance at schedule events. EPA will facilitate multiple conference calls in advance of America Recycles Week for America Recycle Network members and their communications staff to help coordinate messages for the week. A document with all expected communications material will be created for members of the America Recycles Network to use during America Recycles Week.

DRAFT

Monday, November 11th – Veteran's Day

Themes: Enhance Infrastructure for a stronger domestic recycling system.
Key Messages: Recycling creates jobs. Support workforce development efforts.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Keep America Beautiful (KAB) is presenting an award to the Recycling Hero(es) from Fort Bliss. Fort Bliss in El Paso, Texas has an aggressive recycling program and awards individuals monthly for their recycling efforts. At this event KAB could announce a program to help develop similar recyling programs at other military bases.	TBD	KAB	Support messaging	The Department of Defense could be included in this effort as Fort Bliss's efforts are part of DOD's Net Zero program. In addition, there is a standing Executive Order to encourage Efficient Federal Operations which promotes recycling in federal facilities and could be leveraged for more federal involvement.
Proposed: The National Association of Manufacturers (NAM) has a workforce development and training program. Messaging or an event highlighting the need for more workers in the recycling industry could be structured using NAM's program.	TBD	NAM/ISRI	Support messaging	The Federal Perkins Loan Program supports technical schools which could support workforce development.
Tentative: The National Waste and Recycling Association (NWRA) plans to have programming/messaging around veterans finding employment in the recycling industry.	TBD	NWRA	Support messaging	
Tentative: Veteran's Compost is a Maryland based Veteran Owned Business turning organic waste into compost. Veteran's Compost is about two things: 1. employing veterans and their family members; 2. turning food scraps into high-quality compost.	TBD	TBD	Support messaging	

ED_004224B_00000143-00002

Tuesday, November 12th

Theme(s): Measurement
Key Message: Measurement is key to tracking progress.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: EPA announcement of 25th Anniversary of the WasteWise program. WasteWise is a measurement tool that can potentially be used to track progress on America Recycles Day commitments.	Announcement	EPA	Join WasteWise; support messaging	
Proposed: Promote messaging that highlights the individual impacts of recycling. For example: KAB's "Life of Two Landfills"; SC Department of Commerce message on bottle recycling; EPA's IWARM app; ISRI's economic data on jobs supported by recycling.	Announcement/Social media messaging	TBD	Provide other relevant messages; support messaging	Messaging should connect with individuals. People want to understand how recycling connects to them and their communities more than they need to understand how it is beneficial on a national scale.
Proposed: Event based around the Municipal Measurement Program	TBD	TBD	TBD	
Placement Option 1: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	

DRAFT

Wednesday, November 13th

Theme: Markets
Key Message: Create demand for quality materials.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference. A session at the conference should highlight how public-private partnerships can enhance markets for recycled materials.	All day	U.S. Chamber of Commerce Foundation	Participate in conference session	
Proposed: A session at the Corporate Citizenship Conference could involve a panel of investors such as Self-Help Credit Union, Circulate Capital, and Closed Loop Partners. The investor representatives could provide information on how to obtain funding for various recycling infrastructure projects or recycling related programs.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	
Proposed: A session at the Corporate Citizenship Conference could showcase brands who have committed to incorporating recycled content in to their products. This could be an opportunity to highlight commitments made by manufactures and product purchasers on using more recycled content.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	Helps promote the idea of buy recycled which can help create demand thereby supporting market development for recycled materials.
Proposed: Messaging that promotes the "buy recycled" message.	TBD	TBD	TBD	
Placement Option 2: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	

DRAFT

Thursday, November 14th

Theme: Education and Outreach
Key Messages: Recycling remains strong. Buy Recycled.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference.	All day	U.S. Chamber of Commerce Foundation	Participate in conference	
U.S. Chamber of Commerce Foundation Corporate Citizenship Conference field trips. Field trips are arranged to a variety of locations to support topics covered during the conference.	Afternoon	U.S. Chamber of Commerce Foundation	EPA's "Innovation Fair" or other events could serve as a field trip	
Placement Option 3: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	
"Innovation Fair" showcasing recent advances in materials and recycling technology. This event could showcase: • ISRI's Design for Recycled Content award recipients; • Pledge signers' recent accomplishments.	Afternoon?	EPA, Others?	Provide logistical support	
"How to Recycle" / "What Happens to What You Recycle" demo sessions, possibly in association with Innovation Fair that could be live-streamed.	Afternoon?	TBD	TBD	
Reception for America Recycles Network organizations. The reception would be an opportunity to network.	5-7 pm	KAB, ISRI, Others?	Participate in event	

DRAFT

Friday, November 15th

Theme: Working together across the recycling system to improve Education, Infrastructure, Markets, and Measurement
Key Message: We must work together to improve our domestic recycling system.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: Executive- level coffee meeting with Administrator Wheeler. Meeting will provide executives the opportunity to discuss progress on their specific initiatives and their involvement in the America Recycles Network. Administrator Wheeler will present the finalized Framework to the group.	2 hours in the morning	EPA	EPA will facilitate the meeting and organize the logistics.	
2019 America Recycles Summit (conference/event space needed). The Summit format and content is still under development. It could include panel discussions, presentations by workgroup/priority action leads, announcements by senior leadership (e.g. the EPA Administrator could announce publishing the Framework, progress made to-date, and looking ahead to future work). KAB may use this event to present on the Consumer Insights Report or other programs they are advancing. Could be an announcement of a "pledge renewal" to extend our commitments to working together.	2-6 hours	EPA, KAB, Others?	EPA will facilitate the meeting; KAB and ISRI may cosponsor and/or handle logistics (under discussion); Contract support will be used to help facilitate the meeting.	The summit is another opportunity to highlight the need for investors in this area. Some portion of the program could bring in investors to speak to the whole America Recycles Network on how they can effectively secure financial backing for recycling projects.

DRAFT

Other Activities to Occur During the Week				
Planned/Proposed Events	**Time Commitment**	**Lead Organization**	**America Recycles Network Role**	**Additional Connections**
Tentative: DC Department of Public Works Director Chris Geldart to appear on a local Morning TV Show or radio talk show to discuss How Recycling Works.		DC Department of Public Works	Support messaging	
Tentative: A new commercial or video for District Residents on How Recycling Works with the goal of growing trust in the process and an understanding of why to keep out common contaminants.		DC Department of Public Works	Support messaging	
Tentative: Recycling Collection Truck Wraps: Messages being considered: truck 1- do not bag recyclables; truck 2 – Look for the How2@ecycle label.		DC Department of Public Works	Support messaging	

DRAFT

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/13/2019 6:38:30 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; doug@forumfg.com; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; todd.barnell@nau.edu; rob.roy@lajolla-nsn.gov; brian.coughlin@boston.gov; Breen, Scott [sbreen@USChamber.com]; Patrick.Ulaszek@aldi.us
CC: Bills, Tracie [TBills@scsengineers.com]; jabo461@ecy.wa.gov

Subject: Updated: Additional Materials Attached: America Recycles Group Webinar
Attachments: Phase2-ARDProcessRoadmap-Draft22May19.docx; May22ARDWebinarAgenda.docx
Location: 2 Ex. 6 Personal Privacy (PP)

Start: 5/22/2019 6:30:00 PM
End: 5/22/2019 8:00:00 PM
Show Time As: Tentative

Updated Call in information Ex. 6 Personal Privacy (PP)

Please note the new conference line number

Hello Everyone,

Please save the date for **Wednesday, May 22nd from 2:30 pm to 4:00pm ET**. We will be hosting a webinar to discuss the outcomes from the in-person meetings held in April and next-steps for the work groups.

An agenda and additional materials will be provided in advance of the meeting.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Network Webinar

May 22, 2019, 2:30 PM – 4:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose

Provide an update on April in-person meetings and proposed path forward.

Agenda

2:30 – 2:40 **Welcome and Agenda Review**

- EPA will welcome participants
- Facilitator will review the agenda

2:40 – 2:50 **Recap of April Meetings and Posting of Work-to-Date**

- EPA will provide a brief overview of the feedback received at the April meetings
- EPA will update the group on its efforts to post information about the project to EPA's website, including the digital pledge

2:50 – 3:10 **Discuss Path Forward for Next Phase of Work**

- The group will discuss refinement of the work group action plans and development of the Framework to Address Challenges to the U.S. Recycling System
- The group will review the path forward for the next round of work between May and November

3:10 – 3:25 **Framing ARD 2019**

- EPA will provide a brief description of initial plans for ARD 2019
- The group will discuss planned and/or potential activities during the week of ARD

3:25 – 3:30 **Closing Remarks and Next Steps**

ED_004224B_00000160-00001

Process Roadmap for Recycling Roundtable Dialogues – Phase 2 (May-November)

This document serves as a process roadmap for a continued series of virtual and in-person roundtable meetings that will culminate in the *Framework to Address Challenges Facing the U.S. Recycling System*. The roadmap describes the key process milestones and the general purpose of each engagement.

May 22, 2019: Update and Path Forward Discussion

EPA will update participants on the feedback received following the in-person meetings in April and its plan to work with the group to develop the *Framework to Address Challenges Facing the U.S. Recycling System*. EPA and the group will also discuss the anticipated schedule leading up to the November America Recycles Day 2019 Summit, including any plans by workgroup participants to host event(s) that week. It also will be an opportunity to provide EPA with early input on how to structure the ARD Summit.

Materials include:

- Process Roadmap

June – July 2019: Topic-specific Roundtable Dialogues (approximately 2-3 dialogues per action area)

Participants will reconvene based on the earlier work group action areas (Education/Outreach, Infrastructure, Measures, and Secondary Markets). The work groups will conduct a series of conference calls to do the following:

- Identify leads to work with EPA to help guide the process along with the facilitator
- Continue developing the framework for each action area, which will include:
    - Refining and making progress on immediate/priority action(s)
    - Developing action plans for the immediate/priority action(s)
    - Discussing and refining the near- and long-term actions as well as related commitments or activities by individual organizations to be included in the framework

Materials will include:

- Draft framework reflecting immediate, near- and long-term actions
- A pre-populated draft action plan for each immediate/priority action based on work to-date

Proposed meeting dates and preliminary topics are as follows:

- **Measures -** June 6 (Facilitator: Pat)
    - Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"
- **Ed/Outreach** - June 7 (Facilitator: Pat)
    - Discuss and refine thinking on messaging product
    - Discuss schedule for development and rollout of messaging product
- **Markets-** June 20 (Facilitator: Doug)
    - Explore idea of using SERDC training as potential immediate action
- **Infrastructure-** June 21 (Facilitator: Doug)
    - Discuss further work on the clearinghouse concept
- **Full group check-in-** June 28 (Facilitator: TBD)
- **Measures -** July 11 (Facilitator: Pat)
    - Report out on refinement of immediate action
    - Review initial draft action plan content

  - Discuss upcoming meeting schedule
- **Ed/Outreach -** July 12 (Facilitator: Pat)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Markets-**July 18 (Facilitator: Doug)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Infrastructure-**July 19 (Facilitator: Doug)
  - Finalize thinking on immediate action and decide on next steps to finalize before November
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Full Group Check-in -** July 26 (Facilitator: TBD)

August – September: In-person Meetings (up to 2)

Having advanced the work as much as possible through the workgroup process, each group will determine whether and when to meet between August and late September. The primary focus of any in-person meetings will be to do the detailed work needed to finalize the immediate and advance the near-term products. It also will be an opportunity to discuss the latest on the ARD Summit and planned week of events. Potential August in-person meetings could coincide with other events such as the U.S. Chamber Foundation's Sustainability and Circular Economy Summit August 15-16 or Resource Recycling Meeting in New Orleans August 26-28. Workgroups will continue to schedule webinars in August and September as needed.

October: Finalize Work Products and Prepare for November ARD Event

The group will virtually meet to discuss work done to-date and what is needed to finalize products in advance of the November meeting. The group also will discuss who will attend and how the ARD summit will be structured, including the roles of workgroup members.

November: ARD 2019 Summit

The ARD Summit will take place on Friday, November 15, where we will present the results of the working groups, unveil action plans and other key products as applicable, and make announcements for future work.

ED_004224B_00000161-00002

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 10/21/2019 9:45:35 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Adina Renee Adler [aadler@isri.org]; Billy Johnson [BillyJohnson@isri.org]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; spotter@uschamber.com; cfryer@sccommerce.com; dkantner@erefdn.org; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Randy Hartmann [rhartmann@kab.org]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; srobinson@wm.com
CC: Billy Johnson [BJohnson@isri.org]

Subject: Discuss AR Summit speaking roles for steering committee members
Attachments: DRAFT_America Recycles - Summit Agenda_10.18.19.docx
Location: Ex. 6 Personal Privacy (PP)
Start: 10/24/2019 4:00:00 PM
End: 10/24/2019 5:00:00 PM
Show Time As: Tentative

All –

Attached please find the latest draft of the agenda for the America Recycles Summit, to inform our discussion in a few minutes.

Agenda:

1. Present overview of draft America Recycles Summit agenda (EPA)
2. Describe role of steering committee members in presenting workgroup products at Summit (EPA)
3. Discuss workgroup product presentation (Group)
4. Describe potential panel at Summit (EPA)
5. Discuss panel (Group)

Talk to you all shortly,
-Brandon

Dear America Recycles workgroup steering committee members,

Thank you all for your continued leadership and for the hard work you all are putting in to ready the various workgroup products for the upcoming America Recycles Summit. The Summit will present a great opportunity to highlight all of the activities that have been happening since last November and to discuss our plans to continue leveraging the diversity of voices participating in the workgroups throughout 2020.

We are setting up this call to discuss the role we anticipate each of your organizations having in the Summit. This will be twofold: (1) presentations from the steering committee members on the products from the past year of workgroup activity; and (2) potentially a panel discussion featuring organizations participating in the steering committees on the impact that has been felt across the recycling system and the path forward.

Thank you to those of you that responded to the Doodle poll with your availability. For those that are unable to attend at this time (Chantal and Adina, I know that this didn't work for you, at least when you filled out the Doodle!), please let me know and I can coordinate a second call on Friday or Monday (10/25 and 10/28).

I will follow up with meeting materials in the next couple of days.

Call-in info:

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

2019 America Recycles Summit

Executives from industry, federal, state, tribal, and local government, and trade associations will commit to continue working together over the next year to build on their successes and implement a national framework for advancing the U.S. recycling system, including establishing a national goal to increase recycling.

Time: Friday, November 15th ~10:10am – 1:00pm. Participants will be asked to arrive 1 hour early to clear security.

Location: Map Room (WJC East Rm 1153).

Press Details: Open to press

Objectives:

- Introduce charter members of the new WasteWise Recycling Demand Challenge.
- Celebrate America Recycles workgroup accomplishments and deliverables.
- Make a public commitment to work together on the actions identified in the *Framework to Advance the U.S. Recycling System*.
- Exchange ideas on any additional actions that are needed to improve recycling in America.
- Inspire further action by attendees in improving recycling. Actions could include joining workgroups and identifying additional commitments they will take to improve recycling.

Participants: 100-200 organizations including the America Recycles Day pledge signers and the America Recycles Workgroup members.

Proposed Format:

9:30am – Light refreshments (e.g. coffee, tea)

10:10am – Welcome and Introduction of Administrator Wheeler by OLEM Assistant Administrator Peter Wright

10:15am – Opening remarks from Administrator Wheeler

- Thank workgroup participants
- Provide highlights from the morning Roundtable.
- Announce Release of National Framework to Advance the US Recycling System
- Announce WasteWise 25th anniversary.
- Announce launch of the new "Recycling Demand Challenge" within WasteWise and recognize the Charter participants (official launch will have occurred at Roundtable, this will just be announcing to the larger group).
- Acknowledge that there are other events going on across the country in celebration of America Recycles Week.

10:25am – Importance of the regional perspective in advancing recycling – short remarks from Region 2 Administrator Pete Lopez.

ED_004224B_00000189-00001

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

10:35am – **America Recycles Network Accomplishments and Future Actions.** Each presentation will focus on key products/deliverables and be forward-looking, highlighting plans for projects in 2020 and beyond.

- Overview of America Recycles efforts and progress since the 2018 summit (EPA)
- Presentation of Key Deliverables and Next Steps/future actions
    - Recycling definition and Recycling System Map (EPA and EREF)
        - Additional/Future Measurement-related actions
    - Key Messages and Info-graphic (KAB, TRP, SPC)
        - Additional/Future Education and Outreach actions
    - Launch of Recycling Demand Challenge (EPA, Waste Management, TRP)
        - Additional/Future Market Development actions
    - Launch of the Virtual Clearinghouse (Chamber of Commerce Foundation, ISRI, KAB)
- Potentially 2-4 additional announcements (TBD)
    - Include one or more announcements about other events going on around the country
    - Opportunity for other partners to announce items (e.g. KAB highlights on town hall meetings)

11:35am – **Facilitated panel discussion.** EPA-moderated panel discussion with senior leaders from across the supply chain (our America Recycles steering committee member organizations). Looking to the future - what additional actions are needed? What are the gaps, and how can current pledge signers who haven't joined the workgroups get involved? The audience will be engaged through a virtual polling app such as "Poll Everywhere" and/or Sli.do.

12:15pm – **Questions through Facebook Live.** Take a limited number of additional questions from the audience and through Facebook Live.

12:45pm – Closing remarks from Assistant Administrator Peter Wright. Summarize key commitments and highlight proposed actions. Reiterate specific asks for the audience (i.e. to join a workgroup, join Recycling Demand Challenge). Invite recent pledge signers to join workgroups.

1:00pm – Adjourn and Networking

ED_004224B_00000189-00002

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 10/21/2019 9:31:51 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; ali.blandina@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; adelage@sccommerce.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; bsmith@steel.org; brian_hawkinson@afandpa.org; brian.coughlin@boston.gov; Cathy.Jamieson@vermont.gov; cfryer@sccommerce.com; Charlotte.Dreizen@dc.gov; cknight@stillwater.org; christopher.adamo@danone.com; chris.osgood@boston.gov; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dfkeeling@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; Howard.Lee@dc.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; Kaley Laleker [kaley.laleker@maryland.gov]; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; nicoler.collier@us.nestle.com; kholmes@plasticsindustry.org; Kim.Carswell@target.com; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; kyla@threepeaksustainability.com; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ebedard@recyclingpartnership.org; ldyer@fpi.org; lynn@nerc.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; Martin.Brown@state.or.us; mmeenan@aluminum.org; mdaum@ameribev.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; pbalserak@steel.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; RRodriguez2@leegov.com; rob.roy@lajolla-nsn.gov; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; nrcexecdirector@gmail.com; SBreen@cancentral.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; tgoldberg@newmoa.org; Terry_Webber@afandpa.org; todd.barnell@nau.edu; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]
CC: Sharpe, Kristinn [Sharpe.Kristinn@epa.gov]; nicole.collier@us.nestle.com; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; doug@forumfg.com; Andrea Schnitzer [Andrea.Schnitzer@erg.com]

Subject: UPDATED WITH AGENDA: America Recycles Network pre-AR Summit Full Group Check-in
Attachments: National Framework to Advance the US Recycling System_At a Glance_11 1 19.pdf; Overview of AR Week Events_11 1 19.pdf; ARD-FullCallAgenda-01Nov19.pdf
Location: Ex. 6 Personal Privacy (PP)

Start: 11/1/2019 5:00:00 PM
End: 11/1/2019 6:30:00 PM
Show Time As: Tentative

Dear America Recycles workgroup members,

America Recycles Week is approaching quickly! We will be holding a call of all participants in all four workgroups **1:00-2:30 PM (ET) on November 1, 2019** to discuss final preparations for the week, including the Innovation Fair and this year's America Recycles Summit, as well as to discuss the status of each workgroup's priority action.

Attached you will find the agenda for today's call, as well as a draft document summarizing the in-development *National Framework to Advance the U.S. Recycling System* and a document summarizing the latest information on the various events taking place during America Recycles Week.

If you have not already done so, please register your organization's representatives who will be attending the Innovation Fair (https://americarecyclesinnovationfair.eventbrite.com) and Summit (https://americarecyclessummit.eventbrite.com) at the earliest convenience.

Call-in information:

Ex. 6 Personal Privacy (PP)

Skype: (please join through ***both*** Skype and the phone line)

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

America Recycles Day Summit – Full Workgroup Discussion

November 1, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss workgroup progress, deliverables and announcements for America Recycles Day
- Review activities and materials for America Recycle Week
- Discuss logistics and agendas for D.C. based events occuring November 14 & 15

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants

20 min **Workgroup Progress Review**

- Steering Committees will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Development of infographic
  - Markets – Recycling Demand Challenge
  - Measures – Definition and Recycling System Map
- EPA will discuss development of the 1-page documents highlighting each deliverable that will be released during the America Recycles Summit

10 min **EPA Update on National Framework**

- EPA will walk through the draft *National Framework for Advancing the U.S. Recycling System* "At-a-Glance" document.

30 min **Discuss America Recycles Week Activities and Logistics for D.C.-based Events**

- Update on America Recycles Week activities
  - November 14th: Innovation Fair and America Recycles Reception
  - November 15th: America Recycles Summit
- Discuss communications activities and present any updated information from communications calls held on 10/28

5 min **Closing Remarks and Next Steps**

ED_004224B_00000191-00001

U.S. EPA
America Recycles

National Framework to Advance the U.S. Recycling System

America Recycles Workgroup Participants' and EPA Actions "At-a-Glance"
Draft: 11/1/19 – NOTE: Content is subject to change

Background

On November 15, 2018, EPA Administrator Andrew Wheeler hosted the America Recycles Day Summit, which brought together stakeholders from across the U.S. recycling system to join EPA in signing the America Recycles Pledge. All 45 signing organizations, including EPA, pledged to work together to identify specific actions to take in addressing the challenges and opportunities facing the U.S. recycling system. Through the pledge, organizations committed to leveraging their collective expertise, strengths and resources to address these challenges and opportunities. Participants included representatives from federal, local, state and tribal governments; the recycling industry; and manufacturers and brands. Following the 2018 America Recycles Summit, EPA worked with the 44 organizations that signed the America Recycles Pledge to form four workgroups aligned with four critical action areas:

- Promoting Education and Outreach
- Enhancing Materials Management Infrastructure
- Strengthening Secondary Material Markets
- Enhancing Measurement

During America Recycles Week 2019, EPA intends to release the *National Framework to Advance the U.S. Recycling System*, which will articulate the collaborative efforts undertaken to-date by the America Recycles workgroup participants as well as the path forward for future action in 2020. 2019 deliverables and announcements, organized by action area, are described below. Also included are anticipated 2020 activities that will be reflected in the *National Framework.*

Action Area 1: Promoting Education and Outreach

2019 Workgroup Participants' Priority Product

- Led by Keep America Beautiful, The Recycling Partnership, and Sustainable Packaging Coalition, workgroup participants have been compiling key messages on recycling issues for public and media audiences in the form of an infographic. This infographic will include messages that:
    - Emphasize the strength of the recycling system.
    - Articulate the range of benefits of recycling to reinforce the importance of recycling.
    - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
    - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

2019 EPA Actions/Announcements

- Release EPA publication featuring pledge signatory success stories and Veteran's Stories.
- Announce release of EPA publication featuring WasteWise Partner success stories in honor of the program's 25th Anniversary.
- Announce plans to evaluate the feasibility of launching a pilot educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs, anticipated in 2020.

ED_004224B_00000192-00001

2020 Actions to be included in National Framework

- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup participants.
- Evaluate the feasibility of a national public relations campaign to lay the foundation for common messaging on nationally-significant materials or issues. The campaign could be directed at engaging youth or other audiences.
- Share information about available free, open-source, downloadable labels for recycling bins.

Action Area 2: Enhancing Materials Management Infrastructure

2019 Infrastructure Workgroup Participants' Priority Action

- Led by the U.S. Chamber of Commerce Foundation, workgroup participants are compiling available funding opportunities around the country for infrastructure upgrades. To help governments and private companies fund infrastructure improvements, they need to first know what resources are available. The list of resources will provide an overview of funding resources available to supplement organizations' efforts across the system.

2019 EPA Actions/Announcements

- Initiate work to map existing recycling infrastructure. This effort will begin to provide a clearer picture of the infrastructure that is currently available in this country to service millions of Americans' recycling needs. The map also will help identify where there are gaps in service and where more infrastructure is needed to enhance recycling collection and/or processing capabilities in the U.S.

2020 Actions to be included in National Framework

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Action Area 3: Strengthening Secondary Materials Markets

2019 Markets Workgroup Participants' Priority Actions/Announcements

- Successful initiation of activities to spur market development across the country by EPA and the National Recycling Coalition through the co-sponsorship of two workshops at the Resource Recycling Conference and State of Texas Alliance for Recycling Summit.
- Announce intent to develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

ED_004224B_00000192-00002

2019 EPA Actions/Announcements

- Announce plans to publish a Federal Register notice requesting comments on the recommended recycled content levels and products associated with the Comprehensive Procurement Guidelines (CPG).
- Announce intent to launch a new "Recycling Demand Challenge" within EPA's WasteWise Program, modeled after the Association of Plastics Recyclers Demand Champions Program, but could be applied to all materials in the recycling stream.

2020 Actions to be included in National Framework

- Determine the success of the NRC-EPA workshops by assessing results and follow-up activities by participating states. Expand and host workshops in other parts of the country.
- Continue efforts to finalize elements of the toolkit.
- Conduct and compile research on contracts, outreach strategies, financing opportunities, etc. to determine what is working well to better understand investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Action Area 4: Enhancing Measurement

2019 Measurement Workgroup Participants' Priority Action(s)

- Announce workgroup participants' draft definition of "recycling," which will be shared for public comment on EPA's website.
- Publish a recycling system map that depicts the flow of materials through the system.
- Convey progress on compiling information on a range of metrics and measures, including definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

2019 EPA Actions/Announcements

- Continue to facilitate the state measurement data sharing program.
- Provide status update of revisions underway to the 1997 document *Measuring Recycling – A Guide for State and Local Governments*.
- Announce intent to update to EPA's Recon Tool, which calculates greenhouse gas emissions reductions associated with recycled content material.
- Announce intent to establish a national goal(s) to increase recycling by America Recycles Day 2020 with input from the America Recycles Network and the public.

2020 Actions to be included in National Framework

- Obtain public input and finalize definition of "recycling."
- Develop additional definitions associated with materials flow through the system.
- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g., EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- With public input, establish a national goal for recycling activities, similar in concept to the goal of 50 percent reduction of food waste by 2030.

ED_004224B_00000192-00003

- Compile results of workgroup participants' activities (definitions, material flow map, metrics, measures and goals) for integration into the *Measuring Recycling: A Guide for State and Local Governments*. Release Guide.

2019 Cross-Cutting Activities that Support Multiple Action Areas

2019 America Recycles Workgroup Participants' Product/Deliverable

- Led by the U.S. Chamber of Commerce Foundation, the Institute for Scrap Recycling Industries, and Keep America Beautiful, announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling tools and resources.

EPA Products

- Release the *National Framework to Advance the U.S. Recycling System*.
- EPA will continue facilitating and providing logistical support for workgroup participants' meetings and dialogues, including hosting future meetings to implement actions within the *National Framework*.
- EPA will conduct webinars and outreach on the clearinghouse to increase resources/information included in the web-based tool; provide financial support towards operation and maintenance of the clearinghouse.

DRAFT

America Recycles Week 2019

"Charting a Collaborative Path Forward to a More Resilient Recycling System"

Overview of Events for America Recycles Full-Workgroup Call

November 1, 2019 – Draft - Content is Subject to Change

Background

Last year on November 15, 2018, EPA hosted the America Recycles Day Summit that brought together stakeholders from across the recycling system to join EPA in signing the America Recycles Pledge. That day, 45 signatories, including EPA, pledged to work together to identify specific actions to take in addressing challenges and opportunities facing the U.S. recycling system. Since hosting the Summit, EPA has coordinated the efforts of four workgroups charged with addressing challenges in the recycling system across the four action areas identified last year: Promote Education and Outreach, Enhance Materials Management Infrastructure, Strengthen Secondary Material Markets, and Enhance Measurement. Today, a total of over 165 organizations have signed the pledge.

America Recycles Week

EPA and the America Recycles Network participants are planning an entire week of activities this November 11th-15th. Each day will feature a different communications theme, and numerous events across the country are being planned by EPA, EPA's Regional offices, and America Recycles Network members. The daily communications themes and highlights of key events are summarized in the table below. America Recycles Network participants are also encouraged to register additional events celebrating America Recycles Day on the Keep America Beautiful website, https://americarecyclesday.org/add-event/.

Event	Description	Host(s)
Monday (11/ 11): ***Veterans, Jobs, and Recycling*** - Veterans make a positive contribution to the U.S. economy including through the recycling industry. The recycling industry also creates jobs.		
Fort Bliss Recycling Hero Award	Keep America Beautiful (KAB) is presenting an award to the Recycling Hero(es) from Fort Bliss. Fort Bliss in El Paso, Texas has an aggressive recycling program and awards individuals monthly for their recycling efforts.	Keep America Beautiful, EPA Region 6, Dept. of Defense
Tuesday (11/ 12): ***Measurement*** – Improving data, metrics and measurement is key to strengthening the U.S. recycling system. EPA also will be celebrating the 25th anniversary of EPA's WasteWise voluntary partnership program, which encourages organizations and businesses to achieve sustainability in their practices and reduce waste through setting goals and reporting progress.		
WasteWise 25th Anniversary	EPA announcement of the 25th Anniversary of the WasteWise program.	EPA HQ (announcement only)
Wednesday (11/13): ***Markets and Market Development-*** Enhancing markets for secondary materials will help keep high-quality materials in the U.S. economy.		
U.S. Chamber of Commerce Foundation 2019 Corporate Citizenship Conference	U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference, organized in 2019 around the theme of "Solve Together" – solving the challenges posed by being more sustainable, efficient, inclusive, forward-thinking, and simply better when	U.S. Chamber of Commerce Foundation

ED_004224B_00000193-00001

Event	Description	Host(s)
	working together on these fundamental issues. EPA will moderate a panel on community-based public-private partnerships.	
ISRI "State of Recycling" Congressional briefing	ISRI is sponsoring a "State of Recycling" briefing to the House Recycling Caucus. EPA and others will be attending the briefing.	ISRI
Thursday (11/14): ***Education and Outreach*** - Promoting education and outreach to consumers on how to recycle properly helps reduce contamination in the recycling stream and create high-quality recycled products.		
America Recycles: Innovation Fair	The Innovation Fair will showcase recent advances in materials and recycling technology. This event will showcase products and technologies that are advancing recycling and connect innovators with funders. Register: https://americarecyclesinnovationfair.eventbrite.com	EPA HQ, ISRI, KAB, SWANA, The Recycling Partnership
America Recycles Reception	America Recycles Reception sponsored by KAB, ISRI, TRP, and several other of KAB's America Recycles Day sponsors. This will be hosted in a space adjacent to the Innovation Fair location.	KAB, ISRI, TRP, and several other America Recycles Day sponsors
U.S. Chamber of Commerce Foundation 2019 Corporate Citizenship Conference (cont'd)	U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference, organized in 2019 around the theme of "Solve Together" – solving the challenges posed by being more sustainable, efficient, inclusive, forward-thinking, and simply better when working together on these fundamental issues. EPA will moderate a panel on community-based public-private partnerships.	U.S. Chamber of Commerce Foundation
Friday (11/15): ***America Recycles Day: Collaboration is Key to Success*** – Collaboration is key to finding solutions to the challenges facing the U.S. recycling system.		
America Recycles Summit	The Summit will bring together all signers of the America Recycles Pledge and other key representatives from industry, non-profits, federal, state, tribal, and local government, and trade associations. The steering committees of America Recycles Workgroups will report on progress made since last year and present and discuss future commitments to advance the U.S. recycling system. EPA will highlight some new initiatives and programs to support America Recycles work. Register: https://americarecyclessummit.eventbrite.com.	EPA HQ

America Recycles: Innovation Fair – Nov. 14, 1:00pm-6:00pm

The America Recycles: Innovation Fair will connect potential investors to recycling innovators to spur market development and adoption of new technologies as well as products comprised of recycled content. Exhibitors will showcase their innovative efforts across the recycling system, including research, education and outreach, new technologies and processes, and recycled content products. The Fair will take place on **November 14th from 1:00pm – 6:00pm in the Ronald Reagan Building Pavillion Room** and is open to the press and the public.

During the Innovation Fair (time TBD), the National Waste and Recycling Association will be conducting a brief ceremony recognizing veterans for their service and commitment to environmental protection by presenting several with Challenge Coins. During the last two hours of the Innovation Fair, from **4:00pm – 6:00pm in the Ronald Reagan Building Pavilion Foyer**, Keep America Beautiful, ISRI, The Recycling Partnership, and several other organizations that sponsor America Recycles Day will be sponsoring an America Recycles Reception.

2019 America Recycles Summit – Nov. 15, 10:00am-1:00pm

On **Friday, November 15, 2019, from 10:00 am – 1:00 pm in Room 1153 in the William Jefferson Clinton Building – East**, Administrator Wheeler will host America Recycles Pledge signatories in EPA's 2019 Recycling Summit. The Summit is open to the press but not open to the public; invitees are limited to America Recycles Pledge signatories as well as any special guests invited by EPA leadership. During the Summit, workgroup leaders will present on their accomplishments and deliverables, and participants will have an opportunity to identify additional commitments or actions they will take to improve domestic recycling.

During the Summit, EPA will announce the release of its *National Framework for Advancing the U.S. Recycling System*. The Framework will build on the status report released in July 2019 and will highlight the work completed by the America Recycles partnering organizations as well as partnership activities completed by America Recycles Pledge signatories. The Framework is intended to highlight collaborative efforts made by EPA and others to improve the resilience of the U.S. recycling system as well as identify areas for future action.

America Recycles Summit Agenda in brief	
Time	**Agenda Item**
8:00am-9:30am	Arrive to go through security. You are encouraged to arrive early as security procedures are lengthy for entering a federal building.
9:30am-10:00am	Light refreshments outside of Summit room
10:00am – 10:10am	Transition to Summit room
10:10am – 10:25am	Opening remarks
10:25am-11:25am	Steering committee presentations of workgroup deliverables
11:25am-12:35pm	Panel discussion of remaining gaps and needs to address challenges facing the U.S. recycling system, as well as the next year of America Recycles work; audience Q+A
12:35pm-12:45pm	Summary of themes from Summit conversation
12:45pm-1:00pm	Closing remarks

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:34:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Sara.Decker@walmart.com

Subject: Agenda attached: Markets workgroup call: America Recycles Network
Attachments: ARD-MarketsAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Tentative

Good morning,

Quick reminder we are having a workgroup call this afternoon at 3pm ET. An agenda for this call is now attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Strengthening Secondary Material Markets Roundtable Discussion

October 3, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Markets steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Markets Workgroup Progress**

- Creation of new Recycling Demand Challenge within EPA's WasteWise Program
  - Finalizing information about the challenge requirements:
    - Sign the America Recycles Pledge
    - Set goals to increase the recycled-content in the products they manufacture or purchase.
- What data do we need/would we be able to capture from your organization?
- What would you like to see as recognition?
- Is this something your organization would be willing to join?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE*: The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.

ED_004224B_00000215-00001

- Highlight future workgroup projects/actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000215-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:37:25 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; SBreen@cancentral.com; Shari_Jackson@americanchemistry.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]
CC: Chris Knight [chris.knight@stillwater.org]; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Craig, Jordan [Jordan_Craig@afandpa.org]; Sara.Decker@walmart.com

Subject: Agenda Added: Education & Outreach workgroup call: America Recycles Network
Attachments: ARD-EducationAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 5:00:00 PM
End: 10/4/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we will be having the Education and Outreach America Recycles workgroup call tomorrow afternoon at 1pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Promoting Education and Outreach Roundtable Discussion

October 4, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Education and Outreach steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Education and Outreach Workgroup Progress**

- Recap work underway by the steering committee
  - Collection of positive recycling messages
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss workgroup progress and potential infographic
  - Is there anything else you want to see these messages used for?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE:* The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.
- Highlight future workgroup projects/actions (2020).

ED_004224B_00000219-00001

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
  - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"] Deadline October 15th.
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000219-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:40:54 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy.Jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kyla@threepeaksustainability.com; kate.balcerzak@pepsico.com; lynn@nerc.org; ldyer@fpi.org; mdaum@ameribev.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; nicoler.collier@us.nestle.com
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Sara.Decker@walmart.com

Subject: Agenda added: Infrastructure workgroup call: America Recycles Network
Attachments: ARD-InfrastructureAgenda-05Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 7:00:00 PM
End: 10/4/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we will be having the Infrastructure America Recycles workgroup call tomorrow afternoon at 3pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

October 4, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Infrastructure steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Infrastructure Workgroup Progress**

- Update on Clearinghouse progress
- Discuss development of a list of infrastructure funding related resources
  - Is this something people would be interested in having by America Recycles Day?
  - Is anyone willing to collect this information?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE:* The Materials Recovery for the Future research program in coordination with sixteen member companies operated a pilot program to collect flexible film packaging from single-stream curbside recycling systems.
- Highlight future workgroup projects/actions (2020).

ED_004224B_00000221-00001

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
  - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"] Deadline October 15th.
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000221-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:32:08 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; mdaum@ameribev.org; Sjogren, Mya [Sjogren.Mya@epa.gov]; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com [Sara.Decker@walmart.com]

Subject: Agenda attached: Measurement workgroup call: America Recycles Network
Attachments: ARD-MeasurementAgenda-04Oct19.docx; Recycling Definitions_AR_8-26-19.docx
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**
Start: 10/3/2019 5:00:00 PM
End: 10/3/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we are having a workgroup call this afternoon at 1pm ET. An agenda is attached. See also the Recycling Definitions document that Brandon sent out last week which we will be discussing on the call.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

October 3, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: 202-991-0477; Conference Code: 6663472

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Measurement steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Measurement Workgroup Progress**

- Review proposed definition for recycling (See attached Recycling Definitions document for additional details).
  - Proposed Definition Based on Feedback from AR Measurement Workgroup: Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into feedstock and are used in the manufacture of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as for composting.
- Discuss recycling system map in development (See attached Recycling Map document)
  - Any initial comments or reactions?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.

ED_004224B_00000223-00001

    - *DRAFT EXAMPLE:* The Educational Research and Education Fund in coordination with several different states and municipalities has completed an analysis of state recycling definitions.
- Highlight future actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
    - Deadline extended to October 15th.
- Innovation Fair on November 14th.
    - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
    - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000223-00002

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00000224-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00000224-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00000224-00003

5. **Key Results and Takeaways from AR Measurement Workgroup (7/16)**

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. **Proposed Definition (based on feedback from AR Measurement Workgroup)**
   - Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into feedstock and are used in the manufacture of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as for composting.

ED_004224B_00000224-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/26/2019 12:57:18 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; Golison, Marrisa [Golison@gmaonline.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Carreon, Alessandra (A.R.) [acarreo2@ford.com]; Heed, Deb (D.H.) [dheed@ford.com]

Subject: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
Attachments: DRAFT_America Recycles Week 2019 Schedule of Events_6 26 19.docx; ARD-FullCallAgenda-28June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/28/2019 7:00:00 PM
End: 6/28/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first full group check-in. During this call we will hear updates from each work group and discuss any topics where we need input from the group at large.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/19/2019 1:37:37 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org; DeLage, Anna [adelage@sccommerce.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: jabo461@ecy.wa.gov; Golison, Marrisa [Golison@gmaonline.org]

Subject: Updated with Agenda and Materials: Markets work group call 1: America Recycles Network
Attachments: ARD-MarketsAgenda-20June19.docx; Markets-ActionPlanDraft-13Jun19.docx; ActionArea3_MarketsRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/20/2019 7:00:00 PM
End: 6/20/2019 8:30:00 PM
Show Time As: Tentative

Hi All,

Sending a quick reminder about the call tomorrow afternoon. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the workgroup. Hopefully this will help with names on the call.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Markets work group. During this call we will:

- Explore idea of using SERDC training as potential immediate action

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 3: Markets Group Roster

This is a list of individuals who have expressed interest in the Markets work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adam	Gendell	SPC / GreenBlue
Adina	Adler	Institute of Scrap Recycling Industries
Alanna	Suda	MWWPR
Ali	Donahue	Keurig Dr Pepper
Anne	Germain	National Waste and Recycling Association
Bill	Turley	Construction and Demolition Recycling Association
Brian	Hawkinson	American Forest + Paper Association
Chris	Adamo	Danone North America
Chuck	Chaitovitz	US Chamber of Commerce
Chuck	Ruffing	Rochester Institute of Technology – P2I
Craig	Cookson	American Chemistry Council
Dan	Adsit	Ford Motor Company
Dave	Keeling	National Recycling Coalition/Steel Recycling Institute
Janine	Bogar	Association of State and Territorial Waste Management Officials
Jessica	Marshall	McDonald's
Joseph	Pickard	Institute of Scrap Recycling Industries
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kim	Holmes	Plastics Industry Association
Lauren	Wilk	The Aluminum Association
Lisa	Dry	Battery Council International
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Marissa	Golison	Grocery Manufacturers Association
Meghan	Stasz	Grocery Manufacturers Association
Patrick	Orth	SC Johnson
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Seth	Barron	Exxon Mobil
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Zach	George	National Association of Counties

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/13/2019 8:30:18 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder:DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Attachments: EducationOutreach-ActionPlanDraft-03Jun19.docx; ARD-EducationAgenda-14June19.docx; ActionArea1_EducationOutreachRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Tentative

Hello everyone,

A quick reminder, we are having our **Education & Outreach call tomorrow Friday, June 14 from 11:00am to 12:30pm ET**. Please find the agenda, draft action plan, and a group roster attached.

Look forward to speaking with you all tomorrow.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 1: Education & Outreach Group Roster

This is a list of individuals who have expressed interest in the Education & Outreach workgroup and receive meeting notifications for this group. Attendees on workgroup calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	ISRI
Ali	Donahue	Keurig Dr Pepper
Alli	Kingfisher	Washington State Department of Ecology
Anne	Germain	NWRA
Anne	Bedarf	Colgate Palmolive
Bill	Turley	CDRA
Brian	Hawkinson	American Forestry & Paper Association
Chris	Knight	City of Stillwater Oklahoma
Dylan	de Thomas	Recycling Partnership
Fran	McPoland	Paper Recycling Coalition
Ginger	Spencer	City of Phoenix
Howard	Lee	DC Department of Public works
James	Jennings	ASWTSWMO
Jennifer	Ronk	Dow Chemical Company
Jesse	Maxwell	SWANA
Jessica	Marshall	McDonald's
Johnathan	Levy	ISRI
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	NACo
Kate	Balcerzak	PepsiCo
Kelly	Cramer	SPC / GreenBlue
Kim	Holmes	Plastics Industry Association
Lisa	Dry	Battery Council International
Lynn	Dyer	Foodservice Packaging Institute
Mark	Junker	Tribal Waste and Response Steering Committee
Matt	Meenan	The Aluminum Association
Meghan	Stasz	Grocery Manufacturers Association
Missy	Owens	Coca-Cola
Nicole	Smith	Coca-Cola
Paul	Alcantar	City of Cleveland
Randy	Hartman	Keep America Beautiful
Seth	Barron	ExxonMobil
Shari	Jackson	American Chemistry Council

Stephanie	Potter	US Chamber of Commerce Foundation
Susan	Robinson	Waste Management
Terry	Webber	American Forestry & Paper Association
Traci	Bills	CRRA
Trina	Matta	GreenBlue
Zach	George	NACo

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/6/2019 6:17:42 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Attachments: Measures-ActionPlanDraft-03Jun19.docx; ARD-MeasuresAgenda-6June19.docx; ActionArea4_MeasurementRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Hi All,

Sending a quick reminder about the call in 1 hour. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the work group. Hopefully this will help with names on the call.

Talk to you all soon!

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/22/2019 6:33:53 PM
To: Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; doug@forumfg.com; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; todd.barnell@nau.edu; rob.roy@lajolla-nsn.gov; brian.coughlin@boston.gov; Breen, Scott [sbreen@USChamber.com]; Patrick.Ulaszek@aldi.us
CC: Bills, Tracie [TBills@scsengineers.com]; jabo461@ecy.wa.gov

Subject: Updated: Additional Materials Attached: America Recycles Group Webinar
Attachments: Phase2-ARDProcessRoadmap-Draft22May19.docx; May22ARDWebinarAgenda.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 5/22/2019 6:30:00 PM
End: 5/22/2019 8:00:00 PM
Show Time As: Tentative

Updated Call in information Ex. 6 Personal Privacy (PP)

Please note the new conference line number

Hello Everyone,

Please save the date for **Wednesday, May 22nd from 2:30 pm to 4:00pm ET**. We will be hosting a webinar to discuss the outcomes from the in-person meetings held in April and next-steps for the work groups.

An agenda and additional materials will be provided in advance of the meeting.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Process Roadmap for Recycling Roundtable Dialogues – Phase 2 (May-November)

This document serves as a process roadmap for a continued series of virtual and in-person roundtable meetings that will culminate in the *Framework to Address Challenges Facing the U.S. Recycling System*. The roadmap describes the key process milestones and the general purpose of each engagement.

May 22, 2019: Update and Path Forward Discussion

EPA will update participants on the feedback received following the in-person meetings in April and its plan to work with the group to develop the *Framework to Address Challenges Facing the U.S. Recycling System*. EPA and the group will also discuss the anticipated schedule leading up to the November America Recycles Day 2019 Summit, including any plans by workgroup participants to host event(s) that week. It also will be an opportunity to provide EPA with early input on how to structure the ARD Summit.

Materials include:

- Process Roadmap

June – July 2019: Topic-specific Roundtable Dialogues (approximately 2-3 dialogues per action area)

Participants will reconvene based on the earlier work group action areas (Education/Outreach, Infrastructure, Measures, and Secondary Markets). The work groups will conduct a series of conference calls to do the following:

- Identify leads to work with EPA to help guide the process along with the facilitator
- Continue developing the framework for each action area, which will include:
    - Refining and making progress on immediate/priority action(s)
    - Developing action plans for the immediate/priority action(s)
    - Discussing and refining the near- and long-term actions as well as related commitments or activities by individual organizations to be included in the framework

Materials will include:

- Draft framework reflecting immediate, near- and long-term actions
- A pre-populated draft action plan for each immediate/priority action based on work to-date

Proposed meeting dates and preliminary topics are as follows:

- **Measures -** June 6 (Facilitator: Pat)
    - Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"
- **Ed/Outreach** - June 7 (Facilitator: Pat)
    - Discuss and refine thinking on messaging product
    - Discuss schedule for development and rollout of messaging product
- **Markets-** June 20 (Facilitator: Doug)
    - Explore idea of using SERDC training as potential immediate action
- **Infrastructure-** June 21 (Facilitator: Doug)
    - Discuss further work on the clearinghouse concept
- **Full group check-in-** June 28 (Facilitator: TBD)
- **Measures -** July 11 (Facilitator: Pat)
    - Report out on refinement of immediate action
    - Review initial draft action plan content

ED_004224B_00000310-00001

  - Discuss upcoming meeting schedule
- **Ed/Outreach -** July 12 (Facilitator: Pat)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Markets-**July 18 (Facilitator: Doug)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Infrastructure-**July 19 (Facilitator: Doug)
  - Finalize thinking on immediate action and decide on next steps to finalize before November
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Full Group Check-in -** July 26 (Facilitator: TBD)

August – September: In-person Meetings (up to 2)

Having advanced the work as much as possible through the workgroup process, each group will determine whether and when to meet between August and late September. The primary focus of any in-person meetings will be to do the detailed work needed to finalize the immediate and advance the near-term products. It also will be an opportunity to discuss the latest on the ARD Summit and planned week of events. Potential August in-person meetings could coincide with other events such as the U.S. Chamber Foundation's Sustainability and Circular Economy Summit August 15-16 or Resource Recycling Meeting in New Orleans August 26-28. Workgroups will continue to schedule webinars in August and September as needed.

October: Finalize Work Products and Prepare for November ARD Event

The group will virtually meet to discuss work done to-date and what is needed to finalize products in advance of the November meeting. The group also will discuss who will attend and how the ARD summit will be structured, including the roles of workgroup members.

November: ARD 2019 Summit

The ARD Summit will take place on Friday, November 15, where we will present the results of the working groups, unveil action plans and other key products as applicable, and make announcements for future work.

ED_004224B_00000310-00002

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 11/1/2019 3:19:12 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; ali.blandina@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; adelage@sccommerce.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; bsmith@steel.org; brian_hawkinson@afandpa.org; brian.coughlin@boston.gov; Cathy.Jamieson@vermont.gov; cfryer@sccommerce.com; Charlotte.Dreizen@dc.gov; cknight@stillwater.org; christopher.adamo@danone.com; chris.osgood@boston.gov; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dfkeeling@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; Howard.Lee@dc.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; Kaley Laleker [kaley.laleker@maryland.gov]; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; nicoler.collier@us.nestle.com; kholmes@plasticsindustry.org; Kim.Carswell@target.com; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; kyla@threepeaksustainability.com; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ebedard@recyclingpartnership.org; ldyer@fpi.org; lynn@nerc.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; Martin.Brown@state.or.us; mmeenan@aluminum.org; mdaum@ameribev.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; pbalserak@steel.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; RRodriguez2@leegov.com; rob.roy@lajolla-nsn.gov; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; nrcexecdirector@gmail.com; SBreen@cancentral.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; tgoldberg@newmoa.org; Terry_Webber@afandpa.org; todd.barnell@nau.edu; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]
CC: Sharpe, Kristinn [Sharpe.Kristinn@epa.gov]; nicole.collier@us.nestle.com; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; doug@forumfg.com; Andrea Schnitzer [Andrea.Schnitzer@erg.com]

Subject: UPDATED WITH AGENDA: America Recycles Network pre-AR Summit Full Group Check-in
Attachments: National Framework to Advance the US Recycling System_At a Glance_11 1 19.pdf; Overview of AR Week Events_11 1 19.pdf; ARD-FullCallAgenda-01Nov19.pdf
Location: **Ex. 6 Personal Privacy (PP)**

Start: 11/1/2019 5:00:00 PM
End: 11/1/2019 6:30:00 PM
Show Time As: Tentative

Dear America Recycles workgroup members,

America Recycles Week is approaching quickly! We will be holding a call of all participants in all four workgroups **1:00-2:30 PM (ET) on November 1, 2019** to discuss final preparations for the week, including the Innovation Fair and this year's America Recycles Summit, as well as to discuss the status of each workgroup's priority action.

Attached you will find the agenda for today's call, as well as a draft document summarizing the in-development *National Framework to Advance the U.S. Recycling System* and a document summarizing the latest information on the various events taking place during America Recycles Week.

If you have not already done so, please register your organization's representatives who will be attending the Innovation Fair (https://americarecyclesinnovationfair.eventbrite.com) and Summit (https://americarecyclessummit.eventbrite.com) at the earliest convenience.

Call-in information:

Ex. 6 Personal Privacy (PP)

Skype: (please join through ***both*** Skype and the phone line)

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 10/24/2019 3:55:02 PM
To: Randy Hartmann [rhartmann@kab.org]; Adina Renee Adler [aadler@isri.org]; Billy Johnson [BillyJohnson@isri.org]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; spotter@uschamber.com; srobinson@wm.com; cfryer@sccommerce.com; dkantner@erefdn.org; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]
CC: Billy Johnson [BJohnson@isri.org]

Subject: Discuss AR Summit speaking roles for steering committee members
Attachments: DRAFT_America Recycles - Summit Agenda_10.18.19.docx
Location: Ex. 6 Personal Privacy (PP)
Start: 10/24/2019 4:00:00 PM
End: 10/24/2019 5:00:00 PM
Show Time As: Tentative

All –

Attached please find the latest draft of the agenda for the America Recycles Summit, to inform our discussion in a few minutes.

Agenda:

1. Present overview of draft America Recycles Summit agenda (EPA)
2. Describe role of steering committee members in presenting workgroup products at Summit (EPA)
3. Discuss workgroup product presentation (Group)
4. Describe potential panel at Summit (EPA)
5. Discuss panel (Group)

Talk to you all shortly,
-Brandon

Dear America Recycles workgroup steering committee members,

Thank you all for your continued leadership and for the hard work you all are putting in to ready the various workgroup products for the upcoming America Recycles Summit. The Summit will present a great opportunity to highlight all of the activities that have been happening since last November and to discuss our plans to continue leveraging the diversity of voices participating in the workgroups throughout 2020.

We are setting up this call to discuss the role we anticipate each of your organizations having in the Summit. This will be twofold: (1) presentations from the steering committee members on the products from the past year of workgroup activity; and (2) potentially a panel discussion featuring organizations participating in the steering committees on the impact that has been felt across the recycling system and the path forward.

Thank you to those of you that responded to the Doodle poll with your availability. For those that are unable to attend at this time (Chantal and Adina, I know that this didn't work for you, at least when you filled out the Doodle!), please let me know and I can coordinate a second call on Friday or Monday (10/25 and 10/28).

I will follow up with meeting materials in the next couple of days.

Call-in info:

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

2019 America Recycles Summit

Executives from industry, federal, state, tribal, and local government, and trade associations will commit to continue working together over the next year to build on their successes and implement a national framework for advancing the U.S. recycling system, including establishing a national goal to increase recycling.

Time: Friday, November 15th ~10:10am – 1:00pm. Participants will be asked to arrive 1 hour early to clear security.

Location: Map Room (WJC East Rm 1153).

Press Details: Open to press

Objectives:

- Introduce charter members of the new WasteWise Recycling Demand Challenge.
- Celebrate America Recycles workgroup accomplishments and deliverables.
- Make a public commitment to work together on the actions identified in the *Framework to Advance the U.S. Recycling System*.
- Exchange ideas on any additional actions that are needed to improve recycling in America.
- Inspire further action by attendees in improving recycling. Actions could include joining workgroups and identifying additional commitments they will take to improve recycling.

Participants: 100-200 organizations including the America Recycles Day pledge signers and the America Recycles Workgroup members.

Proposed Format:

9:30am – Light refreshments (e.g. coffee, tea)

10:10am – Welcome and Introduction of Administrator Wheeler by OLEM Assistant Administrator Peter Wright

10:15am – Opening remarks from Administrator Wheeler

- Thank workgroup participants
- Provide highlights from the morning Roundtable.
- Announce Release of National Framework to Advance the US Recycling System
- Announce WasteWise 25th anniversary.
- Announce launch of the new "Recycling Demand Challenge" within WasteWise and recognize the Charter participants (official launch will have occurred at Roundtable, this will just be announcing to the larger group).
- Acknowledge that there are other events going on across the country in celebration of America Recycles Week.

10:25am – Importance of the regional perspective in advancing recycling – short remarks from Region 2 Administrator Pete Lopez.

ED_004224B_00000345-00001

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

10:35am – **America Recycles Network Accomplishments and Future Actions.** Each presentation will focus on key products/deliverables and be forward-looking, highlighting plans for projects in 2020 and beyond.

- Overview of America Recycles efforts and progress since the 2018 summit (EPA)
- Presentation of Key Deliverables and Next Steps/future actions
    - Recycling definition and Recycling System Map (EPA and EREF)
        - Additional/Future Measurement-related actions
    - Key Messages and Info-graphic (KAB, TRP, SPC)
        - Additional/Future Education and Outreach actions
    - Launch of Recycling Demand Challenge (EPA, Waste Management, TRP)
        - Additional/Future Market Development actions
    - Launch of the Virtual Clearinghouse (Chamber of Commerce Foundation, ISRI, KAB)
- Potentially 2-4 additional announcements (TBD)
    - Include one or more announcements about other events going on around the country
    - Opportunity for other partners to announce items (e.g. KAB highlights on town hall meetings)

11:35am – **Facilitated panel discussion.** EPA-moderated panel discussion with senior leaders from across the supply chain (our America Recycles steering committee member organizations). Looking to the future - what additional actions are needed? What are the gaps, and how can current pledge signers who haven't joined the workgroups get involved? The audience will be engaged through a virtual polling app such as "Poll Everywhere" and/or Sli.do.

12:15pm – **Questions through Facebook Live.** Take a limited number of additional questions from the audience and through Facebook Live.

12:45pm – Closing remarks from Assistant Administrator Peter Wright. Summarize key commitments and highlight proposed actions. Reiterate specific asks for the audience (i.e. to join a workgroup, join Recycling Demand Challenge). Invite recent pledge signers to join workgroups.

1:00pm – Adjourn and Networking

ED_004224B_00000345-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 10/3/2019 8:27:43 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; SBreen@cancentral.com; Shari_Jackson@americanchemistry.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]
CC: Chris Knight [chris.knight@stillwater.org]; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Craig, Jordan [Jordan_Craig@afandpa.org]; Sara.Decker@walmart.com

Subject: Agenda Added: Education & Outreach workgroup call: America Recycles Network
Attachments: ARD-EducationAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 5:00:00 PM
End: 10/4/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we will be having the Education and Outreach America Recycles workgroup call tomorrow afternoon at 1pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 10/3/2019 8:23:45 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy.Jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kyla@threepeaksustainability.com; kate.balcerzak@pepsico.com; lynn@nerc.org; ldyer@fpi.org; mdaum@ameribev.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; nicoler.collier@us.nestle.com
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Sara.Decker@walmart.com

Subject: Agenda added: Infrastructure workgroup call: America Recycles Network
Attachments: ARD-InfrastructureAgenda-05Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 7:00:00 PM
End: 10/4/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we will be having the Infrastructure America Recycles workgroup call tomorrow afternoon at 3pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

October 4, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Infrastructure steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Infrastructure Workgroup Progress**

- Update on Clearinghouse progress
- Discuss development of a list of infrastructure funding related resources
  - Is this something people would be interested in having by America Recycles Day?
  - Is anyone willing to collect this information?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE:* The Materials Recovery for the Future research program in coordination with sixteen member companies operated a pilot program to collect flexible film packaging from single-stream curbside recycling systems.
- Highlight future workgroup projects/actions (2020).

ED_004224B_00000353-00001

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
  - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"] Deadline October 15th.
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000353-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 10/3/2019 3:09:14 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com [Sara.Decker@walmart.com]; Sara.Decker@walmart.com

Subject: Agenda attached: Markets workgroup call: America Recycles Network
Attachments: ARD-MarketsAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Tentative

Good morning,

Quick reminder we are having a workgroup call this afternoon at 3pm ET. An agenda for this call is now attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Strengthening Secondary Material Markets Roundtable Discussion

October 3, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Markets steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Markets Workgroup Progress**

- Creation of new Recycling Demand Challenge within EPA's WasteWise Program
  - Finalizing information about the challenge requirements:
    - Sign the America Recycles Pledge
    - Set goals to increase the recycled-content in the products they manufacture or purchase.
- What data do we need/would we be able to capture from your organization?
- What would you like to see as recognition?
- Is this something your organization would be willing to join?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE*: The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.

ED_004224B_00000363-00001

- Highlight future workgroup projects/actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000363-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 10/3/2019 3:06:17 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; mdaum@ameribev.org; Sjogren, Mya [Sjogren.Mya@epa.gov]; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com [Sara.Decker@walmart.com]; Sara.Decker@walmart.com

Subject: Agenda attached: Measurement workgroup call: America Recycles Network
Attachments: ARD-MeasurementAgenda-04Oct19.docx; Recycling Definitions_AR_8-26-19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Start: 10/3/2019 5:00:00 PM
End: 10/3/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

Quick reminder we are having a workgroup call this afternoon at 1pm ET. An agenda is attached. See also the Recycling Definitions document that Brandon sent out last week which we will be discussing on the call.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

October 3, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK "Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Measurement steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Measurement Workgroup Progress**

- Review proposed definition for recycling (See attached Recycling Definitions document for additional details).
  - Proposed Definition Based on Feedback from AR Measurement Workgroup: Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into feedstock and are used in the manufacture of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as for composting.
- Discuss recycling system map in development (See attached Recycling Map document)
  - Any initial comments or reactions?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.

ED_004224B_00000365-00001

    - *DRAFT EXAMPLE:* The Educational Research and Education Fund in coordination with several different states and municipalities has completed an analysis of state recycling definitions.
- Highlight future actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
    - Deadline extended to October 15th.
- Innovation Fair on November 14th.
    - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
    - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000365-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/25/2019 1:37:08 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; nathan_beran@colpal.com; Meyer, Ellen [meyer.ellen@epa.gov]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: Updated with Agenda: Full group check-in 2: America Recycles Network
Attachments: ARD-FullCallAgenda-26July19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/26/2019 7:00:00 PM
End: 7/26/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

This is our second full group check-in. During this call we will hear updates from each workgroup and discuss any topics where we need input from the group at large including the America Recycles Week activities and 2019 America Recycles Summit.

We will be showing materials on the screen to help you follow along please use this link to view:

Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion Webinar

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress in the workgroups since June
- Continue planning for America Recycles Week activities and 2019 America Recycles Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

10 min **EPA Status Update on Framework**

- EPA will walk through Status Report: Framework for Advancing the U.S. Recycling System

20 min **Workgroup Progress Review**

- Workgroup leads will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Compilation document and message development
  - Markets – Model, FAQs and Tools
  - Measures – Definition and Metrics
- Share plans for August

30 min **Discuss America Recycles Week Activities**

- Update on America Recycles Week activities
- Update on timing for Summit
- Discuss possible forward-thinking topics for workgroups
- Discuss communications activities

5 min **Closing Remarks and Next Steps**

ED_004224B_00000395-00001

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/18/2019 3:15:56 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org
CC: jabo461@ecy.wa.gov; Meyer, Ellen [meyer.ellen@epa.gov]; Bell, Christina A [christina.bell@gdit.com]; Rodriguez, Rebecca [RRodriguez2@leegov.com]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]

Subject: Updated with agenda and materials for call: Markets work group call 2: America Recycles Network
Attachments: ARD-MarketsAgenda-18July19.docx; Markets-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**
Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

Please see the attached agenda and updated action plan to help guide our discussion this afternoon.

Talk to you all soon.

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Markets work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

July 18, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss and reconfirm overall goal
- Discuss and decide on near-term actions
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Review and Refine Goal Statement**

- Build on existing models to build and sustain markets for recycled materials developed by the state of South Carolina and others. Create tools, workshops, and other approaches to propagate these models and create needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled to support demand champions and connect manufacturers and consumers who want to do the right thing with available resources and materials. Identify additional ways to create net new demand for recycled materials.

30 min **Discuss Near-term Actions and Whether and How to Move Them Forward**

1. Develop tools to promote governance models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing a model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify other states or localities that have pursued this approach and determine how to work together to create a near-term product.
2. Create recycling frequently asked questions to educate legislators and regional or local economic development organizations on recycling dynamics (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
    - Discuss ISRI's current economic impact analysis and determine what else might be helpful and how to go about collecting that information.
3. Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners.

ED_004224B_00000400-00001

    - Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
4. Develop best practices (or trends) related to recycling contracts.
    - Confirm focus – contracts between what entities?
    - Discuss work being done by The Recycling Partnership and determine what else might be needed.
5. Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.

15 min **Discuss Next Steps for Product Development**

- Discuss plan for leadership team to meet at the Resource Recycling Conference in August
- Define next steps for workgroup members

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000400-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Workgroup members identified two key challenges: supporting existing end-markets and developing new end-markets.

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Workgroup members will design a model, training course, and/or technical resources that can be used to help communities develop a system for encouraging materials recovery and end users of secondary materials. This work will build on models developed by the state of California, Pennsylvania, and others. The model may address how to establish partnerships between local economic development organizations, state environmental organizations, and other business

ED_004224B_00000401-00001

networks. The workgroup will build on the experiences of others and determine how best to translate these local success stories into a more universal process for other communities to follow.

America Recycles Day 2019 Deliverable:
The model, training course, and/or resource material will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- SC Department of Commerce, Waste Management, The Recycling Partnership, and The Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Confirm and refine concept.
2. Discuss state experiences and available materials and resources.
3. Determine what additional materials need to be developed.
4. Develop course outline and other resources and materials.
5. Provide information about course offerings and availability of resources at the meeting.

Potential Additional Actions Under Consideration

Near-term Actions

- Connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- Continue to promote government programs to [HYPERLINK "https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program"], such as EPA's Comprehensive Procurement Guidelines (CPGs).
- Acknowledge that there are different business models in the recycling sector; provide information and guidance on how to select the model most appropriate for their situation.

Long-term Actions

- Work with companies that are designing packaging and products to encourage the use of recycled content and improved recyclability of goods.
- Explore economic models to create robust and sustainable domestic secondary markets, including possible incentives to drive demand and create more end users. Consider the unintended consequences and market impacts that such incentives could create.
- Build and articulate a better business case for using recycled materials that identifies the full value proposition.
- Create and promote consistent standards for packaging materials and recycled commodities.
- Create a consistent, cost-effective and reliable supply of recycled material to be used as feedstock.

ED_004224B_00000401-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.
- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.

ED_004224B_00000401-00003

- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00000401-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/13/2019 7:22:04 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; CollectedSystemsDiagramsV2.pdf; Recyling System Map-ForDiscussion.docx; Recycling Definitions-071119.docx; ARD-MeasuresAgenda-16July19-Final.docx; Measures-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
https://meet.lyn

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Tentative

Hi Everyone,

Please see attached for materials for the Measurement workgroup call on Tuesday. We have extended the call by 30 minutes due to the number of topics we plan to cover and the addition of a short presentation.

Please note the Collected Systems Diagrams are updated from the version that Pat sent out on Thursday. I have also included an updated version of the action plan which includes the additional actions for discussion during the call, if there is time.

You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content

- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00000403-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00000403-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00000403-00003

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000404-00001

4: Enhance Measurement

Background

Different definitions and recycling rate methodologies across the country create challenges to setting goals and tracking progress. Stakeholders across the recycling system agree that more consistent measurement methodologies are needed for waste management. Standardizing and aligning measurement, as well as tracking recyclable materials, will help better inform policy decisions and investments, and help us determine whether we are making progress in improving recyclable materials management in the United States. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified two key challenges: new ways of measuring and the diversity/variety of measurement approaches.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Workgroup Priority Action: Compile information on a range of metrics and measures. This information will include definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

ED_004224B_00000406-00001

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and
- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

America Recycles Workgroup Leadership:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- The Environmental Research & Education Fund will assist EPA in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA),

ED_004224B_00000406-00002

Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)

4. Publish results of the compilation effort at the November 2019 ARD event

Potential Additional Actions Under Consideration

Near-term Actions

- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g. EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- Work together to update and encourage the broader use of EPA's 1997 document, *Measuring Recycling – A Guide for State and Local Governments*.
- Clarify connections between Sustainable Materials Management, EPA's *Facts and Figures*, and other EPA tools and guidance.

Long-term Actions

- Encourage governments to adopt transparent reporting procedures and include definitions and methodologies when publishing information on recycling (e.g., using EPA's 1997 document, *Measuring Recycling – A Guide for State and Local Governments*).
- Foster common measurement approaches and definitions (e.g., diversion versus disposal reduction) of recycling and recovery across the country.
- Consider setting national goals for recycling activities, similar to the goal of 50 percent reduction of food waste.
- Identify ways to use per capita participation in addition to or instead of recycling rates as a measure of progress for recycling programs.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00000406-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00000406-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/11/2019 5:32:25 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Updated with materials for call: Education and Outreach work group call 2: America Recycles Network
Attachments: EducationOutreachCompilationDocument-Draft071019.docx; Recycling Apps-4.xlsx; EducationOutreach-ActionPlanDraft-11Jul19.docx; KABResources.pdf; ARD-EducationAgenda-12July19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda and additional materials for the call are attached.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Education and Outreach Roundtable Discussion

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
  - What things were particularly outstanding or helpful?
  - Were there any inconsistencies?
  - What was missing? (Either existing materials that were not included or additional things that would be helpful to have or to know)

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Discuss key parameters:
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss potential elements:
  - Top three facts your organization would like to convey
  - Most important impacts of recycling
  - What recycling means to you/your organization
  - One or two of the most impactful things you are doing now to improve the state of recycling
- Define next steps for development
  - In-person working session at Resource Recycling in August

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement and role for workgroups or individual organizations

5 min **Closing Remarks and Next Steps**

ED_004224B_00000410-00001

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:53:38 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx; ARD-InfrastructureAgenda-19July19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Busy

Hi Everyone,

These materials have been slightly updated since yesterday. Please see attached. Talk to you all later this afternoon.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000467-00001

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000468-00001

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:41:23 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Updated with materials for call: Education and Outreach work group call 2: America Recycles Network
Attachments: EducationOutreachCompilationDocument-Draft071019.docx; Recycling Apps-4.xlsx; EducationOutreach-ActionPlanDraft-11Jul19.docx; KABResources.pdf; ARD-EducationAgenda-12July19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda and additional materials for the call are attached.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Education and Outreach Roundtable Discussion

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
  - What things were particularly outstanding or helpful?
  - Were there any inconsistencies?
  - What was missing? (Either existing materials that were not included or additional things that would be helpful to have or to know)

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Discuss key parameters:
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss potential elements:
  - Top three facts your organization would like to convey
  - Most important impacts of recycling
  - What recycling means to you/your organization
  - One or two of the most impactful things you are doing now to improve the state of recycling
- Define next steps for development
  - In-person working session at Resource Recycling in August

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement and role for workgroups or individual organizations

5 min **Closing Remarks and Next Steps**

ED_004224B_00000491-00001

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00000492-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

ED_004224B_00000492-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF

ED_004224B_00000492-00003

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 11/13/2019 1:30:31 AM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Robinson, Susan [srobinson@wm.com]; Fryer, Chantal [cfryer@sccommerce.com]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Markets workgroup presentation
Location: Ex. 6 Personal Privacy (PP)

Start: 11/13/2019 9:30:00 PM
End: 11/13/2019 10:00:00 PM
Show Time As: Busy

Hi Markets Steering Committee,

We want to try to have a quick call with you to prepare for the Markets workgroup presentation during the America Recycles Summit on Friday.

Thanks for working with us on the short notice.

Suzie

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:54:27 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org
CC: Bogar, Janine (ECY) [JABO461@ECY.WA.GOV]; Meyer, Ellen [meyer.ellen@epa.gov]; Bell, Christina A [christina.bell@gdit.com]; Rodriguez, Rebecca [RRodriguez2@leegov.com]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]

Subject: Updated with agenda and materials for call: Markets work group call 2: America Recycles Network
Attachments: ARD-MarketsAgenda-18July19.docx; Markets-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Busy

Hi Everyone,

Please see the attached agenda and updated action plan to help guide our discussion this afternoon.

Talk to you all soon.

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Markets work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

July 18, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss and reconfirm overall goal
- Discuss and decide on near-term actions
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Review and Refine Goal Statement**

- Build on existing models to build and sustain markets for recycled materials developed by the state of South Carolina and others. Create tools, workshops, and other approaches to propagate these models and create needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled to support demand champions and connect manufacturers and consumers who want to do the right thing with available resources and materials. Identify additional ways to create net new demand for recycled materials.

30 min **Discuss Near-term Actions and Whether and How to Move Them Forward**

1. Develop tools to promote governance models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing a model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify other states or localities that have pursued this approach and determine how to work together to create a near-term product.
2. Create recycling frequently asked questions to educate legislators and regional or local economic development organizations on recycling dynamics (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
    - Discuss ISRI's current economic impact analysis and determine what else might be helpful and how to go about collecting that information.
3. Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners.

ED_004224B_00000520-00001

    - Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
4. Develop best practices (or trends) related to recycling contracts.
    - Confirm focus – contracts between what entities?
    - Discuss work being done by The Recycling Partnership and determine what else might be needed.
5. Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.

15 min **Discuss Next Steps for Product Development**

- Discuss plan for leadership team to meet at the Resource Recycling Conference in August
- Define next steps for workgroup members

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000520-00002

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:54:04 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org; DeLage, Anna [adelage@sccommerce.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bogar, Janine (ECY) [JABO461@ECY.WA.GOV]; Golison, Marrisa [Golison@gmaonline.org]

Subject: Updated with Agenda and Materials: Markets work group call 1: America Recycles Network
Attachments: ARD-MarketsAgenda-20June19.docx; Markets-ActionPlanDraft-13Jun19.docx; ActionArea3_MarketsRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/20/2019 7:00:00 PM
End: 6/20/2019 8:30:00 PM
Show Time As: Busy

Hi All,

Sending a quick reminder about the call tomorrow afternoon. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the workgroup. Hopefully this will help with names on the call.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Markets work group. During this call we will:

- Explore idea of using SERDC training as potential immediate action

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 3: Markets Group Roster

This is a list of individuals who have expressed interest in the Markets work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adam	Gendell	SPC / GreenBlue
Adina	Adler	Institute of Scrap Recycling Industries
Alanna	Suda	MWWPR
Ali	Donahue	Keurig Dr Pepper
Anne	Germain	National Waste and Recycling Association
Bill	Turley	Construction and Demolition Recycling Association
Brian	Hawkinson	American Forest + Paper Association
Chris	Adamo	Danone North America
Chuck	Chaitovitz	US Chamber of Commerce
Chuck	Ruffing	Rochester Institute of Technology – P2I
Craig	Cookson	American Chemistry Council
Dan	Adsit	Ford Motor Company
Dave	Keeling	National Recycling Coalition/Steel Recycling Institute
Janine	Bogar	Association of State and Territorial Waste Management Officials
Jessica	Marshall	McDonald's
Joseph	Pickard	Institute of Scrap Recycling Industries
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kim	Holmes	Plastics Industry Association
Lauren	Wilk	The Aluminum Association
Lisa	Dry	Battery Council International
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Marissa	Golison	Grocery Manufacturers Association
Meghan	Stasz	Grocery Manufacturers Association
Patrick	Orth	SC Johnson
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Seth	Barron	Exxon Mobil
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Zach	George	National Association of Counties

America Recycles Summit – Strengthening Secondary Materials Markets Roundtable Discussion

June 20, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on the scope of immediate action for this workgroup.
- Identify next steps for developing an approach and activities between now and the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Agree on Focus for Near-term Action for this Workgroup**

- The facilitator will review the proposed immediate action included in the draft action planning document. The group will discuss and decide on the scope and focus of the immediate action, including the desired outcomes and tie-in to the November Summit.

10 min **Discuss Path Forward for Immediate Action**

- Define key steps for developing the proposed action
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00000524-00001

3: Strengthening Secondary Materials Markets

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: One of the key barriers to use of secondary materials is connecting those materials to potential users. In some cases, these potential secondary markets don't yet exist in areas and need to be cultivated, which can lead to economic development opportunities.

The group could work to bridge connections between recycling facilities and regional, state, or local economic development organizations. Building on the model developed by the state of South Carolina, Pennsylvania and others, partnerships between local economic development organizations, like state department of commerce organizations, and state environmental organizations could be developed. For example, in South Carolina the creation of a specific office focused on materials recovery and recycling was unique. The department focuses on recruiting end users of recycled materials for the manufacturing sector which has helped the state develop and maintain markets for materials. Encouraging these partnerships will help materials find new markets and create markets for existing materials. The workgroup could generate ideas on how to encourage and develop these connections.

Purpose: Develop a training course that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Action Description: Workgroup members will design a model, training course, and/or technical resources that can be used to help communities develop a system for encouraging materials recovery and end users of secondary materials. This work will build on models developed by the state of California, Pennsylvania, and others. The model may address how to establish partnerships between local economic development organizations, state environmental organizations, and other business networks. The workgroup will build on the experiences of others and determine how best to translate these local success stories into a more universal process for other communities to follow.

America Recycles Day 2019 Deliverable: The model, training course, and/or resource material will be shared at the 2019 ARD Summit.

Key steps:

1. Confirm and refine concept.

ED_004224B_00000525-00001

2. Discuss state experiences and available materials and resources.
3. Determine what additional materials need to be developed.
4. Develop course outline and other resources and materials.
5. Provide information about course offerings and availability of resources at the meeting.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Additional Actions

To be determined.

Background

The rise of import bans on recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to integrate recycled materials and end-of-life management better into product and packaging designs. The closure of foreign markets for recyclable materials has fundamentally changed the assumptions governing the economics of recycling.

Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation and the development, manufacture and reuse of high-quality recyclable materials that consumers want to purchase, that manufacturers want to use as feedstocks, that retailers want to offer for sale, and that recyclers want to collect and reprocess.

A stronger domestic recycling market will support local communities by creating more jobs and providing the overall U.S. economy with greater resilience and self-reliance. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.

ED_004224B_00000525-00002

- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.
- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay StewardEdge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling

ED_004224B_00000525-00003

of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.

- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00000525-00004

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/13/2019 6:38:24 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; doug@forumfg.com; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; cathy.jamieson@vermont.gov; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; ddethomas@recyclingpartnership.org; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; kaley.laleker@maryland.gov; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; todd.barnell@nau.edu; rob.roy@lajolla-nsn.gov; brian.coughlin@boston.gov; Breen, Scott [sbreen@USChamber.com]; Patrick.Ulaszek@aldi.us
CC: Bills, Tracie [TBills@scsengineers.com]; jabo461@ecy.wa.gov

Subject: Updated: Additional Materials Attached: America Recycles Group Webinar
Attachments: Phase2-ARDProcessRoadmap-Draft22May19.docx; May22ARDWebinarAgenda.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 5/22/2019 6:30:00 PM
End: 5/22/2019 8:00:00 PM
Show Time As: Busy

Updated Call in information Ex. 6 Personal Privacy (PP)

Please note the new conference line number

Hello Everyone,

Please save the date for **Wednesday, May 22nd from 2:30 pm to 4:00pm ET**. We will be hosting a webinar to discuss the outcomes from the in-person meetings held in April and next-steps for the work groups.

An agenda and additional materials will be provided in advance of the meeting.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Network Webinar

May 22, 2019, 2:30 PM – 4:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose

Provide an update on April in-person meetings and proposed path forward.

Agenda

2:30 – 2:40 **Welcome and Agenda Review**

- EPA will welcome participants
- Facilitator will review the agenda

2:40 – 2:50 **Recap of April Meetings and Posting of Work-to-Date**

- EPA will provide a brief overview of the feedback received at the April meetings
- EPA will update the group on its efforts to post information about the project to EPA's website, including the digital pledge

2:50 – 3:10 **Discuss Path Forward for Next Phase of Work**

- The group will discuss refinement of the work group action plans and development of the Framework to Address Challenges to the U.S. Recycling System
- The group will review the path forward for the next round of work between May and November

3:10 – 3:25 **Framing ARD 2019**

- EPA will provide a brief description of initial plans for ARD 2019
- The group will discuss planned and/or potential activities during the week of ARD

3:25 – 3:30 **Closing Remarks and Next Steps**

ED_004224B_00000527-00001

Process Roadmap for Recycling Roundtable Dialogues – Phase 2 (May-November)

This document serves as a process roadmap for a continued series of virtual and in-person roundtable meetings that will culminate in the *Framework to Address Challenges Facing the U.S. Recycling System*. The roadmap describes the key process milestones and the general purpose of each engagement.

May 22, 2019: Update and Path Forward Discussion

EPA will update participants on the feedback received following the in-person meetings in April and its plan to work with the group to develop the *Framework to Address Challenges Facing the U.S. Recycling System*. EPA and the group will also discuss the anticipated schedule leading up to the November America Recycles Day 2019 Summit, including any plans by workgroup participants to host event(s) that week. It also will be an opportunity to provide EPA with early input on how to structure the ARD Summit.

Materials include:

- Process Roadmap

June – July 2019: Topic-specific Roundtable Dialogues (approximately 2-3 dialogues per action area)

Participants will reconvene based on the earlier work group action areas (Education/Outreach, Infrastructure, Measures, and Secondary Markets). The work groups will conduct a series of conference calls to do the following:

- Identify leads to work with EPA to help guide the process along with the facilitator
- Continue developing the framework for each action area, which will include:
    - Refining and making progress on immediate/priority action(s)
    - Developing action plans for the immediate/priority action(s)
    - Discussing and refining the near- and long-term actions as well as related commitments or activities by individual organizations to be included in the framework

Materials will include:

- Draft framework reflecting immediate, near- and long-term actions
- A pre-populated draft action plan for each immediate/priority action based on work to-date

Proposed meeting dates and preliminary topics are as follows:

- **Measures -** June 6 (Facilitator: Pat)
    - Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"
- **Ed/Outreach** - June 7 (Facilitator: Pat)
    - Discuss and refine thinking on messaging product
    - Discuss schedule for development and rollout of messaging product
- **Markets-** June 20 (Facilitator: Doug)
    - Explore idea of using SERDC training as potential immediate action
- **Infrastructure-** June 21 (Facilitator: Doug)
    - Discuss further work on the clearinghouse concept
- **Full group check-in-** June 28 (Facilitator: TBD)
- **Measures -** July 11 (Facilitator: Pat)
    - Report out on refinement of immediate action
    - Review initial draft action plan content

ED_004224B_00000528-00001

  - Discuss upcoming meeting schedule
- **Ed/Outreach -** July 12 (Facilitator: Pat)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Markets-**July 18 (Facilitator: Doug)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Infrastructure-**July 19 (Facilitator: Doug)
  - Finalize thinking on immediate action and decide on next steps to finalize before November
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Full Group Check-in -** July 26 (Facilitator: TBD)

August – September: In-person Meetings (up to 2)

Having advanced the work as much as possible through the workgroup process, each group will determine whether and when to meet between August and late September. The primary focus of any in-person meetings will be to do the detailed work needed to finalize the immediate and advance the near-term products. It also will be an opportunity to discuss the latest on the ARD Summit and planned week of events. Potential August in-person meetings could coincide with other events such as the U.S. Chamber Foundation's Sustainability and Circular Economy Summit August 15-16 or Resource Recycling Meeting in New Orleans August 26-28. Workgroups will continue to schedule webinars in August and September as needed.

October: Finalize Work Products and Prepare for November ARD Event

The group will virtually meet to discuss work done to-date and what is needed to finalize products in advance of the November meeting. The group also will discuss who will attend and how the ARD summit will be structured, including the roles of workgroup members.

November: ARD 2019 Summit

The ARD Summit will take place on Friday, November 15, where we will present the results of the working groups, unveil action plans and other key products as applicable, and make announcements for future work.

ED_004224B_00000528-00002

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/11/2019 8:40:22 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; spotter@uschamber.com; rhartmann@kab.org; aadler@isri.org; bjohnson@isri.org; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: America Recycles Infrastructure Steering Committee call
Attachments: Meeting Notes_AR_Infrastructure WG_Resource Recycling Steering Committee Mtg.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Busy

Hi All,

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Infrastructure Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 9:00-10:00 AM (CT)
Sheraton New Orleans, Poydras Room

Meeting Purpose/Desired Outcomes:

- Review and provide input on draft Clearinghouse.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, which is anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- EPA will develop a list of the challenges identified earlier in the year for next workgroup call to discuss.
- EPA will schedule call for week of 9/16 to select top challenge with greatest information gap and confirm categories for organizing resources
- US Chamber Foundation will confirm if we can select new URL for clearinghouse

Notes:

Briefing by US Chamber Foundation on Clearinghouse status

- US Chamber Foundation introduced the contractors working with Worn who are developing the Beyond 34 website.
- US Chamber Foundation showed the group two sample sites produced by Worn.
    - Achievingtomorrow.org
    - Women.nyc
- Worn has started to develop website for Beyond 34 project.
    - Worn proposed having 4 navigation points on the clearinghouse to direct users to content.
- Resources on the clearinghouse would include links to materials developed by the workgroups, partner materials, websites, and existing platforms.

Clearinghouse development discussion

- The group brainstormed categories for organizing resources on the clearinghouse.
    - Potential organization categories include:

ED_004224B_00000540-00001

        - Collection, processing, end markets, policy, and partnerships
        - Organized by commodity type (paper, plastic, metal, glass)
        - Some combination of the two options
- Clearinghouse resource could be tagged based on the categories they cover.
- Any posted resources will need a summary and description that explains how they relate to any tagged categories.
- The workgroup suggested the audience for clearinghouse includes municipalities and businesses.
- Based on EPA's experience with the Further with Food website, if tagging is not carefully monitored items might be tagged improperly.
    - Workgroup proposed adding resources slowly to ensure control over content and minimize excessive tagging.
    - The clearinghouse could start with materials already available from the other workgroups (e.g., education and outreach resources).
    - The workgroup could potentially request materials from the other workgroups based on a specific topic, a challenge with the highest immediate need and information gap (e.g., contamination).
- The workgroup discussed that the clearinghouse is broader than infrastructure, more of a resource for all of the workgroups.
    - The workgroup should solicit for more infrastructure specific resources like infrastructure funding resources.
- Workgroup agreed to build-out website based on highest immediate need with greatest information gap. EPA proposed that infrastructure-related resources were the highest need (such as a compilation of funding opportunities and contracting best practices).

Next-Steps

- EPA will develop a list of the challenges identified earlier in the year for next workgroup call to discuss.
- EPA will schedule call for week of 9/16 to select top challenge with greatest information gap and confirm categories for organizing resources
- US Chamber Foundation will confirm if we can select new URL for clearinghouse

Draft Schedule - Completion and Task Assignments

Task	Lead	Deadline
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/16
Draft list of launch contents of clearinghouse	Steering committee	Week of 9/16
Steering committee to send out request for tools and resources for clearinghouse	Workgroup	Week of 9/16

ED_004224B_00000540-00002

Task	Lead	Deadline
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Provide feedback on draft list of launch contents of clearinghouse	Workgroup	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14
Complete review/approval of initial tools and resources	Steering committee	Week of 10/28

ED_004224B_00000540-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/11/2019 2:01:10 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Fryer, Chantal [cfryer@sccommerce.com]; srobinson@wm.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Elizabeth Bedard [ebedard@recyclingpartnership.org]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: America Recycles Markets Steering Committee call
Attachments: Meeting Notes_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; ARD-MarketsAgenda-SteeringCommittee-10Sep19.docx; Draft Markets Framework Section.docx
Location: Ex. 6 Personal Privacy (PP)
Start: 9/16/2019 4:00:00 PM
End: 9/16/2019 5:00:00 PM
Show Time As: Busy

Hi everyone,

Please see attached for Resource Recycling notes and agenda for this meeting.

Best,
Suzie

America Recycles Markets Workgroup Steering Committee Meeting

Monday, September 16, 12:00 PM-1:00 PM (ET)

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager on workgroup progress, including announcement of the launch of "Buy Recycled" and "Manufacture Recycled" challenges
  - Summary of workgroup progress for inclusion in National Framework
  - Collaborative/Partnership actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Markets Group**

- EPA will announce WasteWise "Buy Recycled" and "Manufacture Recycled" challenges.
  - Announcement will include charter list of participants
  - 1-pager on program requirements or other information as recommended by the workgroup
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000547-00002

Action Area 3: Strengthen Secondary Materials Markets

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Priority Action

Explore opportunities to spur regional and local market development activities.

Challenges

Workgroup members identified two key challenges: supporting existing end-markets and developing new end-markets.

Support existing end-markets:

- The dialogue among MRFs, recyclers, product designers, governments, etc., to inform the design and production of new products, including packaging, can be improved.
- Established end-markets and material recovery facilities (MRF) technologies are not always being utilized with maximum effectiveness to identify recyclables that can be included in recycling programs.
- Contracts between municipalities and MRFs are not currently structured in a manner that can help to insulate them from market fluctuations.
- There is a need to increase dissemination of comprehensive information on commodity markets to MRFs.

Develop new end-markets:

- Well-crafted policies to encourage robust recycling markets need to be created and implemented.
- Market-, technology-, and material-based incentives that encourage manufacturers to use post-consumer content in a wide range of product and packaging designs are needed.
- Environmentally preferential purchasing policies are being created and implemented; these policies should be identified, reviewed, developed and/or revised.

ED_004224B_00000548-00001

- There is a need to better highlight the value of recycling to stimulate investment.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to support development of a program that encourages businesses and governments to create demand for recycled content materials. Business and governments will be challenged to buy more items containing recycled content or incorporate more recycled content into products they manufacture. The workgroup identified two existing programs that will aid development of this new "Recycling Demand Challenge". The Association of Plastic Recyclers created the Demand Champion Program which challenges participants to use post-consumer resin (PCR) plastics. The EPA's WasteWise Program requires participants to demonstrate how they are reducing waste in their organizations. With the support of the workgroup, the EPA agreed to implement this new program though WasteWise.

Participants in "Recycling Demand Challenge" will set goals on increasing the recycled-content in the products they manufacture and/or purchase. Participants will then implement activities to help achieve these goals and report progress towards their goals annually. EPA will recognize "Recycling Demand Challenge" participant efforts through WasteWise Challenge specific awards.

Actions Completed by America Recycles Network

- The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.
- The National Recycling Council, in partnership with More Recycling, is working to connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- The Association of Plastic Recyclers, in partnership with The Recycling partnership, more than doubled the number of companies participating in its Demand Champion Program. Collectively the program has led to the use of over 6.8 million pounds of PRC resins.
- The Recycling Partnership, in partnership with municipalities and states, has developed a best practices document related to recycling contracts.
- Applying Systems Thinking to Recycling (ASTRX), The Recycling Partnership, and the Sustainable Packaging Coalition co-authored the report titled, "ASTRX Review of Material Flow at Material Recovery Facilities (MRFs) and Reprocessors." The report provides information on the movement of materials through MRFs and can be used by organizations across the recycling system to improve materials recovery and support market development.

Future Actions and Work Underway

Workgroup Actions

- Launch the "Recycling Demand Challenge" in 2020.

ED_004224B_00000548-00002

- Develop or assemble a collection of best practices for challenge participants and other organizations for purchasing products with recycled content.
- Develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

America Recycles Network Actions

- Connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- Continue to promote government programs to [HYPERLINK "https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program"], such as EPA's Comprehensive Procurement Guidelines (CPGs).

- Work with companies that are designing packaging and products to encourage the use of recycled content and improved recyclability of goods.
- Explore economic models to create robust and sustainable domestic secondary markets, including possible incentives to drive demand and create more end users. Consider the unintended consequences and market impacts that such incentives could create.
- Build and articulate a better business case for using recycled materials that identifies the full value proposition.

DRAFT

ED_004224B_00000548-00003

America Recycles Markets Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Waste Management (WM) will reach out to their purchasing organization, internally within WM, and to other relevant organizations for more information on purchasing guidance resources.
- EPA will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.
- EPA will explore the possibility of developing a Demand Champions-like program within WasteWise.

Meeting Notes:

Recap of Markets Workgroup Goal and Actions

- EPA provided a brief review of the near-term actions the group initially brainstormed.
- National Recycling Coalition provided an update on their Buy Recycled efforts.
    - NRC is working to re-establish the buy recycled business alliance.
    - An MOU between More Recycling and NRC has been signed.
        - NRC will host the web-based platform More Recycling develops which will include information about materials with recycled content facilitate connections between companies with recovered materials and companies looking for those commodities.
        - Commodities will be responsible for entering their own information on recycled content products and availability of recycled materials into the web-based platform.

ED_004224B_00000549-00001

        - The web-based platform fills a need for governments, businesses and non-profits to find information about recycled content material.
        - EPA would like to make sure the web-based platform is connected to the recycled content requirements outlined in the Comprehensive Procurement Guidelines (CPGs).
- The workgroup participants agreed to focus on developing a "Buy Recycled"-like challenge program that could potentially expand on the idea of APR's Demand Champions Program.
    - The group decided it would be ideal to create program that would allow many levels of participation including private companies as well as federal, state, local, and tribal governments.
    - The group suggested that universities and educational institutions should also be included as participants in the program.
    - It is important that the proposed program shows visual to participants and consumers what "buy recycled" means, including:
        - Graphics on products themselves that convey the importance of buying recycled content or that show how the product supports market development for recycled materials and
        - Other ways to drive consumer demand.
    - The program could use a graphic that shows increasing demand is a two-step process; manufactures must buy recycled content and materials need to be recovered into new feedstocks.
    - APR is working on program to use high-density polyethlene (HDPE) in infrastructure piping and carts.

<u>Update on EPA activities</u>

- CPGs are a requirement for federal agencies (or other entities receiving $50K in federal funds) to procure products containing recycled content.
- The 25th anniversary of EPA's WasteWise program is this year (2019).
    - EPA is considering implementing a promotion/challenge to "Buy Recycled" or a "Manufacturers Challenge" to stimulate market demand for recycled content materials through WasteWise.
    - An organization sets a goal, and then report on progress made toward that goal.
    - EPA will confirm APR is okay with EPA collaboration on programs related to "demand champions," with an initial focus on major brands/corporations, state and local governments.

<u>Potential APR Demand Champions-like program</u>

- How can the America Recycles Workgroup promote the proposed new challenge?
    - The platform should include governments, companies, and consumers.

ED_004224B_00000549-00002

- It was noted that sometimes there is little control over government purchasing and that there is a need for best practices to help small purchasing offices in local governments.
    - Workgroup members could find and share best practices which could then be included as a resource for challenge participants.
    - Workgroup members suggested that companies should have best practices for purchasing products with recycled content.
    - Waste Management will ask Walmart about best practices developed for its purchasing department.
        1. The Sustainability Consortium may have participated in the development of something for Walmart, as well.
    - Arizona State University also should have best practices about purchasing products.
    - Groups like Northeast Recycling Council (NERC), Southeast Recycling Development Council (SERDC), National Association of State Purchasing Officials (NASPO) will be helpful to distribute any best practices identified or developed by the workgroup.
- Sustainable Purchasing Leadership Council (SPLC) may have resources that would be helpful in developing best practices for purchasing as well.

- Pennsylvania Recycling Markets Center and APR have signed an agreement to promote Demand Champions to companies in Pennsylvania; reaching out to state market development organizations may be a very useful promotional tool to get this program off the ground.
- What should be the metric to demonstrate success of a the proposed "buy recycled" challenge?
    - More people to commit to buying recycled content.
    - Goal to have x number of organizations committed to buying recycled by x date.
    - Workgroup can grow the number of organizations that commit to buying recycled and then quantify amount of material used by the organizations.
    - Organizations could input all of this into WasteWise and then the workgroup can use that to track progress of the proposed "buy recycled" challenge.
- A member of the workgroup described how APR's Demand Champions program works.
    - Participants in the Demand Champions program report how much the use of post-consumer recycled (PCR) content been increased.
    - The program has two thresholds of success: purchasing items with PCR and increasing use of PCR in products.
- EPA explore the possibility of creating a Demand Champions-like program within WasteWise and will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.

- If EPA decides to proceed, it is expected there will be an announcement on America Recycles Day about such a program.
- EPA will work to ensure any potential program includes government, private sector, and universities.
- EPA will consider working with National Association of State Purchasing Officials.

Other points of discussion

- EPA is updating its ReCon tool.
  - The ReCon tool measures GHG reductions purchasing products with recycled content.
- The Recycling Partnership is developing best management practices for developing municipal recycling contracts. They expect that best management practices will be done before ARD.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/9/2019 11:41:15 AM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ddethomas@recyclingpartnership.org; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Updated with Attachments: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; Draft Education and Outreach Framework Section.docx
Location: 2(Ex. 6 Personal Privacy (PP)

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Busy

Hi All,

Based on folks limited availability the week of Sept. 16th we're going to move this to the 23rd. I hope this time will work for most people, if not let me know.

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Education and Outreach Workgroup Steering Committee Meeting

Friday, September 13, 2019, 12:00 PM-1:00 PM (ET)

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager of positive recycling messages
  - Summary of workgroup progress for Framework
  - Collaborative education/outreach-related actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Education/Outreach Group**

- Workgroup will provide infographic of positive recycling messages.
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

Action Area 1: Promote Education and Outreach

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges

Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Inconsistent messaging

- Messaging on how to recycle is inconsistent and not nationalized, allowing for regional and local differences in collection and recycling programs and the loss of valuable materials from the recycling system.

Contamination

- Contamination from recyclable products occurs when products are labeled as recyclable but are not supported by infrastructure and/or secondary markets in a specific location. It also occurs when materials are not accepted for recycling at a specific location.
- Materials must continuously be sorted regardless of available markets. The costs versus benefits of managing these sorted materials while waiting for new markets to emerge needs to be better articulated and understood.

Priority Action

Collaborate to develop consistent messages for key recycling issues as a key priority action. Build upon ongoing work and success stories. Include the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00000552-00001

Public awareness

- Limited awareness about the role of the commodities market in developing better recycling programs, creating industry connections, and educating customers is potentially contributing to the more than $9 billion of lost revenue when valuable materials are disposed in landfills.
- Similarly, limited awareness by the public on the social and economic benefits of recycling is also contributing to the loss of revenue when these valuable materials are disposed in landfills.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to develop a series of consistent messages for key recycling issues. The workgroup determined that the first step to accomplish this task was to compile positive messages already in use by members of the workgroup, representing all parts of the recycling system. The Steering Committee developed four questions to collect information from members of the workgroup: 1) a quote from organization leadership describing why recycling is important to them; 2) data that each organization has on the environmental impact of recycling; 3) data that each organization has on the economic impact of recycling; and 4) data on any material-specific recycling rates each organization might have.

The group collected over twenty responses and evaluated them for any gaps in coverage across the recycling system. Using the collected messages, the workgroup developed two products:

1. An infographic highlighting positive messages about the U.S. recycling system.
2. A compilation of positive messages accessible on the Clearinghouse.

Actions Completed by America Recycles Network

- The Recycling Partnership announced the launch of DIYSigns, a free online resource that anyone can use to educate consumers on what can be recycled in their area. The tool helps anyone develop free customizable posters, labels and signs.
- The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.

Future Actions and Work Underway

Workgroup Actions

- Identify one challenge within the recycling system with limited information, and over the course of 2020, develop messaging resources on that topic. The assembled resources will be made available on the clearinghouse and members of all four workgroups will be encouraged to use the developed messages during the following year.
- Consider if a national public relations campaign is the appropriate mechanisms for spreading positive recycling messages, and if appropriate, identify funding sources for the campaign.

ED_004224B_00000552-00002

America Recycles Network Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

DRAFT

ED_004224B_00000552-00003

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

ED_004224B_00000553-00001

- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000553-00003

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/19/2019 9:35:03 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; rhartmann@kab.org; Trina Matta [trina.matta@greenblue.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]
CC: Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Megan Daum [mdaum@ameribev.org]; Ali Blandina [ali.blandina@kdrp.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling - 10-11 AM CT!
Attachments: EducationOutreach-ActionPlanDraft-30Jul19.docx; Agenda_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; EducationOutreachCompilationDocument-Updated073019.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 3:00:00 PM
End: 8/26/2019 4:00:00 PM
Show Time As: Busy

Dear all –

We are looking forward to the America Recycles Education/Outreach workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 10-11 AM CT / 11 AM-12 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version I have of the Education/Outreach compilation document for our reference (Dylan – if there is anything you want to distribute based on the information you've been collecting, please feel free to do so!).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

10:00-10:05 AM:	Welcome
10:05-10:40 AM:	Discussion of Education/Outreach workgroup priority action: development of consistent messaging on the state of the U.S. recycling system.
10:40-10:55 AM:	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix).
10:55-11:00 AM:	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00000563-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Education and Outreach Steering Committee Meeting

Vision Statement
Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Products and/or Announcements to be Released in November
Education and Outreach Priority Action

- Announce key messages on recycling issues for public and media audiences. This will include messages that:
    - Emphasize the strength of the recycling system.
    - Articulate the range of benefits for recycling to reinforce the importance of recycling.
    - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
    - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

Anticipated EPA Actions/Announcements

- Announce intent to launch a limited pilot to test an educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Announcements

- Conduct an inventory of research results into the successes and failures of various communication and outreach efforts to inform future activities. [*The Recycling Partnership and Keep America Beautiful*]
- Advocate for federal legislation requiring the use of recycling labels on products and packaging sold in the United States. [*organization name(s) to be added*]

ED_004224B_00000563-00002

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the list of key messages developed by the workgroup.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Launch a national public relations campaign to lay the foundation for common messaging. The campaign could be directed at engaging youth or other audiences.
- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup members.
- Develop free, open-source, downloadable labels for recycling bins.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	8/26
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Develop draft list of key messages	Steering committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on draft messages	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Comments on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00000563-00003

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00000564-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.
- Develop additional information about the connection between recycling and the economy.

ED_004224B_00000564-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF.

ED_004224B_00000564-00003

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/19/2019 9:35:35 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Debra Kantner [dkantner@erefdn.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Trina Matta [trina.matta@greenblue.org]
CC: will.sagar@serdc.org; srobinson@wm.com; Jordan_Craig@afandpa.org; brian_hawkinson@afandpa.org; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Measurement workgroup steering committee meeting at Resource Recycling - 4-5 PM CT!
Attachments: Agenda_AR_Measurement WG_Resource Recycling Steering Committee Mtg.docx; Recycling Definitions_AR_8-20-19.docx
Location: Sheraton New Orleans - Poydras Room Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 9:00:00 PM
End: 8/26/2019 10:00:00 PM
Show Time As: Busy

UPDATED with the latest draft of the workgroup's recycling definitions document.

Dear all –

We are looking forward to the America Recycles Measurement workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 4-5 PM CT / 5-6 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Measurement Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 4:00-5:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and provide input on definition of recycling and recycling system map.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

4:00-4:05 PM	Welcome and Agenda Review
4:05-4:45 PM	Discussion of Measurement workgroup priority action – development of recycling system map.
4:45-4:50 PM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
4:50-5:00 PM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00000567-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Measurement Workgroup Steering Committee Meeting

Vision Statement

Establish standardized recycling metrics that are supported by consistent terminology and methodology.

Product(s) and/or Announcements to be Released in November

Measurement Workgroup Priority Action(s) and Announcements

- Announce common definition of recycling.
- Publish the recycling system map that depicts the flow of materials through the system.
- Announce progress on compiling information on a range of metrics and measures, including definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

Anticipated EPA Actions/Announcements

- Continue to facilitate the state measurement program.
- Provide status update of revisions underway to the 1997 document *Measuring Recycling – A Guide for State and Local Governments*.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- *[EPA is seeking input from the workgroup on items to highlight here]*

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the definition of recycling, the definition of municipal solid waste, and the recycling system map.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00000567-00002

Recommended Additional Actions for Inclusion in National Framework (for Discussion)

- Develop additional definitions associated with materials flow through the system.
- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g., EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- Establish a national goal for recycling activities, similar to the goal of 50 percent reduction of food waste by 2030.
- Compile results of workgroup activities (definitions, material flow map, metrics, measures and goals) for integration into the *Measuring Recycling: A Guide for State and local Governments*. Release Guide.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete initial draft of recycling system map	Steering committee	8/26
Solicit feedback on recycling system map	Workgroup	8/30
Revise definition of recycling per 8/20 workgroup feedback and recirculate	Steering committee	8/30
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on revised recycling system map and definitions	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00000567-00003

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00000568-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00000568-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00000568-00003

5. **Key Results and Takeaways from AR Measurement Workgroup (7/16)**

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. **Proposed Definition (based on feedback from AR Measurement Workgroup)**
   - Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into ~~raw materials~~ feedstocks to be used in the manufacture of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as composting.

ED_004224B_00000568-00004

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/19/2019 9:36:19 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; cfryer@sccommerce.com; srobinson@wm.com; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Adina Renee Adler [aadler@isri.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Megan Daum [mdaum@ameribev.org]
CC: DeLage, Anna [adelage@sccommerce.com]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: America Recycles Markets workgroup steering committee meeting at Resource Recycling - 11 AM-12 PM CT!
Attachments: Agenda_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; Markets-ActionPlanDraft-29Jul19.docx; ARD-Markets Revised Goal Actions-18July19 draft.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 4:00:00 PM
End: 8/26/2019 5:00:00 PM
Show Time As: Busy

Dear all –

We are looking forward to the America Recycles Markets workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 11 AM-12 PM CT / 12-1 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version of the Markets Goal/Actions document that I have for our reference.

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Markets Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Waste Management will reach out to purchasing organization, WM, and others for more information on purchasing guidance resources
- EPA will connect with APR to confirm collaboration with APR Demand Champions program
- EPA will work on logistics for developing a Demand Champions program within WasteWise.

Meeting Notes:

Recap of Markets Workgroup Goal and Actions

- Brief review of the near-term actions the group initially brainstormed
- Update from NRC on their Buy Recycled efforts
    - NRC is working to re-establish the buy recycled business alliance
    - MOU between More Recycling and NRC has been signed
        - NRC will host platform
        - Commodities will be able to enter own information
        - Fills a need for governments, businesses and non-profits to find information about recycled content material
        - EPA would like to make sure this is connected to the Comprehensive Procurement Guidelines (CPGs)
- Group agrees to focus on developing a buy recycled challenge program expanding on the idea of APR's Demand Champions Program
    - Best to create program that included federal, state, and local governments to also do

ED_004224B_00000570-00001

- Could consider universities and educational institutions too
- Should show what buy recycled means including
  - Graphics on products themselves
  - Other ways to drive consumer demand
- Create a graphic that shows increasing demand is a two-step process
- APR is working on program to use HDPE in infrastructure piping and carts

Update on EPA programs

- CPGs are a requirement
- Enforcement is internal
- Compliance is not reportable
- 25th anniversary of WasteWise this year
  - Could implement a promotion to use recycled content through WasteWise
  - Could also tailor it based on organization participating
  - Right now, organization sets a goal, and then reports on progress made toward that goal
  - Need to confirm APR is okay with EPA collaboration on Demand Champions

Assuming Markets group can work to expand APR's Demand Champions program

- How can group promote?
  - Include governments, companies, and consumers
  - Little control over some government purchasing
    - Could find and share best practices
    - Companies should have best practices like this
    - Waste Management will ask Walmart about best practices for purchasing
    - Arizona State University also should have best practices
  - There is a sustainable packaging organization that might have resources
- What should be the metric to demonstrate success?
  - More people to commit to buying recycled content
  - Goal to have x number of organizations committed to buying recycled
  - Workgroup can grow this number and then quantify amount of material used
  - People could input all of this into WasteWise and we can use that to track progress
- In APR Demand Champions:
  - They report how much has been increased
  - Have two thresholds of success
- EPA will work on logistics with WasteWise and APR
  - Should have a proclamation for ARD
  - Needs to include government and private sector
  - Should reengage with Universities
  - Consider working with National Association of State Purchasing

Other points of discussion

- EPA is updating its ReCon tool
    - Measures GHG reductions purchasing products with recycled content
- BMPs for contracts will be done before ARD

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a Buy Recycled program for multiple recycled materials and scope for developing economic resources	Steering Committee	8/26
Send to workgroup for review	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Revise Buy Recycled program materials as necessary and identify who will complete specific tasks	Steering Committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Develop a draft 1-pager summarizing the committee's progress and any key concepts	Steering Committee	9/23
Solicit feedback on 1-pager	Workgroup	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Continue to make progress on November deliverables	Steering Committee	10/7
Send materials for printing	EPA	10/14

ED_004224B_00000570-00003

America Recycles Day Summit – Strengthening Secondary Materials Markets Roundtable Discussion

Revised Goal and Near-Term Actions from the July 18, 2019 Workgroup Call

DRAFT v1

Goal Statement

Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

Near-term Actions

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00000571-00001

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

ED_004224B_00000571-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

ED_004224B_00000572-00001

America Recycles Day 2019 Deliverable:
Plans/pilots for the models will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- Recycling Partnership, Waste Management, the South Carolina Department of Commerce, ISRI and EPA.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Begin building model concepts
2. Prepare for presentation and conversation at ARD summit.

Potential Additional Actions Under Consideration

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00000572-00002

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including

ED_004224B_00000572-00003

ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.

- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00000572-00004

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/26/2019 1:58:08 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; Meyer, Ellen [meyer.ellen@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Megan Daum [mdaum@ameribev.org]

Subject: Canceled: America Recycles Infrastructure workgroup steering committee meeting at Resource Recycling - 9-10 AM CT!
Attachments: Agenda_AR_Infrastructure WG_Resource Recycling Steering Committee Mtg.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx; Infrastructure-ActionPlanDraft-27Jul19.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 2:00:00 PM
End: 8/26/2019 3:00:00 PM
Show Time As: Free

Importance: High

Morning Adina and Billy –

I don't know if someone from ISRI is going to be joining us in person today; whoever is attending RRC is more than welcome to join us! We have a conference line set up, so you all can feel free to dial in as well.

-Brandon

Dear all –

We are looking forward to the America Recycles Infrastructure workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 9-10 AM CT / 10-11 AM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of the Chamber's one-pager on the clearinghouse and the latest version of the workgroup action plan for our reference.

Since the Chamber's web contractors will be joining us remotely, below please find a link to a Skype session for the meeting. Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP) Please note that you will need join by **both** Skype and phone to see/hear the conversation.

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Infrastructure Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 9:00-10:00 AM (CT)
Sheraton New Orleans, Poydras Room

Meeting Purpose/Desired Outcomes:

- Review and provide input on draft Clearinghouse.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

9:00-9:05 AM:	Welcome and Agenda Review
9:05-9:45 AM:	Presentation and discussion of draft Clearinghouse for tools and resources related to improving U.S. recycling infrastructure.
9:45 - 9:55 AM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
9:55-10:00AM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix)

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00000574-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Infrastructure Workgroup Steering Committee Meeting

Vision Statement
A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Product(s) and/or Announcements to be Released in November
Infrastructure Workgroup Priority Action

- Announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling infrastructure tools and resources, led by the Chamber of Commerce Foundation in partnership with U.S. EPA, ISRI and Keep America Beautiful.

Anticipated EPA Actions/Announcements

- Continue to support the development and expansion of the Clearinghouse.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019. [*Procter & Gamble, Target, Nestle, PepsiCo, Dow, Walmart, American Chemistry Council, SC Johnson, Association of Plastics Recyclers, Plastics Industry Association, Johnson & Johnson, Unilever, and Waste Management*]

Communications Materials/Products for November Summit

- A 1-page front-and-back handout that highlights the clearinghouse design, lists the launch contents of the clearinghouse and solicits input on attendees for further materials to incorporate into the clearinghouse.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00000574-00002

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Conduct webinars and outreach on Clearinghouse to increase resources/information included in the web-based tool; operation and maintenance of Clearinghouse.
- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Draft Schedule - Completion and Task Assignments

Task	Lead	Deadline
Review mockup of website with U.S. Chamber of Commerce Foundation's contractor	Steering committee	8/26
Draft list of launch contents of clearinghouse	Steering committee	9/3
Solicit feedback on mockup of website	Workgroup	9/3
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Solicit feedback on draft list of launch contents of clearinghouse	Workgroup	9/15
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit tools and resources for clearinghouse	Workgroup	9/30
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14
Complete review/approval of initial tools and resources	Steering committee	10/31

ED_004224B_00000574-00003

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This Action Item aligns with the U.S. Chamber of Commerce

ED_004224B_00000576-00001

Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates. Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Tools developed and underway by other ARD Partners and workgroups
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

America Recycles Day 2019 Deliverable:

A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- The U.S. Chamber of Commerce Foundation will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Keep America Beautiful and ISRI will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable..
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Continue to identify funding sources, build out the platform, and other key commitments necessary to launch a clearinghouse.
2. Procure clearinghouse content and identify any gaps.

ED_004224B_00000576-00002

3. Design, build, test, and launch the clearinghouse.
4. Identify an approach and partners to maintain and sustain the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.

ED_004224B_00000576-00003

- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00000576-00004

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/5/2019 8:54:16 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Boxman, Suzanne [boxman.suzanne@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; turley@cdrecycling.org; christina@endofwaste.com; ginger.spencer@phoenix.gov; jheadley@usmayors.org
CC: Bills, Tracie [TBills@scsengineers.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: America Recycles Measurement Workgroup call
Attachments: Recycling Definitions_AR_8-20-19.docx; AR Measurement Agenda_8 20 19.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 8/20/2019 7:00:00 PM
End: 8/20/2019 8:30:00 PM
Show Time As: Tentative

Dear America Recycles Measurement Workgroup members,

As previously discussed, we will be holding a phone call in August to:

- Continue conversation on recycling definitions and recycling system map
- Plan for Resource Recycling Measurement WG meeting.

Attached to this invitation please find the latest draft of the recycling definitions document, as well as an agenda for today's call. As part of today's agenda, Debra Kantner from EREF will be sharing a presentation on EREF's state definitions work. Below you will find a link to a Skype meeting so that you can see Debra's presentation.

Please note that to see the materials being shared AND hear what is being discussed, you will need to be participating via both Skype AND the phone line.

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Measurement Workgroup
Roundtable Discussion Webinar

August 20, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Note: Please join the meeting through BOTH Skype and the conference line.

Purpose:

- Continue discussion of definitions of MSW and recycling and the recycling system map.
- Discuss how EREF's assessment of state definitions fits with group's definitions analysis.
- Discuss next steps for the Measurement workgroup beyond our initial actions (agreeing on definitions of MSW and recycling and establishing a recycling system map).
- Discuss plan for Resource Recycling.

Agenda

10 min **Welcome, introductions, and Agenda review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- EPA will review the agenda

20 min **Discussion of definitions of MSW and recycling (Swarupa Ganguli, EPA)**

- Review proposed definition for recycling based on 7/16 call (at end of the definitions document)
- Continue discussion of definitions of MSW and recycling

30 min **EREF's Assessment of State Definitions (Debra Kantner, EREF)**

- Presentation from EREF on their assessment of state definitions of recycling
- Discussion of how this work can inform and advance the workgroup's definition efforts

15 min **Discuss recycling system map and plans for Resource Recycling**

- Continue discussion of recycling system map, developed with input from workgroup
- Discuss plans to review map during working meeting at Resource Recycling

10 min **Discuss long-term actions**

- Continue discussion of long-term actions for workgroup from 7/16 meeting

5 min **Closing Remarks and Next Steps**

ED_004224B_00000614-00001

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00000615-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00000615-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00000615-00003

5. Key Results and Takeaways from AR Measurement Workgroup (7/16)

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. Proposed Definition (based on feedback from AR Measurement Workgroup)

- Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into raw materials and are used in the production of new products. *Excludes* composting and the use of these materials for energy production or as fuel substitutes.

ED_004224B_00000615-00004

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 6/27/2019 11:57:05 AM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; trina.matta@greenblue.org; ddethomas@recyclingpartnership.org; rhartmann@kab.org; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Call-in Number: Ex. 6 Personal Privacy (PP)
Attachments: EducationOutreachCompilationDocument-Draft070819.docx; Recycling Apps-4.xlsx; ARD-OutreachAgenda-12July19.docx
Location: Education and outreach workgroup leads call

Start: 7/9/2019 7:00:00 PM
End: 7/9/2019 8:00:00 PM
Show Time As: Busy

Hi Everyone,

Thanks for agreeing to take the lead on this effort. For our call this afternoon, attached you'll find a document summarizing the materials we received from the workgroups and a Excel file with some information the US Conference of Mayors received from their members regarding recycling apps.

Talk to you all this afternoon.

Best,
Suzie

America Recycles Day Summit – Education and Outreach Roundtable Discussion Webinar

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
- Discuss gaps – additional information or resources needed

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Define next steps for developing a common message and any additional products needed to promote successful recycling practices

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000629-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:40:51 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kyla@threepeaksustainability.com; kate.balcerzak@pepsico.com; lynn@nerc.org; ldyer@fpi.org; mdaum@ameribev.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; nicoler.collier@us.nestle.com
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Sara.Decker@walmart.com
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Agenda added: Infrastructure workgroup call: America Recycles Network
Attachments: ARD-InfrastructureAgenda-05Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 7:00:00 PM
End: 10/4/2019 8:30:00 PM
Show Time As: Busy

Good afternoon,

Quick reminder we will be having the Infrastructure America Recycles workgroup call tomorrow afternoon at 3pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

October 4, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Infrastructure steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Infrastructure Workgroup Progress**

- Update on Clearinghouse progress
- Discuss development of a list of infrastructure funding related resources
  - Is this something people would be interested in having by America Recycles Day?
  - Is anyone willing to collect this information?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE:* The Materials Recovery for the Future research program in coordination with sixteen member companies operated a pilot program to collect flexible film packaging from single-stream curbside recycling systems.
- Highlight future workgroup projects/actions (2020).

ED_004224B_00000662-00001

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
  - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"] Deadline October 15th.
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000662-00002

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:37:22 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mgolison@gmaonline.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; SBreen@cancentral.com; Shari_Jackson@americanchemistry.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]
CC: Chris Knight [chris.knight@stillwater.org]; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; Craig, Jordan [Jordan_Craig@afandpa.org]; Sara.Decker@walmart.com

Subject: Agenda Added: Education & Outreach workgroup call: America Recycles Network
Attachments: ARD-EducationAgenda-04Oct19.docx
Location: Call-in Number: 1 Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 5:00:00 PM
End: 10/4/2019 6:30:00 PM
Show Time As: Busy

Good afternoon,

Quick reminder we will be having the Education and Outreach America Recycles workgroup call tomorrow afternoon at 1pm ET. The agenda for the call is attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Promoting Education and Outreach Roundtable Discussion

October 4, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Education and Outreach steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Education and Outreach Workgroup Progress**

- Recap work underway by the steering committee
  - Collection of positive recycling messages
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss workgroup progress and potential infographic
  - Is there anything else you want to see these messages used for?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE:* The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.
- Highlight future workgroup projects/actions (2020).

ED_004224B_00000664-00001

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
  - Apply to exhibit at: [HYPERLINK "https://www.epa.gov/recycle/2019-america-recycles-innovation-fair%20"] Deadline October 15th.
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000664-00002

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:34:28 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; ddethomas@recyclingpartnership.org; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com; Sara.Decker@walmart.com

Subject: Agenda attached: Markets workgroup call: America Recycles Network
Attachments: ARD-MarketsAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Busy

Good morning,

Quick reminder we are having a workgroup call this afternoon at 3pm ET. An agenda for this call is now attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Strengthening Secondary Material Markets Roundtable Discussion

October 3, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Markets steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Markets Workgroup Progress**

- Creation of new Recycling Demand Challenge within EPA's WasteWise Program
  - Finalizing information about the challenge requirements:
    - Sign the America Recycles Pledge
    - Set goals to increase the recycled-content in the products they manufacture or purchase.
- What data do we need/would we be able to capture from your organization?
- What would you like to see as recognition?
- Is this something your organization would be willing to join?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE*: The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.

ED_004224B_00000666-00001

- Highlight future workgroup projects/actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000666-00002

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:32:04 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; ddethomas@recyclingpartnership.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; mdaum@ameribev.org; Sjogren, Mya [Sjogren.Mya@epa.gov]; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com; Sara.Decker@walmart.com
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Agenda attached: Measurement workgroup call: America Recycles Network
Attachments: ARD-MeasurementAgenda-04Oct19.docx; Recycling Definitions_AR_8-26-19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 5:00:00 PM
End: 10/3/2019 6:30:00 PM
Show Time As: Busy

Good afternoon,

Quick reminder we are having a workgroup call this afternoon at 1pm ET. An agenda is attached. See also the Recycling Definitions document that Brandon sent out last week which we will be discussing on the call.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

October 3, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Measurement steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda.

30 min **Discuss Measurement Workgroup Progress**

- Review proposed definition for recycling (See attached Recycling Definitions document for additional details).
  - Proposed Definition Based on Feedback from AR Measurement Workgroup: Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into feedstock and are used in the manufacture of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as for composting.
- Discuss recycling system map in development (See attached Recycling Map document)
  - Any initial comments or reactions?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The National Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.

ED_004224B_00000668-00001

- *DRAFT EXAMPLE:* The Educational Research and Education Fund in coordination with several different states and municipalities has completed an analysis of state recycling definitions.
- Highlight future actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000668-00002

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 6/17/2019 2:10:30 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Randy Hartmann [rhartmann@kab.org]

Subject: Discuss America Recycles infrastructure and education WG products
Location: Suzie/Brandon to call Randy

Start: 6/18/2019 2:30:00 PM
End: 6/18/2019 3:00:00 PM
Show Time As: Busy

Hi Randy –

We are looking to quickly check in with you about the immediate actions that have been decided on for the infrastructure and education workgroups (clearinghouse of information on infrastructure improvements and developing clear and consistent messages to the public, respectively), as KAB has been mentioned in conversations on potentially leading both of these efforts.

Suzie and I will plan to call you at Ex. 6 Personal Privacy (PP)

Thanks,
-Brandon

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 8:03:36 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; cathy.jamieson@vermont.gov; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; ddethomas@recyclingpartnership.org; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; kaley.laleker@maryland.gov; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Elizabeth Bedard [ebedard@recyclingpartnership.org]
CC: Bogar, Janine (ECY) [JABO461@ECY.WA.GOV]; Bills, Tracie [TBills@scsengineers.com]; nathan_beran@colpal.com; Meyer, Ellen [meyer.ellen@epa.gov]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Sundin, Elizabeth [Sundin.Elizabeth@epa.gov]

Subject: Updated with Agenda: Full group check-in 2: America Recycles Network
Attachments: ARD-FullCallAgenda-26July19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/26/2019 7:00:00 PM
End: 7/26/2019 8:30:00 PM
Show Time As: Busy

Hello All,

This is our second full group check-in. During this call we will hear updates from each workgroup and discuss any topics where we need input from the group at large including the America Recycles Week activities and 2019 America Recycles Summit.

We will be showing materials on the screen to help you follow along please use this link to view:

Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion Webinar

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress in the workgroups since June
- Continue planning for America Recycles Week activities and 2019 America Recycles Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

10 min **EPA Status Update on Framework**

- EPA will walk through Status Report: Framework for Advancing the U.S. Recycling System

20 min **Workgroup Progress Review**

- Workgroup leads will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Compilation document and message development
  - Markets – Model, FAQs and Tools
  - Measures – Definition and Metrics
- Share plans for August

30 min **Discuss America Recycles Week Activities**

- Update on America Recycles Week activities
- Update on timing for Summit
- Discuss possible forward-thinking topics for workgroups
- Discuss communications activities

5 min **Closing Remarks and Next Steps**

ED_004224B_00000685-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 8:03:11 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; cathy.jamieson@vermont.gov; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; ddethomas@recyclingpartnership.org; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; kaley.laleker@maryland.gov; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; KRosebrook@aluminum.org
CC: Bogar, Janine (ECY) [JABO461@ECY.WA.GOV]; Bills, Tracie [TBills@scsengineers.com]; Golison, Marrisa [Golison@gmaonline.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Carreon, Alessandra (A.R.) [acarreo2@ford.com]; Heed, Deb (D.H.) [dheed@ford.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
Attachments: DRAFT_America Recycles Week 2019 Schedule of Events_6 26 19.docx; ARD-FullCallAgenda-28June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/28/2019 7:00:00 PM
End: 6/28/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first full group check-in. During this call we will hear updates from each work group and discuss any topics where we need input from the group at large.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress to date
- Begin planning for November ARD Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

15 min **Workgroup Progress Review**

- Discuss status of immediate action items
  - Overview of products
  - Plans for November ARD Summit
  - Workgroup leads
- Solicit feedback from other members on products and direction
- Discuss next steps for workgroup action planning discussions

30 min **Plan for November ARD Summit**

- Discuss events planned for the week
- Brainstorm approaches for engaging group in discussions about products and next steps
- Explore idea of meeting the day before

15 min **ARD Group Moving Forward**

- Initial conversations about how group moves forward after 2019 Recycling Summit
- How we implement and sustain the work longer term

5 min **Closing Remarks and Next Steps**

ED_004224B_00000687-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:42:38 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; ddethomas@recyclingpartnership.org; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Attachments: Measures-ActionPlanDraft-03Jun19.docx; ARD-MeasuresAgenda-6June19.docx; ActionArea4_MeasurementRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Busy

Hi All,

Sending a quick reminder about the call in 1 hour. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the work group. Hopefully this will help with names on the call.

Talk to you all soon!

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 4: Measurement Group Roster

This is a list of individuals who have expressed interest in the Measurement work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Andy	Hackman	AMERIPEN
Anne	Germain	NWRA
Ashley	Hood-Morley	Plastics Industry Association
Ashley C.	Hall	Walmart
Bill	Turley	Construction and Demolition Waste Recycling Association
Christina	Richards	End of Waste
Craig	Cookson	American Chemistry Council
David	Biderman	Solid Waste Association of North America
David	Wagger	Institute of Scrap Recycling Industries
Debra	Katner	Environmental Research and Education Foundation
Dylan	de Thomas	Recycling Partnership
Ginger	Spencer	City of Phoenix
Gretchen	Newman	Washington Department of Ecology
Ionut	Georgescu	End of Waste
Jordan	Craig	American Forest & Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Kara	Mertz	City of Boulder
Lee	Anderson	General Mills
Marshall	Wang	The Aluminum Association
Noah	Eisenmann	City of Boulder
Oana	Molodoi	End of Waste
Prapti	Muhuri	American Chemistry Council
Randy	Hartmann	Keep America Beautiful
Samantha	MacBride	NYC Department of Sanitation
Susan	Robinson	Waste Management
Swarupa	Ganguli	US EPA
Terry	Webber	American Forest & Paper Association
Traci	Bills	California Resource Recovery Association
Trina	Matta	GreenBlue
Will	Sagar	Southeast Recycling Development Council
William	Easley	DC Department of Public Works
Wolf	Kray	Association of State and Territorial Solid Waste Management Officials

America Recycles Summit – Enhancing Measurement Roundtable Discussion

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Work Group Activities**

- Work group calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Immediate Action**

- The facilitator will review the current draft immediate action plan included in the draft action planning document. The group will discuss and decide on the scope and focus of the immediate action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00000691-00001

4: Enhancing Measurement

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There are a variety of methods used at the state, local and national level to track and report on recycling efforts. Addressing these inconsistencies promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and

ED_004224B_00000692-00001

- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

Key steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA), Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)
4. Publish results of the compilation effort at the November 2019 ARD event

Key Players:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices.

- Develop a recommended methodology or methodologies for a preferred measurement approach
- Disseminate this methodology – put the information into the clearinghouse and integrate it into the EPA Handbook, resulting in a playbook or resource for states and municipalities.

Background

It is critical that we have consistent measurement methodologies when addressing materials management since measurement drives action. This includes having agreed-upon definitions for important terms that can be communicated consistently across industry (to include stakeholders across

ED_004224B_00000692-00002

the recycling industry), state and local governments, and the public. When different entities such as states or municipalities use different definitions for terms such as diversion, it can lead to confusing messages about program success. For example, if one city or state includes construction and demolition debris along with their residential recycling numbers, they may be able to report higher diversion rates than those only including residential recycling. These inequitable comparisons can make some entities look bad and draw fire from non-governmental organizations and members of the public – even though they may have similar numbers to others if they compared using the consistent definitions and methodologies.

In addition to inconsistent terminology and measurement methodologies, there may also be data missing from state and local reporting. For example, some states may include private landfills and collection systems that may not have the same reporting requirements as public ones.

Standardizing and aligning measurement as well as tracking of recyclable materials will help better inform policy decisions and investments and help us determine whether we are making progress in improving recyclable materials management in the U.S. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00000692-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00000692-00004

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:42:13 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; ddethomas@recyclingpartnership.org; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Rick Penner [rick@emergeknowledge.com]

Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; CollectedSystemsDiagramsV2.pdf; Recyling System Map-ForDiscussion.docx; Recycling Definitions-071119.docx; ARD-MeasuresAgenda-16July19-Final.docx; Measures-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Busy

Hi Everyone,

Please see attached for materials for the Measurement workgroup call on Tuesday. We have extended the call by 30 minutes due to the number of topics we plan to cover and the addition of a short presentation.

Please note the Collected Systems Diagrams are updated from the version that Pat sent out on Thursday. I have also included an updated version of the action plan which includes the additional actions for discussion during the call, if there is time.

You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00000694-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00000694-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00000694-00003

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000695-00001

Municipal Solid Waste and Recycling Definitions Discussion Document

Municipal Solid Waste

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (Facts and Figures report)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)

Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. (Facts and Figures Report)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (Recycling Economic Information Report).

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. (EPA Recycling website)

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (EPA non-hazardous waste management hierarchy)

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (RCRA 2014 Orientation Manual)

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program).

ED_004224B_00000698-00001

Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. (Institute of Scrap Recycling Industries)

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. (Solid Waste Association of North America)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. (National Recycling Coalition)

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. (Association of Plastic Recyclers)

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. (Washington State, Chapter 173-350 WAC)

- Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification- grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer. (ISRI)

Discussion Questions:

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.
- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:40:27 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder:DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Attachments: EducationOutreach-ActionPlanDraft-03Jun19.docx; ARD-EducationAgenda-14June19.docx; ActionArea1_EducationOutreachRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Busy

Hello everyone,

A quick reminder, we are having our **Education & Outreach call tomorrow Friday, June 14 from 11:00am to 12:30pm ET**. Please find the agenda, draft action plan, and a group roster attached.

Look forward to speaking with you all tomorrow.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 1: Education & Outreach Group Roster

This is a list of individuals who have expressed interest in the Education & Outreach workgroup and receive meeting notifications for this group. Attendees on workgroup calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	ISRI
Ali	Donahue	Keurig Dr Pepper
Alli	Kingfisher	Washington State Department of Ecology
Anne	Germain	NWRA
Anne	Bedarf	Colgate Palmolive
Bill	Turley	CDRA
Brian	Hawkinson	American Forestry & Paper Association
Chris	Knight	City of Stillwater Oklahoma
Dylan	de Thomas	Recycling Partnership
Fran	McPoland	Paper Recycling Coalition
Ginger	Spencer	City of Phoenix
Howard	Lee	DC Department of Public works
James	Jennings	ASWTSWMO
Jennifer	Ronk	Dow Chemical Company
Jesse	Maxwell	SWANA
Jessica	Marshall	McDonald's
Johnathan	Levy	ISRI
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	NACo
Kate	Balcerzak	PepsiCo
Kelly	Cramer	SPC / GreenBlue
Kim	Holmes	Plastics Industry Association
Lisa	Dry	Battery Council International
Lynn	Dyer	Foodservice Packaging Institute
Mark	Junker	Tribal Waste and Response Steering Committee
Matt	Meenan	The Aluminum Association
Meghan	Stasz	Grocery Manufacturers Association
Missy	Owens	Coca-Cola
Nicole	Smith	Coca-Cola
Paul	Alcantar	City of Cleveland
Randy	Hartman	Keep America Beautiful
Seth	Barron	ExxonMobil
Shari	Jackson	American Chemistry Council

Stephanie	Potter	US Chamber of Commerce Foundation
Susan	Robinson	Waste Management
Terry	Webber	American Forestry & Paper Association
Traci	Bills	CRRA
Trina	Matta	GreenBlue
Zach	George	NACo

America Recycles Summit – Education and Outreach Roundtable Discussion

June 14, 2019, 11:00 AM – 12:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00000702-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:53:11 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [suarez.lana@epa.gov]; Krejcik, Krystal [krejcik.krystal@epa.gov]

Subject: Video link added: Infrastructure work group call 1: America Recycles Network
Attachments: ARD-InfrastructureAgenda-21June19.docx; Infrastructure-ActionPlanDraft-13Jun19.docx; ActionArea2_InfrastructureRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Busy

Hi everyone,

For our Infrastructure work group call this afternoon we will be sharing some visual content so I am adding an Adobe Connect link. Please call into the conference line for audio and click on the link for the visual.

Ex. 6 Personal Privacy (PP)

Talk to you all at 3pm.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 2: Infrastructure Group Roster

This is a list of individuals who have expressed interest in the Infrastructure work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	Institute of Scrap Recycling Industries
Ali	Donahue	Keurig Dr Pepper
Andy	Hackman	Ameripen
Anne	Germain	National Waste and Recycling Association
Annie	White	DC Department of Public Works
Bill	Turley	Construction and Demolition Recycling Association
Billy	Johnson	Institute of Scrap Recycling Industries
Cathy	Jamieson	Association of State and Territorial Waste Management Officials
Chris	Adamo	Danone North America
Christina	Richards	End of Waste
Chuck	Chaitovitz	US Chamber of Commerce
Craig	Cookson	American Chemistry Council
Curt	Wells	The Aluminum Association
David	Biderman	Solid Waste Association of North America
Eric	Stuart	Steel Manufactures Association
Ionut	Georgescu	End of Waste
Jesse	Maxwell	Solid Waste Association of North America
Jordan	Craig	American Forest + Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kate	Balcerzak	PepsiCo
Kent	Wilson	Nestle USA
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Megan	Ekstrom	Procter & Gamble
Oana	Molodoi	End of Waste
Patrick	Orth	SC Johnson
Paul	Alcantar	City of Cleveland
Randy	Hartmann	Keep America Beautiful
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Scott	Breen	US Chamber of Commerce Foundation

Seth	Barron	Exxon Mobil
Shannon	Crawford	Plastics Industry Association
Sharon	Svitek	Association of State and Territorial Waste Management Officials
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Will	Sagar	Southeast Recycling Development Council
Zach	George	National Association of Counties

America Recycles Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

June 21, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Agree on leadership, activities, and next steps for developing the clearinghouse, including what to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

15 min **Brief Update on other Work Groups and Similar Projects**

- EPA will provide a brief update on the status of the other work groups
- EPA will present background on a website that was created using a similar collaborative process

25 min **Agree on Focus for Immediate Action for this Workgroup**

- The facilitator will review the proposed action to develop a clearinghouse included in the draft action planning document.
- The group will discuss and agree on the scope and focus of this immediate action, including the desired outcomes and tie-in to the November Summit.

30 min **Discuss Path Forward for Immediate Action**

- Agree on key steps for developing the proposed action with a clear focus on how to define the function and scope of the clearinghouse.
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00000712-00001

2: Enhance Materials Management Infrastructure

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There is currently a variety of information available on how to enhance the nation's materials management infrastructure. Much of this information is located in separate systems and not easily accessible by users. Having easy access to current funding opportunities, technical resources, and best practices will ensure that participants across the recycling system are equipped with the best and most current information that will improve their own practices and improve the nation's recycling infrastructure overall.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable: A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

Key steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Key Players:

ED_004224B_00000713-00001

- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD workgroup members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices:

- Develop a match-making service to connect groups with needed information and services
- Explore how EPA Regional Offices could facilitate regional dialogues

Additional actions to be added.

Background

America's existing recycling infrastructure has not kept pace with today's recyclables stream. Manufacturers of new materials and products do not always consider the full life-cycle of products and materials, and may not communicate effectively with the recycling industry, which impairs the ability of the recycling industry to prepare for and optimally manage the recycling of new materials.

Contamination in the recyclables stream can cause expensive equipment failures and halt production lines for the removal of unwanted or hazardous materials. The sorting and processing of infrastructure that previously supported local recycling collection programs is struggling to meet the demand for services. In some regions, the demand for commingled recycling service is outstripping the supply of processing infrastructure. At the same time, much of the public still does not have access to recycling.

The increased cost of processing, combined with lower market prices and the inability to move material quickly, leads to the increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Work Underway/Success Stories

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.

ED_004224B_00000713-00002

- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00000713-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 5/30/2019 7:53:38 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Busy

Hi Everyone,

These materials have been slightly updated since yesterday. Please see attached. Talk to you all later this afternoon.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.

Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000715-00001

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling

ED_004224B_00000717-00001

infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable:
A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- US Chamber of Commerce Foundation, Keep America Beautiful, and Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

ED_004224B_00000717-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00000717-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:32:07 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; ddethomas@recyclingpartnership.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; mdaum@ameribev.org; Sjogren, Mya [Sjogren.Mya@epa.gov]; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Measurement workgroup call: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 5:00:00 PM
End: 10/3/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/12/2019 5:26:06 PM
To: ddethomas@recyclingpartnership.org; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Tentative

Hi All,

Based on folks limited availability the week of Sept. 16th we're going to move this to the 23rd. I hope this time will work for most people, if not let me know.

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Education and Outreach Workgroup Steering Committee Meeting

Friday, September 13, 2019, 12:00 PM-1:00 PM (ET)

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager of positive recycling messages
  - Summary of workgroup progress for Framework
  - Collaborative education/outreach-related actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Education/Outreach Group**

- Workgroup will provide infographic of positive recycling messages.
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

ED_004224B_00000721-00001

- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000721-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/12/2019 3:21:18 PM
To: ddethomas@recyclingpartnership.org; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: To Be Rescheduled: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/13/2019 4:00:00 PM
End: 9/13/2019 5:00:00 PM
Show Time As: Tentative

Hi All,

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 6/18/2019 1:19:20 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; ddethomas@recyclingpartnership.org; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: New Date: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00000727-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00000727-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00000727-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/11/2019 2:22:30 PM
To: ddethomas@recyclingpartnership.org; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/13/2019 4:00:00 PM
End: 9/13/2019 5:00:00 PM
Show Time As: Tentative

Hi All,

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Day Summit – Full Group Roundtable Discussion Webinar

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress in the workgroups since June
- Continue planning for America Recycles Week activities and 2019 America Recycles Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

10 min **EPA Status Update on Framework**

- EPA will walk through Status Report: Framework for Advancing the U.S. Recycling System

20 min **Workgroup Progress Review**

- Workgroup leads will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Compilation document and message development
  - Markets – Model, FAQs and Tools
  - Measures – Definition and Metrics
- Share plans for August

30 min **Discuss America Recycles Week Activities**

- Update on America Recycles Week activities
- Update on timing for Summit
- Discuss possible forward-thinking topics for workgroups
- Discuss communications activities

5 min **Closing Remarks and Next Steps**

ED_004224B_00000819-00001

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:40:29 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]

Subject: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 7/25/2019 1:37:08 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; cathy.jamieson@vermont.gov; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; ddethomas@recyclingpartnership.org; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; kaley.laleker@maryland.gov; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; nathan_beran@colpal.com; Meyer, Ellen [meyer.ellen@epa.gov]; Eadaoin Quinn [eadaoin.quinn@efs-plastics.ca]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: Updated with Agenda: Full group check-in 2: America Recycles Network
Attachments: ARD-FullCallAgenda-26July19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/26/2019 7:00:00 PM
End: 7/26/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

This is our second full group check-in. During this call we will hear updates from each workgroup and discuss any topics where we need input from the group at large including the America Recycles Week activities and 2019 America Recycles Summit.

We will be showing materials on the screen to help you follow along please use this link to view:

Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.

Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:41:25 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Education and Outreach work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 7/19/2019 4:44:08 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

These materials have been slightly updated since yesterday. Please see attached. Talk to you all later this afternoon.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: 202-991-0477; Conference Code: 6663472

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000827-00001

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:53:14 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Infrastructure work group call 1: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000847-00001

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:53:40 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Infrastructure work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 10/3/2019 3:09:14 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; ddethomas@recyclingpartnership.org; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]
CC: Shanika Amarakoon [Shanika.Amarakoon@erg.com]; Chris Lamie [Chris.Lamie@erg.com]; mailto:Sara.Decker@walmart.com; Sara.Decker@walmart.com

Subject: Agenda attached: Markets workgroup call: America Recycles Network
Attachments: ARD-MarketsAgenda-04Oct19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Tentative

Good morning,

Quick reminder we are having a workgroup call this afternoon at 3pm ET. An agenda for this call is now attached.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Strengthening Secondary Material Markets Roundtable Discussion

October 3, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss work completed by the Markets steering committee including anticipated materials for distribution during the America Recycles Summit.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*.
- Update on America Recycles Week related activities and requests.

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants and review the agenda

30 min **Discuss Markets Workgroup Progress**

- Creation of new Recycling Demand Challenge within EPA's WasteWise Program
  - Finalizing information about the challenge requirements:
    - Sign the America Recycles Pledge
    - Set goals to increase the recycled-content in the products they manufacture or purchase.
- What data do we need/would we be able to capture from your organization?
- What would you like to see as recognition?
- Is this something your organization would be willing to join?

5 min **Brief update of other workgroups**

- EPA will provide a brief update on the status of the other workgroups.

30 min **Discuss Contents of National Framework**

The Framework will:

- Highlight the accomplishments of the four workgroups.
- Include additional "Partnership" actions completed or underway since 2018.
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018.
  - Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the challenges identified by the workgroup.
  - *DRAFT EXAMPLE*: The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.

ED_004224B_00000852-00001

- Highlight future workgroup projects/actions (2020).

15 min **Discuss America Recycles Week**

- Reminder: please submit your Pledge Signatory Profiles and Veteran Stories
  - Deadline extended to October 15th.
- Innovation Fair on November 14th.
  - Register at: [HYPERLINK "https://americarecyclesinnovationfair.eventbrite.com"]
- America Recycles Summit on November 15th.
  - Register at: [HYPERLINK "https://americarecyclessummit.eventbrite.com"]
- Communications materials in development

5 min **Closing Remarks and Next Steps**

ED_004224B_00000852-00002

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:54:06 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.or; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Markets work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/20/2019 7:00:00 PM
End: 6/20/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Markets work group. During this call we will:

- Explore idea of using SERDC training as potential immediate action

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=BOXMAN, SUZANNE]
Sent: 5/30/2019 7:54:30 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.or; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Markets work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Markets work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 7/13/2019 7:22:04 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; ddethomas@recyclingpartnership.org; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; CollectedSystemsDiagramsV2.pdf; Recyling System Map-ForDiscussion.docx; Recycling Definitions-071119.docx; ARD-MeasuresAgenda-16July19-Final.docx; Measures-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)
Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Tentative

Hi Everyone,

Please see attached for materials for the Measurement workgroup call on Tuesday. We have extended the call by 30 minutes due to the number of topics we plan to cover and the addition of a short presentation.

Please note the Collected Systems Diagrams are updated from the version that Pat sent out on Thursday. I have also included an updated version of the action plan which includes the additional actions for discussion during the call, if there is time.

You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Numbe Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action

- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00000863-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00000863-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00000863-00003

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00000864-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/23/2019 12:27:32 PM
To: ddethomas@recyclingpartnership.org; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Updated with Attachments: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; Draft Education and Outreach Framework Section.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Tentative

Hi All,

Based on folks limited availability the week of Sept. 16th we're going to move this to the 23rd. I hope this time will work for most people, if not let me know.

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Education and Outreach Workgroup Steering Committee Meeting

Friday, September 13, 2019, 12:00 PM-1:00 PM (ET)

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager of positive recycling messages
  - Summary of workgroup progress for Framework
  - Collaborative education/outreach-related actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Education/Outreach Group**

- Workgroup will provide infographic of positive recycling messages.
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

Action Area 1: Promote Education and Outreach

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges

Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Inconsistent messaging

- Messaging on how to recycle is inconsistent and not nationalized, allowing for regional and local differences in collection and recycling programs and the loss of valuable materials from the recycling system.

Contamination

- Contamination from recyclable products occurs when products are labeled as recyclable but are not supported by infrastructure and/or secondary markets in a specific location. It also occurs when materials are not accepted for recycling at a specific location.
- Materials must continuously be sorted regardless of available markets. The costs versus benefits of managing these sorted materials while waiting for new markets to emerge needs to be better articulated and understood.

Priority Action

Collaborate to develop consistent messages for key recycling issues as a key priority action. Build upon ongoing work and success stories. Include the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00000883-00001

Public awareness

- Limited awareness about the role of the commodities market in developing better recycling programs, creating industry connections, and educating customers is potentially contributing to the more than $9 billion of lost revenue when valuable materials are disposed in landfills.
- Similarly, limited awareness by the public on the social and economic benefits of recycling is also contributing to the loss of revenue when these valuable materials are disposed in landfills.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to develop a series of consistent messages for key recycling issues. The workgroup determined that the first step to accomplish this task was to compile positive messages already in use by members of the workgroup, representing all parts of the recycling system. The Steering Committee developed four questions to collect information from members of the workgroup: 1) a quote from organization leadership describing why recycling is important to them; 2) data that each organization has on the environmental impact of recycling; 3) data that each organization has on the economic impact of recycling; and 4) data on any material-specific recycling rates each organization might have.

The group collected over twenty responses and evaluated them for any gaps in coverage across the recycling system. Using the collected messages, the workgroup developed two products:

1. An infographic highlighting positive messages about the U.S. recycling system.
2. A compilation of positive messages accessible on the Clearinghouse.

Actions Completed by America Recycles Network

- The Recycling Partnership announced the launch of DIYSigns, a free online resource that anyone can use to educate consumers on what can be recycled in their area. The tool helps anyone develop free customizable posters, labels and signs.
- The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.

Future Actions and Work Underway

Workgroup Actions

- Identify one challenge within the recycling system with limited information, and over the course of 2020, develop messaging resources on that topic. The assembled resources will be made available on the clearinghouse and members of all four workgroups will be encouraged to use the developed messages during the following year.
- Consider if a national public relations campaign is the appropriate mechanisms for spreading positive recycling messages, and if appropriate, identify funding sources for the campaign.

ED_004224B_00000883-00002

America Recycles Network Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

DRAFT

ED_004224B_00000883-00003

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

ED_004224B_00000884-00001

- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

ED_004224B_00000884-00002

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000884-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/16/2019 1:59:21 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Fryer, Chantal [cfryer@sccommerce.com]; srobinson@wm.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Elizabeth Bedard [ebedard@recyclingpartnership.org]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: America Recycles Markets Steering Committee call
Attachments: Meeting Notes_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; ARD-MarketsAgenda-SteeringCommittee-10Sep19.docx; Draft Markets Framework Section.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/16/2019 4:00:00 PM
End: 9/16/2019 5:00:00 PM
Show Time As: Tentative

Hi everyone,

Please see attached for Resource Recycling notes and agenda for this meeting.

Best,
Suzie

America Recycles Markets Workgroup Steering Committee Meeting

Monday, September 16, 12:00 PM-1:00 PM (ET)

Call-in Number: **Ex. 6 Personal Privacy (PP)**

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager on workgroup progress, including announcement of the launch of "Buy Recycled" and "Manufacture Recycled" challenges
  - Summary of workgroup progress for inclusion in National Framework
  - Collaborative/Partnership actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Markets Group**

- EPA will announce WasteWise "Buy Recycled" and "Manufacture Recycled" challenges.
  - Announcement will include charter list of participants
  - 1-pager on program requirements or other information as recommended by the workgroup
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000887-00002

Action Area 3: Strengthen Secondary Materials Markets

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Priority Action

Explore opportunities to spur regional and local market development activities.

Challenges

Workgroup members identified two key challenges: supporting existing end-markets and developing new end-markets.

Support existing end-markets:

- The dialogue among MRFs, recyclers, product designers, governments, etc., to inform the design and production of new products, including packaging, can be improved.
- Established end-markets and material recovery facilities (MRF) technologies are not always being utilized with maximum effectiveness to identify recyclables that can be included in recycling programs.
- Contracts between municipalities and MRFs are not currently structured in a manner that can help to insulate them from market fluctuations.
- There is a need to increase dissemination of comprehensive information on commodity markets to MRFs.

Develop new end-markets:

- Well-crafted policies to encourage robust recycling markets need to be created and implemented.
- Market-, technology-, and material-based incentives that encourage manufacturers to use post-consumer content in a wide range of product and packaging designs are needed.
- Environmentally preferential purchasing policies are being created and implemented; these policies should be identified, reviewed, developed and/or revised.

ED_004224B_00000888-00001

- There is a need to better highlight the value of recycling to stimulate investment.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to support development of a program that encourages businesses and governments to create demand for recycled content materials. Business and governments will be challenged to buy more items containing recycled content or incorporate more recycled content into products they manufacture. The workgroup identified two existing programs that will aid development of this new "Recycling Demand Challenge". The Association of Plastic Recyclers created the Demand Champion Program which challenges participants to use post-consumer resin (PCR) plastics. The EPA's WasteWise Program requires participants to demonstrate how they are reducing waste in their organizations. With the support of the workgroup, the EPA agreed to implement this new program though WasteWise.

Participants in "Recycling Demand Challenge" will set goals on increasing the recycled-content in the products they manufacture and/or purchase. Participants will then implement activities to help achieve these goals and report progress towards their goals annually. EPA will recognize "Recycling Demand Challenge" participant efforts through WasteWise Challenge specific awards.

Actions Completed by America Recycles Network

- The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.
- The National Recycling Council, in partnership with More Recycling, is working to connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- The Association of Plastic Recyclers, in partnership with The Recycling partnership, more than doubled the number of companies participating in its Demand Champion Program. Collectively the program has led to the use of over 6.8 million pounds of PRC resins.
- The Recycling Partnership, in partnership with municipalities and states, has developed a best practices document related to recycling contracts.
- Applying Systems Thinking to Recycling (ASTRX), The Recycling Partnership, and the Sustainable Packaging Coalition co-authored the report titled, "ASTRX Review of Material Flow at Material Recovery Facilities (MRFs) and Reprocessors." The report provides information on the movement of materials through MRFs and can be used by organizations across the recycling system to improve materials recovery and support market development.

Future Actions and Work Underway

Workgroup Actions

- Launch the "Recycling Demand Challenge" in 2020.

ED_004224B_00000888-00002

- Develop or assemble a collection of best practices for challenge participants and other organizations for purchasing products with recycled content.
- Develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

America Recycles Network Actions

- Connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- Continue to promote government programs to [HYPERLINK "https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program"], such as EPA's Comprehensive Procurement Guidelines (CPGs).

- Work with companies that are designing packaging and products to encourage the use of recycled content and improved recyclability of goods.
- Explore economic models to create robust and sustainable domestic secondary markets, including possible incentives to drive demand and create more end users. Consider the unintended consequences and market impacts that such incentives could create.
- Build and articulate a better business case for using recycled materials that identifies the full value proposition.

DRAFT

ED_004224B_00000888-00003

America Recycles Markets Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Waste Management (WM) will reach out to their purchasing organization, internally within WM, and to other relevant organizations for more information on purchasing guidance resources.
- EPA will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.
- EPA will explore the possibility of developing a Demand Champions-like program within WasteWise.

Meeting Notes:

Recap of Markets Workgroup Goal and Actions

- EPA provided a brief review of the near-term actions the group initially brainstormed.
- National Recycling Coalition provided an update on their Buy Recycled efforts.
    - NRC is working to re-establish the buy recycled business alliance.
    - An MOU between More Recycling and NRC has been signed.
        - NRC will host the web-based platform More Recycling develops which will include information about materials with recycled content facilitate connections between companies with recovered materials and companies looking for those commodities.
        - Commodities will be responsible for entering their own information on recycled content products and availability of recycled materials into the web-based platform.

ED_004224B_00000889-00001

        - The web-based platform fills a need for governments, businesses and non-profits to find information about recycled content material.
        - EPA would like to make sure the web-based platform is connected to the recycled content requirements outlined in the Comprehensive Procurement Guidelines (CPGs).
- The workgroup participants agreed to focus on developing a "Buy Recycled"-like challenge program that could potentially expand on the idea of APR's Demand Champions Program.
    - The group decided it would be ideal to create program that would allow many levels of participation including private companies as well as federal, state, local, and tribal governments.
    - The group suggested that universities and educational institutions should also be included as participants in the program.
    - It is important that the proposed program shows visual to participants and consumers what "buy recycled" means, including:
        - Graphics on products themselves that convey the importance of buying recycled content or that show how the product supports market development for recycled materials and
        - Other ways to drive consumer demand.
    - The program could use a graphic that shows increasing demand is a two-step process; manufactures must buy recycled content and materials need to be recovered into new feedstocks.
    - APR is working on program to use high-density polyethlene (HDPE) in infrastructure piping and carts.

<u>Update on EPA activities</u>

- CPGs are a requirement for federal agencies (or other entities receiving $50K in federal funds) to procure products containing recycled content.
- The 25th anniversary of EPA's WasteWise program is this year (2019).
    - EPA is considering implementing a promotion/challenge to "Buy Recycled" or a "Manufacturers Challenge" to stimulate market demand for recycled content materials through WasteWise.
    - An organization sets a goal, and then report on progress made toward that goal.
    - EPA will confirm APR is okay with EPA collaboration on programs related to "demand champions," with an initial focus on major brands/corporations, state and local governments.

<u>Potential APR Demand Champions-like program</u>

- How can the America Recycles Workgroup promote the proposed new challenge?
    - The platform should include governments, companies, and consumers.

- It was noted that sometimes there is little control over government purchasing and that there is a need for best practices to help small purchasing offices in local governments.
    - Workgroup members could find and share best practices which could then be included as a resource for challenge participants.
    - Workgroup members suggested that companies should have best practices for purchasing products with recycled content.
    - Waste Management will ask Walmart about best practices developed for its purchasing department.
        1. The Sustainability Consortium may have participated in the development of something for Walmart, as well.
    - Arizona State University also should have best practices about purchasing products.
    - Groups like Northeast Recycling Council (NERC), Southeast Recycling Development Council (SERDC), National Association of State Purchasing Officials (NASPO) will be helpful to distribute any best practices identified or developed by the workgroup.
- Sustainable Purchasing Leadership Council (SPLC) may have resources that would be helpful in developing best practices for purchasing as well.

- Pennsylvania Recycling Markets Center and APR have signed an agreement to promote Demand Champions to companies in Pennsylvania; reaching out to state market development organizations may be a very useful promotional tool to get this program off the ground.
- What should be the metric to demonstrate success of a the proposed "buy recycled" challenge?
    - More people to commit to buying recycled content.
    - Goal to have x number of organizations committed to buying recycled by x date.
    - Workgroup can grow the number of organizations that commit to buying recycled and then quantify amount of material used by the organizations.
    - Organizations could input all of this into WasteWise and then the workgroup can use that to track progress of the proposed "buy recycled" challenge.
- A member of the workgroup described how APR's Demand Champions program works.
    - Participants in the Demand Champions program report how much the use of post-consumer recycled (PCR) content been increased.
    - The program has two thresholds of success: purchasing items with PCR and increasing use of PCR in products.
- EPA explore the possibility of creating a Demand Champions-like program within WasteWise and will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.

- If EPA decides to proceed, it is expected there will be an announcement on America Recycles Day about such a program.
- EPA will work to ensure any potential program includes government, private sector, and universities.
- EPA will consider working with National Association of State Purchasing Officials.

Other points of discussion

- EPA is updating its ReCon tool.
  - The ReCon tool measures GHG reductions purchasing products with recycled content.
- The Recycling Partnership is developing best management practices for developing municipal recycling contracts. They expect that best management practices will be done before ARD.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00000889-00004

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:40:53 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kyla@threepeaksustainability.com; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; mdaum@ameribev.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Infrastructure workgroup call: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 10/4/2019 7:00:00 PM
End: 10/4/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:37:24 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; ddethomas@recyclingpartnership.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; james.m.jennings@illinois.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mgolison@gmaonline.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; SBreen@cancentral.com; Shari_Jackson@americanchemistry.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]

Subject: Education & Outreach workgroup call: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 10/4/2019 5:00:00 PM
End: 10/4/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 9/13/2019 7:34:30 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; ddethomas@recyclingpartnership.org; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]

Subject: Markets workgroup call: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 7/9/2019 8:05:54 PM
To: Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; ddethomas@recyclingpartnership.org

Subject: Canceled: To be rescheduled: Markets Workgroup Steering Committee Call
Location: Call-in Number: 202-991-0477; Conference Code: 6663472

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Free

Importance: High

Hi everyone,

Scheduling the meeting for the markets steering committee call tomorrow morning.

Thanks,
Suzie

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 7/9/2019 12:06:47 PM
To: Patrick Tallarico [ptallarico@enventiveinc.com]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; trina.matta@greenblue.org; ddethomas@recyclingpartnership.org; rhartmann@kab.org; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Call-in Number: Ex. 6 Personal Privacy (PP)
Attachments: EducationOutreachCompilationDocument-Draft070819.docx; Recycling Apps-4.xlsx
Location: Education and outreach workgroup leads call

Start: 7/9/2019 7:00:00 PM
End: 7/9/2019 8:00:00 PM
Show Time As: Tentative

Hi Everyone,

Thanks for agreeing to take the lead on this effort. For our call this afternoon, attached you'll find a document summarizing the materials we received from the workgroups and a Excel file with some information the US Conference of Mayors received from their members regarding recycling apps.

Talk to you all this afternoon.

Best,
Suzie

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

Link

[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

ED_004224B_00000915-00001

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview

Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link

[HYPERLINK "https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview

Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link

[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview

The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link

https://swana.org/Resources/RecyclingResources.aspx

American Forest and Paper Association Paper and Packaging Recycling Educational Materials

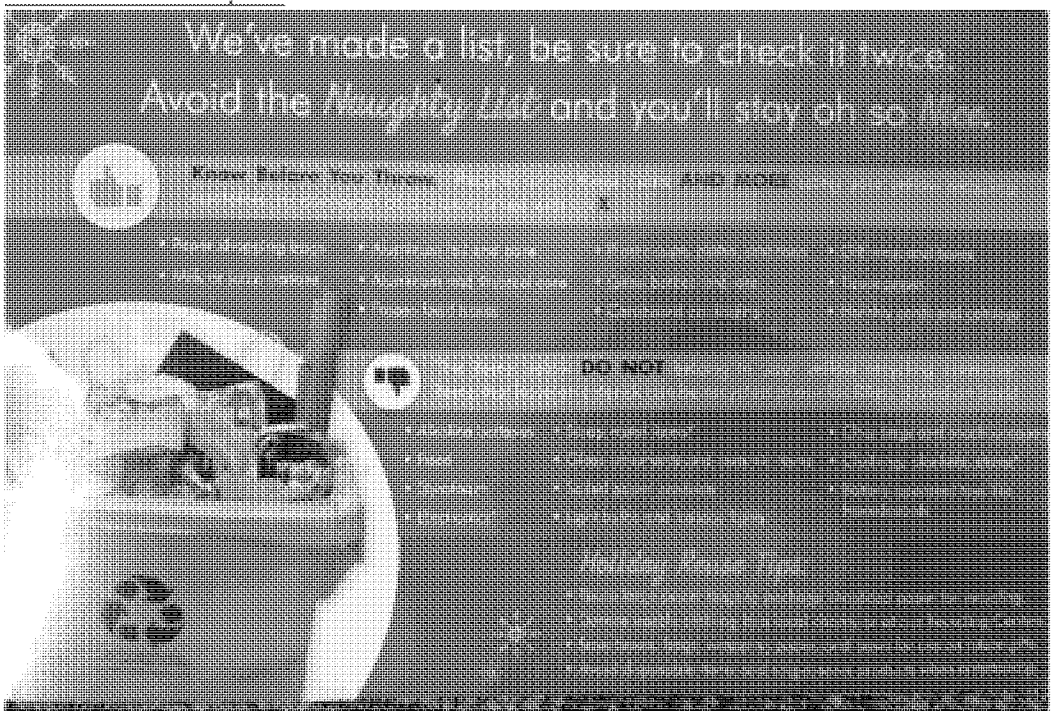
Overview

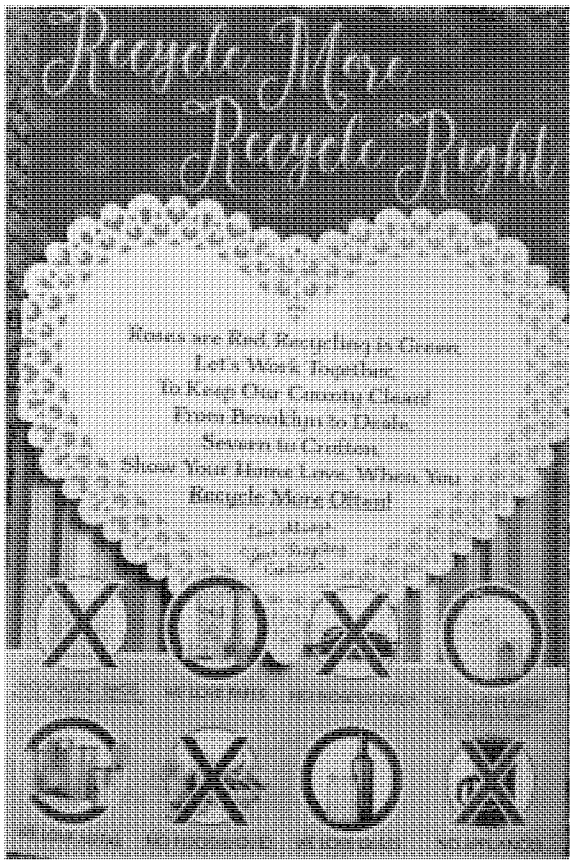
AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

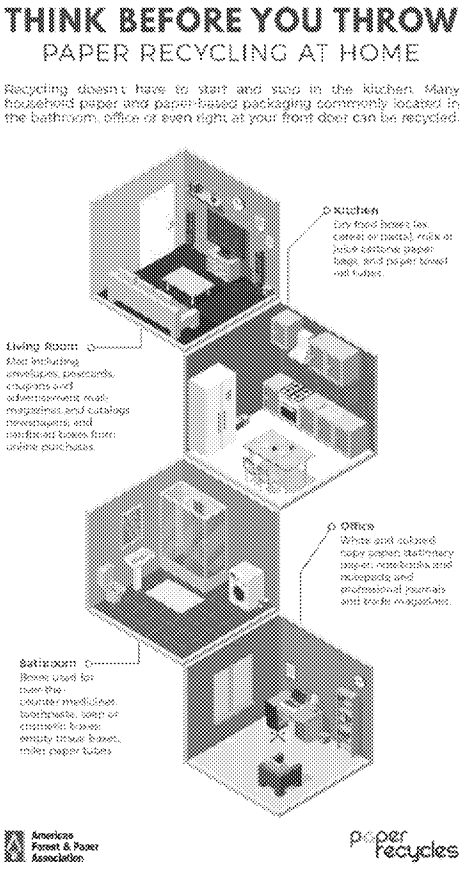
AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

ED_004224B_00000915-00002

Links and Examples



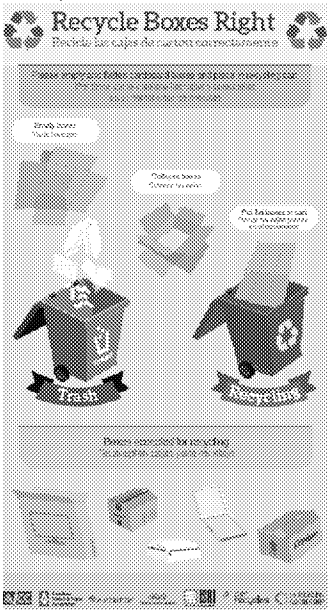




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Food Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. The site also includes results of a survey that provides information about food service specifically but recycling more generally. There is also a link to best practices.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Vermont Agency of Natural Resources

Overview

The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link

[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview

NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

City	Seattle, Washington
Contact Info	Ken SnipesKen.Snipes@seattle.gov
App Title	Recycle It
Launch date	2018
Was the App developed in-house or contracted out?	Developed by a contractor but the project was managed by a PM from Seattle's I.T. department
Does it tell residents what can and cannot be recycled in their jursidiction?	Yes
Does it let residents look up the recycling/yard waste/solid waste/bulk trash collection schedules for their neighborhood?	Yes
Can residents report a problem through the app?	Yes
Other features of the app	
How successful has use among residents been?	

Cincinnati, Ohio	St. Petersburg, Florida
Sue MagnessSue.Magness@cincinnati-oh.gov	Jeff DonnelJeff.Donnel@stpete.org
Fix it Cincy	St Pete Collects
2015	2015
Contracted Out	Contracted out
No	Yes
Yes	Yes
Yes, and the app allows residents to report dozens of other issues too	Yes, but this is not the primary avenue for reporting such issues
	Allows users to receive alerts about the collection schedule and receive messages about schedule changes
Have not been tracking how many residents use the app	Would like to see more residents using it

New Rochelle and other municipalities in Westchester County, NY	Atlanta, Georgia
Scott Pickupspickup@newrochelleny.com	Kanika Greenleekngreenlee@atlantaga.gov(404) 330-6721 Atlanta Solid Waste Services
	July 1, 2019
Used the vendor Recollect	Used the vendor Recollect
Yes	Yes
Yes	Yes
Yes	Yes
Residents can easily find places nearby to donate, repair, or recycle any of the 500+ items found in their household or workplace	Allows residents to schedule bulk collection, have many of the same features both on the mobile app and web portal, can set reminders and print calendars for collection, targeted campaigns to educate residents
	They have about as many residents as they predicted who use it

San Diego, CA

Alexander Hempton AHempton@sandiego.govMaureen JugarMJugar@sandiego.gov
Get It Done San Diego

September 2016

Collaborative effort involving City staff and numerous vendors

Yes

Yes, and it allows residents to submit more than just issues regarding recycling to the City

Residents are able to schedule appointments for city services and obtain info about other city services

Pinellas County, Florida

Stephanie Watsonswatson@co.pinellas.fl.us(727) 464-7541

January 2017

Used the vendor ReCollect

Yes, users are able to search for over 400 items to find out how to recycle or properly dispose of them

The application is capable of this but Pinellas County Solid Waste does not provide solid waste or recycling collection services so they do not use this

It only allows users to report issues regarding the app. For issues related to recycling such as a missed pickup, the app only provides the resident with the municipal or private hauler contact information

Users can search drop-off locations using their address, the county is able to offer the application known as the A to Z Guide to their municipal partners and private haulers to place on their webpages, and residents can suggest items to make the tool more valuable

It has been successful so far with an average of around 10,000 views per month

Santa Fe, New Mexico
Shirlene E. Sittonsesitton@santafenm.gov(505) 955-2209
Recycle Coach (My Waste)

2016

Contracted a ready app where they just filled in their information for the platform

Yes

Yes, and it sends push notifications if desired

They plan to add this when they upgrade

Not as many residents are using it as they had expected. It is not competitive in numbers with their "Eye on Water" app that is connected to their water smart meters

Issues/challenges from the app

What has worked well

Changes or goals for the future/things they would have done differently

Links to more information

Theortically should be reducing the number of calls that the center receives but because of so many errors they still have a lot of calls, having issues with the way that issues are submitted and handled

Residents who are not part of the recycling program try to use it to find their solid-waste schedule but only Recycling addresses are included

It is very good at helping find schedules and what is/is not recyclable which has resulted in time saved

Want to enable the app to send collection day reminders

None so far

It has helped solve issues with scheduled bulk collection since it was previously non-scheduled for residents; it has worked well as a tool for 311 (customer service team) and residents for how to properly dispose of material; alleviated confusion when collection days changed; and saved their staff time and resources

Would have done an inital launch and then subsequential launches for each of the features of the app/portal. In the future they will be adding an educational sorting game for different types of waste.

https://sustainablewestchester.org/waste-recycling/

San Diego did a survey that resulted in 83% of respondents saying that they did not want to call the City to report a problem but 50% of them said that they would use the app to do so. The app eliminated the need to call the city and makes it more likely that the city will hear about issues going on; made the city government more efficient and accesible

https://www.sandiego.gov/get-it-done

Maintaining quality control of data is time consuming since they have over 1,100 resources for residents to use for recycling and disposal. They are also unable as of yet to use the geolocation feature, which means that the user has to manually enter his/her address. The administrator interface is a little tricky to use and they are only able to change some functions.

The app is very easy to operate for both the user and the administrator, and allows the County to make changes in real time. It also has a great reporting function that creates reports on usage including the number of "hits", users, and first-time visitors for the app. It also lets the County see how often an item is being searched, what recycling or disposal locations are being found most commonly, and the number of times a new item is suggested. No personal information is collected and the vendor is not allowed to collect or use user's personal information as well. The backend/technical support from ReCollect has also been helpful and the app has saved staff time and resources

One change they would like is for the vendor to provide more tools or suggestions for how to quality control data more efficiently. If they could have done it differently, an application better tailored to their exact needs would have been more beneficial however they believe that the application has been a wonderful asset. In the future, they intend to have the geolocation feature available.

http://www.pinellascounty.org/solidwaste/getridofit/default.htm

It has not saved them time or money but they are hoping that with upgrades and more marketing it will help with their "Recycle Right" goals; no other challenges so far

When their new budget year starts on July 1, they will upgrade the app since they are not currently using all of its functions including adding the "report a problem" function and improving the "what goes where" function. They wish it could have been tied to consumption in a less costly way.

https://solutions.recyclecoach.com/features/

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 6/26/2019 12:57:18 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; cathy.jamieson@vermont.gov; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; ddethomas@recyclingpartnership.org; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; 'mark.junker@sacfoxenviro.org' [mark.junker@sacfoxenviro.org]; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; kaley.laleker@maryland.gov; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; Golison, Marrisa [Golison@gmaonline.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Carreon, Alessandra (A.R.) [acarreo2@ford.com]; Heed, Deb (D.H.) [dheed@ford.com]

Subject: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
Attachments: DRAFT_America Recycles Week 2019 Schedule of Events_6 26 19.docx; ARD-FullCallAgenda-28June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/28/2019 7:00:00 PM
End: 6/28/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first full group check-in. During this call we will hear updates from each work group and discuss any topics where we need input from the group at large.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress to date
- Begin planning for November ARD Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

15 min **Workgroup Progress Review**

- Discuss status of immediate action items
  - Overview of products
  - Plans for November ARD Summit
  - Workgroup leads
- Solicit feedback from other members on products and direction
- Discuss next steps for workgroup action planning discussions

30 min **Plan for November ARD Summit**

- Discuss events planned for the week
- Brainstorm approaches for engaging group in discussions about products and next steps
- Explore idea of meeting the day before

15 min **ARD Group Moving Forward**

- Initial conversations about how group moves forward after 2019 Recycling Summit
- How we implement and sustain the work longer term

5 min **Closing Remarks and Next Steps**

ED_004224B_00000932-00001

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 6/21/2019 3:18:31 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [suarez.lana@epa.gov]

Subject: Video link added: Infrastructure work group call 1: America Recycles Network
Attachments: ARD-InfrastructureAgenda-21June19.docx; Infrastructure-ActionPlanDraft-13Jun19.docx; ActionArea2_InfrastructureRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Tentative

Hi everyone,

For our Infrastructure work group call this afternoon we will be sharing some visual content so I am adding an Adobe Connect link. Please call into the conference line for audio and click on the link for the visual.

Ex. 6 Personal Privacy (PP)

Talk to you all at 3pm.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 2: Infrastructure Group Roster

This is a list of individuals who have expressed interest in the Infrastructure work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	Institute of Scrap Recycling Industries
Ali	Donahue	Keurig Dr Pepper
Andy	Hackman	Ameripen
Anne	Germain	National Waste and Recycling Association
Annie	White	DC Department of Public Works
Bill	Turley	Construction and Demolition Recycling Association
Billy	Johnson	Institute of Scrap Recycling Industries
Cathy	Jamieson	Association of State and Territorial Waste Management Officials
Chris	Adamo	Danone North America
Christina	Richards	End of Waste
Chuck	Chaitovitz	US Chamber of Commerce
Craig	Cookson	American Chemistry Council
Curt	Wells	The Aluminum Association
David	Biderman	Solid Waste Association of North America
Eric	Stuart	Steel Manufactures Association
Ionut	Georgescu	End of Waste
Jesse	Maxwell	Solid Waste Association of North America
Jordan	Craig	American Forest + Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kate	Balcerzak	PepsiCo
Kent	Wilson	Nestle USA
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Megan	Ekstrom	Procter & Gamble
Oana	Molodoi	End of Waste
Patrick	Orth	SC Johnson
Paul	Alcantar	City of Cleveland
Randy	Hartmann	Keep America Beautiful
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Scott	Breen	US Chamber of Commerce Foundation

Seth	Barron	Exxon Mobil
Shannon	Crawford	Plastics Industry Association
Sharon	Svitek	Association of State and Territorial Waste Management Officials
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Will	Sagar	Southeast Recycling Development Council
Zach	George	National Association of Counties

America Recycles Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

June 21, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Agree on leadership, activities, and next steps for developing the clearinghouse, including what to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

15 min **Brief Update on other Work Groups and Similar Projects**

- EPA will provide a brief update on the status of the other work groups
- EPA will present background on a website that was created using a similar collaborative process

25 min **Agree on Focus for Immediate Action for this Workgroup**

- The facilitator will review the proposed action to develop a clearinghouse included in the draft action planning document.
- The group will discuss and agree on the scope and focus of this immediate action, including the desired outcomes and tie-in to the November Summit.

30 min **Discuss Path Forward for Immediate Action**

- Agree on key steps for developing the proposed action with a clear focus on how to define the function and scope of the clearinghouse.
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00000936-00001

2: Enhance Materials Management Infrastructure

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There is currently a variety of information available on how to enhance the nation's materials management infrastructure. Much of this information is located in separate systems and not easily accessible by users. Having easy access to current funding opportunities, technical resources, and best practices will ensure that participants across the recycling system are equipped with the best and most current information that will improve their own practices and improve the nation's recycling infrastructure overall.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable: A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

Key steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Key Players:

ED_004224B_00000937-00001

- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD workgroup members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices:

- Develop a match-making service to connect groups with needed information and services
- Explore how EPA Regional Offices could facilitate regional dialogues

Additional actions to be added.

Background

America's existing recycling infrastructure has not kept pace with today's recyclables stream. Manufacturers of new materials and products do not always consider the full life-cycle of products and materials, and may not communicate effectively with the recycling industry, which impairs the ability of the recycling industry to prepare for and optimally manage the recycling of new materials.

Contamination in the recyclables stream can cause expensive equipment failures and halt production lines for the removal of unwanted or hazardous materials. The sorting and processing of infrastructure that previously supported local recycling collection programs is struggling to meet the demand for services. In some regions, the demand for commingled recycling service is outstripping the supply of processing infrastructure. At the same time, much of the public still does not have access to recycling.

The increased cost of processing, combined with lower market prices and the inability to move material quickly, leads to the increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Work Underway/Success Stories

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.

ED_004224B_00000937-00002

- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00000937-00003

Appointment

From: Boxman, Suzanne [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=Boxman, Suzanne]
Sent: 6/19/2019 1:41:17 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; cathy.jamieson@vermont.gov; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [coleman.cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [suarez.lana@epa.gov]

Subject: Updated with Agenda and Materials: Infrastructure work group call 1: America Recycles Network
Attachments: ARD-InfrastructureAgenda-21June19.docx; Infrastructure-ActionPlanDraft-13Jun19.docx; ActionArea2_InfrastructureRoster_6June19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Tentative

Hi All,

Sending a quick reminder about the call Friday afternoon. In addition to the draft action plan document and the agenda I've added a roster with the names of folks who've expressed interest in the work group. Hopefully this will help with names on the call.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 2: Infrastructure Group Roster

This is a list of individuals who have expressed interest in the Infrastructure work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	Institute of Scrap Recycling Industries
Ali	Donahue	Keurig Dr Pepper
Andy	Hackman	Ameripen
Anne	Germain	National Waste and Recycling Association
Annie	White	DC Department of Public Works
Bill	Turley	Construction and Demolition Recycling Association
Billy	Johnson	Institute of Scrap Recycling Industries
Cathy	Jamieson	Association of State and Territorial Waste Management Officials
Chris	Adamo	Danone North America
Christina	Richards	End of Waste
Chuck	Chaitovitz	US Chamber of Commerce
Craig	Cookson	American Chemistry Council
Curt	Wells	The Aluminum Association
David	Biderman	Solid Waste Association of North America
Eric	Stuart	Steel Manufactures Association
Ionut	Georgescu	End of Waste
Jesse	Maxwell	Solid Waste Association of North America
Jordan	Craig	American Forest + Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kate	Balcerzak	PepsiCo
Kent	Wilson	Nestle USA
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Megan	Ekstrom	Procter & Gamble
Oana	Molodoi	End of Waste
Patrick	Orth	SC Johnson
Paul	Alcantar	City of Cleveland
Randy	Hartmann	Keep America Beautiful
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Scott	Breen	US Chamber of Commerce Foundation

Seth	Barron	Exxon Mobil
Shannon	Crawford	Plastics Industry Association
Sharon	Svitek	Association of State and Territorial Waste Management Officials
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Will	Sagar	Southeast Recycling Development Council
Zach	George	National Association of Counties

America Recycles Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

June 21, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Agree on leadership, activities, and next steps for developing the clearinghouse, including what to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

15 min **Brief Update on other Work Groups and Similar Projects**

- EPA will provide a brief update on the status of the other work groups
- EPA will present background on a website that was created using a similar collaborative process

25 min **Agree on Focus for Immediate Action for this Workgroup**

- The facilitator will review the proposed action to develop a clearinghouse included in the draft action planning document.
- The group will discuss and agree on the scope and focus of this immediate action, including the desired outcomes and tie-in to the November Summit.

30 min **Discuss Path Forward for Immediate Action**

- Agree on key steps for developing the proposed action with a clear focus on how to define the function and scope of the clearinghouse.
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00000941-00001

2: Enhance Materials Management Infrastructure

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There is currently a variety of information available on how to enhance the nation's materials management infrastructure. Much of this information is located in separate systems and not easily accessible by users. Having easy access to current funding opportunities, technical resources, and best practices will ensure that participants across the recycling system are equipped with the best and most current information that will improve their own practices and improve the nation's recycling infrastructure overall.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable: A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

Key steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Key Players:

ED_004224B_00000942-00001

- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD workgroup members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices:

- Develop a match-making service to connect groups with needed information and services
- Explore how EPA Regional Offices could facilitate regional dialogues

Additional actions to be added.

Background

America's existing recycling infrastructure has not kept pace with today's recyclables stream. Manufacturers of new materials and products do not always consider the full life-cycle of products and materials, and may not communicate effectively with the recycling industry, which impairs the ability of the recycling industry to prepare for and optimally manage the recycling of new materials.

Contamination in the recyclables stream can cause expensive equipment failures and halt production lines for the removal of unwanted or hazardous materials. The sorting and processing of infrastructure that previously supported local recycling collection programs is struggling to meet the demand for services. In some regions, the demand for commingled recycling service is outstripping the supply of processing infrastructure. At the same time, much of the public still does not have access to recycling.

The increased cost of processing, combined with lower market prices and the inability to move material quickly, leads to the increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Work Underway/Success Stories

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.

ED_004224B_00000942-00002

- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00000942-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 11/13/2019 1:30:33 AM
To: Robinson, Susan [srobinson@wm.com]; Fryer, Chantal [cfryer@sccommerce.com]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: Markets workgroup presentation
Location: Ex. 6 Personal Privacy (PP)

Start: 11/13/2019 9:30:00 PM
End: 11/13/2019 10:00:00 PM
Show Time As: Tentative

Hi Markets Steering Committee,

We want to try to have a quick call with you to prepare for the Markets workgroup presentation during the America Recycles Summit on Friday.

Thanks for working with us on the short notice.

Suzie

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 10/21/2019 9:45:32 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Randy Hartmann [rhartmann@kab.org]; Adina Renee Adler [aadler@isri.org]; Billy Johnson [BillyJohnson@isri.org]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; spotter@uschamber.com; srobinson@wm.com; cfryer@sccommerce.com; dkantner@erefdn.org; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]
CC: Billy Johnson [BJohnson@isri.org]
BCC: DCRoomPYS6874/DC-Potomac-Yard-South-ORCR [DCRoomPYS6874-ORCR@epa.gov]

Subject: Discuss AR Summit speaking roles for steering committee members
Attachments: DRAFT_America Recycles - Summit Agenda_10.18.19.docx
Location: Ex. 6 Personal Privacy (PP) PYS 6874

Start: 10/24/2019 4:00:00 PM
End: 10/24/2019 5:00:00 PM
Show Time As: Busy

All –

Attached please find the latest draft of the agenda for the America Recycles Summit, to inform our discussion in a few minutes.

Agenda:

1. Present overview of draft America Recycles Summit agenda (EPA)
2. Describe role of steering committee members in presenting workgroup products at Summit (EPA)
3. Discuss workgroup product presentation (Group)
4. Describe potential panel at Summit (EPA)
5. Discuss panel (Group)

Talk to you all shortly,
-Brandon

Dear America Recycles workgroup steering committee members,

Thank you all for your continued leadership and for the hard work you all are putting in to ready the various workgroup products for the upcoming America Recycles Summit. The Summit will present a great opportunity to highlight all of the activities that have been happening since last November and to discuss our plans to continue leveraging the diversity of voices participating in the workgroups throughout 2020.

We are setting up this call to discuss the role we anticipate each of your organizations having in the Summit. This will be twofold: (1) presentations from the steering committee members on the products from the past year of workgroup activity; and (2) potentially a panel discussion featuring organizations participating in the steering committees on the impact that has been felt across the recycling system and the path forward.

Thank you to those of you that responded to the Doodle poll with your availability. For those that are unable to attend at this time (Chantal and Adina, I know that this didn't work for you, at least when you filled out the Doodle!), please let me know and I can coordinate a second call on Friday or Monday (10/25 and 10/28).

I will follow up with meeting materials in the next couple of days.

Call-in info:

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

2019 America Recycles Summit

Executives from industry, federal, state, tribal, and local government, and trade associations will commit to continue working together over the next year to build on their successes and implement a national framework for advancing the U.S. recycling system, including establishing a national goal to increase recycling.

Time: Friday, November 15th ~10:10am – 1:00pm. Participants will be asked to arrive 1 hour early to clear security.

Location: Map Room (WJC East Rm 1153).

Press Details: Open to press

Objectives:

- Introduce charter members of the new WasteWise Recycling Demand Challenge.
- Celebrate America Recycles workgroup accomplishments and deliverables.
- Make a public commitment to work together on the actions identified in the *Framework to Advance the U.S. Recycling System*.
- Exchange ideas on any additional actions that are needed to improve recycling in America.
- Inspire further action by attendees in improving recycling. Actions could include joining workgroups and identifying additional commitments they will take to improve recycling.

Participants: 100-200 organizations including the America Recycles Day pledge signers and the America Recycles Workgroup members.

Proposed Format:

9:30am – Light refreshments (e.g. coffee, tea)

10:10am – Welcome and Introduction of Administrator Wheeler by OLEM Assistant Administrator Peter Wright

10:15am – Opening remarks from Administrator Wheeler

- Thank workgroup participants
- Provide highlights from the morning Roundtable.
- Announce Release of National Framework to Advance the US Recycling System
- Announce WasteWise 25th anniversary.
- Announce launch of the new "Recycling Demand Challenge" within WasteWise and recognize the Charter participants (official launch will have occurred at Roundtable, this will just be announcing to the larger group).
- Acknowledge that there are other events going on across the country in celebration of America Recycles Week.

10:25am – Importance of the regional perspective in advancing recycling – short remarks from Region 2 Administrator Pete Lopez.

ED_004224B_00001058-00001

America Recycles
Overview of Innovation Fair and 2019 Summit

Draft: 10/18/2019

10:35am – **America Recycles Network Accomplishments and Future Actions.** Each presentation will focus on key products/deliverables and be forward-looking, highlighting plans for projects in 2020 and beyond.

- Overview of America Recycles efforts and progress since the 2018 summit (EPA)
- Presentation of Key Deliverables and Next Steps/future actions
    - Recycling definition and Recycling System Map (EPA and EREF)
        - Additional/Future Measurement-related actions
    - Key Messages and Info-graphic (KAB, TRP, SPC)
        - Additional/Future Education and Outreach actions
    - Launch of Recycling Demand Challenge (EPA, Waste Management, TRP)
        - Additional/Future Market Development actions
    - Launch of the Virtual Clearinghouse (Chamber of Commerce Foundation, ISRI, KAB)
- Potentially 2-4 additional announcements (TBD)
    - Include one or more announcements about other events going on around the country
    - Opportunity for other partners to announce items (e.g. KAB highlights on town hall meetings)

11:35am – **Facilitated panel discussion.** EPA-moderated panel discussion with senior leaders from across the supply chain (our America Recycles steering committee member organizations). Looking to the future - what additional actions are needed? What are the gaps, and how can current pledge signers who haven't joined the workgroups get involved? The audience will be engaged through a virtual polling app such as "Poll Everywhere" and/or Sli.do.

12:15pm – **Questions through Facebook Live.** Take a limited number of additional questions from the audience and through Facebook Live.

12:45pm – Closing remarks from Assistant Administrator Peter Wright. Summarize key commitments and highlight proposed actions. Reiterate specific asks for the audience (i.e. to join a workgroup, join Recycling Demand Challenge). Invite recent pledge signers to join workgroups.

1:00pm – Adjourn and Networking

ED_004224B_00001058-00002

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 10/21/2019 9:31:44 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; ali.blandina@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; adelage@sccommerce.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; bsmith@steel.org; brian_hawkinson@afandpa.org; brian.coughlin@boston.gov; cathy.jamieson@vermont.gov; cfryer@sccommerce.com; Charlotte.Dreizen@dc.gov; cknight@stillwater.org; christopher.adamo@danone.com; chris.osgood@boston.gov; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dfkeeling@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; Howard.Lee@dc.gov; ionut@endofwaste.com; osterjak@amazon.com; james.m.jennings@illinois.gov; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; kaley.laleker@maryland.gov; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; nicoler.collier@us.nestle.com; kholmes@plasticsindustry.org; Kim.Carswell@target.com; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; kyla@threepeaksustainability.com; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ebedard@recyclingpartnership.org; ldyer@fpi.org; lynn@nerc.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; Martin.Brown@state.or.us; mmeenan@aluminum.org; mdaum@ameribev.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; pbalserak@steel.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; RRodriguez2@leegov.com; rob.roy@lajolla-nsn.gov; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; nrcexecdirector@gmail.com; SBreen@cancentral.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; tgoldberg@newmoa.org; Terry_Webber@afandpa.org; todd.barnell@nau.edu; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Shawna Bergman [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]
CC: Sharpe, Kristinn [Sharpe.Kristinn@epa.gov]; nicole.collier@us.nestle.com; Bills, Tracie [TBills@scsengineers.com]; Shanika Amarakoon [Shanika.Amarakoon@erg.com]; doug forumfg.com [doug@forumfg.com]; Andrea Schnitzer [Andrea.Schnitzer@erg.com]; Chris Knight [chris.knight@stillwater.org]; Fadoul, Peter [PFadoul@USChamber.com]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: UPDATED WITH AGENDA: America Recycles Network pre-AR Summit Full Group Check-in
Attachments: National Framework to Advance the US Recycling System_At a Glance_11 1 19.pdf; Overview of AR Week Events_11 1 19.pdf; ARD-FullCallAgenda-01Nov19.pdf
Location: Ex. 6 Personal Privacy (PP) PYS 6671

Start: 11/1/2019 5:00:00 PM
End: 11/1/2019 6:30:00 PM
Show Time As: Busy

Dear America Recycles workgroup members,

America Recycles Week is approaching quickly! We will be holding a call of all participants in all four workgroups **1:00-2:30 PM (ET) on November 1, 2019** to discuss final preparations for the week, including the Innovation Fair and this year's America Recycles Summit, as well as to discuss the status of each workgroup's priority action.

Attached you will find the agenda for today's call, as well as a draft document summarizing the in-development *National Framework to Advance the U.S. Recycling System* and a document summarizing the latest information on the various events taking place during America Recycles Week.

If you have not already done so, please register your organization's representatives who will be attending the Innovation Fair (https://americarecyclesinnovationfair.eventbrite.com) and Summit (https://americarecyclessummit.eventbrite.com) at the earliest convenience.

Call-in information:

Ex. 6 Personal Privacy (PP)

Skype: (please join through ***both*** Skype and the phone line)

Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Brandon Bray
Physical Scientist
U.S. EPA Office of Resource Conservation and Recovery
Resource Conservation and Sustainability Division
Sustainable Materials Branch
(703) 308-7253

America Recycles Day Summit – Full Workgroup Discussion

November 1, 2019, 1:00 PM – 2:30 PM Eastern

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss workgroup progress, deliverables and announcements for America Recycles Day
- Review activities and materials for America Recycle Week
- Discuss logistics and agendas for D.C. based events occuring November 14 & 15

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants

20 min **Workgroup Progress Review**

- Steering Committees will discuss status of key deliverables
  - Infrastructure – Clearinghouse progress
  - Education & Outreach – Development of infographic
  - Markets – Recycling Demand Challenge
  - Measures – Definition and Recycling System Map
- EPA will discuss development of the 1-page documents highlighting each deliverable that will be released during the America Recycles Summit

10 min **EPA Update on National Framework**

- EPA will walk through the draft *National Framework for Advancing the U.S. Recycling System* "At-a-Glance" document.

30 min **Discuss America Recycles Week Activities and Logistics for D.C.-based Events**

- Update on America Recycles Week activities
  - November 14th: Innovation Fair and America Recycles Reception
  - November 15th: America Recycles Summit
- Discuss communications activities and present any updated information from communications calls held on 10/28

5 min **Closing Remarks and Next Steps**

ED_004224B_00001060-00001

U.S. EPA
America Recycles

National Framework to Advance the U.S. Recycling System

America Recycles Workgroup Participants' and EPA Actions "At-a-Glance"
Draft: 11/1/19 – NOTE: Content is subject to change

Background

On November 15, 2018, EPA Administrator Andrew Wheeler hosted the America Recycles Day Summit, which brought together stakeholders from across the U.S. recycling system to join EPA in signing the America Recycles Pledge. All 45 signing organizations, including EPA, pledged to work together to identify specific actions to take in addressing the challenges and opportunities facing the U.S. recycling system. Through the pledge, organizations committed to leveraging their collective expertise, strengths and resources to address these challenges and opportunities. Participants included representatives from federal, local, state and tribal governments; the recycling industry; and manufacturers and brands. Following the 2018 America Recycles Summit, EPA worked with the 44 organizations that signed the America Recycles Pledge to form four workgroups aligned with four critical action areas:

- Promoting Education and Outreach
- Enhancing Materials Management Infrastructure
- Strengthening Secondary Material Markets
- Enhancing Measurement

During America Recycles Week 2019, EPA intends to release the *National Framework to Advance the U.S. Recycling System*, which will articulate the collaborative efforts undertaken to-date by the America Recycles workgroup participants as well as the path forward for future action in 2020. 2019 deliverables and announcements, organized by action area, are described below. Also included are anticipated 2020 activities that will be reflected in the *National Framework.*

Action Area 1: Promoting Education and Outreach

2019 Workgroup Participants' Priority Product

- Led by Keep America Beautiful, The Recycling Partnership, and Sustainable Packaging Coalition, workgroup participants have been compiling key messages on recycling issues for public and media audiences in the form of an infographic. This infographic will include messages that:
    - Emphasize the strength of the recycling system.
    - Articulate the range of benefits of recycling to reinforce the importance of recycling.
    - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
    - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

2019 EPA Actions/Announcements

- Release EPA publication featuring pledge signatory success stories and Veteran's Stories.
- Announce release of EPA publication featuring WasteWise Partner success stories in honor of the program's 25th Anniversary.
- Announce plans to evaluate the feasibility of launching a pilot educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs, anticipated in 2020.

ED_004224B_00001061-00001

2020 Actions to be included in National Framework

- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup participants.
- Evaluate the feasibility of a national public relations campaign to lay the foundation for common messaging on nationally-significant materials or issues. The campaign could be directed at engaging youth or other audiences.
- Share information about available free, open-source, downloadable labels for recycling bins.

Action Area 2: Enhancing Materials Management Infrastructure

2019 Infrastructure Workgroup Participants' Priority Action

- Led by the U.S. Chamber of Commerce Foundation, workgroup participants are compiling available funding opportunities around the country for infrastructure upgrades. To help governments and private companies fund infrastructure improvements, they need to first know what resources are available. The list of resources will provide an overview of funding resources available to supplement organizations' efforts across the system.

2019 EPA Actions/Announcements

- Initiate work to map existing recycling infrastructure. This effort will begin to provide a clearer picture of the infrastructure that is currently available in this country to service millions of Americans' recycling needs. The map also will help identify where there are gaps in service and where more infrastructure is needed to enhance recycling collection and/or processing capabilities in the U.S.

2020 Actions to be included in National Framework

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Action Area 3: Strengthening Secondary Materials Markets

2019 Markets Workgroup Participants' Priority Actions/Announcements

- Successful initiation of activities to spur market development across the country by EPA and the National Recycling Coalition through the co-sponsorship of two workshops at the Resource Recycling Conference and State of Texas Alliance for Recycling Summit.
- Announce intent to develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

ED_004224B_00001061-00002

2019 EPA Actions/Announcements

- Announce plans to publish a Federal Register notice requesting comments on the recommended recycled content levels and products associated with the Comprehensive Procurement Guidelines (CPG).
- Announce intent to launch a new "Recycling Demand Challenge" within EPA's WasteWise Program, modeled after the Association of Plastics Recyclers Demand Champions Program, but could be applied to all materials in the recycling stream.

2020 Actions to be included in National Framework

- Determine the success of the NRC-EPA workshops by assessing results and follow-up activities by participating states. Expand and host workshops in other parts of the country.
- Continue efforts to finalize elements of the toolkit.
- Conduct and compile research on contracts, outreach strategies, financing opportunities, etc. to determine what is working well to better understand investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Action Area 4: Enhancing Measurement

2019 Measurement Workgroup Participants' Priority Action(s)

- Announce workgroup participants' draft definition of "recycling," which will be shared for public comment on EPA's website.
- Publish a recycling system map that depicts the flow of materials through the system.
- Convey progress on compiling information on a range of metrics and measures, including definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

2019 EPA Actions/Announcements

- Continue to facilitate the state measurement data sharing program.
- Provide status update of revisions underway to the 1997 document *Measuring Recycling – A Guide for State and Local Governments*.
- Announce intent to update to EPA's Recon Tool, which calculates greenhouse gas emissions reductions associated with recycled content material.
- Announce intent to establish a national goal(s) to increase recycling by America Recycles Day 2020 with input from the America Recycles Network and the public.

2020 Actions to be included in National Framework

- Obtain public input and finalize definition of "recycling."
- Develop additional definitions associated with materials flow through the system.
- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g., EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- With public input, establish a national goal for recycling activities, similar in concept to the goal of 50 percent reduction of food waste by 2030.

ED_004224B_00001061-00003

- Compile results of workgroup participants' activities (definitions, material flow map, metrics, measures and goals) for integration into the *Measuring Recycling: A Guide for State and Local Governments*. Release Guide.

2019 Cross-Cutting Activities that Support Multiple Action Areas

2019 America Recycles Workgroup Participants' Product/Deliverable

- Led by the U.S. Chamber of Commerce Foundation, the Institute for Scrap Recycling Industries, and Keep America Beautiful, announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling tools and resources.

EPA Products

- Release the *National Framework to Advance the U.S. Recycling System*.
- EPA will continue facilitating and providing logistical support for workgroup participants' meetings and dialogues, including hosting future meetings to implement actions within the *National Framework*.
- EPA will conduct webinars and outreach on the clearinghouse to increase resources/information included in the web-based tool; provide financial support towards operation and maintenance of the clearinghouse.

DRAFT

America Recycles Week 2019

"Charting a Collaborative Path Forward to a More Resilient Recycling System"

Overview of Events for America Recycles Full-Workgroup Call

November 1, 2019 – Draft - Content is Subject to Change

Background

Last year on November 15, 2018, EPA hosted the America Recycles Day Summit that brought together stakeholders from across the recycling system to join EPA in signing the America Recycles Pledge. That day, 45 signatories, including EPA, pledged to work together to identify specific actions to take in addressing challenges and opportunities facing the U.S. recycling system. Since hosting the Summit, EPA has coordinated the efforts of four workgroups charged with addressing challenges in the recycling system across the four action areas identified last year: Promote Education and Outreach, Enhance Materials Management Infrastructure, Strengthen Secondary Material Markets, and Enhance Measurement. Today, a total of over 165 organizations have signed the pledge.

America Recycles Week

EPA and the America Recycles Network participants are planning an entire week of activities this November 11th-15th. Each day will feature a different communications theme, and numerous events across the country are being planned by EPA, EPA's Regional offices, and America Recycles Network members. The daily communications themes and highlights of key events are summarized in the table below. America Recycles Network participants are also encouraged to register additional events celebrating America Recycles Day on the Keep America Beautiful website, https://americarecyclesday.org/add-event/.

Event	Description	Host(s)
Monday (11/ 11): ***Veterans, Jobs, and Recycling*** - Veterans make a positive contribution to the U.S. economy including through the recycling industry. The recycling industry also creates jobs.		
Fort Bliss Recycling Hero Award	Keep America Beautiful (KAB) is presenting an award to the Recycling Hero(es) from Fort Bliss. Fort Bliss in El Paso, Texas has an aggressive recycling program and awards individuals monthly for their recycling efforts.	Keep America Beautiful, EPA Region 6, Dept. of Defense
Tuesday (11/ 12): ***Measurement*** – Improving data, metrics and measurement is key to strengthening the U.S. recycling system. EPA also will be celebrating the 25th anniversary of EPA's WasteWise voluntary partnership program, which encourages organizations and businesses to achieve sustainability in their practices and reduce waste through setting goals and reporting progress.		
WasteWise 25th Anniversary	EPA announcement of the 25th Anniversary of the WasteWise program.	EPA HQ (announcement only)
Wednesday (11/13): ***Markets and Market Development-*** Enhancing markets for secondary materials will help keep high-quality materials in the U.S. economy.		
U.S. Chamber of Commerce Foundation 2019 Corporate Citizenship Conference	U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference, organized in 2019 around the theme of "Solve Together" – solving the challenges posed by being more sustainable, efficient, inclusive, forward-thinking, and simply better when	U.S. Chamber of Commerce Foundation

ED_004224B_00001062-00001

Event	Description	Host(s)
	working together on these fundamental issues. EPA will moderate a panel on community-based public-private partnerships.	
ISRI "State of Recycling" Congressional briefing	ISRI is sponsoring a "State of Recycling" briefing to the House Recycling Caucus. EPA and others will be attending the briefing.	ISRI
Thursday (11/14): ***Education and Outreach*** - Promoting education and outreach to consumers on how to recycle properly helps reduce contamination in the recycling stream and create high-quality recycled products.		
America Recycles: Innovation Fair	The Innovation Fair will showcase recent advances in materials and recycling technology. This event will showcase products and technologies that are advancing recycling and connect innovators with funders. Register: https://americarecyclesinnovationfair.eventbrite.com	EPA HQ, ISRI, KAB, SWANA, The Recycling Partnership
America Recycles Reception	America Recycles Reception sponsored by KAB, ISRI, TRP, and several other of KAB's America Recycles Day sponsors. This will be hosted in a space adjacent to the Innovation Fair location.	KAB, ISRI, TRP, and several other America Recycles Day sponsors
U.S. Chamber of Commerce Foundation 2019 Corporate Citizenship Conference (cont'd)	U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference, organized in 2019 around the theme of "Solve Together" – solving the challenges posed by being more sustainable, efficient, inclusive, forward-thinking, and simply better when working together on these fundamental issues. EPA will moderate a panel on community-based public-private partnerships.	U.S. Chamber of Commerce Foundation
Friday (11/15): ***America Recycles Day: Collaboration is Key to Success*** – Collaboration is key to finding solutions to the challenges facing the U.S. recycling system.		
America Recycles Summit	The Summit will bring together all signers of the America Recycles Pledge and other key representatives from industry, non-profits, federal, state, tribal, and local government, and trade associations. The steering committees of America Recycles Workgroups will report on progress made since last year and present and discuss future commitments to advance the U.S. recycling system. EPA will highlight some new initiatives and programs to support America Recycles work. Register: https://americarecyclessummit.eventbrite.com.	EPA HQ

America Recycles: Innovation Fair – Nov. 14, 1:00pm-6:00pm

The America Recycles: Innovation Fair will connect potential investors to recycling innovators to spur market development and adoption of new technologies as well as products comprised of recycled content. Exhibitors will showcase their innovative efforts across the recycling system, including research, education and outreach, new technologies and processes, and recycled content products. The Fair will take place on **November 14th from 1:00pm – 6:00pm in the Ronald Reagan Building Pavillion Room** and is open to the press and the public.

During the Innovation Fair (time TBD), the National Waste and Recycling Association will be conducting a brief ceremony recognizing veterans for their service and commitment to environmental protection by presenting several with Challenge Coins. During the last two hours of the Innovation Fair, from **4:00pm – 6:00pm in the Ronald Reagan Building Pavilion Foyer**, Keep America Beautiful, ISRI, The Recycling Partnership, and several other organizations that sponsor America Recycles Day will be sponsoring an America Recycles Reception.

2019 America Recycles Summit – Nov. 15, 10:00am-1:00pm

On **Friday, November 15, 2019, from 10:00 am – 1:00 pm in Room 1153 in the William Jefferson Clinton Building – East**, Administrator Wheeler will host America Recycles Pledge signatories in EPA's 2019 Recycling Summit. The Summit is open to the press but not open to the public; invitees are limited to America Recycles Pledge signatories as well as any special guests invited by EPA leadership. During the Summit, workgroup leaders will present on their accomplishments and deliverables, and participants will have an opportunity to identify additional commitments or actions they will take to improve domestic recycling.

During the Summit, EPA will announce the release of its *National Framework for Advancing the U.S. Recycling System*. The Framework will build on the status report released in July 2019 and will highlight the work completed by the America Recycles partnering organizations as well as partnership activities completed by America Recycles Pledge signatories. The Framework is intended to highlight collaborative efforts made by EPA and others to improve the resilience of the U.S. recycling system as well as identify areas for future action.

America Recycles Summit Agenda in brief	
Time	**Agenda Item**
8:00am-9:30am	Arrive to go through security. You are encouraged to arrive early as security procedures are lengthy for entering a federal building.
9:30am-10:00am	Light refreshments outside of Summit room
10:00am – 10:10am	Transition to Summit room
10:10am – 10:25am	Opening remarks
10:25am-11:25am	Steering committee presentations of workgroup deliverables
11:25am-12:35pm	Panel discussion of remaining gaps and needs to address challenges facing the U.S. recycling system, as well as the next year of America Recycles work; audience Q+A
12:35pm-12:45pm	Summary of themes from Summit conversation
12:45pm-1:00pm	Closing remarks

ED_004224B_00001062-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/23/2019 12:27:33 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Updated with Attachments: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; Draft Education and Outreach Framework Section.docx
Location: Ex. 6 Personal Privacy (PP) CRoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Busy

Hi All,

Based on folks limited availability the week of Sept. 16th we're going to move this to the 23rd. I hope this time will work for most people, if not let me know.

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Education and Outreach Workgroup Steering Committee Meeting

Friday, September 13, 2019, 12:00 PM-1:00 PM (ET)

Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager of positive recycling messages
  - Summary of workgroup progress for Framework
  - Collaborative education/outreach-related actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Education/Outreach Group**

- Workgroup will provide infographic of positive recycling messages.
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

Action Area 1: Promote Education and Outreach

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges

Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Inconsistent messaging

- Messaging on how to recycle is inconsistent and not nationalized, allowing for regional and local differences in collection and recycling programs and the loss of valuable materials from the recycling system.

Contamination

- Contamination from recyclable products occurs when products are labeled as recyclable but are not supported by infrastructure and/or secondary markets in a specific location. It also occurs when materials are not accepted for recycling at a specific location.
- Materials must continuously be sorted regardless of available markets. The costs versus benefits of managing these sorted materials while waiting for new markets to emerge needs to be better articulated and understood.

Priority Action

Collaborate to develop consistent messages for key recycling issues as a key priority action. Build upon ongoing work and success stories. Include the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00001067-00001

Public awareness

- Limited awareness about the role of the commodities market in developing better recycling programs, creating industry connections, and educating customers is potentially contributing to the more than $9 billion of lost revenue when valuable materials are disposed in landfills.
- Similarly, limited awareness by the public on the social and economic benefits of recycling is also contributing to the loss of revenue when these valuable materials are disposed in landfills.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to develop a series of consistent messages for key recycling issues. The workgroup determined that the first step to accomplish this task was to compile positive messages already in use by members of the workgroup, representing all parts of the recycling system. The Steering Committee developed four questions to collect information from members of the workgroup: 1) a quote from organization leadership describing why recycling is important to them; 2) data that each organization has on the environmental impact of recycling; 3) data that each organization has on the economic impact of recycling; and 4) data on any material-specific recycling rates each organization might have.

The group collected over twenty responses and evaluated them for any gaps in coverage across the recycling system. Using the collected messages, the workgroup developed two products:

1. An infographic highlighting positive messages about the U.S. recycling system.
2. A compilation of positive messages accessible on the Clearinghouse.

Actions Completed by America Recycles Network

- The Recycling Partnership announced the launch of DIYSigns, a free online resource that anyone can use to educate consumers on what can be recycled in their area. The tool helps anyone develop free customizable posters, labels and signs.
- The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.

Future Actions and Work Underway

Workgroup Actions

- Identify one challenge within the recycling system with limited information, and over the course of 2020, develop messaging resources on that topic. The assembled resources will be made available on the clearinghouse and members of all four workgroups will be encouraged to use the developed messages during the following year.
- Consider if a national public relations campaign is the appropriate mechanisms for spreading positive recycling messages, and if appropriate, identify funding sources for the campaign.

ED_004224B_00001067-00002

America Recycles Network Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

DRAFT

ED_004224B_00001067-00003

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

ED_004224B_00001068-00001

- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

ED_004224B_00001068-00002

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00001068-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:53:15 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [Suarez.Lana@epa.gov]

Subject: Video link added: Infrastructure work group call 1: America Recycles Network
Attachments: ARD-InfrastructureAgenda-21June19.docx; Infrastructure-ActionPlanDraft-13Jun19.docx; ActionArea2_InfrastructureRoster_6June19.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Busy

Hi everyone,

For our Infrastructure work group call this afternoon we will be sharing some visual content so I am adding an Adobe Connect link. Please call into the conference line for audio and click on the link for the visual.

Ex. 6 Personal Privacy (PP)

Talk to you all at 3pm.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 2: Infrastructure Group Roster

This is a list of individuals who have expressed interest in the Infrastructure work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	Institute of Scrap Recycling Industries
Ali	Donahue	Keurig Dr Pepper
Andy	Hackman	Ameripen
Anne	Germain	National Waste and Recycling Association
Annie	White	DC Department of Public Works
Bill	Turley	Construction and Demolition Recycling Association
Billy	Johnson	Institute of Scrap Recycling Industries
Cathy	Jamieson	Association of State and Territorial Waste Management Officials
Chris	Adamo	Danone North America
Christina	Richards	End of Waste
Chuck	Chaitovitz	US Chamber of Commerce
Craig	Cookson	American Chemistry Council
Curt	Wells	The Aluminum Association
David	Biderman	Solid Waste Association of North America
Eric	Stuart	Steel Manufactures Association
Ionut	Georgescu	End of Waste
Jesse	Maxwell	Solid Waste Association of North America
Jordan	Craig	American Forest + Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kate	Balcerzak	PepsiCo
Kent	Wilson	Nestle USA
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Megan	Ekstrom	Procter & Gamble
Oana	Molodoi	End of Waste
Patrick	Orth	SC Johnson
Paul	Alcantar	City of Cleveland
Randy	Hartmann	Keep America Beautiful
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Scott	Breen	US Chamber of Commerce Foundation

Seth	Barron	Exxon Mobil
Shannon	Crawford	Plastics Industry Association
Sharon	Svitek	Association of State and Territorial Waste Management Officials
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Will	Sagar	Southeast Recycling Development Council
Zach	George	National Association of Counties

America Recycles Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

June 21, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Agree on leadership, activities, and next steps for developing the clearinghouse, including what to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

15 min **Brief Update on other Work Groups and Similar Projects**

- EPA will provide a brief update on the status of the other work groups
- EPA will present background on a website that was created using a similar collaborative process

25 min **Agree on Focus for Immediate Action for this Workgroup**

- The facilitator will review the proposed action to develop a clearinghouse included in the draft action planning document.
- The group will discuss and agree on the scope and focus of this immediate action, including the desired outcomes and tie-in to the November Summit.

30 min **Discuss Path Forward for Immediate Action**

- Agree on key steps for developing the proposed action with a clear focus on how to define the function and scope of the clearinghouse.
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00001074-00001

2: Enhance Materials Management Infrastructure

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There is currently a variety of information available on how to enhance the nation's materials management infrastructure. Much of this information is located in separate systems and not easily accessible by users. Having easy access to current funding opportunities, technical resources, and best practices will ensure that participants across the recycling system are equipped with the best and most current information that will improve their own practices and improve the nation's recycling infrastructure overall.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable: A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

Key steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Key Players:

ED_004224B_00001075-00001

- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD workgroup members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices:

- Develop a match-making service to connect groups with needed information and services
- Explore how EPA Regional Offices could facilitate regional dialogues

Additional actions to be added.

Background

America's existing recycling infrastructure has not kept pace with today's recyclables stream. Manufacturers of new materials and products do not always consider the full life-cycle of products and materials, and may not communicate effectively with the recycling industry, which impairs the ability of the recycling industry to prepare for and optimally manage the recycling of new materials.

Contamination in the recyclables stream can cause expensive equipment failures and halt production lines for the removal of unwanted or hazardous materials. The sorting and processing of infrastructure that previously supported local recycling collection programs is struggling to meet the demand for services. In some regions, the demand for commingled recycling service is outstripping the supply of processing infrastructure. At the same time, much of the public still does not have access to recycling.

The increased cost of processing, combined with lower market prices and the inability to move material quickly, leads to the increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Work Underway/Success Stories

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.

ED_004224B_00001075-00002

- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001075-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:53:41 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx
Location: Call-in Number: 202-991-0477; Conference Code: 6663472

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Busy

Hi Everyone,

These materials have been slightly updated since yesterday. Please see attached. Talk to you all later this afternoon.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00001077-00001

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling

ED_004224B_00001079-00001

infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable:
A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- US Chamber of Commerce Foundation, Keep America Beautiful, and Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

ED_004224B_00001079-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001079-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/11/2019 2:01:15 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Fryer, Chantal [cfryer@sccommerce.com]; srobinson@wm.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Elizabeth Bedard [ebedard@recyclingpartnership.org]

Subject: America Recycles Markets Steering Committee call
Attachments: Meeting Notes_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; ARD-MarketsAgenda-SteeringCommittee-10Sep19.docx; Draft Markets Framework Section.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 9/16/2019 4:00:00 PM
End: 9/16/2019 5:00:00 PM
Show Time As: Tentative

Hi everyone,

Please see attached for Resource Recycling notes and agenda for this meeting.

Best,
Suzie

America Recycles Markets Workgroup Steering Committee Meeting

Monday, September 16, 12:00 PM-1:00 PM (ET)

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager on workgroup progress, including announcement of the launch of "Buy Recycled" and "Manufacture Recycled" challenges
  - Summary of workgroup progress for inclusion in National Framework
  - Collaborative/Partnership actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Markets Group**

- EPA will announce WasteWise "Buy Recycled" and "Manufacture Recycled" challenges.
  - Announcement will include charter list of participants
  - 1-pager on program requirements or other information as recommended by the workgroup
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00001081-00002

Action Area 3: Strengthen Secondary Materials Markets

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Priority Action

Explore opportunities to spur regional and local market development activities.

Challenges

Workgroup members identified two key challenges: supporting existing end-markets and developing new end-markets.

Support existing end-markets:

- The dialogue among MRFs, recyclers, product designers, governments, etc., to inform the design and production of new products, including packaging, can be improved.
- Established end-markets and material recovery facilities (MRF) technologies are not always being utilized with maximum effectiveness to identify recyclables that can be included in recycling programs.
- Contracts between municipalities and MRFs are not currently structured in a manner that can help to insulate them from market fluctuations.
- There is a need to increase dissemination of comprehensive information on commodity markets to MRFs.

Develop new end-markets:

- Well-crafted policies to encourage robust recycling markets need to be created and implemented.
- Market-, technology-, and material-based incentives that encourage manufacturers to use post-consumer content in a wide range of product and packaging designs are needed.
- Environmentally preferential purchasing policies are being created and implemented; these policies should be identified, reviewed, developed and/or revised.

ED_004224B_00001082-00001

- There is a need to better highlight the value of recycling to stimulate investment.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to support development of a program that encourages businesses and governments to create demand for recycled content materials. Business and governments will be challenged to buy more items containing recycled content or incorporate more recycled content into products they manufacture. The workgroup identified two existing programs that will aid development of this new "Recycling Demand Challenge". The Association of Plastic Recyclers created the Demand Champion Program which challenges participants to use post-consumer resin (PCR) plastics. The EPA's WasteWise Program requires participants to demonstrate how they are reducing waste in their organizations. With the support of the workgroup, the EPA agreed to implement this new program though WasteWise.

Participants in "Recycling Demand Challenge" will set goals on increasing the recycled-content in the products they manufacture and/or purchase. Participants will then implement activities to help achieve these goals and report progress towards their goals annually. EPA will recognize "Recycling Demand Challenge" participant efforts through WasteWise Challenge specific awards.

Actions Completed by America Recycles Network

- The National Recycling Council, in partnership with EPA, the State of Texas Alliance for Recycling and the California Resource Recovery Association, successfully hosted three market development workshops across the country. Each workshop featured information to spur regional markets for recycled materials including materials that are hard to recycle. An additional four workshop are planned for 2020.
- The National Recycling Council, in partnership with More Recycling, is working to connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- The Association of Plastic Recyclers, in partnership with The Recycling partnership, more than doubled the number of companies participating in its Demand Champion Program. Collectively the program has led to the use of over 6.8 million pounds of PRC resins.
- The Recycling Partnership, in partnership with municipalities and states, has developed a best practices document related to recycling contracts.
- Applying Systems Thinking to Recycling (ASTRX), The Recycling Partnership, and the Sustainable Packaging Coalition co-authored the report titled, "ASTRX Review of Material Flow at Material Recovery Facilities (MRFs) and Reprocessors." The report provides information on the movement of materials through MRFs and can be used by organizations across the recycling system to improve materials recovery and support market development.

Future Actions and Work Underway

Workgroup Actions

- Launch the "Recycling Demand Challenge" in 2020.

ED_004224B_00001082-00002

- Develop or assemble a collection of best practices for challenge participants and other organizations for purchasing products with recycled content.
- Develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

America Recycles Network Actions

- Connect sellers of recycled/recyclable materials with potential buyers to create a virtual or web-based marketplace.
- Continue to promote government programs to [HYPERLINK "https://www.epa.gov/smm/comprehensive-procurement-guideline-cpg-program"], such as EPA's Comprehensive Procurement Guidelines (CPGs).

- Work with companies that are designing packaging and products to encourage the use of recycled content and improved recyclability of goods.
- Explore economic models to create robust and sustainable domestic secondary markets, including possible incentives to drive demand and create more end users. Consider the unintended consequences and market impacts that such incentives could create.
- Build and articulate a better business case for using recycled materials that identifies the full value proposition.

DRAFT

ED_004224B_00001082-00003

America Recycles Markets Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Waste Management (WM) will reach out to their purchasing organization, internally within WM, and to other relevant organizations for more information on purchasing guidance resources.
- EPA will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.
- EPA will explore the possibility of developing a Demand Champions-like program within WasteWise.

Meeting Notes:

Recap of Markets Workgroup Goal and Actions

- EPA provided a brief review of the near-term actions the group initially brainstormed.
- National Recycling Coalition provided an update on their Buy Recycled efforts.
    - NRC is working to re-establish the buy recycled business alliance.
    - An MOU between More Recycling and NRC has been signed.
        - NRC will host the web-based platform More Recycling develops which will include information about materials with recycled content facilitate connections between companies with recovered materials and companies looking for those commodities.
        - Commodities will be responsible for entering their own information on recycled content products and availability of recycled materials into the web-based platform.

ED_004224B_00001083-00001

        - The web-based platform fills a need for governments, businesses and non-profits to find information about recycled content material.
        - EPA would like to make sure the web-based platform is connected to the recycled content requirements outlined in the Comprehensive Procurement Guidelines (CPGs).
- The workgroup participants agreed to focus on developing a "Buy Recycled"-like challenge program that could potentially expand on the idea of APR's Demand Champions Program.
    - The group decided it would be ideal to create program that would allow many levels of participation including private companies as well as federal, state, local, and tribal governments.
    - The group suggested that universities and educational institutions should also be included as participants in the program.
    - It is important that the proposed program shows visual to participants and consumers what "buy recycled" means, including:
        - Graphics on products themselves that convey the importance of buying recycled content or that show how the product supports market development for recycled materials and
        - Other ways to drive consumer demand.
    - The program could use a graphic that shows increasing demand is a two-step process; manufactures must buy recycled content and materials need to be recovered into new feedstocks.
    - APR is working on program to use high-density polyethlene (HDPE) in infrastructure piping and carts.

<u>Update on EPA activities</u>

- CPGs are a requirement for federal agencies (or other entities receiving $50K in federal funds) to procure products containing recycled content.
- The 25th anniversary of EPA's WasteWise program is this year (2019).
    - EPA is considering implementing a promotion/challenge to "Buy Recycled" or a "Manufacturers Challenge" to stimulate market demand for recycled content materials through WasteWise.
    - An organization sets a goal, and then report on progress made toward that goal.
    - EPA will confirm APR is okay with EPA collaboration on programs related to "demand champions," with an initial focus on major brands/corporations, state and local governments.

<u>Potential APR Demand Champions-like program</u>

- How can the America Recycles Workgroup promote the proposed new challenge?
    - The platform should include governments, companies, and consumers.

- It was noted that sometimes there is little control over government purchasing and that there is a need for best practices to help small purchasing offices in local governments.
    - Workgroup members could find and share best practices which could then be included as a resource for challenge participants.
    - Workgroup members suggested that companies should have best practices for purchasing products with recycled content.
    - Waste Management will ask Walmart about best practices developed for its purchasing department.
        1. The Sustainability Consortium may have participated in the development of something for Walmart, as well.
    - Arizona State University also should have best practices about purchasing products.
    - Groups like Northeast Recycling Council (NERC), Southeast Recycling Development Council (SERDC), National Association of State Purchasing Officials (NASPO) will be helpful to distribute any best practices identified or developed by the workgroup.
- Sustainable Purchasing Leadership Council (SPLC) may have resources that would be helpful in developing best practices for purchasing as well.

- Pennsylvania Recycling Markets Center and APR have signed an agreement to promote Demand Champions to companies in Pennsylvania; reaching out to state market development organizations may be a very useful promotional tool to get this program off the ground.
- What should be the metric to demonstrate success of a the proposed "buy recycled" challenge?
    - More people to commit to buying recycled content.
    - Goal to have x number of organizations committed to buying recycled by x date.
    - Workgroup can grow the number of organizations that commit to buying recycled and then quantify amount of material used by the organizations.
    - Organizations could input all of this into WasteWise and then the workgroup can use that to track progress of the proposed "buy recycled" challenge.
- A member of the workgroup described how APR's Demand Champions program works.
    - Participants in the Demand Champions program report how much the use of post-consumer recycled (PCR) content been increased.
    - The program has two thresholds of success: purchasing items with PCR and increasing use of PCR in products.
- EPA explore the possibility of creating a Demand Champions-like program within WasteWise and will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.

- If EPA decides to proceed, it is expected there will be an announcement on America Recycles Day about such a program.
- EPA will work to ensure any potential program includes government, private sector, and universities.
- EPA will consider working with National Association of State Purchasing Officials.

Other points of discussion

- EPA is updating its ReCon tool.
  - The ReCon tool measures GHG reductions purchasing products with recycled content.
- The Recycling Partnership is developing best management practices for developing municipal recycling contracts. They expect that best management practices will be done before ARD.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00001083-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 9/4/2019 9:59:02 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Fryer, Chantal [cfryer@sccommerce.com]; srobinson@wm.com; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Placeholder for America Recycles Markets Steering Committee call
Location: Ex. 6 Personal Privacy (PP)

Start: 9/10/2019 7:30:00 PM
End: 9/10/2019 8:30:00 PM
Show Time As: Busy

Getting this time blocked on calendars. Meeting agenda and materials to follow.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:36:46 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; bjohnson@isri.org; Adina Renee Adler [aadler@isri.org]

Subject: America Recycles Infrastructure workgroup steering committee meeting at Resource Recycling - 9-10 AM CT!
Attachments: Agenda_AR_Infrastructure WG_Resource Recycling Steering Committee Mtg.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx; Infrastructure-ActionPlanDraft-27Jul19.docx
Location: Sheraton New Orleans - Poydras Room / Skype Meeting / 202.991.0477, 6663472#

Start: 8/26/2019 2:00:00 PM
End: 8/26/2019 3:00:00 PM
Show Time As: Busy

Morning Adina and Billy –

I don't know if someone from ISRI is going to be joining us in person today; whoever is attending RRC is more than welcome to join us! We have a conference line set up, so you all can feel free to dial in as well.

-Brandon

Dear all –

We are looking forward to the America Recycles Infrastructure workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 9-10 AM CT / 10-11 AM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of the Chamber's one-pager on the clearinghouse and the latest version of the workgroup action plan for our reference.

Since the Chamber's web contractors will be joining us remotely, below please find a link to a Skype session for the meeting. Call-in information for those attending the meeting remotely: 2 Ex. 6 Personal Privacy (PP) lease note that you will need join by **both** Skype and phone to see/hear the conversation.

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Infrastructure Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 9:00-10:00 AM (CT)
Sheraton New Orleans, Poydras Room

Meeting Purpose/Desired Outcomes:

- Review and provide input on draft Clearinghouse.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

9:00-9:05 AM:	Welcome and Agenda Review
9:05-9:45 AM:	Presentation and discussion of draft Clearinghouse for tools and resources related to improving U.S. recycling infrastructure.
9:45 - 9:55 AM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
9:55-10:00AM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix)

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001097-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Infrastructure Workgroup Steering Committee Meeting

Vision Statement
A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Product(s) and/or Announcements to be Released in November
Infrastructure Workgroup Priority Action

- Announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling infrastructure tools and resources, led by the Chamber of Commerce Foundation in partnership with U.S. EPA, ISRI and Keep America Beautiful.

Anticipated EPA Actions/Announcements

- Continue to support the development and expansion of the Clearinghouse.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019. [*Procter & Gamble, Target, Nestle, PepsiCo, Dow, Walmart, American Chemistry Council, SC Johnson, Association of Plastics Recyclers, Plastics Industry Association, Johnson & Johnson, Unilever, and Waste Management*]

Communications Materials/Products for November Summit

- A 1-page front-and-back handout that highlights the clearinghouse design, lists the launch contents of the clearinghouse and solicits input on attendees for further materials to incorporate into the clearinghouse.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001097-00002

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Conduct webinars and outreach on Clearinghouse to increase resources/information included in the web-based tool; operation and maintenance of Clearinghouse.
- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Draft Schedule - Completion and Task Assignments

Task	Lead	Deadline
Review mockup of website with U.S. Chamber of Commerce Foundation's contractor	Steering committee	8/26
Draft list of launch contents of clearinghouse	Steering committee	9/3
Solicit feedback on mockup of website	Workgroup	9/3
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Solicit feedback on draft list of launch contents of clearinghouse	Workgroup	9/15
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit tools and resources for clearinghouse	Workgroup	9/30
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14
Complete review/approval of initial tools and resources	Steering committee	10/31

ED_004224B_00001097-00003

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This Action Item aligns with the U.S. Chamber of Commerce

ED_004224B_00001099-00001

Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates. Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Tools developed and underway by other ARD Partners and workgroups
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

America Recycles Day 2019 Deliverable:

A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- The U.S. Chamber of Commerce Foundation will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Keep America Beautiful and ISRI will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable..
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Continue to identify funding sources, build out the platform, and other key commitments necessary to launch a clearinghouse.
2. Procure clearinghouse content and identify any gaps.

ED_004224B_00001099-00002

3. Design, build, test, and launch the clearinghouse.
4. Identify an approach and partners to maintain and sustain the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.

ED_004224B_00001099-00003

- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001099-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:35:00 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; rhartmann@kab.org; Trina Matta [trina.matta@greenblue.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]
CC: Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Megan Daum [mdaum@ameribev.org]; Ali Blandina [ali.blandina@kdrp.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]; Adina Renee Adler [aadler@isri.org]

Subject: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling - 10-11 AM CT!
Attachments: EducationOutreach-ActionPlanDraft-30Jul19.docx; Agenda_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; EducationOutreachCompilationDocument-Updated073019.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 3:00:00 PM
End: 8/26/2019 4:00:00 PM
Show Time As: Busy

Dear all –

We are looking forward to the America Recycles Education/Outreach workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 10-11 AM CT / 11 AM-12 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version I have of the Education/Outreach compilation document for our reference (Dylan – if there is anything you want to distribute based on the information you've been collecting, please feel free to do so!).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00001109-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.
- Develop additional information about the connection between recycling and the economy.

ED_004224B_00001109-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF.

ED_004224B_00001109-00003

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. The website includes a waste sorting game that can be found at [HYPERLINK "http://washingtondc.recycle.game/"] In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

ED_004224B_00001110-00001

Link
[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview
Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link
[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview
The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link
[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview
Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link
[HYPERLINK
"https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview
The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

PepsiCo Outreach Programs

Overview

The [HYPERLINK "https://www.pepsicorecycling.com/"] program provides local communities, schools and organizations with new and innovative recycling programs that raise awareness and help make recycling easier. The program includes the Recycle Rally (a comprehensive set of free tools for K-12 schools), resources for university engagement, and local programs to facilitate recycling in communities across the U.S.

[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://www.pepsicorecycling.com/"]

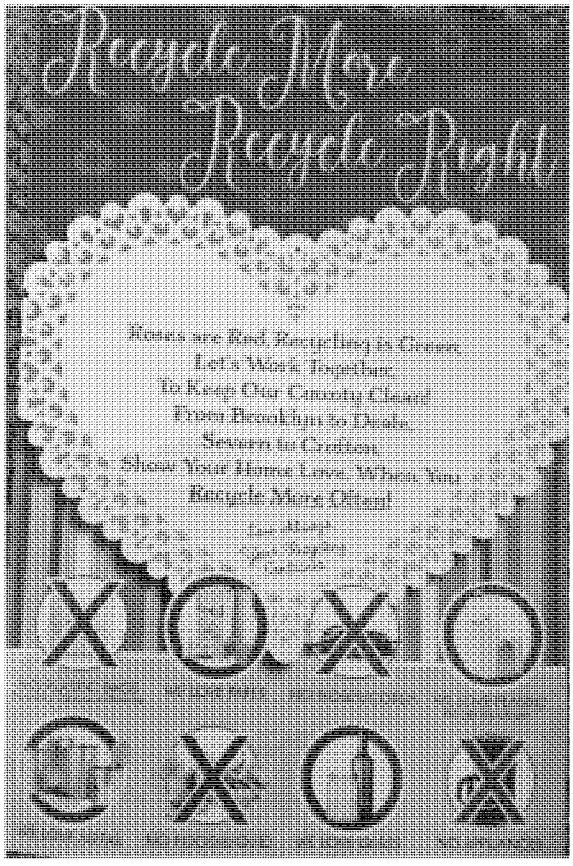
American Forest and Paper Association Paper and Packaging Recycling Educational Materials

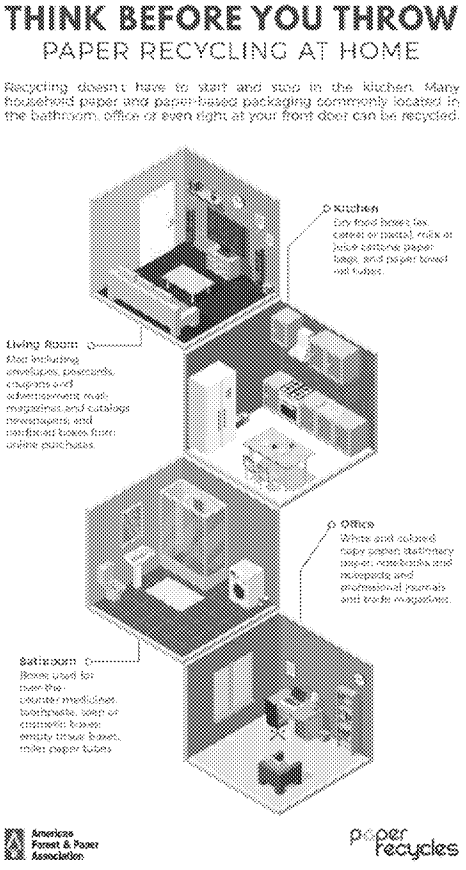
Overview

AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

Links and Examples

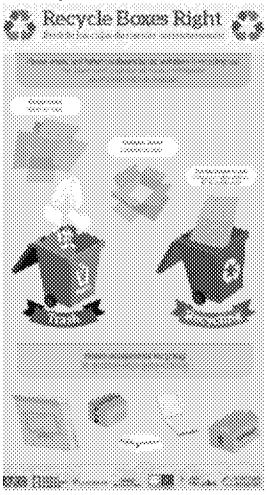




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Foodservice Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. There is also a link to best practices. The site also includes results of a survey that provides information about food service specifically but recycling more generally. The second link below is to the complete consumer survey.

Link

[HYPERLINK "https://www.recyclefsp.org/residenteducationkitportal"]
[HYPERLINK "https://docs.wixstatic.com/ugd/1f2d68_3f492b48513d4c94808b8d32fc4d2cbc.pdf"]

American Chemistry Council Plastics Recycling Terms & Tools

Overview

A broad group of stakeholders in plastics recycling today launched a set of new resources to help communities recycle more plastics. "Plastics Recycling Terms & Tools " makes it easier for consumers to recycle plastics and help improve nationwide tracking of the types and amounts of plastics recycled by providing two sets of common plastics recycling terms (outreach and commodities) for use throughout the United States and Canada.

Link

[HYPERLINK "https://www.recycleandrecoverplastics.org/recycling-professionals/education/terms-tools/" \l "pmtt_getTermsToolsPage"]

Waste Management Freeing Your Recyclables Webpage

Overview

Waste Management has developed a website to help promote positive recycling practices in general and a specific site focused on preventing consumers from bagging their recyclables in plastic bags.

Link
[HYPERLINK "https://recycleoftenrecycleright.com/"]
[HYPERLINK "https://recycleoftenrecycleright.com/no-plastic-bags/"]

Vermont Agency of Natural Resources

Overview
The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link
[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview
NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link
[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview
The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link
[HYPERLINK "https://www.how2recycle.info/"]

Innovative Waste Management Practices in the Pacific Northwest – Compology and Waste Management

Overview
Waste Management teamed with Compology to install cameras inside recycling containers to detect contamination. Once detected, owners of those dumpsters can be notified to correct the problem. Links to Waste Management's site and educational materials are included below along with a link to Compology's website.

Link
[HYPERLINK "http://wmnorthwest.com/portland/commercial.html"]
[HYPERLINK "http://wmnorthwest.com/educational/index.html"]
[HYPERLINK "https://compology.com/"]

ED_004224B_00001110-00006

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link

[HYPERLINK "http://www.bingrant.org"]

Public Space Recycling Information from KAB

Overview

KAB developed information on the important elements of public space recycling to help facilitate the public's desire to recycle. This information was developed for America Recycles Day.

ED_004224B_00001110-00007

Link
[HYPERLINK "https://americarecyclesday.org/wp-content/uploads/2013/07/Public-Space-Recycling-Guide11.pdf"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

ED_004224B_00001110-00008

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/7/2019 12:30:47 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; Adina Renee Adler [aadler@isri.org]; bjohnson@isri.org
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Infrastructure WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP) R

Start: 8/7/2019 8:30:00 PM
End: 8/7/2019 9:00:00 PM
Show Time As: Busy

All – This seems to be the best time for us all to meet. If schedules have changed since I first reached out, let me know and we can try to coordinate a time for Thursday.

-Brandon

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/5/2019 8:54:12 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; ddethomas@recyclingpartnership.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Boxman, Suzanne [boxman.suzanne@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]
BCC: DCRoomPYS6811VTC/DC-Potomac-Yard-South-ORCR [DCRoomPYS6811-ORCR@epa.gov]

Subject: America Recycles Measurement Workgroup call
Attachments: Recycling Definitions_AR_8-20-19.docx; AR Measurement Agenda_8 20 19.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 8/20/2019 7:00:00 PM
End: 8/20/2019 8:30:00 PM
Show Time As: Busy

Dear America Recycles Measurement Workgroup members,

As previously discussed, we will be holding a phone call in August to:

- Continue conversation on recycling definitions and recycling system map
- Plan for Resource Recycling Measurement WG meeting.

Attached to this invitation please find the latest draft of the recycling definitions document, as well as an agenda for today's call. As part of today's agenda, Debra Kantner from EREF will be sharing a presentation on EREF's state definitions work. Below you will find a link to a Skype meeting so that you can see Debra's presentation.

Please note that to see the materials being shared AND hear what is being discussed, you will need to be participating via both Skype AND the phone line.

Call-in: Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Measurement Workgroup
Roundtable Discussion Webinar

August 20, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Note: Please join the meeting through BOTH Skype and the conference line.

Purpose:

- Continue discussion of definitions of MSW and recycling and the recycling system map.
- Discuss how EREF's assessment of state definitions fits with group's definitions analysis.
- Discuss next steps for the Measurement workgroup beyond our initial actions (agreeing on definitions of MSW and recycling and establishing a recycling system map).
- Discuss plan for Resource Recycling.

Agenda

10 min **Welcome, introductions, and Agenda review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- EPA will review the agenda

20 min **Discussion of definitions of MSW and recycling (Swarupa Ganguli, EPA)**

- Review proposed definition for recycling based on 7/16 call (at end of the definitions document)
- Continue discussion of definitions of MSW and recycling

30 min **EREF's Assessment of State Definitions (Debra Kantner, EREF)**

- Presentation from EREF on their assessment of state definitions of recycling
- Discussion of how this work can inform and advance the workgroup's definition efforts

15 min **Discuss recycling system map and plans for Resource Recycling**

- Continue discussion of recycling system map, developed with input from workgroup
- Discuss plans to review map during working meeting at Resource Recycling

10 min **Discuss long-term actions**

- Continue discussion of long-term actions for workgroup from 7/16 meeting

5 min **Closing Remarks and Next Steps**

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00001135-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00001135-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00001135-00003

5. **Key Results and Takeaways from AR Measurement Workgroup (7/16)**

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. **Proposed Definition (based on feedback from AR Measurement Workgroup)**
   - Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into raw materials and are used in the production of new products. *Excludes* composting and the use of these materials for energy production or as fuel substitutes.

ED_004224B_00001135-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/5/2019 8:44:06 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Robinson, Susan [srobinson@wm.com]; Adina Renee Adler [aadler@isri.org]; ddethomas@recyclingpartnership.org; Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; cfryer@sccommerce.com; ebedard@recyclingpartnership.org; rwiener@isri.org; jpickard@isri.org
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Markets WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP)

Start: 8/7/2019 8:00:00 PM
End: 8/7/2019 8:30:00 PM
Show Time As: Busy

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/5/2019 8:37:02 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; rhartmann@kab.org; ddethomas@recyclingpartnership.org; Trina Matta [trina.matta@greenblue.org]
CC: Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Education/Outreach WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP)

Start: 8/7/2019 7:00:00 PM
End: 8/7/2019 7:30:00 PM
Show Time As: Busy

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/10/2019 7:36:52 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; doug@forumfg.com; Patrick Tallarico [ptallarico@enventiveinc.com]; srobinson@wm.com; Fryer, Chantal [cfryer@sccommerce.com]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Robin Wiener [rwiener@isri.org]
CC: ebedard@recyclingpartnership.org; Mark Reiter [MReiter@isri.org]; Adina Renee Adler [aadler@isri.org]; Joe Pickard [JPickard@isri.org]

Subject: Rescheduled: Markets Workgroup Steering Committee Call
Location: Ex. 6 Personal Privacy (PP)

Start: 7/15/2019 5:00:00 PM
End: 7/15/2019 6:00:00 PM
Show Time As: Busy

Hi Everyone,

We found a new time that should work for most people. Thanks for working with us to reschedule.

Best,
Suzie

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 7/9/2019 7:55:01 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; spotter@uschamber.com; rhartmann@kab.org; Billy Johnson [BJohnson@isri.org]; Boxman, Suzanne [boxman.suzanne@epa.gov]; doug@forumfg.com; Meyer, Ellen [meyer.ellen@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Infrastructure Workgroup Steering Committee Call
Attachments: Clearinghouse One-Pager V2.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 8:30:00 PM
End: 7/12/2019 9:30:00 PM
Show Time As: Busy

Dear all,

This appears to be the best time for the America Recycles Infrastructure Steering Committee to meet in advance of the next full workgroup call (7/19, 3-4:30 PM). It will be a great way to welcome the weekend! I'm reattaching the clearinghouse one-pager that Stephanie put together for everyone's reference (thanks again, Stephanie!).

Conference line: Ex. 6 Personal Privacy (PP)

-Brandon

National Online Clearinghouse of Recycling Tools and Resources

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/8/2019 12:51:22 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; rhartmann@kab.org; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Call-in Number: Ex. 6 Personal Privacy (PP)
Attachments: EducationOutreachCompilationDocument-Draft070819.docx; Recycling Apps-4.xlsx; ARD-OutreachAgenda-12July19.docx
Location: Education and outreach workgroup leads call

Start: 7/9/2019 7:00:00 PM
End: 7/9/2019 8:00:00 PM
Show Time As: Busy

Hi Everyone,

Thanks for agreeing to take the lead on this effort. For our call this afternoon, attached you'll find a document summarizing the materials we received from the workgroups and a Excel file with some information the US Conference of Mayors received from their members regarding recycling apps.

Talk to you all this afternoon.

Best,
Suzie

America Recycles Day Summit – Education and Outreach Roundtable Discussion Webinar

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
- Discuss gaps – additional information or resources needed

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Define next steps for developing a common message and any additional products needed to promote successful recycling practices

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00001157-00001

Appointment

From: ebedard@recyclingpartnership.org [ebedard@recyclingpartnership.org]
Sent: 8/26/2019 4:08:10 PM

Subject: [WARNING: DMARC validation failed] FW: America Recycles Markets workgroup steering committee meeting at Resource Recycling - 11 AM-12 PM CT!
Attachments: Agenda_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; Markets-ActionPlanDraft-29Jul19.docx; ARD-Markets Revised Goal Actions-18July19 draft.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 4:00:00 PM
End: 8/26/2019 5:00:00 PM
Show Time As: Tentative

Recurrence: (none)

Brandon,

I've called in but it sounds as if the meeting hasn't yet started. Any suggestion on when it might begin and I'll call in again?

Liz

-----Original Appointment-----
From: Bray, Brandon <Bray.Brandon@epa.gov>
Sent: Monday, August 19, 2019 5:36 PM
To: Bray, Brandon; Boxman, Suzanne; Vance, Ronald; Meyer, Ellen; cfryer@sccommerce.com; srobinson@wm.com; Elizabeth Bedard; Salyer, Kathleen; Adina Renee Adler; Dylan de Thomas; Megan Daum
Cc: DeLage, Anna; Coleman, Cheryl; Villamizar, Nicole; Sjogren, Mya
Subject: America Recycles Markets workgroup steering committee meeting at Resource Recycling - 11 AM-12 PM CT!
When: Monday, August 26, 2019 12:00 PM-1:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Dear all –

We are looking forward to the America Recycles Markets workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 11 AM-12 PM CT / 12-1 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version of the Markets Goal/Actions document that I have for our reference.

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Day Summit – Strengthening Secondary Materials Markets Roundtable Discussion

Revised Goal and Near-Term Actions from the July 18, 2019 Workgroup Call

DRAFT v1

Goal Statement

Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

Near-term Actions

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00001250-00001

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

ED_004224B_00001250-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

ED_004224B_00001251-00001

America Recycles Day 2019 Deliverable:
Plans/pilots for the models will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- Recycling Partnership, Waste Management, the South Carolina Department of Commerce, ISRI and EPA.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Begin building model concepts
2. Prepare for presentation and conversation at ARD summit.

Potential Additional Actions Under Consideration

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00001251-00002

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including

ED_004224B_00001251-00003

ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.

- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00001251-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/26/2019 1:58:08 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; Meyer, Ellen [meyer.ellen@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Megan Daum [mdaum@ameribev.org]

Subject: Canceled: America Recycles Infrastructure workgroup steering committee meeting at Resource Recycling - 9-10 AM CT!
Attachments: Agenda_AR_Infrastructure WG_Resource Recycling Steering Committee Mtg.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx; Infrastructure-ActionPlanDraft-27Jul19.docx
Location: Sheraton New Orleans - Poydras Room / Skype Meeting / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 2:00:00 PM
End: 8/26/2019 3:00:00 PM
Show Time As: Free

Importance: High

Morning Adina and Billy –

I don't know if someone from ISRI is going to be joining us in person today; whoever is attending RRC is more than welcome to join us! We have a conference line set up, so you all can feel free to dial in as well.

-Brandon

Dear all –

We are looking forward to the America Recycles Infrastructure workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 9-10 AM CT / 10-11 AM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of the Chamber's one-pager on the clearinghouse and the latest version of the workgroup action plan for our reference.

Since the Chamber's web contractors will be joining us remotely, below please find a link to a Skype session for the meeting. Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP) ease note that you will need join by **both** Skype and phone to see/hear the conversation.

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Infrastructure Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 9:00-10:00 AM (CT)
Sheraton New Orleans, Poydras Room

Meeting Purpose/Desired Outcomes:

- Review and provide input on draft Clearinghouse.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

9:00-9:05 AM:	Welcome and Agenda Review
9:05-9:45 AM:	Presentation and discussion of draft Clearinghouse for tools and resources related to improving U.S. recycling infrastructure.
9:45 - 9:55 AM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
9:55-10:00AM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix)

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001256-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Infrastructure Workgroup Steering Committee Meeting

Vision Statement
A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Product(s) and/or Announcements to be Released in November
Infrastructure Workgroup Priority Action

- Announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling infrastructure tools and resources, led by the Chamber of Commerce Foundation in partnership with U.S. EPA, ISRI and Keep America Beautiful.

Anticipated EPA Actions/Announcements

- Continue to support the development and expansion of the Clearinghouse.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019. [*Procter & Gamble, Target, Nestle, PepsiCo, Dow, Walmart, American Chemistry Council, SC Johnson, Association of Plastics Recyclers, Plastics Industry Association, Johnson & Johnson, Unilever, and Waste Management*]

Communications Materials/Products for November Summit

- A 1-page front-and-back handout that highlights the clearinghouse design, lists the launch contents of the clearinghouse and solicits input on attendees for further materials to incorporate into the clearinghouse.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001256-00002

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Conduct webinars and outreach on Clearinghouse to increase resources/information included in the web-based tool; operation and maintenance of Clearinghouse.
- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Draft Schedule - Completion and Task Assignments

Task	Lead	Deadline
Review mockup of website with U.S. Chamber of Commerce Foundation's contractor	Steering committee	8/26
Draft list of launch contents of clearinghouse	Steering committee	9/3
Solicit feedback on mockup of website	Workgroup	9/3
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Solicit feedback on draft list of launch contents of clearinghouse	Workgroup	9/15
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit tools and resources for clearinghouse	Workgroup	9/30
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14
Complete review/approval of initial tools and resources	Steering committee	10/31

ED_004224B_00001256-00003

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This Action Item aligns with the U.S. Chamber of Commerce

ED_004224B_00001258-00001

Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates. Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Tools developed and underway by other ARD Partners and workgroups
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

America Recycles Day 2019 Deliverable:

A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- The U.S. Chamber of Commerce Foundation will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Keep America Beautiful and ISRI will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable..
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Continue to identify funding sources, build out the platform, and other key commitments necessary to launch a clearinghouse.
2. Procure clearinghouse content and identify any gaps.

ED_004224B_00001258-00002

3. Design, build, test, and launch the clearinghouse.
4. Identify an approach and partners to maintain and sustain the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.

ED_004224B_00001258-00003

- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001258-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:36:19 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; cfryer@sccommerce.com; srobinson@wm.com; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Adina Renee Adler [aadler@isri.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: America Recycles Markets workgroup steering committee meeting at Resource Recycling
Location: TBD - Sheraton New Orleans

Start: 8/26/2019 4:00:00 PM
End: 8/26/2019 5:00:00 PM
Show Time As: Tentative

Blocking this on steering committee members' calendars (as well as EPA attendees). Please feel free to forward to others in your organization that may be attending with you or on your behalf. Meeting materials and exact room information will follow later this week.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:35:35 PM
To: Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Debra Kantner [dkantner@erefdn.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Trina Matta [trina.matta@greenblue.org]

Subject: America Recycles Measurement workgroup steering committee meeting at Resource Recycling
Location: TBD - Sheraton New Orleans

Start: 8/26/2019 9:00:00 PM
End: 8/26/2019 10:00:00 PM
Show Time As: Tentative

Blocking this on steering committee members' calendars (as well as EPA attendees and other active workgroup members that will be at Resource Recycling). Please feel free to forward to others in your organization that may be attending with you or on your behalf. Meeting materials and exact room information will follow later this week.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:35:03 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; rhartmann@kab.org; Trina Matta [trina.matta@greenblue.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]

Subject: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling
Location: TBD - Sheraton New Orleans

Start: 8/26/2019 3:00:00 PM
End: 8/26/2019 4:00:00 PM
Show Time As: Tentative

Blocking this on steering committee members' calendars (as well as EPA attendees). Please feel free to forward to others in your organization that may be attending with you or on your behalf. Meeting materials and exact room information will follow later this week.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/7/2019 12:30:50 PM
To: Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; Adina Renee Adler [aadler@isri.org]; bjohnson@isri.org
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Infrastructure WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP) RoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 8/7/2019 8:30:00 PM
End: 8/7/2019 9:00:00 PM
Show Time As: Tentative

All – This seems to be the best time for us all to meet. If schedules have changed since I first reached out, let me know and we can try to coordinate a time for Thursday.

-Brandon

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/23/2019 5:01:52 PM
To: Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Debra Kantner [dkantner@erefdn.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Trina Matta [trina.matta@greenblue.org]
CC: will.sagar@serdc.org; srobinson@wm.com; Jordan_Craig@afandpa.org; brian_hawkinson@afandpa.org; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Measurement workgroup steering committee meeting at Resource Recycling - 4-5 PM CT!
Attachments: Agenda_AR_Measurement WG_Resource Recycling Steering Committee Mtg.docx; Recycling Definitions_AR_8-20-19.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 9:00:00 PM
End: 8/26/2019 10:00:00 PM
Show Time As: Tentative

UPDATED with the latest draft of the workgroup's recycling definitions document.

Dear all –

We are looking forward to the America Recycles Measurement workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 4-5 PM CT / 5-6 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Measurement Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 4:00-5:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and provide input on definition of recycling and recycling system map.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

4:00-4:05 PM	Welcome and Agenda Review
4:05-4:45 PM	Discussion of Measurement workgroup priority action – development of recycling system map.
4:45-4:50 PM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
4:50-5:00 PM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001281-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Measurement Workgroup Steering Committee Meeting

Vision Statement

Establish standardized recycling metrics that are supported by consistent terminology and methodology.

Product(s) and/or Announcements to be Released in November

Measurement Workgroup Priority Action(s) and Announcements

- Announce common definition of recycling.
- Publish the recycling system map that depicts the flow of materials through the system.
- Announce progress on compiling information on a range of metrics and measures, including definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

Anticipated EPA Actions/Announcements

- Continue to facilitate the state measurement program.
- Provide status update of revisions underway to the 1997 document *Measuring Recycling – A Guide for State and Local Governments*.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- *[EPA is seeking input from the workgroup on items to highlight here]*

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the definition of recycling, the definition of municipal solid waste, and the recycling system map.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001281-00002

Recommended Additional Actions for Inclusion in National Framework (for Discussion)

- Develop additional definitions associated with materials flow through the system.
- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g., EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- Establish a national goal for recycling activities, similar to the goal of 50 percent reduction of food waste by 2030.
- Compile results of workgroup activities (definitions, material flow map, metrics, measures and goals) for integration into the *Measuring Recycling: A Guide for State and local Governments*. Release Guide.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete initial draft of recycling system map	Steering committee	8/26
Solicit feedback on recycling system map	Workgroup	8/30
Revise definition of recycling per 8/20 workgroup feedback and recirculate	Steering committee	8/30
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on revised recycling system map and definitions	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00001281-00003

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00001282-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00001282-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00001282-00003

5. **Key Results and Takeaways from AR Measurement Workgroup (7/16)**

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. **Proposed Definition (based on feedback from AR Measurement Workgroup)**
   - Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into raw materials and are used in the production of new products. *Excludes* the use of these materials for energy production or as fuel substitutes as well as composting.

ED_004224B_00001282-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/22/2019 9:52:06 PM
To: Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Debra Kantner [dkantner@erefdn.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Trina Matta [trina.matta@greenblue.org]
CC: will.sagar@serdc.org; srobinson@wm.com; Jordan_Craig@afandpa.org; brian_hawkinson@afandpa.org; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Measurement workgroup steering committee meeting at Resource Recycling - 4-5 PM CT!
Attachments: Agenda_AR_Measurement WG_Resource Recycling Steering Committee Mtg.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 9:00:00 PM
End: 8/26/2019 10:00:00 PM
Show Time As: Tentative

Dear all –

We are looking forward to the America Recycles Measurement workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 4-5 PM CT / 5-6 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

Call-in information for those attending the meeting remotely: 2 Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Measurement Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 4:00-5:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and provide input on definition of recycling and recycling system map.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

4:00-4:05 PM	Welcome and Agenda Review
4:05-4:45 PM	Discussion of Measurement workgroup priority action – development of recycling system map.
4:45-4:50 PM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
4:50-5:00 PM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001292-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Measurement Workgroup Steering Committee Meeting

Vision Statement

Establish standardized recycling metrics that are supported by consistent terminology and methodology.

Product(s) and/or Announcements to be Released in November

Measurement Workgroup Priority Action(s) and Announcements

- Announce common definition of recycling.
- Publish the recycling system map that depicts the flow of materials through the system.
- Announce progress on compiling information on a range of metrics and measures, including definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

Anticipated EPA Actions/Announcements

- Continue to facilitate the state measurement program.
- Provide status update of revisions underway to the 1997 document *Measuring Recycling – A Guide for State and Local Governments*.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- *[EPA is seeking input from the workgroup on items to highlight here]*

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the definition of recycling, the definition of municipal solid waste, and the recycling system map.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001292-00002

Recommended Additional Actions for Inclusion in National Framework (for Discussion)

- Develop additional definitions associated with materials flow through the system.
- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g., EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- Establish a national goal for recycling activities, similar to the goal of 50 percent reduction of food waste by 2030.
- Compile results of workgroup activities (definitions, material flow map, metrics, measures and goals) for integration into the *Measuring Recycling: A Guide for State and local Governments*. Release Guide.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete initial draft of recycling system map	Steering committee	8/26
Solicit feedback on recycling system map	Workgroup	8/30
Revise definition of recycling per 8/20 workgroup feedback and recirculate	Steering committee	8/30
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on revised recycling system map and definitions	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00001292-00003

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/22/2019 9:48:09 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; cfryer@sccommerce.com; srobinson@wm.com; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Adina Renee Adler [aadler@isri.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]
CC: DeLage, Anna [adelage@sccommerce.com]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Markets workgroup steering committee meeting at Resource Recycling - 11 AM-12 PM CT!
Attachments: Agenda_AR_Markets WG_Resource Recycling Steering Committee Mtg.docx; Markets-ActionPlanDraft-29Jul19.docx; ARD-Markets Revised Goal Actions-18July19 draft.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 4:00:00 PM
End: 8/26/2019 5:00:00 PM
Show Time As: Tentative

Dear all –

We are looking forward to the America Recycles Markets workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 11 AM-12 PM CT / 12-1 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version of the Markets Goal/Actions document that I have for our reference.

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Markets Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

11:00-11:05 AM:	Welcome
11:05-11:40 AM:	Discussion of Markets workgroup priority action – development of domestic markets toolkit, including FAQs, contract best practices, and guidance for encouraging organizations to buy recycled and use recycled materials in products.
11:45-11:55 AM:	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix).
11:55-12:00 PM:	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001294-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities - *Markets Steering Committee Meeting*

Vision Statement

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Product(s) and/or Announcements to be Released in November

Markets Workgroup Priority Actions

- Announce successful initiation of activities to spur market development across the country by EPA and NRC through the co-sponsorship of two workshops at the Resource Recycling Conference and State of Texas Alliance for Recycling Summit.
- Announce intent to develop and launch a "Buy Recycled" program, modeled after the Association of Plastics Recyclers Demand Champions Program, that could be applied to all materials in the recycling stream. The program would include development of a database to connect buyers and sellers of recyclable materials.
- Announce intent to develop a toolkit for governments, MRFs and associated facilities that includes FAQs, guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and contracting best practices to ensure the capability to meet current and future needs.

Anticipated EPA Actions/Announcements

- Announce open comment period for Federal Register notice requesting comments on the recommended recycled content levels and products associated with the Comprehensive Procurement Guidelines (CPG).
- Announce release of National Framework to Advance the U.S. Recycling System.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- *[EPA is seeking input from Workgroup members on what can be included here]*

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that describes the two workgroup actions listed above.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001294-00002

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Determine the success of the NRC-EPA workshops by assessing results and follow-up activities by participating states. Expand and host workshops in other parts of the country.
- Continue efforts to finalize elements of the Toolkit.
- Conduct and compile research on contracts, outreach strategies, financing opportunities, etc. to determine what is working well to better understand investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a Buy Recycled program for multiple recycled materials and scope for developing economic resources	Steering Committee	8/26
Send to workgroup for review	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Revise Buy Recycled program materials as necessary and identify who will complete specific tasks	Steering Committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Develop a draft 1-pager summarizing the committee's progress and any key concepts	Steering Committee	9/23
Solicit feedback on 1-pager	Workgroup	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Continue to make progress on November deliverables	Steering Committee	10/7
Send materials for printing	EPA	10/14

ED_004224B_00001294-00003

America Recycles Day Summit – Strengthening Secondary Materials Markets Roundtable Discussion

Revised Goal and Near-Term Actions from the July 18, 2019 Workgroup Call

DRAFT v1

Goal Statement

Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

Near-term Actions

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00001295-00001

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

ED_004224B_00001295-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

ED_004224B_00001296-00001

America Recycles Day 2019 Deliverable:
Plans/pilots for the models will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- Recycling Partnership, Waste Management, the South Carolina Department of Commerce, ISRI and EPA.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Begin building model concepts
2. Prepare for presentation and conversation at ARD summit.

Potential Additional Actions Under Consideration

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00001296-00002

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including

ED_004224B_00001296-00003

ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.

- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00001296-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/22/2019 9:45:21 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; rhartmann@kab.org; Trina Matta [trina.matta@greenblue.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]
CC: Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]

Subject: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling - 10-11 AM CT!
Attachments: EducationOutreach-ActionPlanDraft-30Jul19.docx; Agenda_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; EducationOutreachCompilationDocument-Updated073019.docx
Location: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 3:00:00 PM
End: 8/26/2019 4:00:00 PM
Show Time As: Tentative

Dear all –

We are looking forward to the America Recycles Education/Outreach workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 10-11 AM CT / 11 AM-12 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version I have of the Education/Outreach compilation document for our reference (Dylan – if there is anything you want to distribute based on the information you've been collecting, please feel free to do so!).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

10:00-10:05 AM:	Welcome
10:05-10:40 AM:	Discussion of Education/Outreach workgroup priority action: development of consistent messaging on the state of the U.S. recycling system.
10:40-10:55 AM:	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix).
10:55-11:00 AM:	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001309-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Education and Outreach Steering Committee Meeting

Vision Statement
Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Products and/or Announcements to be Released in November
Education and Outreach Priority Action

- Announce key messages on recycling issues for public and media audiences. This will include messages that:
    - Emphasize the strength of the recycling system.
    - Articulate the range of benefits for recycling to reinforce the importance of recycling.
    - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
    - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

Anticipated EPA Actions/Announcements

- Announce intent to launch a limited pilot to test an educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Announcements

- Conduct an inventory of research results into the successes and failures of various communication and outreach efforts to inform future activities. [*The Recycling Partnership and Keep America Beautiful*]
- Advocate for federal legislation requiring the use of recycling labels on products and packaging sold in the United States. [*organization name(s) to be added*]

ED_004224B_00001309-00002

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the list of key messages developed by the workgroup.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Launch a national public relations campaign to lay the foundation for common messaging. The campaign could be directed at engaging youth or other audiences.
- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup members.
- Develop free, open-source, downloadable labels for recycling bins.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	8/26
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Develop draft list of key messages	Steering committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on draft messages	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Comments on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00001309-00003

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00001310-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.
- Develop additional information about the connection between recycling and the economy.

ED_004224B_00001310-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF.

ED_004224B_00001310-00003

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. The website includes a waste sorting game that can be found at [HYPERLINK "http://washingtondc.recycle.game/"] In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

ED_004224B_00001311-00001

Link
[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview
Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link
[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview
The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link
[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview
Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link
[HYPERLINK
"https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview
The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

PepsiCo Outreach Programs

Overview

The [HYPERLINK "https://www.pepsicorecycling.com/"] program provides local communities, schools and organizations with new and innovative recycling programs that raise awareness and help make recycling easier. The program includes the Recycle Rally (a comprehensive set of free tools for K-12 schools), resources for university engagement, and local programs to facilitate recycling in communities across the U.S.

[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://www.pepsicorecycling.com/"]

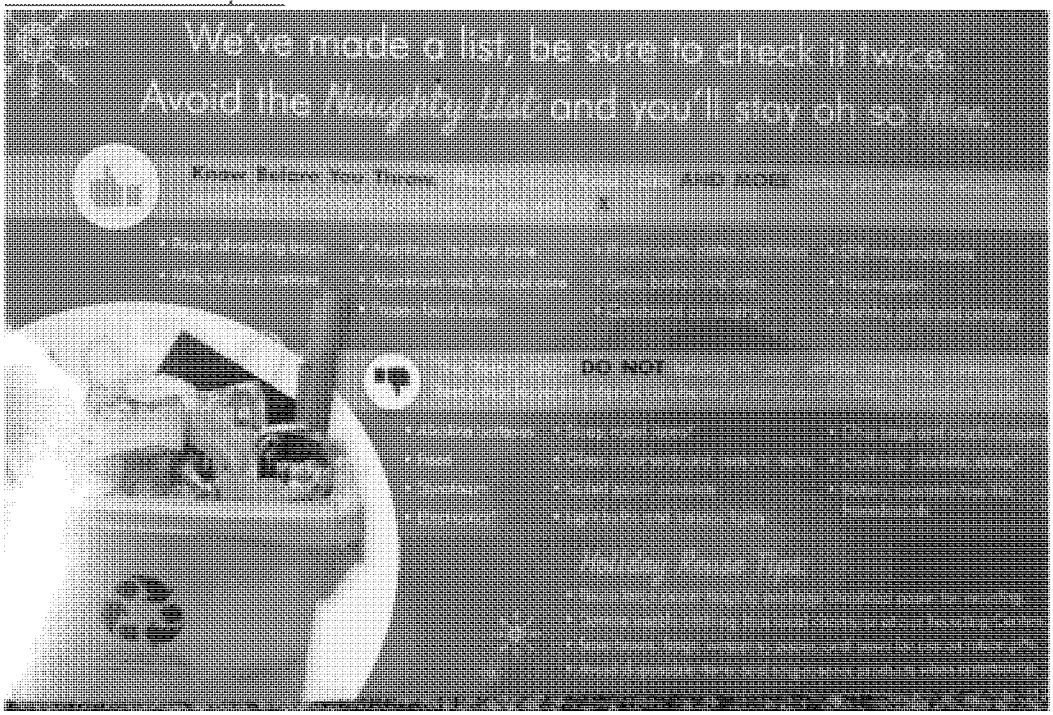
American Forest and Paper Association Paper and Packaging Recycling Educational Materials

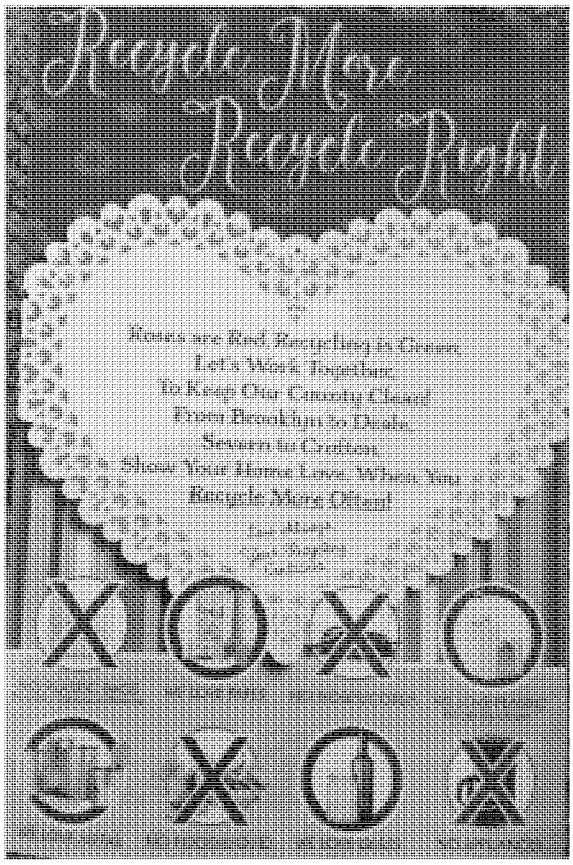
Overview

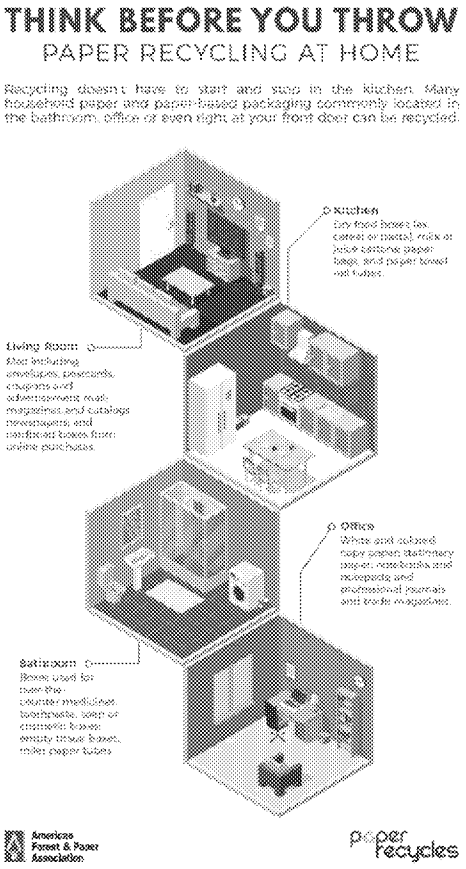
AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

Links and Examples



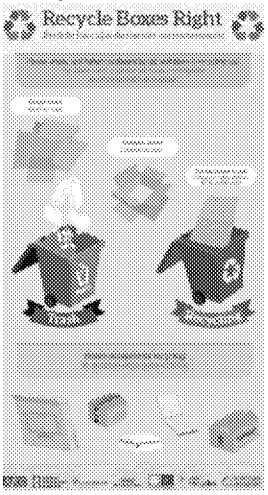




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Foodservice Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. There is also a link to best practices. The site also includes results of a survey that provides information about food service specifically but recycling more generally. The second link below is to the complete consumer survey.

Link

[HYPERLINK "https://www.recyclefsp.org/residenteducationkitportal"]
[HYPERLINK "https://docs.wixstatic.com/ugd/1f2d68_3f492b48513d4c94808b8d32fc4d2cbc.pdf"]

American Chemistry Council Plastics Recycling Terms & Tools

Overview

A broad group of stakeholders in plastics recycling today launched a set of new resources to help communities recycle more plastics. "Plastics Recycling Terms & Tools " makes it easier for consumers to recycle plastics and help improve nationwide tracking of the types and amounts of plastics recycled by providing two sets of common plastics recycling terms (outreach and commodities) for use throughout the United States and Canada.

Link

[HYPERLINK "https://www.recycleandrecoverplastics.org/recycling-professionals/education/terms-tools/" \l "pmtt_getTermsToolsPage"]

Waste Management Freeing Your Recyclables Webpage

Overview

Waste Management has developed a website to help promote positive recycling practices in general and a specific site focused on preventing consumers from bagging their recyclables in plastic bags.

Link
[HYPERLINK "https://recycleoftenrecycleright.com/"]
[HYPERLINK "https://recycleoftenrecycleright.com/no-plastic-bags/"]

Vermont Agency of Natural Resources

Overview
The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link
[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview
NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link
[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview
The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link
[HYPERLINK "https://www.how2recycle.info/"]

Innovative Waste Management Practices in the Pacific Northwest – Compology and Waste Management

Overview
Waste Management teamed with Compology to install cameras inside recycling containers to detect contamination. Once detected, owners of those dumpsters can be notified to correct the problem. Links to Waste Management's site and educational materials are included below along with a link to Compology's website.

Link
[HYPERLINK "http://wmnorthwest.com/portland/commercial.html"]
[HYPERLINK "http://wmnorthwest.com/educational/index.html"]
[HYPERLINK "https://compology.com/"]

ED_004224B_00001311-00006

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link

[HYPERLINK "http://www.bingrant.org"]

Public Space Recycling Information from KAB

Overview

KAB developed information on the important elements of public space recycling to help facilitate the public's desire to recycle. This information was developed for America Recycles Day.

ED_004224B_00001311-00007

Link
[HYPERLINK "https://americarecyclesday.org/wp-content/uploads/2013/07/Public-Space-Recycling-Guide11.pdf"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

ED_004224B_00001311-00008

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/22/2019 9:41:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; bjohnson@isri.org; Adina Renee Adler [aadler@isri.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: America Recycles Infrastructure workgroup steering committee meeting at Resource Recycling - 9-10 AM CT!
Attachments: Agenda_AR_Infrastructure WG_Resource Recycling Steering Committee Mtg.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx; Infrastructure-ActionPlanDraft-27Jul19.docx
Location: Sheraton New Orleans - Poydras Room / Skype Meeting / Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 2:00:00 PM
End: 8/26/2019 3:00:00 PM
Show Time As: Tentative

Dear all –

We are looking forward to the America Recycles Infrastructure workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 9-10 AM CT / 10-11 AM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of the Chamber's one-pager on the clearinghouse and the latest version of the workgroup action plan for our reference.

Since the Chamber's web contractors will be joining us remotely, below please find a link to a Skype session for the meeting. Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP) lease note that you will need join by **both** Skype and phone to see/hear the conversation.

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Infrastructure Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 9:00-10:00 AM (CT)
Sheraton New Orleans, Poydras Room

Meeting Purpose/Desired Outcomes:

- Review and provide input on draft Clearinghouse.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

9:00-9:05 AM:	Welcome and Agenda Review
9:05-9:45 AM:	Presentation and discussion of draft Clearinghouse for tools and resources related to improving U.S. recycling infrastructure.
9:45 - 9:55 AM	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix)
9:55-10:00AM	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix)

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00001315-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Infrastructure Workgroup Steering Committee Meeting

Vision Statement
A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Product(s) and/or Announcements to be Released in November
Infrastructure Workgroup Priority Action

- Announce the launch of a publicly accessible, web-based portal that will serve as a clearinghouse for recycling infrastructure tools and resources, led by the Chamber of Commerce Foundation in partnership with U.S. EPA, ISRI and Keep America Beautiful.

Anticipated EPA Actions/Announcements

- Continue to support the development and expansion of the Clearinghouse.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Actions/Announcements

- Continue support of the "Materials Recovery for the Future" pilot project, which launched officially in February 2019. [*Procter & Gamble, Target, Nestle, PepsiCo, Dow, Walmart, American Chemistry Council, SC Johnson, Association of Plastics Recyclers, Plastics Industry Association, Johnson & Johnson, Unilever, and Waste Management*]

Communications Materials/Products for November Summit

- A 1-page front-and-back handout that highlights the clearinghouse design, lists the launch contents of the clearinghouse and solicits input on attendees for further materials to incorporate into the clearinghouse.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

ED_004224B_00001315-00002

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Conduct webinars and outreach on Clearinghouse to increase resources/information included in the web-based tool; operation and maintenance of Clearinghouse.
- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Share results and outcomes of the "Materials Recovery for the Future" pilot project to assess potential for replication.
- Explore the creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.

Draft Schedule - Completion and Task Assignments

Task	Lead	Deadline
Review mockup of website with U.S. Chamber of Commerce Foundation's contractor	Steering committee	8/26
Draft list of launch contents of clearinghouse	Steering committee	9/3
Solicit feedback on mockup of website	Workgroup	9/3
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Solicit feedback on draft list of launch contents of clearinghouse	Workgroup	9/15
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit tools and resources for clearinghouse	Workgroup	9/30
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Solicit feedback on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14
Complete review/approval of initial tools and resources	Steering committee	10/31

ED_004224B_00001315-00003

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This Action Item aligns with the U.S. Chamber of Commerce

ED_004224B_00001317-00001

Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates. Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Tools developed and underway by other ARD Partners and workgroups
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

America Recycles Day 2019 Deliverable:

A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- The U.S. Chamber of Commerce Foundation will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Keep America Beautiful and ISRI will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable..
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Continue to identify funding sources, build out the platform, and other key commitments necessary to launch a clearinghouse.
2. Procure clearinghouse content and identify any gaps.

ED_004224B_00001317-00002

3. Design, build, test, and launch the clearinghouse.
4. Identify an approach and partners to maintain and sustain the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.

ED_004224B_00001317-00003

- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001317-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 7/9/2019 7:55:03 PM
To: spotter@uschamber.com; rhartmann@kab.org; Billy Johnson [BJohnson@isri.org]; Boxman, Suzanne [boxman.suzanne@epa.gov]; doug@forumfg.com; Meyer, Ellen [meyer.ellen@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Infrastructure Workgroup Steering Committee Call
Attachments: Clearinghouse One-Pager V2.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 8:30:00 PM
End: 7/12/2019 9:30:00 PM
Show Time As: Tentative

Dear all,

This appears to be the best time for the America Recycles Infrastructure Steering Committee to meet in advance of the next full workgroup call (7/19, 3-4:30 PM). It will be a great way to welcome the weekend! I'm reattaching the clearinghouse one-pager that Stephanie put together for everyone's reference (thanks again, Stephanie!).

Conference line: 2 Ex. 6 Personal Privacy (PP)

-Brandon

National Online Clearinghouse of Recycling Tools and Resources

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/20/2019 4:21:37 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; ddethomas@recyclingpartnership.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Boxman, Suzanne [boxman.suzanne@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]
BCC: DCRoomPYS6811VTC/DC-Potomac-Yard-South-ORCR [DCRoomPYS6811-ORCR@epa.gov]

Subject: America Recycles Measurement Workgroup call
Attachments: Recycling Definitions_AR_8-20-19.docx; AR Measurement Agenda_8 20 19.docx
Location: Ex. 6 Personal Privacy (PP) CRoomPYS6811VTC/DC-Potomac-Yard-South-ORCR

Start: 8/20/2019 7:00:00 PM
End: 8/20/2019 8:30:00 PM
Show Time As: Tentative

Dear America Recycles Measurement Workgroup members,

As previously discussed, we will be holding a phone call in August to:

- Continue conversation on recycling definitions and recycling system map
- Plan for Resource Recycling Measurement WG meeting.

Attached to this invitation please find the latest draft of the recycling definitions document, as well as an agenda for today's call. As part of today's agenda, Debra Kantner from EREF will be sharing a presentation on EREF's state definitions work. Below you will find a link to a Skype meeting so that you can see Debra's presentation.

Please note that to see the materials being shared AND hear what is being discussed, you will need to be participating via both Skype AND the phone line.

Call-in: Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Join Skype Meeting

Help

America Recycles Measurement Workgroup
Roundtable Discussion Webinar

August 20, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Note: Please join the meeting through BOTH Skype and the conference line.

Purpose:

- Continue discussion of definitions of MSW and recycling and the recycling system map.
- Discuss how EREF's assessment of state definitions fits with group's definitions analysis.
- Discuss next steps for the Measurement workgroup beyond our initial actions (agreeing on definitions of MSW and recycling and establishing a recycling system map).
- Discuss plan for Resource Recycling.

Agenda

10 min **Welcome, introductions, and Agenda review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- EPA will review the agenda

20 min **Discussion of definitions of MSW and recycling (Swarupa Ganguli, EPA)**

- Review proposed definition for recycling based on 7/16 call (at end of the definitions document)
- Continue discussion of definitions of MSW and recycling

30 min **EREF's Assessment of State Definitions (Debra Kantner, EREF)**

- Presentation from EREF on their assessment of state definitions of recycling
- Discussion of how this work can inform and advance the workgroup's definition efforts

15 min **Discuss recycling system map and plans for Resource Recycling**

- Continue discussion of recycling system map, developed with input from workgroup
- Discuss plans to review map during working meeting at Resource Recycling

10 min **Discuss long-term actions**

- Continue discussion of long-term actions for workgroup from 7/16 meeting

5 min **Closing Remarks and Next Steps**

ED_004224B_00001366-00001

1. Municipal Solid Waste Definition

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (*Facts and Figures report*)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (*Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)*

2. Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. *(Facts and Figures Report*)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (*Recycling Economic Information Report)*.

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. *(EPA Recycling website)*

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (*EPA non-hazardous waste management hierarchy)*

ED_004224B_00001367-00001

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (*RCRA 2014 Orientation Manual)*

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (*EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program*).

3. Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. *(Institute of Scrap Recycling Industries)*

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. *(Solid Waste Association of North America*)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. *(National Recycling Coalition)*

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. *(Association of Plastic Recyclers)*

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. *(Washington State, Chapter 173-350 WAC)*

ED_004224B_00001367-00002

4. Discussion Questions

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.

- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00001367-00003

5. Key Results and Takeaways from AR Measurement Workgroup (7/16)

- A simpler definition of recycling such as the one by National Recycling Coalition is better. A simpler definition can be paired with descriptors such as "industrial" recycling, "municipal" recycling, etc.
- Do not differentiate between pre-and post-consumer recycling in the definition.
- Any definition needs to be scientifically correct and align with ISO standards.
- The definition should not include purchase of recycled materials.
- The definition should be open to the concept of chemical and biological recycling.
- Energy recovery should be kept separate from recycling as indicated in EPA's non-hazardous waste management hierarchy.

6. Proposed Definition (based on feedback from AR Measurement Workgroup)

- Recycling refers to the series of activities by which discarded or used materials are collected, sorted, processed and/or converted into raw materials and are used in the production of new products. *Excludes* composting and the use of these materials for energy production or as fuel substitutes.

ED_004224B_00001367-00004

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 6/17/2019 2:10:28 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Randy Hartmann [rhartmann@kab.org]

Subject: Discuss America Recycles infrastructure and education WG products
Location: Suzie/Brandon to call Randy

Start: 6/18/2019 2:30:00 PM
End: 6/18/2019 3:00:00 PM
Show Time As: Tentative

Hi Randy –

We are looking to quickly check in with you about the immediate actions that have been decided on for the infrastructure and education workgroups (clearinghouse of information on infrastructure improvements and developing clear and consistent messages to the public, respectively), as KAB has been mentioned in conversations on potentially leading both of these efforts.

Suzie and I will plan to call you at 404.406.8290.

Thanks,
-Brandon

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 9/4/2019 9:59:04 PM
To: Fryer, Chantal [cfryer@sccommerce.com]; srobinson@wm.com; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
BCC: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR [DCRoomPYS6771-ORCR@epa.gov]

Subject: Placeholder for America Recycles Markets Steering Committee call
Location: Ex. 6 Personal Privacy (PP) RoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 9/10/2019 7:30:00 PM
End: 9/10/2019 8:30:00 PM
Show Time As: Tentative

Getting this time blocked on calendars. Meeting agenda and materials to follow.

Appointment

From: Bray, Brandon [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=1C3FBC7044554E13AC56FB9A326EE1B3-BRAY, BRAND]
Sent: 8/19/2019 9:36:48 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]; rhartmann@kab.org; bjohnson@isri.org; Adina Renee Adler [aadler@isri.org]; Meyer, Ellen [meyer.ellen@epa.gov]

Subject: America Recycles Infrastructure workgroup steering committee meeting at Resource Recycling
Location: TBD - Sheraton New Orleans / Skype Meeting

Start: 8/26/2019 2:00:00 PM
End: 8/26/2019 3:00:00 PM
Show Time As: Tentative

Blocking this on steering committee members' calendars (as well as EPA attendees). Please feel free to forward to others in your organization that may be attending with you or on your behalf. Meeting materials and exact room information will follow later this week.

Since the U.S. Chamber of Commerce Foundation's web contractors will be sharing information with us remotely during this meeting, I am setting up a Skype so that we will be able to screenshare with them from New Orleans. I will share call-in information as soon as we have it.

Try Skype Web App

Help

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00001397-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.
- Develop additional information about the connection between recycling and the economy.

ED_004224B_00001397-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF.

ED_004224B_00001397-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; ginger.spencer@phoenix.gov; rhartmann@kab.org
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Measurement work group call 1: America Recycles Network
Location: Call-in Number: 1 Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; ginger.spencer@phoenix.gov; dkantner@erefdn.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Measurement work group call 2: America Recycles Network
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/11/2019 7:00:00 PM
End: 7/11/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:53:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [cathy.jamieson@vermont.gov]; christopher.adamo@danone.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; christina@endofwaste.com; dbiderman@swana.org

Subject: Infrastructure work group call 2: America Recycles Network
Location: Call-in Number: 20[redacted] Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: New Date: Measurement work group call 2: America Recycles Network
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:53:15 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [cathy.jamieson@vermont.gov]; christopher.adamo@danone.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; christina@endofwaste.com; ldyer@fpi.org
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [Suarez.Lana@epa.gov]

Subject: Infrastructure work group call 1: America Recycles Network
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:53:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; Chamber Clearinghouse Approach.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

Please see attached for materials for the Infrastructure workgroup call on Friday.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00001414-00001

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling

ED_004224B_00001416-00001

infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable:
A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- US Chamber of Commerce Foundation, Keep America Beautiful, and Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

ED_004224B_00001416-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001416-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:41:26 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org; ginger.spencer@phoenix.gov; jufner@naco.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Education and Outreach work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org; ginger.spencer@phoenix.gov; mmeenan@aluminum.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:54:08 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; DeLage, Anna [adelage@sccommerce.com]; ldyer@fpi.org; jpickard@isri.org
CC: jabo461@ecy.wa.gov [JABO461@ECY.WA.GOV]

Subject: Markets work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/20/2019 7:00:00 PM
End: 6/20/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org; ginger.spencer@phoenix.gov; mmeenan@aluminum.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Education and Outreach work group call 1: America Recycles Network
Attachments: ARD-EducationAgenda-7June19.docx; EducationOutreach-ActionPlanDraft-03Jun19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Education and Outreach Roundtable Discussion

June 7, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00001436-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00001437-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00001437-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00001437-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:54:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org
CC: jabo461@ecy.wa.gov [JABO461@ECY.WA.GOV]

Subject: Markets work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/21/2019 3:18:31 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Meyer, Ellen [meyer.ellen@epa.gov]; Suarez, Lana [Suarez.Lana@epa.gov]

Subject: Video link added: Infrastructure work group call 1: America Recycles Network
Attachments: ARD-InfrastructureAgenda-21June19.docx; Infrastructure-ActionPlanDraft-13Jun19.docx; ActionArea2_InfrastructureRoster_6June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/21/2019 7:00:00 PM
End: 6/21/2019 8:30:00 PM
Show Time As: Tentative

Hi everyone,

For our Infrastructure work group call this afternoon we will be sharing some visual content so I am adding an Adobe Connect link. Please call into the conference line for audio and click on the link for the visual.

Ex. 6 Personal Privacy (PP)

Talk to you all at 3pm.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Infrastructure work group. During this call we will:

- Discuss further work on the clearinghouse concept

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Action Area 2: Infrastructure Group Roster

This is a list of individuals who have expressed interest in the Infrastructure work group and receive meeting notifications for this group. Attendees on work group calls may include individuals listed below or others from these and other organizations.

First Name	Last Name	Organization
Adina	Adler	Institute of Scrap Recycling Industries
Ali	Donahue	Keurig Dr Pepper
Andy	Hackman	Ameripen
Anne	Germain	National Waste and Recycling Association
Annie	White	DC Department of Public Works
Bill	Turley	Construction and Demolition Recycling Association
Billy	Johnson	Institute of Scrap Recycling Industries
Cathy	Jamieson	Association of State and Territorial Waste Management Officials
Chris	Adamo	Danone North America
Christina	Richards	End of Waste
Chuck	Chaitovitz	US Chamber of Commerce
Craig	Cookson	American Chemistry Council
Curt	Wells	The Aluminum Association
David	Biderman	Solid Waste Association of North America
Eric	Stuart	Steel Manufactures Association
Ionut	Georgescu	End of Waste
Jesse	Maxwell	Solid Waste Association of North America
Jordan	Craig	American Forest + Paper Association
Jubi	Headley	US Conference of Mayors
Judy	Sheahan	US Conference of Mayors
Julie	Ufner	National Association of Counties
Kate	Balcerzak	PepsiCo
Kent	Wilson	Nestle USA
Lynn	Rubinstein	Northeast Recycling Council
Lynn	Dyer	Foodservice Packaging Institute
Megan	Ekstrom	Procter & Gamble
Oana	Molodoi	End of Waste
Patrick	Orth	SC Johnson
Paul	Alcantar	City of Cleveland
Randy	Hartmann	Keep America Beautiful
Robin	Wiener	Institute of Scrap Recycling Industries
Samantha	MacBride	NYC Department of Sanitation
Scott	Breen	US Chamber of Commerce Foundation

Seth	Barron	Exxon Mobil
Shannon	Crawford	Plastics Industry Association
Sharon	Svitek	Association of State and Territorial Waste Management Officials
Susan	Robinson	Waste Management
Terry	Webber	American Forest + Paper Association
Trina	Matta	GreenBlue
Troy	Lautenbach	Construction and Demolition Recycling Association
Will	Sagar	Southeast Recycling Development Council
Zach	George	National Association of Counties

America Recycles Summit – Enhancing Materials Management Infrastructure Roundtable Discussion

June 21, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Agree on leadership, activities, and next steps for developing the clearinghouse, including what to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

15 min **Brief Update on other Work Groups and Similar Projects**

- EPA will provide a brief update on the status of the other work groups
- EPA will present background on a website that was created using a similar collaborative process

25 min **Agree on Focus for Immediate Action for this Workgroup**

- The facilitator will review the proposed action to develop a clearinghouse included in the draft action planning document.
- The group will discuss and agree on the scope and focus of this immediate action, including the desired outcomes and tie-in to the November Summit.

30 min **Discuss Path Forward for Immediate Action**

- Agree on key steps for developing the proposed action with a clear focus on how to define the function and scope of the clearinghouse.
- Identify key players who will help move this project forward
- Identify and assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Confirm and agree to roles and activities

ED_004224B_00001559-00001

2: Enhance Materials Management Infrastructure

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There is currently a variety of information available on how to enhance the nation's materials management infrastructure. Much of this information is located in separate systems and not easily accessible by users. Having easy access to current funding opportunities, technical resources, and best practices will ensure that participants across the recycling system are equipped with the best and most current information that will improve their own practices and improve the nation's recycling infrastructure overall.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable: A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

Key steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Key Players:

ED_004224B_00001560-00001

- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD workgroup members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices:

- Develop a match-making service to connect groups with needed information and services
- Explore how EPA Regional Offices could facilitate regional dialogues

Additional actions to be added.

Background

America's existing recycling infrastructure has not kept pace with today's recyclables stream. Manufacturers of new materials and products do not always consider the full life-cycle of products and materials, and may not communicate effectively with the recycling industry, which impairs the ability of the recycling industry to prepare for and optimally manage the recycling of new materials.

Contamination in the recyclables stream can cause expensive equipment failures and halt production lines for the removal of unwanted or hazardous materials. The sorting and processing of infrastructure that previously supported local recycling collection programs is struggling to meet the demand for services. In some regions, the demand for commingled recycling service is outstripping the supply of processing infrastructure. At the same time, much of the public still does not have access to recycling.

The increased cost of processing, combined with lower market prices and the inability to move material quickly, leads to the increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Work Underway/Success Stories

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.

ED_004224B_00001560-00002

- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00001560-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/4/2019 8:40:14 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Attachments: Measures-ActionPlanDraft-03Jun19.docx; ARD-MeasuresAgenda-6June19.docx
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**
Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Enhancing Measurement Roundtable Discussion

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Work Group Activities**

- Work group calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Immediate Action**

- The facilitator will review the current draft immediate action plan included in the draft action planning document. The group will discuss and decide on the scope and focus of the immediate action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00001567-00001

4: Enhancing Measurement

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There are a variety of methods used at the state, local and national level to track and report on recycling efforts. Addressing these inconsistencies promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and

ED_004224B_00001568-00001

- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

Key steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA), Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)
4. Publish results of the compilation effort at the November 2019 ARD event

Key Players:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices.

- Develop a recommended methodology or methodologies for a preferred measurement approach
- Disseminate this methodology – put the information into the clearinghouse and integrate it into the EPA Handbook, resulting in a playbook or resource for states and municipalities.

Background

It is critical that we have consistent measurement methodologies when addressing materials management since measurement drives action. This includes having agreed-upon definitions for important terms that can be communicated consistently across industry (to include stakeholders across

ED_004224B_00001568-00002

the recycling industry), state and local governments, and the public. When different entities such as states or municipalities use different definitions for terms such as diversion, it can lead to confusing messages about program success. For example, if one city or state includes construction and demolition debris along with their residential recycling numbers, they may be able to report higher diversion rates than those only including residential recycling. These inequitable comparisons can make some entities look bad and draw fire from non-governmental organizations and members of the public – even though they may have similar numbers to others if they compared using the consistent definitions and methodologies.

In addition to inconsistent terminology and measurement methodologies, there may also be data missing from state and local reporting. For example, some states may include private landfills and collection systems that may not have the same reporting requirements as public ones.

Standardizing and aligning measurement as well as tracking of recyclable materials will help better inform policy decisions and investments and help us determine whether we are making progress in improving recyclable materials management in the U.S. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00001568-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00001568-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:34:30 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; acarreo2@ford.com; alissa.donahue@kdrp.com; adelage@sccommerce.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cfryer@sccommerce.com; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; dfkeeling@gmail.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Meyer, Ellen [meyer.ellen@epa.gov]; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jpickard@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; ldry@batterycouncil.org; ebedard@recyclingpartnership.org; lynn@nerc.org; ldyer@fpi.org; mgolison@gmaonline.org; MStasz@gmaonline.org; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; pforth@scj.com; RRodriguez2@leegov.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]

Subject: Markets workgroup call: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 7:00:00 PM
End: 10/3/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Coleman, Cheryl [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=A002614AA0B240D698F09E4A7EAFC8DA-COLEMAN, CHERYL]
Sent: 9/13/2019 1:05:38 PM
To: ebiser@recyclingpartnership.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; cmarshall@recyclingpartnership.org; Iglesias, Ariel [Iglesias.Ariel@epa.gov]; Mitchell, Judy-Ann [Mitchell.Judy-Ann@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Vance, Ronald [Vance.Ronald@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]

Subject: Introduction and Initial Conversation
Location: DCRoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 9/13/2019 2:00:00 PM
End: 9/13/2019 3:00:00 PM
Show Time As: Tentative

I. Introductions
II. Meeting Purpose/Objectives
III. Overview Region 2 activities in Puerto Rico and the challenges facing Puerto Rico's solid waste management infrastructure
IV. Overview of the Recycling Partnership
V. Discussion of Potential Collaboration
   a. Identify contact persons for future discussions
VI. Summary and Next Steps

Good Afternoon All,
Friday the 13th at 10:00 am won as the most available time. An agenda will be attached to the calendar invite before Friday. Please call Ex. 6 Personal Privacy (PP) Thanks and looking forward to the conversation.

Cheryl

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/5/2019 8:54:15 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Boxman, Suzanne [boxman.suzanne@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]

Subject: America Recycles Measurement Workgroup call
Location: Ex. 6 Personal Privacy (PP) DCRoomPYS6811VTC/DC-Potomac-Yard-South-ORCR

Start: 8/20/2019 7:00:00 PM
End: 8/20/2019 8:30:00 PM
Show Time As: Tentative

Dear America Recycles Measurement Workgroup members,

As previously discussed, we will be holding a phone call in August to:

- Continue conversation on recycling definitions and recycling system map
- Plan for Resource Recycling Measurement WG meeting.

I am getting this day/time blocked on everyone's calendar; meeting materials will follow next week.

Call-in: Ex. 6 Personal Privacy (PP)

Thank you,
-Brandon

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:32:07 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; christina@endofwaste.com; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; dkantner@erefdn.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; ionut@endofwaste.com; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; kyla@threepeaksustainability.com; jwang@aluminum.org; Martin.Brown@state.or.us; mdaum@ameribev.org; Sjogren, Mya [Sjogren.Mya@epa.gov]; oana@endofwaste.com; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]

Subject: Measurement workgroup call: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/3/2019 5:00:00 PM
End: 10/3/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; ginger.spencer@phoenix.gov; dkantner@erefdn.org

Subject: Measurement work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/11/2019 7:00:00 PM
End: 7/11/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; ginger.spencer@phoenix.gov; rhartmann@kab.org
CC: Kim Holmes [kholmes@plasticsindustry.org]

Subject: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Attachments: EducationOutreach-ActionPlanDraft-03Jun19.docx; ARD-EducationAgenda-14June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Busy

Hello everyone,

I apologize for any inconvenience, but due to a conflict we are **moving the Education & Outreach call to Friday, June 14 from 11:00am to 12:30pm ET**.

Thanks for understanding.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Education and Outreach Roundtable Discussion

June 14, 2019, 11:00 AM – 12:30 PM Eastern

Call-in Number: 202-991-0477; Conference Code: 6663472

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00001975-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00001976-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00001976-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00001976-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Attachments: Measures-ActionPlanDraft-03Jun19.docx; ARD-MeasuresAgenda-6June19.docx
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Enhancing Measurement Roundtable Discussion

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Work Group Activities**

- Work group calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Immediate Action**

- The facilitator will review the current draft immediate action plan included in the draft action planning document. The group will discuss and decide on the scope and focus of the immediate action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00001998-00001

4: Enhancing Measurement

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: There are a variety of methods used at the state, local and national level to track and report on recycling efforts. Addressing these inconsistencies promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and

ED_004224B_00001999-00001

- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

Key steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA), Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)
4. Publish results of the compilation effort at the November 2019 ARD event

Key Players:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Additional Actions

ARD members have identified the following additional actions that address key challenges and opportunities related to educating the public on proper recycling practices.

- Develop a recommended methodology or methodologies for a preferred measurement approach
- Disseminate this methodology – put the information into the clearinghouse and integrate it into the EPA Handbook, resulting in a playbook or resource for states and municipalities.

Background

It is critical that we have consistent measurement methodologies when addressing materials management since measurement drives action. This includes having agreed-upon definitions for important terms that can be communicated consistently across industry (to include stakeholders across

ED_004224B_00001999-00002

the recycling industry), state and local governments, and the public. When different entities such as states or municipalities use different definitions for terms such as diversion, it can lead to confusing messages about program success. For example, if one city or state includes construction and demolition debris along with their residential recycling numbers, they may be able to report higher diversion rates than those only including residential recycling. These inequitable comparisons can make some entities look bad and draw fire from non-governmental organizations and members of the public – even though they may have similar numbers to others if they compared using the consistent definitions and methodologies.

In addition to inconsistent terminology and measurement methodologies, there may also be data missing from state and local reporting. For example, some states may include private landfills and collection systems that may not have the same reporting requirements as public ones.

Standardizing and aligning measurement as well as tracking of recyclable materials will help better inform policy decisions and investments and help us determine whether we are making progress in improving recyclable materials management in the U.S. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00001999-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00001999-00004

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]

Subject: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/13/2019 8:30:18 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder:DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/27/2019 11:57:09 AM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; rhartmann@kab.org; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Call-in Number: Ex. 6 Personal Privacy (PP)
Location: Education and outreach workgroup leads call

Start: 7/9/2019 7:00:00 PM
End: 7/9/2019 8:00:00 PM
Show Time As: Busy

Hi Everyone,

Thanks for agreeing to take the lead on this effort. We'll be putting together the materials we've received from other workgroup members and will distribute prior to the call.

Best,
Suzie

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:41:26 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org; brian_hawkinson@afandpa.org; ginger.spencer@phoenix.gov; jufner@naco.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Education and Outreach work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Education and Outreach work group call 1: America Recycles Network
Attachments: ARD-EducationAgenda-7June19.docx; EducationOutreach-ActionPlanDraft-03Jun19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Education and Outreach Roundtable Discussion

June 7, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: 202-991-0477; Conference Code: 6663472

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00002010-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00002011-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00002011-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00002011-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Measurement work group call 1: America Recycles Network
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org; ginger.spencer@phoenix.gov; mmeenan@aluminum.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]

Subject: Measurement work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/11/2019 7:00:00 PM
End: 7/11/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; ginger.spencer@phoenix.gov; rhartmann@kab.org
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Measurement work group. During this call we will:

- Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/13/2019 6:38:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; doug@forumfg.com; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; todd.barnell@nau.edu; rob.roy@lajolla-nsn.gov; brian.coughlin@boston.gov; Breen, Scott [sbreen@USChamber.com]; Patrick.Ulaszek@aldi.us
CC: Bills, Tracie [TBills@scsengineers.com]; jabo461@ecy.wa.gov

Subject: Updated: Additional Materials Attached: America Recycles Group Webinar
Attachments: Phase2-ARDProcessRoadmap-Draft22May19.docx; May22ARDWebinarAgenda.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 5/22/2019 6:30:00 PM
End: 5/22/2019 8:00:00 PM
Show Time As: Tentative

Hello Everyone,

Please save the date for **Wednesday, May 22nd from 2:30 pm to 4:00pm ET**. We will be hosting a webinar to discuss the outcomes from the in-person meetings held in April and next-steps for the work groups.

An agenda and additional materials will be provided in advance of the meeting.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Network Webinar

May 22, 2019, 2:30 PM – 4:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose

Provide an update on April in-person meetings and proposed path forward.

Agenda

2:30 – 2:40 **Welcome and Agenda Review**

- EPA will welcome participants
- Facilitator will review the agenda

2:40 – 2:50 **Recap of April Meetings and Posting of Work-to-Date**

- EPA will provide a brief overview of the feedback received at the April meetings
- EPA will update the group on its efforts to post information about the project to EPA's website, including the digital pledge

2:50 – 3:10 **Discuss Path Forward for Next Phase of Work**

- The group will discuss refinement of the work group action plans and development of the Framework to Address Challenges to the U.S. Recycling System
- The group will review the path forward for the next round of work between May and November

3:10 – 3:25 **Framing ARD 2019**

- EPA will provide a brief description of initial plans for ARD 2019
- The group will discuss planned and/or potential activities during the week of ARD

3:25 – 3:30 **Closing Remarks and Next Steps**

ED_004224B_00002099-00001

Process Roadmap for Recycling Roundtable Dialogues – Phase 2 (May-November)

This document serves as a process roadmap for a continued series of virtual and in-person roundtable meetings that will culminate in the *Framework to Address Challenges Facing the U.S. Recycling System*. The roadmap describes the key process milestones and the general purpose of each engagement.

May 22, 2019: Update and Path Forward Discussion

EPA will update participants on the feedback received following the in-person meetings in April and its plan to work with the group to develop the *Framework to Address Challenges Facing the U.S. Recycling System*. EPA and the group will also discuss the anticipated schedule leading up to the November America Recycles Day 2019 Summit, including any plans by workgroup participants to host event(s) that week. It also will be an opportunity to provide EPA with early input on how to structure the ARD Summit.

Materials include:

- Process Roadmap

June – July 2019: Topic-specific Roundtable Dialogues (approximately 2-3 dialogues per action area)

Participants will reconvene based on the earlier work group action areas (Education/Outreach, Infrastructure, Measures, and Secondary Markets). The work groups will conduct a series of conference calls to do the following:

- Identify leads to work with EPA to help guide the process along with the facilitator
- Continue developing the framework for each action area, which will include:
    - Refining and making progress on immediate/priority action(s)
    - Developing action plans for the immediate/priority action(s)
    - Discussing and refining the near- and long-term actions as well as related commitments or activities by individual organizations to be included in the framework

Materials will include:

- Draft framework reflecting immediate, near- and long-term actions
- A pre-populated draft action plan for each immediate/priority action based on work to-date

Proposed meeting dates and preliminary topics are as follows:

- **Measures -** June 6 (Facilitator: Pat)
    - Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"
- **Ed/Outreach** - June 7 (Facilitator: Pat)
    - Discuss and refine thinking on messaging product
    - Discuss schedule for development and rollout of messaging product
- **Markets-** June 20 (Facilitator: Doug)
    - Explore idea of using SERDC training as potential immediate action
- **Infrastructure-** June 21 (Facilitator: Doug)
    - Discuss further work on the clearinghouse concept
- **Full group check-in-** June 28 (Facilitator: TBD)
- **Measures -** July 11 (Facilitator: Pat)
    - Report out on refinement of immediate action
    - Review initial draft action plan content

ED_004224B_00002100-00001

  - Discuss upcoming meeting schedule
- **Ed/Outreach -** July 12 (Facilitator: Pat)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Markets-**July 18 (Facilitator: Doug)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Infrastructure-**July 19 (Facilitator: Doug)
  - Finalize thinking on immediate action and decide on next steps to finalize before November
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Full Group Check-in -** July 26 (Facilitator: TBD)

August – September: In-person Meetings (up to 2)

Having advanced the work as much as possible through the workgroup process, each group will determine whether and when to meet between August and late September. The primary focus of any in-person meetings will be to do the detailed work needed to finalize the immediate and advance the near-term products. It also will be an opportunity to discuss the latest on the ARD Summit and planned week of events. Potential August in-person meetings could coincide with other events such as the U.S. Chamber Foundation's Sustainability and Circular Economy Summit August 15-16 or Resource Recycling Meeting in New Orleans August 26-28. Workgroups will continue to schedule webinars in August and September as needed.

October: Finalize Work Products and Prepare for November ARD Event

The group will virtually meet to discuss work done to-date and what is needed to finalize products in advance of the November meeting. The group also will discuss who will attend and how the ARD summit will be structured, including the roles of workgroup members.

November: ARD 2019 Summit

The ARD Summit will take place on Friday, November 15, where we will present the results of the working groups, unveil action plans and other key products as applicable, and make announcements for future work.

ED_004224B_00002100-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/6/2019 3:19:58 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Attachments: EducationOutreach-ActionPlanDraft-03Jun19.docx; ARD-EducationAgenda-14June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Tentative

Hello everyone,

I apologize for any inconvenience, but due to a conflict we are **moving the Education & Outreach call to Friday, June 14 from 11:00am to 12:30pm ET**.

Thanks for understanding.

Best,
Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Education and Outreach Roundtable Discussion

June 14, 2019, 11:00 AM – 12:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00002123-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00002124-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00002124-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00002124-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/22/2019 1:10:05 PM
To: Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; doug@forumfg.com; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; todd.barnell@nau.edu; rob.roy@lajolla-nsn.gov; brian.coughlin@boston.gov; Breen, Scott [sbreen@USChamber.com]; Patrick.Ulaszek@aldi.us
CC: Bills, Tracie [TBills@scsengineers.com]; jabo461@ecy.wa.gov

Subject: Updated: Additional Materials Attached: America Recycles Group Webinar
Attachments: Phase2-ARDProcessRoadmap-Draft22May19.docx; May22ARDWebinarAgenda.docx
Location: Ex. 6 Personal Privacy (PP)

Start: 5/22/2019 6:30:00 PM
End: 5/22/2019 8:00:00 PM
Show Time As: Tentative

Hello Everyone,

Please save the date for **Wednesday, May 22nd from 2:30 pm to 4:00pm ET**. We will be hosting a webinar to discuss the outcomes from the in-person meetings held in April and next-steps for the work groups.

An agenda and additional materials will be provided in advance of the meeting.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Network Webinar

May 22, 2019, 2:30 PM – 4:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose

Provide an update on April in-person meetings and proposed path forward.

Agenda

2:30 – 2:40 **Welcome and Agenda Review**

- EPA will welcome participants
- Facilitator will review the agenda

2:40 – 2:50 **Recap of April Meetings and Posting of Work-to-Date**

- EPA will provide a brief overview of the feedback received at the April meetings
- EPA will update the group on its efforts to post information about the project to EPA's website, including the digital pledge

2:50 – 3:10 **Discuss Path Forward for Next Phase of Work**

- The group will discuss refinement of the work group action plans and development of the Framework to Address Challenges to the U.S. Recycling System
- The group will review the path forward for the next round of work between May and November

3:10 – 3:25 **Framing ARD 2019**

- EPA will provide a brief description of initial plans for ARD 2019
- The group will discuss planned and/or potential activities during the week of ARD

3:25 – 3:30 **Closing Remarks and Next Steps**

ED_004224B_00002141-00001

Process Roadmap for Recycling Roundtable Dialogues – Phase 2 (May-November)

This document serves as a process roadmap for a continued series of virtual and in-person roundtable meetings that will culminate in the *Framework to Address Challenges Facing the U.S. Recycling System*. The roadmap describes the key process milestones and the general purpose of each engagement.

May 22, 2019: Update and Path Forward Discussion

EPA will update participants on the feedback received following the in-person meetings in April and its plan to work with the group to develop the *Framework to Address Challenges Facing the U.S. Recycling System*. EPA and the group will also discuss the anticipated schedule leading up to the November America Recycles Day 2019 Summit, including any plans by workgroup participants to host event(s) that week. It also will be an opportunity to provide EPA with early input on how to structure the ARD Summit.

Materials include:

- Process Roadmap

June – July 2019: Topic-specific Roundtable Dialogues (approximately 2-3 dialogues per action area)

Participants will reconvene based on the earlier work group action areas (Education/Outreach, Infrastructure, Measures, and Secondary Markets). The work groups will conduct a series of conference calls to do the following:

- Identify leads to work with EPA to help guide the process along with the facilitator
- Continue developing the framework for each action area, which will include:
    - Refining and making progress on immediate/priority action(s)
    - Developing action plans for the immediate/priority action(s)
    - Discussing and refining the near- and long-term actions as well as related commitments or activities by individual organizations to be included in the framework

Materials will include:

- Draft framework reflecting immediate, near- and long-term actions
- A pre-populated draft action plan for each immediate/priority action based on work to-date

Proposed meeting dates and preliminary topics are as follows:

- **Measures -** June 6 (Facilitator: Pat)
    - Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"
- **Ed/Outreach** - June 7 (Facilitator: Pat)
    - Discuss and refine thinking on messaging product
    - Discuss schedule for development and rollout of messaging product
- **Markets-** June 20 (Facilitator: Doug)
    - Explore idea of using SERDC training as potential immediate action
- **Infrastructure-** June 21 (Facilitator: Doug)
    - Discuss further work on the clearinghouse concept
- **Full group check-in-** June 28 (Facilitator: TBD)
- **Measures -** July 11 (Facilitator: Pat)
    - Report out on refinement of immediate action
    - Review initial draft action plan content

ED_004224B_00002142-00001

  - Discuss upcoming meeting schedule
- **Ed/Outreach -** July 12 (Facilitator: Pat)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Markets-**July 18 (Facilitator: Doug)
  - Report out on refinement of immediate action
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Infrastructure-**July 19 (Facilitator: Doug)
  - Finalize thinking on immediate action and decide on next steps to finalize before November
  - Review initial draft action plan content
  - Discuss upcoming meeting schedule
- **Full Group Check-in -** July 26 (Facilitator: TBD)

August – September: In-person Meetings (up to 2)

Having advanced the work as much as possible through the workgroup process, each group will determine whether and when to meet between August and late September. The primary focus of any in-person meetings will be to do the detailed work needed to finalize the immediate and advance the near-term products. It also will be an opportunity to discuss the latest on the ARD Summit and planned week of events. Potential August in-person meetings could coincide with other events such as the U.S. Chamber Foundation's Sustainability and Circular Economy Summit August 15-16 or Resource Recycling Meeting in New Orleans August 26-28. Workgroups will continue to schedule webinars in August and September as needed.

October: Finalize Work Products and Prepare for November ARD Event

The group will virtually meet to discuss work done to-date and what is needed to finalize products in advance of the November meeting. The group also will discuss who will attend and how the ARD summit will be structured, including the roles of workgroup members.

November: ARD 2019 Summit

The ARD Summit will take place on Friday, November 15, where we will present the results of the working groups, unveil action plans and other key products as applicable, and make announcements for future work.

ED_004224B_00002142-00002

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/5/2019 8:37:05 PM
To: Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; rhartmann@kab.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Trina Matta [trina.matta@greenblue.org]
CC: Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]

Subject: Education/Outreach WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP) RoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 8/7/2019 7:00:00 PM
End: 8/7/2019 7:30:00 PM
Show Time As: Tentative

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/6/2019 6:17:42 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Reminder:DATE/TIME CHANGE: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/14/2019 3:00:00 PM
End: 6/14/2019 4:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/4/2019 8:42:51 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:40:31 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org; ginger.spencer@phoenix.gov; mmeenan@aluminum.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Education and Outreach work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/4/2019 8:40:14 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]
CC: Kim Holmes [kholmes@plasticsindustry.org]; Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Measurement work group call 1: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/6/2019 7:00:00 PM
End: 6/6/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: New Date: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00002182-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00002182-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00002182-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; ionut@endofwaste.com; oana@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; ginger.spencer@phoenix.gov; dkantner@erefdn.org; christina@endofwaste.com
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Measurement work group call 2: America Recycles Network
Location: Call-in Number: 2 **Ex. 6 Personal Privacy (PP)**

Start: 7/11/2019 7:00:00 PM
End: 7/11/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/4/2019 8:42:51 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; KRosebrook@aluminum.org; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with Agenda and Materials: Education and Outreach work group call 1: America Recycles Network
Attachments: ARD-EducationAgenda-7June19.docx; EducationOutreach-ActionPlanDraft-03Jun19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/7/2019 7:00:00 PM
End: 6/7/2019 8:30:00 PM
Show Time As: Tentative

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss and refine thinking on messaging product
- Discuss schedule for development and rollout of messaging product

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Summit – Education and Outreach Roundtable Discussion

June 7, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Finalize scope of immediate action.
- Define next steps for developing a product to share at the November 2019 America Recycles Summit.

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

5 min **Brief Review of Planned Workgroup Activities**

- Workgroup calls in June, July and August
- Periodic full-group check-in calls
- Work between calls

5 min **Brief Update on other Work Groups**

- EPA will provide a brief update on the status of the other work groups

55 min **Discuss Near-term Action**

- The facilitator will review the current draft near-term action included in the draft action planning document. The group will discuss and decide on the scope and focus of the near-term action, including the product that will be delivered in November.

10 min **Discuss Product Development**

- Define next steps for developing the product
- Assign actions to be completed before the next call

5 min **Closing Remarks and Next Steps**

- Select workgroup lead

ED_004224B_00002204-00001

1: Education & Outreach

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Challenge/Opportunity: Most of the recent messages about recycling have focused on the failures of certain materials markets and the demise of some local recycling programs. Consumers are confused about the what, how, and why of recycling given current challenges facing the recycling system.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable: Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD event in November 2019. Following the meeting, America Recycles Network members will evaluate the effectiveness of messages and report back to the group.

Key Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Key Players:

- XXX will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

ED_004224B_00002205-00001

Additional Actions

- To be determined.

Background

Most Americans want to recycle; they believe recycling provides an opportunity for them to be responsible caretakers of the earth. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash or throwing trash in the recycling bin/cart, which contaminates recyclable material streams or contributes to disposal of otherwise valuable material.

In addition, the growing number of new materials in the form of products and packaging, means that the landscape of what is recyclable is constantly changing.

Finally, consumers need to be more aware of the importance of buying products with recycled content. Without these purchases, secondary markets will continue to lag and materials that may be recyclable do not get recycled due to lack of demand.

The development of effective, adaptive, and coordinated outreach and education strategies for consumers, federal, local, tribal and state governments is critical to promote consistent behaviors that will improve the quality and quantity of materials that Americans recycle and result in improved markets for recyclable materials and increased demand for products with recycled content.

Vision

For consumers and communities to recognize the value of recycling, reusing, and recovering materials and consumer goods as well as the value of buying products with recycled content, and to receive clear and consistent messages about proper materials management activities – even as products and infrastructure change. For consumers to find it easy to take action based on these messages and, as a result, manage materials and goods in ways that maximize recycling and recovery rates (e.g., reducing contamination of recyclable materials streams).

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.

ED_004224B_00002205-00002

- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The material help people understand the difference between lead and lithium batteries and safe handling practices.

ED_004224B_00002205-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/13/2019 7:22:04 PM
To: ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
Location: Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/11/2019 5:32:25 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Updated with materials for call: Education and Outreach work group call 2: America Recycles Network
Location: Ex. 6 Personal Privacy (PP)
Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 12:06:47 PM
To: Patrick Tallarico [ptallarico@enventiveinc.com]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; trina.matta@greenblue.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; rhartmann@kab.org; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Call-in Number: Ex. 6 Personal Privacy (PP)
Location: Education and outreach workgroup leads call

Start: 7/9/2019 7:00:00 PM
End: 7/9/2019 8:00:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:41:26 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; Howard.Lee@dc.gov; Jennings, James M. [james.m.jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org; brian_hawkinson@afandpa.org; ginger.spencer@phoenix.gov; jufner@naco.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Education and Outreach work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:42:17 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: New Date: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; Materials for Measurement work group call 2: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00002218-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00002218-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00002218-00003

Message

From: Patrick Tallarico [ptallarico@enventiveinc.com]
Sent: 7/11/2019 1:43:38 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; 'Doug Sarno' [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: 'Bills, Tracie' [TBills@scsengineers.com]
Subject: Materials for Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasuresAgenda-16July19-Final.docx; Recycling Definitions-071119.docx; Recyling System Map-ForDiscussion.docx; CollectedSystemDiagrams.pdf

Measurement Workgroup,
Attached are materials for our call on Tuesday. Please review the compiled definitions. There are a series of questions at the end of that document that we will use to guide our conversation. Please take a look at those questions after reviewing the definitions so that we can move quickly through that conversation.

Also attached are system diagrams that were provided to EPA (CollectedSystemDiagrams PDF document) and the Diagram that EPA developed for discussion on the call (Recycling System Map Word document).

Finally, we will be having a webinar presentation for this call, so the Skype Web meeting link is included on the agenda and below.

Ex. 6 Personal Privacy (PP)

Please plan to be at a computer for our call if possible.

Thanks,
Pat

Patrick Tallarico, CPF, LEED AP (BD+C)
President
Enventive Consulting, LLC
1515 North Buchanan St.
Arlington, VA 22205
703-798-7447
ptallarico@enventiveinc.com
www.enventiveinc.com

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

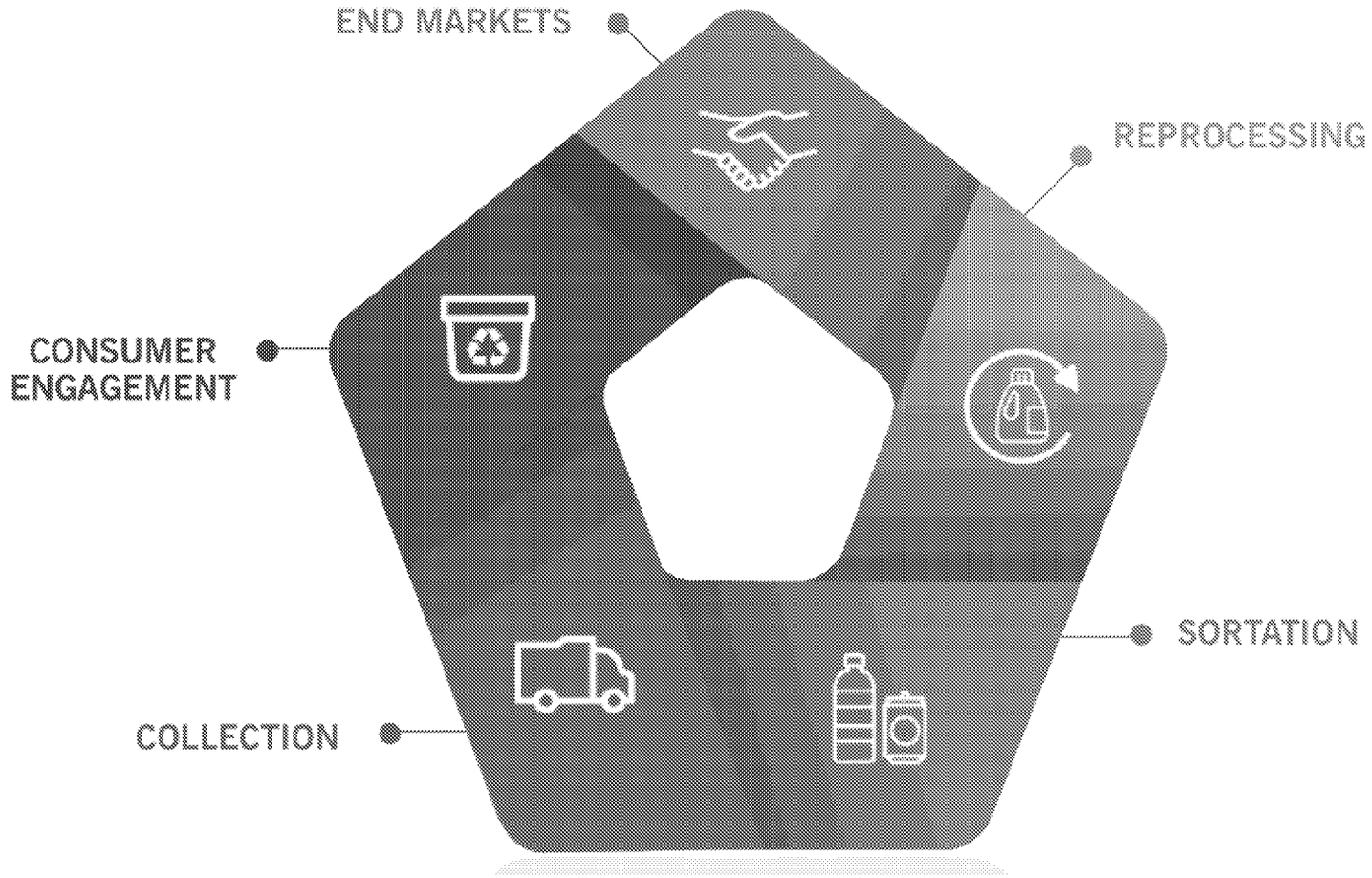
15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

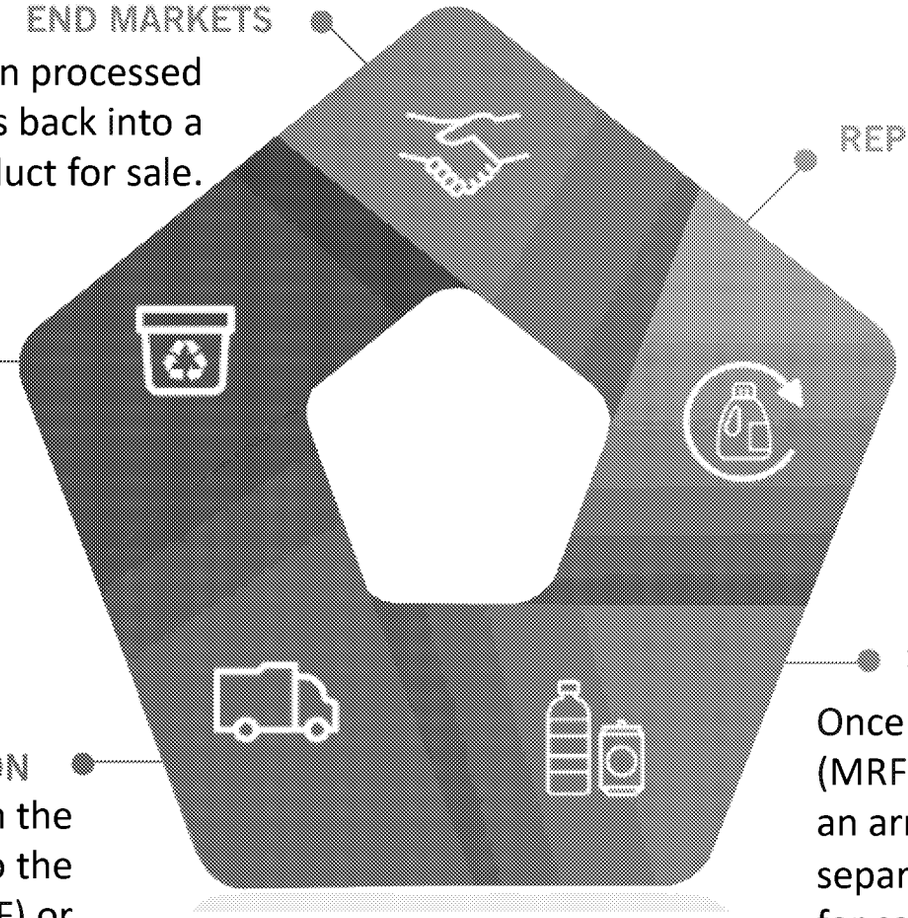
ED_004224B_00002220-00001

ASTRX Five Elements of the Recycling System



ASTRX
Applying Systems Thinking to Recycling
SUSTAINABLE PACKAGING COALITION
THE RECYCLING PARTNERSHIP

ASTRX Five Elements of the Recycling System



END MARKETS

Manufacturers turn processed recyclable materials back into a product for sale.

REPROCESSING

Reprocessors take bales of recovered recyclables and process them to a form that can be used as manufacturing feedstock, such as aluminum sheet, plastic flake or paper pulp or sheet.

CONSUMER ENGAGEMENT

In this stage of the recycling system, local governments, brands and other stakeholders help consumers understand what to recycle and how to do it properly.

SORTATION

Once at the Materials Recovery Facility (MRF), recyclables must pass through an array of machinery designed to separate materials into individual bales for sale to reprocessors.

COLLECTION

Recyclables are transported from the curb or drop-off facility to the Materials Recovery Facility (MRF) or transfer station by local government or private haulers.

ASTRX Applying Systems Thinking to Recycling | SUSTAINABLE PACKAGING COALITION | THE RECYCLING PARTNERSHIP

ILLUSTRATION 1. THE RECYCLING CHAIN

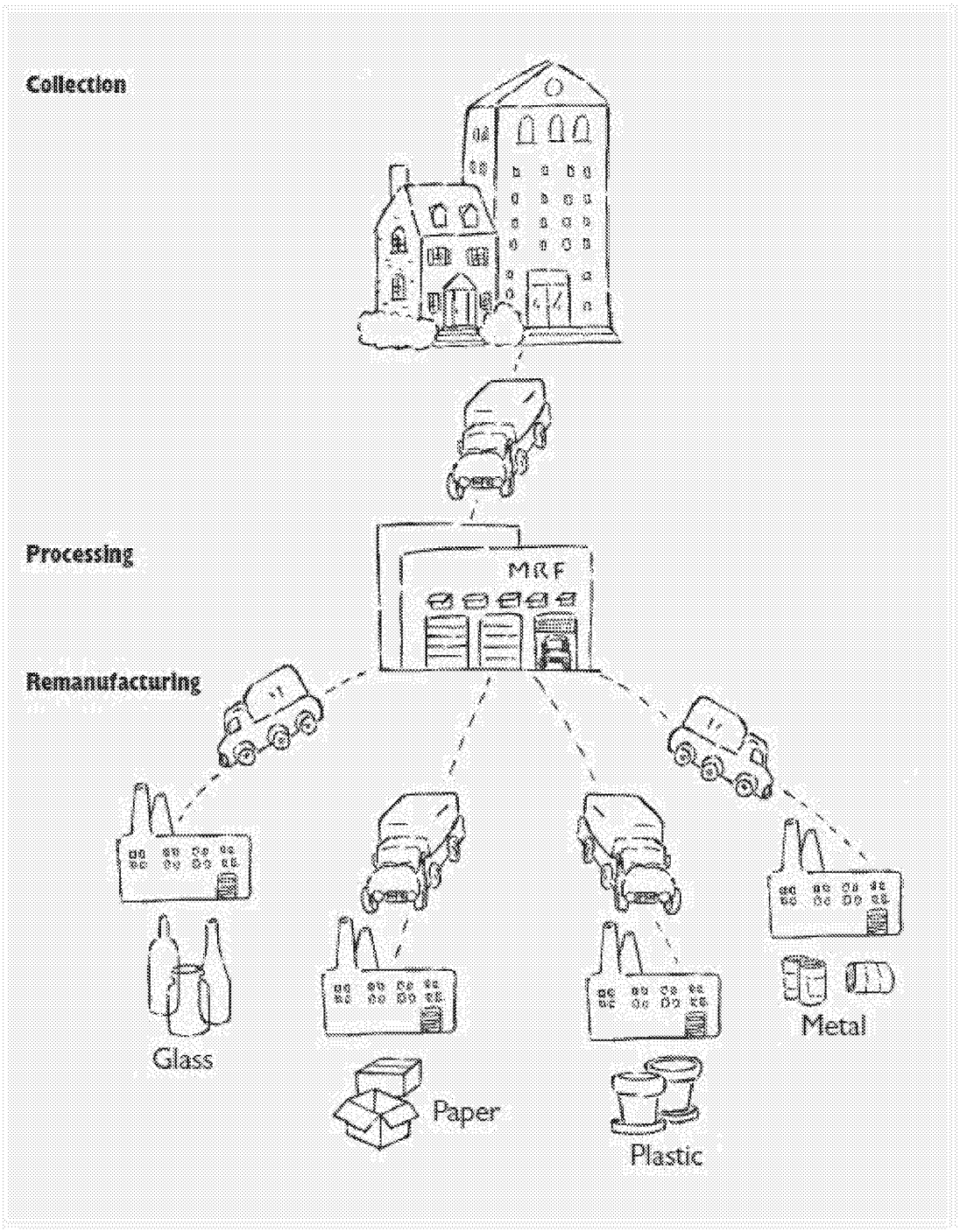
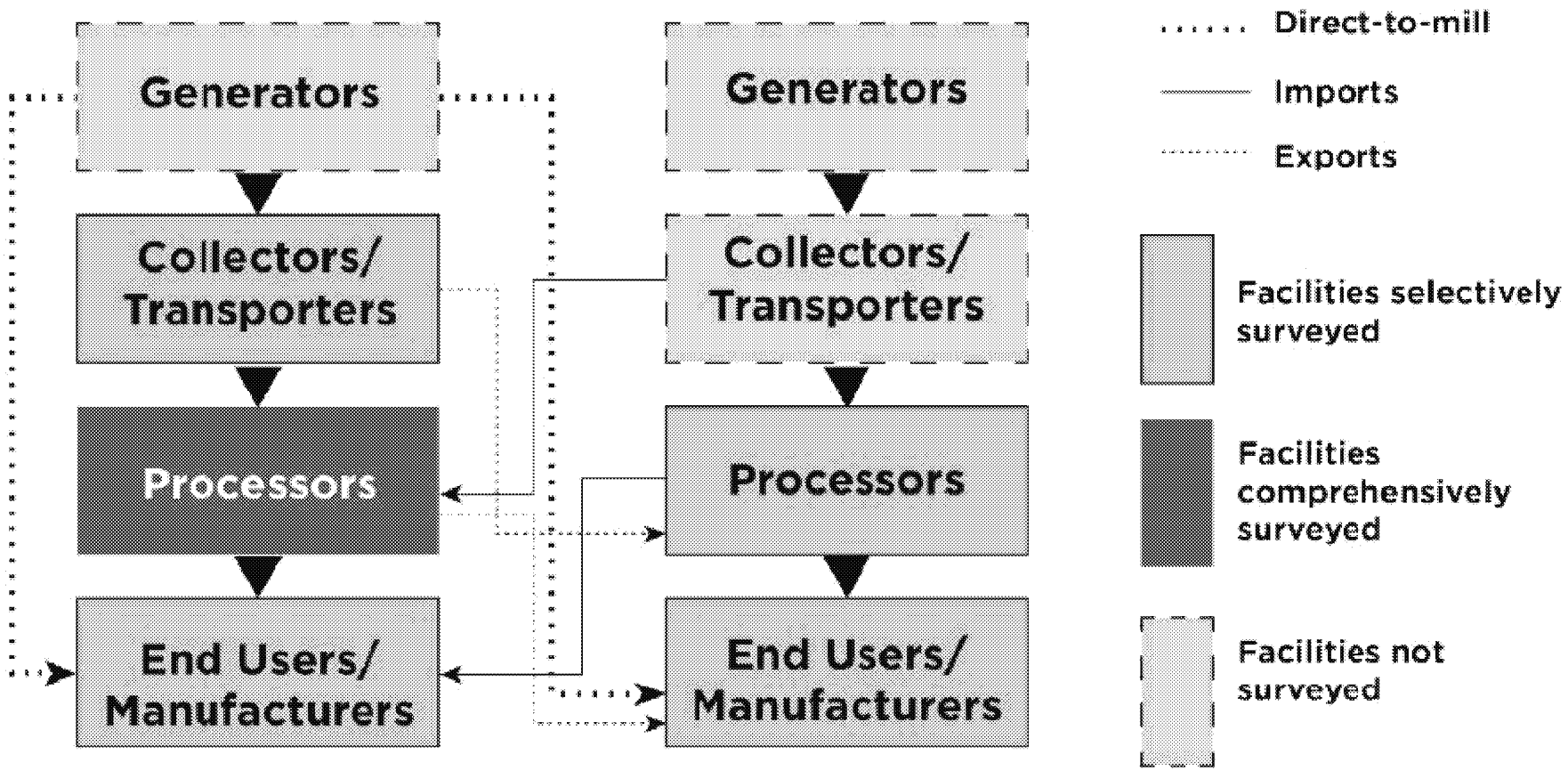
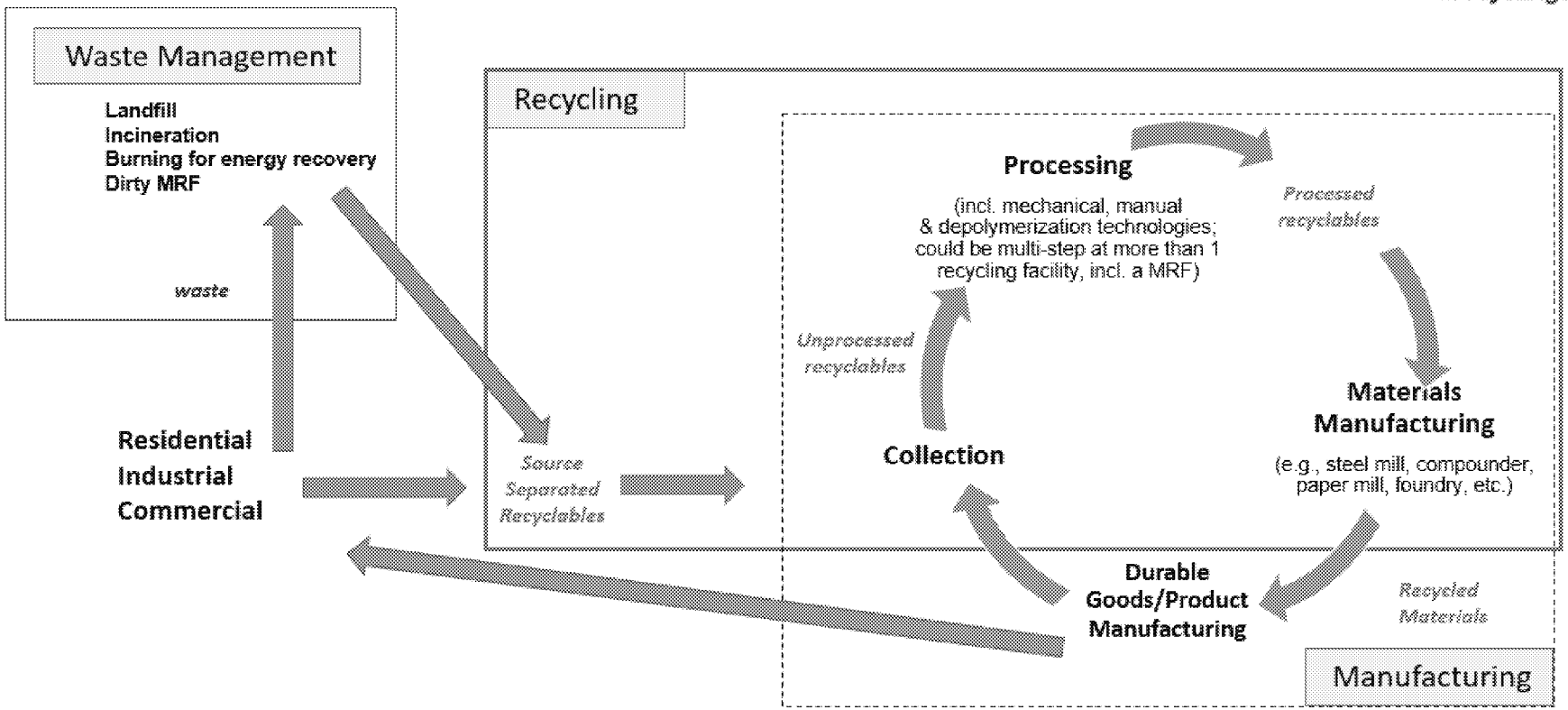


FIGURE 3-1: RECYCLED MATERIAL CHAIN



ISRI Definitions (as of July 9, 2019)

#recyclingworks



Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification-grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer.

A "**Recyclable**" material is an obsolete, previously used, off-specification, surplus, or incidentally produced material for processing into a specification grade commodity for which a market exists.

Recycled Material is material that was initially obsolete, previously used, off-specification, surplus, or incidentally produced and that has been processed into a specification-grade commodity for use in materials manufacturing.

Processing is any mechanical, manual, or other method that transforms a recyclable material into a specification-grade commodity. Processing is often multi-step, with different steps at different locations.

Materials Recovery Facility (MRF) is a recycling facility where primarily municipal recyclables, diverted from disposal by the generator and which are collected separately from municipal solid waste as opposed to a mixed waste stream, are mechanically and/or manually sorted into commodities for further processing into specification grade commodities. MRFs may also process materials sourced from commercial operations.

July 9, 2019

Municipal Solid Waste and Recycling Definitions Discussion Document

Municipal Solid Waste

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (Facts and Figures report)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)

Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. (Facts and Figures Report)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (Recycling Economic Information Report).

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. (EPA Recycling website)

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (EPA non-hazardous waste management hierarchy)

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (RCRA 2014 Orientation Manual)

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program).

ED_004224B_00002222-00001

Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. (Institute of Scrap Recycling Industries)

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. (Solid Waste Association of North America)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. (National Recycling Coalition)

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. (Association of Plastic Recyclers)

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. (Washington State, Chapter 173-350 WAC)

- Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification- grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer. (ISRI)

ED_004224B_00002222-00002

Discussion Questions:

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.
- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

ED_004224B_00002222-00003

Recycling Systems Map

Generators

Residences (single-family, apartments)

Commercial (restaurants, office parks and retail stores)

Institutions (hospitals, universities and government facilities, industrial non-process waste)

Collectors/Transporters

Government agencies with collection crews or collection contracts

Large generators (grocery stores, retail chains, government facilities) that self-haul directly to a processor or end-user

Private haulers

Sortation and Processing

Material Recovery Facilities (MRFs): C&D and MSW

Material Processing Facilities (scrap metal, paper, plastics, tires, yard trimmings)

Buy-back centers

Drop-off centers

End Markets/Remanufacturing

Paper mills

Plastic reclamation facilities

Glass beneficiation plants

Disposal facilities (landfills, WTE, etc.) that recover recyclables for on-site use

Compost and mulch facilities

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 5/30/2019 7:41:26 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; ZGeorge@naco.org; Shari_Jackson@americanchemistry.com; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; trina.matta@greenblue.org
CC: Bills, Tracie [TBills@scsengineers.com]; Craig, Jordan [Jordan_Craig@afandpa.org]

Subject: Updated with materials for call: Education and Outreach work group call 2: America Recycles Network
Attachments: EducationOutreachCompilationDocument-Draft071019.docx; Recycling Apps-4.xlsx; EducationOutreach-ActionPlanDraft-11Jul19.docx; KABResources.pdf; ARD-EducationAgenda-12July19.docx; Materials for Education and Outreach Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/12/2019 7:00:00 PM
End: 7/12/2019 8:30:00 PM
Show Time As: Busy

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Education and Outreach work group. During this call we will:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda and additional materials for the call are attached.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Education and Outreach Roundtable Discussion

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
  - What things were particularly outstanding or helpful?
  - Were there any inconsistencies?
  - What was missing? (Either existing materials that were not included or additional things that would be helpful to have or to know)

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Discuss key parameters:
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss potential elements:
  - Top three facts your organization would like to convey
  - Most important impacts of recycling
  - What recycling means to you/your organization
  - One or two of the most impactful things you are doing now to improve the state of recycling
- Define next steps for development
  - In-person working session at Resource Recycling in August

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement and role for workgroups or individual organizations

5 min **Closing Remarks and Next Steps**

ED_004224B_00002283-00001

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00002284-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

ED_004224B_00002284-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF

ED_004224B_00002284-00003

RESPONSIVE MANAGEMENT

AMERICAN CONSUMERS' ATTITUDES TOWARD RECYCLING: FRAMING THE RECYCLING MESSAGE

FOCUS GROUP PANEL REPORT

Conducted for Keep America Beautiful©
by Responsive Management™

2019

KEEP AMERICA BEAUTIFUL

CONFIDENTIAL

This document was prepared exclusively for the use of Keep America Beautiful. The report is confidential and may not be distributed or redistributed, in part or whole, without the express written consent and authorization of Keep America Beautiful.

AMERICAN CONSUMERS' ATTITUDES TOWARD RECYCLING: FRAMING THE RECYCLING MESSAGE

FOCUS GROUP PANEL REPORT

2019

Responsive Management National Office
Mark Damian Duda, Executive Director
Martin Jones, Senior Research Associate
Andrea Criscione, Senior Research Associate
Tom Beppler, Senior Research Associate
Steven J. Bissell, Ph.D., Qualitative Research Associate
Patrick Doherty, Research Associate
Gregory L. Hughes, P.E., Research Associate
Amanda Center, Research Associate
Caroline Gerken, Survey Center Manager
Alison Lanier, Business Manager

130 Franklin Street
Harrisonburg, VA 22801
Phone: 540/432-1888
E-mail: mark@responsivemanagement.com
www.responsivemanagement.com

Acknowledgments

Responsive Management would like to thank Randy Hartmann, Noah Ullman, Jerred Jones, and April Wennerstrom of Keep America Beautiful, and April Plater of Holland and Knight, LLP for their input, support, and guidance on this project.

EXECUTIVE SUMMARY

INTRODUCTION AND METHODOLOGY

This study was conducted for Keep America Beautiful to examine American consumers' attitudes toward recycling. The qualitative findings discussed herein encompass a town hall focus group panel discussion conducted in Washington, D.C.

The panel discussion was conducted on November 15, 2018 and lasted approximately 90 minutes. The panel was made up of seven general population consumers with various levels of recycling participation (designated as non-recyclers, "wishful" recyclers, and "die hard" recyclers) and a group of recycling industry professionals and brand representatives whose companies either currently use recycled materials in the production of their products or who work on initiatives that include the use of recycled materials.

Responsive Management developed a recruiting screener questionnaire that defined the criteria for participation and recruited the consumer participants for the discussion. Industry professionals and brand representatives were identified and invited by Keep America Beautiful. The focus group was viewed by an onsite audience and streamed on Facebook Live in order to open the conversation to the public for feedback and questions. Consumer participants were provided a monetary incentive to encourage participation. The panel was conducted using a discussion guide (the guide is included in the report appendix).

MAJOR FINDINGS

- **Recyclers at all levels of participation agree that more communication and education would likely encourage more widespread recycling.**

  Throughout the focus group, most participants with lower levels of participation reiterated that they would be more likely to recycle if they had access to regular communication and education that would help answer questions regarding how to recycle, where to recycle, and what was recyclable. Participants agreed that letters, emails, and an easily accessible website with specific directions and education materials would result in greater levels of participation.

- **Consumers want recycling to be easy.**

  Repeatedly, non-recycling and "wishful" recycling participants asserted that one of their primary reasons for not recycling more was that the process was too complicated. Specifically, these participants felt that the rules for recycling often changed from one municipality to another, leading to frustration. It was also mentioned that at least some of the items they wanted to recycle would ultimately find their way to landfills as a result of complex and constantly-changing rules and regulations. Further, participants requested that recycling bins should be easier to obtain, and more bins should be distributed to businesses and municipalities in order to promote widespread recycling.

- **Consumers want to understand the process of recycling.**

  The consumers in the focus group expressed a clear desire to understand the process of recycling, as well as the overall goals of recycling. Several participants felt that a better understanding of the process and results of recycling might encourage more participation.

- **Consumers are very interested in single-stream recycling.**

  Participants felt that creating easier systems for recycling would have a positive impact on recycling participation. Several consumers who had experience with single-stream recycling (a method through which all items are mixed together instead of being separated into difference receptacles) agreed that, because of its ease, single-stream recycling had increased their participation in recycling. Participants who were not familiar with single-stream recycling expressed intertest in the process, and upon explanation, indicated that they would be more likely to recycle if single-stream recycling were available in their area.

- **Consumers want to benefit from their recycling efforts.**

  Some participants felt that the apparent lack of tangible benefits for those who participate in recycling had led to a reduction in their recycling. There was concern that the recycling industry is not doing enough to show consumers the direct result of their recycling efforts. Further, a few participants felt that consumers should be rewarded or receive benefits as a result of recycling participation. Although no specific suggestions for rewards or benefits were offered during the focus group, conversation indicated that some consumers feel that they should be compensated in some way for the time and energy that recycling requires.

- **Climate change and the environment seem only to encourage recycling among those who already recycle.**

  Among "die hard" recyclers, climate change and environmental issues were considered major influences on their decision to recycle. Consumers who do not recycle or who recycle very little, however, indicated that the state of the environment and issues associated with climate change have limited impact on their likelihood of recycling.

- **Social pressure has some influence on individual recycling participation.**

  Some participants with lower levels of recycling participation indicated that their friends' and family members' recycling behavior had some effect on their own behavior, particularly when those friends and family members encouraged recycling and spoke frequently of its importance. Some participants indicated that they recycled more often when they were around others who recycled.

- **Consumers desire communications tailored to specific age segments.**

  Some consumers expressed concern that the recycling industry is spending too much time targeting younger generations, and as a result, older generations are not as aware of the impact recycling has on the environment and the economy. Participants agreed that more effort should be taken to create age-appropriate advertising to encourage recycling.

- **Consumers want to know how to recycle *everything*, not just the basics (e.g., glass, plastic, paper, and aluminum).**

  Some consumer participants suggested that the recycling industry is missing some opportunities for recycling by not educating the public about what to do with larger items such as furniture and computers. It was acknowledged that many such items require special handling in their disposal, and a number of consumers seemed eager to understand how they could recycle these items.

- **The industry must do a better job communicating the importance of recycling.**

  A number of industry professionals and brand representatives in the group suggested that many consumers simply do not realize how important recycling is. It was recommended that the industry urge consumers to start with the basics by consistently recycling plastic, glass, paper, cardboard, tin, and aluminum. It was mentioned that, because most consumers know these items are recyclable, a big difference can be made in the amount of refuse going to landfills if more consumers can be motivated to consistently recycle these basic items.

- **Marketing for recycling should focus on the positive outcomes of the process.**

  Brand representatives felt strongly that there was not enough marketing for recycling. Several participants felt that a marketing campaign focusing on the positive impacts of recycling could lead to increased recycling among consumers.

- **Marketing about recycling should be more approachable and personal.**

  Participants suggested that future marketing for recycling should avoid campaigns that refer to numbers that seem unattainable or borderline inconceivable. Participants believed that smaller, more "manageable" numbers, such as numbers that characterize the difference one individual can make by recycling, are far more likely to influence recycling participation.

TABLE OF CONTENTS

Introduction and Methodology 1
Focus Group Overview 1
Focus Group Coordination 1
Focus Group Participant Recruiting 2
Focus Group Discussion Guide and Analysis 2
Report Layout 3
Focus Group Results 4
Recycling Participation 4
Level of Recycling Participation 4
Locations of Recycling 5
Items Recycled 6
Attitudes Associated with Recycling and Non-Recycling 8
General Motivators 8
Environment and Sustainability as Motivators 10
Climate Change as a Motivator 11
Social Pressure as a Motivator 12
Motivation for Changes in Recycling Behavior 14
Opinions on Improving Recycling 15
Consumer Input on Creating Better Recycling Programs 15
Industry Input on Creating Better Recycling Programs 19
Recycling Mistakes 24
Marketing Input from Brand Representatives 25
Changing Behaviors 26
Appendix: Focus Group Discussion Guide 28
About Responsive Management 31

INTRODUCTION AND METHODOLOGY

This study was conducted for Keep America Beautiful to examine American consumers' attitudes toward recycling. The qualitative findings discussed in this report are derived from a town hall focus group panel discussion conducted in Washington, D.C.

The panel discussion was conducted on November 15, 2018 and lasted approximately 90 minutes. The panel was made up of seven general population consumers with various levels of recycling participation (designated as non-recyclers, "wishful" recyclers, and "die hard" recyclers) and a group of recycling industry professionals and brand representatives whose companies either currently use recycled materials in the production of their products or who work on initiatives that include the use of recycled materials.

Responsive Management developed a recruiting screener questionnaire that defined the criteria for participation and recruited the consumer participants for the discussion. Industry professionals and brand representatives were identified and invited by Keep America Beautiful. The focus group was viewed by an onsite audience and was streamed on Facebook Live in order to open the conversation to the public for feedback and questions. Consumer participants were provided a monetary incentive to encourage participation. The panel was conducted using a discussion guide (the guide is included in the report appendix).

FOCUS GROUP OVERVIEW

The use of focus groups is an accepted research technique for the qualitative exploration of attitudes, opinions, perceptions, motivations, constraints, and behaviors. Focus groups allow for extensive open-ended responses to questions; probing and follow-up questions; group discussion; and observation of emotional responses to topics—aspects that cannot be measured in a quantitative survey. Qualitative research sacrifices reliability for increased validity. This means that, although these focus group findings could not have been replicated statistically as a survey could have been (high reliability), they provided a more nuanced understanding of the issues associated with recycling participation and attitudes toward recycling (high validity).

The focus group was conducted using a discussion guide that addressed key motivators and obstacles related to recycling. The discussion guide also allowed opportunities for brand representatives and industry professionals to respond to consumers' comments and offer additional information on recycling. The focus group was moderated by two of Responsive Management's trained moderators. The moderators, through the use of the discussion guide, kept the discussion within design parameters without exerting a strong influence on the discussion content. In this sense, the focus group was a non-directive group discussion that exposed the spontaneous attitudes, insights, and perceptions of general population consumers.

The focus group discussion was recorded for transcription and analysis.

FOCUS GROUP COORDINATION

The focus group was conducted in Washington, D.C. Responsive Management coordinated with the host facility to ensure that the focus group room was set up appropriately for maximum

interaction and group participation. In addition, Responsive Management and Keep America Beautiful ensured that video and audio recording equipment was properly set up and working.

FOCUS GROUP PARTICIPANT RECRUITING

General population consumer participants were recruited by Responsive Management. Responsive Management staff coordinated with a local recruiting facility to randomly contact area residents; these residents were given a brief summary of the focus group topic and asked a series of questions from a screener questionnaire to their eligibility for the group. The screener included questions to assess recycling participation as well as key demographic characteristics such as age, gender, and background. If qualified and interested, residents were invited to participate in the group. All industry professionals and brand representatives were identified and invited by Keep America Beautiful.

To participate in the focus group, the residents had to be at least 18 years old and not employed by a business or agency working in the fields of marketing, advertising, or recycling. An effort was made to recruit participants reflective of a range of ages and a roughly equal mix of genders.

Responsive Management maintained contact with qualified, interested individuals as needed and provided the date, time, and location of the focus group, as well as a map and directions to the focus group facility. To encourage participation, a monetary incentive was given to participants.

During the recruiting process, Responsive Management maintained a progress table for the focus group that included participant names, addresses, telephone numbers, and essential participant characteristics. Responsive Management carefully reviewed each status update to ensure that each new recruit met the criteria. The focus group's target was approximately 5-8 consumers and 8-10 industry and brand professionals. Reminder calls and interaction with recruited participants prior to the group helped ensure their attendance, resulting in quality participation.

FOCUS GROUP DISCUSSION GUIDE AND ANALYSIS

The focus group was conducted using a discussion guide in order to ensure that the discussion remained within the parameters of the research topic. The discussion guide contained general questions designed to elicit comments reflecting participants' attitudes, opinions, perceptions, motivations, constraints, and behaviors related to recycling. This data collection served as the basis for subsequent analysis.

Responsive Management conducted qualitative analyses of the focus group in three phases. The first phase was the direct observation of the discussion by the moderators and their subsequent notes during and immediately after the focus group. The second phase of the analysis consisted of the transcription of the discussion and review of the recording and transcription by other researchers. The development of findings into the report itself entailed the third phase of the focus group analysis.

REPORT LAYOUT

There are three sections in this report. The first section is dedicated to the qualitative findings from the focus group's consumer participants and their recycling behaviors. This section addresses recycling participation from several different angles.

The second section of the report focuses on qualitative findings related to consumer attitudes toward recycling and non-recycling. This section also addresses motivations for recycling behavior.

The final section of the report is dedicated to the discussion about improving recycling programs to increase consumer participation in recycling. This part of the discussion included consumers, brand representatives, and recycling industry professionals.

Throughout the report, verbatim quotations from focus group participants are shown in the relevant sections.

FOCUS GROUP RESULTS

RECYCLING PARTICIPATION

The recycling participation portion of the focus group addressed several aspects of participation: self-defined levels of recycling participation, locations in which participants recycled, and items participants recycled.

MAJOR FINDINGS

- **Many people only recycle when it is convenient for them.**
  Some participants cited lack of convenience as one of the primary barriers to recycling. Non-recyclers described a lack of access to recycling information and receptacles as reasons for their limited participation, while avid recyclers often lived in or belonged to communities in which recycling was not only encouraged, but simplified through the use of labels, numerous recycling locations, and education.
- **Most consumers only feel comfortable recycling things they are certain are recyclable.**
  Many consumers seemed happy to recycle items they knew were recyclable, such as tin cans, cardboard boxes, or glass bottles. However, participants were generally not willing to investigate whether or not an item was recyclable if it did not belong to one of these categories. As such, many items that may be recyclable are likely being overlooked and added to general refuse.
- **Some people only recycle when they are required or encouraged to do so.**
  Some participants reported that their recycling was limited to the workplace, where they were required to recycle, or in the homes of friends and family members who recycled. In the absence of rules or encouragement, some participants simply did not recycle.

Level of Recycling Participation

Findings

At the beginning of the focus group, consumers were asked about their level of recycling participation. Consumer participants represented a range of recycling participation, with some participants having recycled diligently for decades and others recycling only when it was convenient for them (a few others simply did not recycle at all). Even among those who did not recycle at all, participants seemed to be open to learning more about recycling.

Comments on levels of recycling participation:

I'm a consumer, and I recycle whenever I can. I'm an avid recycler and if people in my apartment building won't do it, I do it for them. —Consumer Participant

I'm a professional organizer, and I recycle only when a client requests that I do. I am not a recycler. I have an open mind, and I am willing to listen to arguments, but so far, I haven't been persuaded.—Consumer Participant

I'm a consumer, and I recycle about one or two items a month and only when it's convenient. —Consumer Participant

I'm a consumer, and I cannot say that I recycle too often. —Consumer Participant

I am an avid recycler. —Consumer Participant

I am also a sometime-recycler. —Consumer Participant

I recycle daily. The community I live in encourages recycling a lot, so it's very easy. —Consumer Participant

Locations of Recycling

Findings

Although there were a few dedicated recyclers in the group, the majority of participants described limited recycling, most often dictated by the availability of recycling receptacles, the behavior of those around them, or rules that enforced recycling in particular settings.

Several participants explained that they recycled at work because their workplaces had regulations that required them to do so, but did not recycle at home. Some participants recycled at the homes of friends and family who encouraged recycling, but again, did not recycle in their own homes.

Most often, participants reported a lack of convenience and knowledge as their primary obstacles to recycling. At least one participant indicated that a lack of confidence in the results of recycling and the motivations of recyclers prevented their recycling outside of situations in which they were required to do so (i.e., at the behest of an employer or client).

In many cases, participants who had a high level of recycling participation lived in an apartment building or community in which recycling was not only encouraged, but further promoted through the presence of recycling bins in multiple locations with clear labels and directions.

Comments on where recycling takes place:

When I recycle, I recycle at my mom's house or at a convenience store or a restaurant that has different receptacles that make it easy to identify what goes where. —Consumer Participant

Similarly, I recycle at home and at work, but it's because I live in an apartment complex and they have things separated out so it's easy to know what goes where. And at work, it's similar to that. There are places for bottles and cans and paper, so it's just easier. —Consumer Participant

I recycle daily, because when you're retired you find time for certain things you thought you'd never have time for. It's easy to gather up the materials, and this includes cardboard boxes, packaging, plastics, bottles, anything that you can recycle. All they had to do was set aside some space for it. In the building I live in, at the end of the hall there are two rooms and we just take stuff down there and deposit it in bins and then they are collected daily. Where they go after that, I have no idea. I only hope for the best. It occurs to me, though, that I live in a community that encourages recycling. It's been like six months or so that the community has been like this. If I have anything to recycle, I just dump it where it needs to go, and usually there are some mixed items there, but it's also conveniently located by the mailbox so I don't have to take everything like magazines and junk mail and that's less I have to take upstairs, so that's nice. —Consumer Participant

I recycle because at my job it is required that we recycle. So, one day the recycling police showed up and, apparently, we didn't have enough bins in our offices so I now have a blue bin in my office so I can recycle in my office and in the kitchen and in the hallway and everywhere. I also recycle in my apartment complex and I like the single-stream recycling, because you can just throw it all in a bag and just let someone else do the work for you. That's my take on it. —Consumer Participant

The only time I recycle is basically for my job. I work in different counties and there are different rules and restrictions for different counties. What I don't understand is why and how that makes any sense in terms of the long-term goal. I am thinking, 'What in the world?' I work for someone who is a militant recycler, so I will throw things in the trash and she will go behind me and pull it out. Somebody needs to convince me that what is happening is aligned with the goal that we go through all of this effort for. —Consumer Participant

I try to recycle at home, but I only have that one big blue bin and I really have no idea what goes in there besides the cans and the plastic bottles. Cardboard boxes and other stuff, I don't know if you can recycle that. I just throw most of it in a combined sack and I'm not sure if most of it goes to recycling. —Consumer Participant

Items Recycled

Findings

Most participants limited the items they recycled to those that they knew to be recyclable (e.g., aluminum, plastic, glass, paper). Participants reported not recycling other items because of uncertainty regarding the rules of recycling. Several participants were unsure of what is and is not recyclable, while other participants did not recycle certain items due to concern that mixing recyclable and non-recyclable materials could result in unnecessary waste.

When some participants were asked which items they recycled, instead of thinking in terms of delivering recyclable materials to recycling receptacles, they mentioned their own personal re-use of water bottles or plastic food containers. This type of re-using seemed particularly appealing to some consumers, as it reduces the need to purchase containers and similar products.

Comments on items being recycled:

If I think about it when I have a bottle or a can, I'll throw it in there, but a Tupperware or something like that, I don't know if that's recyclable. —Consumer Participant

[I recycle] *plastic bottles, glass bottles, metal, cans, and cardboard. If I get a newspaper—I don't subscribe to a newspaper—but if I get one, I'll recycle that. Just in general, plastic containers from restaurants. A little cardboard, like used boxes or anything like that* [I will recycle]. —Consumer Participant

So, I recycle for my own personal reasons. If I go to a store and buy a salad or something and it comes in a nice container, I will keep that container. Or if I buy water or something, I will keep that nice water bottle and put my own water in there, which makes it look like a nice new bottle of water so I try to recycle a lot of the paper and the plastic that I do get. For me, my daughter is always like, 'Mom, why do we have all of these bowls from the Chinese restaurants?' Those are where my salad goes. —Consumer Participant

Not really, [I don't recycle]. *Every once in a blue moon if I am cleaning up around the house and I am going to throw away a stack of magazines that I've accumulated over a number of months or even an entire year, or if I just have a massive bag of something, then I'll just throw that all together, but other than that, not so much. I've tried it in the past before, but it's kind of an inconvenience for me in the sense of I live in a studio apartment and there is not really a lot of space, so I am not going to have a bunch of different bins in my house or anything like that. On top of that, even when I go into the recycling bins on my floor, there are basically two little bins that are for maybe fifty humans, and that's just on my floor and they are always completely full and it's like I don't want trash just sitting out in the garbage room, so I just kind of toss it in the trash. Because it is not the most convenient thing for me, I just really don't think about it.*
—Consumer Participant

ATTITUDES ASSOCIATED WITH RECYCLING AND NON-RECYCLING

In this section, participants discussed potential external motivators and their impact on recycling behaviors. After a general discussion about the reasons for recycling or not recycling, several additional topics were presented. Participants were asked about the impact of environmental and sustainability issues, climate change, and social pressure on their recycling behaviors.

After specific potential motivators were addressed, participants were asked about any specific experiences that had changed or confirmed their recycling behavior.

MAJOR FINDINGS

- **As was conveyed earlier in the discussion, convenience was a major factor in determining not only whether an individual recycled, but to what degree.**
  Single-stream recycling was mentioned as something that the recycling industry could do to encourage recycling. Focus group participants expressed interest in single-stream recycling because it did not seem to require any special effort or knowledge on the part of the consumer. Overall, participants indicated that convenience was a major factor in participation.
- **Environmental issues appear to have little influence on non-recyclers' behaviors.**
  Only avid recyclers said that they were motivated to recycle by environmental issues. Non-recyclers generally did not appear to be persuaded by the environment, sustainability issues, or climate change, even when avid recyclers emphasized the damage plastics can have on the environment.
- **Social pressure seemed to have a limited impact on recycling participation.**
  Although some participants indicated that they recycled more when coworkers or family encouraged them, when asked directly if social pressure influenced their participation, most participants agreed that it did not. Despite this consensus, avid recyclers still reported their own tendencies to apply social pressure to non-recycling friends and family members.
- **The behaviors of recyclers and non-recyclers alike are informed by personal knowledge and experience.**
  Most recyclers had experiences that either convinced them to begin recycling or cemented their existing recycling behaviors. Non-recyclers, in kind, felt that knowing that many recyclables still find their way to landfills is proof enough that recycling is generally not worth the effort.

General Motivators

Findings

Convenience is a major motivator for most people. Single-stream recycling was again discussed as an option for streamlining the recycling process and increasing participation.

Many participants indicated that having a better understanding of the entire process, especially the outcome and goal of recycling, might encourage participation. Some participants said they would be more motivated to recycle if they had better knowledge about what is recyclable and how to ensure items are recycled.

Some non-recycling participants again expressed concern that recycling is a pointless activity. Some participants were concerned that dirty materials or mixed materials might result in everything in a bin simply going to a landfill instead of any of it ending up at a recycling facility. On this topic, some participants suggested that they would rather not recycle at all than put in effort only to have the same result (i.e., no items being recycling because of improper sorting or handling).

Comments on general recycling motivations:

100% [convenience plays into my decision to recycle or not recycle]. —Consumer Participant

I know [other participant] *mentioned the single-stream; I have never heard of that or seen that before. If that was a thing that was in my area or my community, I would use it.* —Consumer Participant

Yeah, to confirm what I was saying and what she is talking about with someone else going and separating it, that would make a big difference to me, because as I said, I'm not really sure what is recyclable and what isn't, so usually it all just ends up in one trash bag, but if there was something where someone else was going and doing it, I think that would solve a lot. I don't really know how that would be implemented, but that's my main concern—just knowledge. —Consumer Participant

If it were clearer where this stuff was ending up, then I would do it. If there was a real benefit at the end of this and I knew this was worth all of the effort, but it is so time consuming and when I think that this stuff just gets chucked in a landfill anyway, that is just really irritating. —Consumer Participant

I am of the opposite mind. I think it takes three seconds to separate something. For me, this is the first I've heard of the single-stream recycling. To me it doesn't take much effort to separate it while using it, and then when I'm done, I have one bag for plastic bottles and one for glass bottles. I have another area for carboard and another area for waste. —Consumer Participant

He said that the effort is in the separating and I think it's in the [details]. *Maybe the label isn't recyclable, or maybe the top isn't recyclable, and maybe you have to rinse it out or maybe you accidentally got some food waste on it. If I put this in there, you may not accept it anyway. I think that whole process, which may not even be a process or relevant anymore today, I feel like that is the part that deters me from recycling, not the actual bottles go here and cans go here stuff.* —Consumer Participant

I think, for me, it was just a habit when I started several years ago living in the apartment building I live in, and then being involved in civic affairs within the county where I live has also brought me in to meet other people who are extreme, more so than I am. It's just a way to educate myself and it becomes a habit like you make your bed every morning. It becomes part of what your routine is, and for me it doesn't take that much time and it's convenient, and I know there are benefits to your society for doing it. —Consumer Participant

I am the type of person that I can be influenced by my peers, so if any of my friends ever recycle then I would keep a box and I would give it to them. I know they recycle, so I will keep this and I will give it to them. My friend has an app where if you go to Walmart and then something pops up

on someone else's flyer that is cheaper, then you can get the money back, so I give my friend all of my Walmart receipts. I only had one friend that ever recycled and when life starts to happen, it's kind of like the first chore that she kicked to the side and was like, 'Okay, I'm not doing this anymore. It takes too much time to think about it,' or whatever the case is. But, if just one person in my friend group would do it, then I would be more inclined to do it. —Consumer Participant

I don't know if it necessarily influences my decision to recycle or not, but I do know that at my job, I've seen a recycling bin before, and I know someone else mentioned not knowing exactly what goes in the bins as far as what if you eat something and it has food on it or something of that nature. I've seen literally everything go into this bin: Kleenexes, food, meal container. It's kind of a thought process where I have thought, 'Well, that's a garbage can.' Is everything recyclable at that point? Like I said, I don't necessarily know if any of this has influenced my decision not to contribute to it, but I just think to myself, if all of that goes in there, it can't be right. —Consumer Participant

Environment and Sustainability as Motivators

Findings

Regarding the influence of environmental issues and sustainability, participants were fairly evenly divided. Some consumers, particularly non-recyclers, did not feel that environmental issues and sustainability played a role in their decision not to recycle. Some recyclers, however, said that environmental issues were a major (if not the most important) influence on their behavior. Most participants who suggested that environmental and sustainability issues were motivators identified as avid recyclers.

Comments on the influence of environmental issues and sustainability on recycling:

It influences me a lot because the environment that we live in is changing. We are recycling because it is a way to put jobs back into the communities, it's a way to educate our consumers on how important it is to recycle, and it's also how the different municipalities are involved in recycling, because there is lots of signage. They make it so easy for you to recycle that you can just read the little blue can and it tells you what to recycle or in my community, they write it in big letters on the trashcans: 'Don't put this here,' or on the door before you even get into the trash area, they write what not to put in the recycling areas. As a consumer, you have to educate yourself on what it is that you need to do to help the environment around you, because what we do for ourselves now will help the next generation to come. —Consumer Participant

Where I live in Northern Virginia, the community or the county government emphasizes strongly environmental issues, so it's constant. It gets to be sometimes too much. But on the other hand, they do sponsor countywide programs for recycling computers and trying to educate people of all ages. When these events do occur somewhere in the metro area, there are local media representatives there and it does educate and it does inform. The encouragement and the purpose of knowing your tax dollars are going to something is like having a buy-in to participate. Another thing is, I haven't taken any old computers or printers over there, because I can usually find someone who needs those, but I want the hard drive first. I take out the hard drive and I destroy that later, but the rest of it is used. And going along with some of the other comments, I am not sure what is available and what can be recycled, but sometimes if you're not sure, you can just contact the company and ask about the garbage before you put it in a recycling bin. —Consumer Participant

The environmental components of recycling, you know whether or not that recycling ends up in the same landfill as all the other stuff, I don't know, but I would rather take the chance of it not, and that's why no matter what, I cut up those little plastic six-pack holders. I don't want them floating in the ocean, but if it does, it's better that it's cut up. —Consumer Participant

I love the environment as much as anybody, but I would still like to know what the purpose of all of this is. We're sheep. We're just following along and doing what we do, but what's happening? I really want to know what's happening. I never get a clear answer on that, especially now that [inaudible] *not taking a lot of our recyclables anymore. They are all going to get shot into a landfill. Right? So, we are still going through this same process. It's very frustrating.* —Consumer Participant

No, I am not motivated by the environment component, but I do know that everyone over there is getting paid from consumers recycling, but the consumer gets a good feeling on the inside. You guys are making money and we're sitting here going through all of this effort and work and the money is going in your pockets. —Consumer Participant

Climate Change as a Motivator

Findings

As a distinct issue, climate change seemed to be less influential on recycling behavior than other environmental issues. Some participants felt that the intangible goal of slowing climate change made it difficult to see this as a strong motivator. In contrast, others argued that recycling was not a difficult task and required very little energy from consumers; as such, they argued, recycling represents an easy way for consumers to help address climate change.

Comments on the influence on recycling from climate change concerns:

I understand that this is a big concern—climate change and the environment and everything—however, just because it doesn't immediately show when I recycle the difference it makes from so much time, effort, and money you have to put into different causes and charities and things, it doesn't motivate me as much as all the other elements I listed. —Consumer Participant

I just wanted to add to what I said earlier, it does matter to me. I just try to do whatever is possible. I don't own an electric car or anything, but you know that is something I aspire to have. I try to do everything that I can to help with climate change. —Consumer Participant

I think there is a lot of hubris in that—thinking that the United States is really going to make a huge change by doing our part in this issue. The rest of the world isn't. I love the environment, but I just don't see the point. I just don't get it. —Consumer Participant

I guess it would help if someone could tell us—some of you who do recycling here—how do you use your recycled products? Maybe you could educate your consumers as part of your advertising blitz. There is some convincing that is possible, so please don't give us dumb ads like we're stupid. We're not stupid. As consumers, we often know what's going on, so be upfront with information. —Consumer Participant

I'm aware of the effects on the environment, as far as like you mentioned global warming and things of that nature and how climate change is constantly affecting us, and you see in the media

that there is pollution in the ocean. I guess one of the things I have to think about is that it was more in your face as a kid through school programs, and you were very easily influenced then, and we wanted to make change in the world so that we could do our part. I think, though, as an adult, it sounds selfish, but I am more worried about myself, and I am not as concerned because I don't see the immediate effects. Like people were saying, it is just not something that comes to my mind—doing my part and helping the environment. —Consumer Participant

Social Pressure as a Motivator

Findings

Focus group participants indicated that social pressure may not have much influence on recycling behaviors. Interestingly, though, some of the more avid recyclers indicated that they still tried to encourage their friends and family members to recycle as often as possible.

At least one participant discussed the use of social media in applying pressure to recycle, although this person also seemed somewhat doubtful that social media posts encouraging recycling would be likely to greatly influence behaviors.

Comments on the influence of social pressure on recycling participation:

I guess on my job, it's partly what we do. Montgomery County is one of the counties where you have to recycle. The recycling police come to your job and check on you and go through your recycling bins, but as far as social—I am not a social person, but I do encourage my family to recycle because it's part of what we need to do to help one another. But I also agree that, as far as the talk about the environment, there are so many other toxins that are in the air and coming off of airplanes and coming off of cars and I think a lot of emphasis needs to be put on the amount of bad air that we get from all of the other issues that we have besides recycling. Recycling is a great thing to do, but what about the cars and the planes and all the other issues that go on in our daily life. —Consumer Participant

I personally don't receive much social influence from my family or friends. I can only really think of one person that I am, for the most part, close to that's I guess what you would call an environmentalist. At the very least, I remember, and it's not about recycling, but I had made a comment to her about how on one of the hot summer days we had here I had left the air conditioner running and she shamed me for not being home and the thing she said was, 'Please help the environment.' But, outside of that, my social circle isn't really putting any pressure on me to do anything of that nature. —Consumer Participant

I don't feel any social pressure to recycle or deal with the environment, or if it's there, I just don't care because I have other things to focus on. —Consumer Participant

I know people are pretty horrified when I say I do not recycle, and I get that look of 'What?!' And then when I tell them a little bit about how I feel, then they're like, 'Oh.' But then they go back to their thing, but at least it's a thought. But, yes, I am a fearless non-recycler. —Consumer Participant

I have a question for [other participant]: *you say you don't receive any social pressure, but you kept saying that you are on the liberal end as far as saving the environment and want to save the world. Do you put that pressure on your friends and family?* —Consumer Participant

Not directly, no. I guess we're all adults and we all have responsibilities and as far as my age group, I've been influenced by folks that recycle and are very into—well they are almost warped environmentalists—and if you want to be my friend or I want to be friends with somebody, I want to have something that I will get along with you and not scare you. And I don't want to have my time spent on just one cause, and I hope that answers your question. —Consumer Participant

I didn't necessarily mean as far as pressuring anyone, but you know, similar to my friend who I had mentioned with the comment about turning your electricity off, it wasn't necessarily like lecturing someone or always trying to put this on them and say 'Hey! You've got to save the world.' Just like, do you have casual conversations about it? —Consumer Participant

Yes, I have casual conversations with some of my friends and apartment neighbors about recycling. I ask if they participate by putting things in the bin at the end of the hall, but it is a voluntary thing. When I was working in the district, we had something similar and I don't think we called them the recycling police. I think we had a worse name for them, but they were from the district government and they came around and inspected the garbage bins. That's kind of a sideways influence to do things at home. In other words, there was pressure that way at work, because they were fined for something regarding this and all of a sudden there are more bins and recycling materials for the plastics and whatever. So that's sort of in the social influence sphere, but since I've been retired a few years now I still have a conscious attitude toward it, but I don't have peer pressure. As for my neighbors, I am not going to be the recycling police for what my neighbors are doing and being, again, involved with civic affairs locally, I do see more of a consciousness by some folks. So, I would say it has had an indirect influence. —Consumer Participant

[Social pressure does] *not really* [play a role]. *Almost everyone that I know recycles. I've found it surprising that when I took the spot out there, I didn't see any blue bins. If it's somewhere like that where there are no blue bins, then I will just try to keep it with me because there are usually some on the streets so I'll put it there, but I don't really get much pressure.* —Consumer Participant

If I can jump in on this question, I think it's interesting because with my age group, and I'm assuming it's probably one of the younger age groups on the panel, we're recycling. People love to, but the only social pressure I ever feel from it is when people share videos and other things on Facebook and everything—I am sure everyone has seen the video of the turtle with the straw and all of those things. But when we're around D.C., I can be out with those same people and I throw a can away, and no one is going to do anything or directly say anything like, 'Wait. You should recycle that.' No one is ever going to stop and tell me not to do that. I feel like a lot more social pressure is shared indirectly over social media sites, but once it's been a week or so nobody cares about it anymore. —Consumer Participant

Motivation for Changes in Recycling Behavior

Findings

Participants offered several examples of instances in which their recycling behaviors changed or were reinforced. For example, several participants pointed to the implementation of single-stream recycling as a behavior-changing event; others named instances in which they had witnessed conspicuously wasteful behavior as a moment inspiring change in their own behavior.

Comments from consumers made clear the importance of making sure that people have positive experiences with recycling to encourage future recycling, as negative experiences are likely to reinforce negative behaviors or opinions on recycling.

Comments on changes in recycling behavior:

Well, my turning point was the single-stream recycling, so that I no longer had to separate everything. Now I just throw it in that bag, and I am just so happy about that. The consumer needs to know about single-stream recycling, because once you put it in that bin, it gets sorted at the other end. That's what I really like about it; I am just so happy about that. —Consumer Participant

I think [my behavior changed] *Two years ago, when I started doing personal organizing. I was not a good recycler, but then it was just reinforced wholeheartedly as soon as I was going from this town over to this town and we had different recycling rules for every place. So, I am like, 'Where is this stuff going? Does anybody care where this stuff is going?' What are we doing this for, and no one seems to follow through with this stuff and we have to do the cardboard and we have to do the plastic and in this town, we don't have to do any of that. This is ridiculous. That was my big turning point. I am like, 'Show me the end result,' and I just don't see where that is. I am open to hear it, and I think there are some benefits somewhere, but overall, with the militant nature, some of the things I've come across are unbelievable. It truly is a religion for some people, and I'm Catholic and I'm saying that.* —Consumer Participant

When my mother died a few years ago, when my siblings and I were staying in the Midwest where she died, I asked the assisted living staff if they had recycling there, and they said no, but I do know that in the small community I grew up, where she lived and died, they do have some small-scale recycling. That was a turning point, because I saw so much stuff that just went into the dumpster and we just kept filling the dumpster when we were cleaning her home. I just kept thinking there are so many products in there that were not given to other residents, and they could have been recycled so easily. That was definitely an influence, and it made me wonder why isn't this small community recycling more? —Consumer Participant

This isn't really related to the question, but I grew up in Charles City County, Virginia, and it was a small town in between Richmond and Williamsburg, but we had a landfill there and we didn't have any trash dumpsters coming by or any dump trucks coming by or any recycling trucks coming by. What we did was take out our trash bags to a fire barrel and we would burn it, and once it was filled with ashes, we'd take the ashes to the landfill and dump it. That's what I was raised on, and then I went to VCU and they had the different bins, so that was my first real experience with recycling. I guess I was already behind the curve. —Consumer Participant

OPINIONS ON IMPROVING RECYCLING

In this section, consumer participants discussed ways to improve recycling programs, increase recycling participation, and develop a better understanding of recycling and its methods and goals. Following consumer comments, brand representatives and industry professionals were invited to provide input and answers to questions that had been asked by consumers throughout the focus group.

MAJOR FINDINGS

- **People would be more likely to recycle if receptacles were more widely available.**
  Some consumers mentioned the lack of recycling receptacles as an obstacle to recycling participation. Consumers felt that providing more conveniently placed recycling bins would increase their recycling.
- **Communication and education are key.**
  Consumers desire more communication and education about all aspects of recycling. Participants mentioned a desire to understand more about the recycling process from beginning to end. Participants also expressed interest in how recycling affects the economy on the local, state, national, and global levels. One of the most important takeaways from this portion of the discussion was the apparent desire among some consumers of how to be better recyclers.
- **Some consumers are discouraged from recycling because of their concerns about wasted effort.**
  On this topic, a few industry professionals confirmed that mixing recyclable and non-recyclable materials or improperly handling recyclable materials can result in recyclable materials not being recycled.
- **The industry is willing to help educate the public.**
  Industry professionals who attended the group encouraged consumers to come to their facilities and observe or take part in the process of recycling. One industry professional suggested that some recycling facilities offer classes and provide information to help answer the questions that emerged during the focus group.
- **Recycling helps the economy.**
  Brand representatives and industry professionals wanted consumers to know that recycling creates jobs and is financially beneficial for communities.

Consumer Input on Creating Better Recycling Programs

Findings

Consumers were asked what the recycling industry could do to increase consumer participation.

Most participants agreed that increasing communication and education could have a major impact on recycling. Throughout the focus group, some participants expressed confusion over the perceived complexity of recycling guidelines. Many participants said that they would recycle more if they knew more. In particular, participants wanted to know which specific items and categories of items are recyclable, how items must be prepared or handled in order to be recycled (i.e., removal of labels or cleaning/rinsing of products), where items should be recycled, and whether recycling guidelines differ from one municipality to the next.

In addition to a desire to understand the process of recycling, some participants indicated that they would like more information about the global state of recycling. Specifically, conversation centered around the role of China in buying recycled plastics from the United States.

Again, consumers clearly indicated that their recycling would likely increase if more recycling receptacles were available. Several participants explained that they are often forced to search for a place to recycle (i.e., they have to leave home to recycle). This inconvenience was said to discourage recycling.

Comments from consumers about creating better recycling programs:

I think someone said this earlier, but better communication about where the recycling place is, and there needs to be better signs of what goes where. For me, I know sometimes I'm like should I put this in this bin, because I don't know if it should go in there. I've noticed in some places they have 'This is what does go in here,' and 'this is what doesn't go in here.' I think that would be beneficial, just because there are sometimes where I don't know what should go where. —Consumer Participant

I live in an apartment complex in Woodbridge, Virginia, and we don't have any recycling there and the closest recycling receptacle is around the corner at a commuter lot and that's what my one friend used to use. So, if it was more acceptable or visible or available to me, then I think that I would have a change of heart. —Consumer Participant

I think it would be good to convince more people through more education but not beat someone over the head with it to inform and to also answer some of the questions we've heard here about where this stuff goes and is everything recyclable. What are the responsibilities now? What are the facts? And I don't like the idea of the recycling police. I think that has a negative connotation and in some cases that might be what's necessary, to force people to change their behavior, but that's not really what I am talking about. I'm talking about an attitude change, a behavioral change, and I think it would be helpful from corporations, as well as the federal government, or any government to say, if you are going to participate in recycling, 'Does this help?' And I think it might help sway some people if they have their answers. The questions we're hearing here are very legitimate, we just need to know the answers. I have to say, I don't know what all the answers are. And I wanted to add something about where I live: we must have single-stream, but I didn't know, but I put all the stuff in one bag and take it out in the hall, and I just want you to know that the bins are full. —Consumer Participant

My question to you as a consumer is, often times I see something that says 100% recyclable; however, it doesn't identify what is recyclable. So, often, as a consumer, I want to know what 100% recyclable really means. If it's true in what it says, we need to educate the consumer on how important it is that if you are recycling plastics, paper, and all that, this is the product: we're rebranding it and handing it back to the community that it's actually coming from. —Consumer Participant

I also think that education of the important subject could be beneficial. We touched on education before and how it's good for children, but as adults we get caught up in our own worlds and it's not necessarily at the forefront of the bottom line. Yeah, you don't want to be in an afterschool special for adults having issues, but television ads would maybe be more of a bottom line corporate initiative. It sounds like some people here have jobs where they really push that and

someone said their office can be fined for something having to do with recycling. I don't know what's the balance, or anything like that, as far as what you would want to see and what you would not, but my biggest thing is it's not necessarily something that's on my mind or a bit of concern for me, so I just don't think about it. Having the ability to educate and maybe put it where people who need to understand the importance of it can have that reminder. —Consumer Participant

With the fact that China isn't really taking a lot of the recyclables that they were before, and that's going to be impacting us quite a bit, does that change in any way how we're expected to recycle? Why not? That stuff is still going to a landfill, right? —Consumer Participant

I can speak for myself—I can't speak for everyone here at the table—but every one of our products has been recycled, and this has been going on with China for over a year. Now what's caused this is that China is trying to clean up their own home. They are trying to establish their own infrastructure from a recycling stand point, and if I just throw some simple knowledge at you: there were 15 million tons that went to China that has now diverted to other markets, other export markets, like Asia, Korea, and some of it has come back. In the Northeast, though, nothing has been landfilled and it has affected simple supply and demand in terms of the materials, like paper, some cardboard, which typically does get exported out of the Northeast and from the West coast. Everything is status quo in regard to recycling, and then in regard to the whole country, I can only speak for the Northeast. Folks in the west and the south, they can give their perspective, but I don't think there is much change there. I say this all the time to all of our communities, but we have [these facilities], *and every community that comes through our facilities* [learns]. *We have an education room in every one of these facilities and I would recommend that trek to where your recyclables go. I would go and visit where that recycling facility is, because it will be amazing to you. Every person and every community member that comes to us is amazed. Pictures are worth a thousand words and when you walk through our place and you see, especially our single-stream place, which everyone seems to think of as a convenience,* [you learn a lot]. *I work for a material recovery facility and they handle all of your recyclables. If you get a chance, you should go visit and get to know the manager. Include your community. Have your community go with you to go visit them, and you will be amazed. You'll be astonished, and you'll be convinced that that material is not ending up in a landfill or an incinerator.* —Brand Representative Participant

I can weigh in a little bit on that, too. For a time, I think the misconception around plastics, particularly, was that China was taking low quality types of plastics, so when they stopped doing that, and they weren't taking all of our plastics, we took what may have been considered a contaminant, like some cups, and we were able to take what was once considered a contaminant and change it to a commodity. So, then your cup has a system to come to our company, and that's creating jobs along the way to be able to do that. You may have encountered today different cups, storage totes, shelving, and likely razors, tooth brushes, the car that you drove here, if you do any painting, all plastic paint cans, those are all made from recycled polypropylene and it has a high quality. So, hopefully that answers some of your questions about where it's going and whether it has value or if it's real. I can't tell you that it's not all going to the landfill, but we're doing what we can, and we need it to come to our facility. —Industry Professional Participant

I'd like to know what is being done with medical waste recycling. Is it [recyclable]? Can it be? If it's not, why not? We are smart people and we're a smart society. There's no reason why there isn't something being done, and I know there is cost, and cost can be prohibitive, but what is the

long-term cost of recovery? That's what I think is important on the next horizon, or next level of recycling. —Consumer Participant

I think he said something about it, but we don't see the immediate effects of recycling, and I think that if there was some tangible value associated with the consumers' efforts in recycling, then you would get more people to recycle. —Consumer Participant

I think it would be cool to know more about what they're doing for future projects. I think it was you who said you work in making all of these cups 100% recyclable. I think somebody else made the point that if we're just recycling cans and not really doing anything with the big companies, then it doesn't really motivate, but I think we can strive for progress if we knew and really motivate a lot of people. —Consumer Participant

There is a lot of media attention on recycling, but the recycling community needs to know what does recycling do for the consumer. If the consumer knows that recycling saves lives and puts jobs back in the community and there are all of these really great things for our environment as well, then the consumer needs to know, 'Hey! This is what recycling can do for your community as well as the overall health and well-being of others.' —Consumer Participant

I think, at least for me, I have been talking about plastic bottles, cardboard, and things like that. Some things I don't think about as often are old clothes, furniture, and things like that. I don't really know what do to with them, except for take them to Goodwill. I think it would be interesting to see some of these companies partnering with organizations like that to be able to make that an easier thing to do. —Consumer Participant

I have one other item, and this goes back to when I lived a few summers with my grandmother many years ago, but it was about the use of water, and she always made sure I turned off the water after you wash your hands. So, we have a lot of products that are helping to reduce water consumption, but again, what can we do to help conserve water on our own without having some gadget there to do it for us. And, also, how much water is being consumed to do all of this manufacturing, this recycling for products? I think that would be helpful. And what are the environmental standards on that? Are you adhering to them? Are there environmental standards to adhere to? That's the only other thing I want to share. —Consumer Participant

[Participant] *and* [participant] *mentioned this.* [Participant] *was reusing her Tupperware, and* [participant] *was conserving the water. When I was growing up, we had that little slogan: 'Reduce, reuse, recycle.' With reducing and reusing, we see immediate results from that. I don't have to go out and buy more Tupperware or I don't have a high water bill or a high electricity bill, because I am turning off my A.C. Whatever the case is, you see the value from that directly.* —Consumer Participant

Industry Input on Creating Better Recycling Programs

Findings

Industry professionals were asked if they had any additional input on how to institute better recycling programs.

Brand representatives indicated a desire to participate in the process of recycling by creating products that use recycled materials. Some brand representatives suggested that brands' use of recycled materials is one way to show consumers the tangible results of their recycling behaviors.

Consumer participants reiterated issues associated with lack of knowledge about the recycling process. One industry professional suggested that many of the questions that had been posed in the focus group could easily be answered with an internet search. However, some consumer participants seemed dismissive of this idea, suggesting that such searches are time-consuming and/or inconvenient.

Industry professionals seemed to agree with consumers that more education and information could improve the state of recycling. Industry professionals discussed the fact that additional information could reduce the number of "contaminants," or non-recyclable materials that are sometimes mixed in with recycled materials.

Comments from industry professionals and brand representatives about improving recycling programs:

> *I have so many questions. One of the questions that I have that I wanted to jump in on, is those who do recycle, which are actually many of you, have you ever looked up whether or not something was recyclable? On a website or looked on the recycling container itself?* —Industry Professional Participant

> *Aren't there different numbers on the bottles and stuff, like number 4, you can't recycle, but number 1, you can, or are all of these different numbers for something else. That would be the only reason I would look something up, not to actually determine what goes where.* —Consumer Participant

> *Generally, it's on the product you bought. It will say it's 100% recyclable, or it's not recyclable, or just like with the microwave: 'Don't put this in the microwave.' A lot of that information is actually on the product that you bought.* —Consumer Participant

> *I have not, because what I recycle is only what my building will let me recycle, so whatever we have, and then it will say it can go in this bin or can't go in this bin. I just base it off of that.* —Consumer Participant

> *I also have not actively gone out seeking information or anything, but one thing that comes to mind that I have seen before is with packaging, similar to what* [participant] *was saying, I think the one that pops into my mind the most is when you're buying computer paper and there is often a message on that that leads my decision to purchase it, but that's the one time that I am really*

aware that a product that I may be purchasing is recyclable or actually recycled. —Consumer Participant

Just because I have experience from county to county, certain things are recyclable and certain things aren't. —Consumer Participant

Well, what about [looking it up] *to find out whether it is recyclable where you are or not?* —Industry Professional Participant

I think the question now is why is there a difference in different locations? —Consumer Participant

We are all different recyclers, so they take your material, they sort it, and they have in-markets. So, let's say… they recycle this bottle, I don't want that to be put back in the bottle. If they find an area where they don't have an end-user that wants to buy a particular material, like if you don't have someone down the road to buy your polypropylene or your shampoo bottle back, they might not take that material because they don't have an end-market. It's more about the actual collection systems that we have in place and, while they are very close together, I understand the question why would this community do it and next door, they don't. There is some unification we need to be better about as a broader system, and I think they would all agree, and we are trying to make it better, but it is learning from consumers, like yourselves, to see what makes the most sense. Is it hearing the numbers? Is it seeing the packages that you can put in? How do we help guide that conversation so that at the end of the day when you go to plan an event, you know that I am supposed to put this here and I didn't need to do ten things and wave it in the air and then put it in the bin, right? How do we make it really simple? So, I think some of the feedback we've received today was helpful, and I am sure anyone else on the internet will want to jump in here. —Industry Professional Participant

I'm always down the road, and though Alabama seems really far, we bought some from England a couple of weeks ago, because we can't get enough from the states. In our case what we are seeing is, and this is something I think we probably assume consumers don't care [about recyclables], *but I think we're hearing very differently today. I love this, by the way. This is wonderful to give me insight. I think a mistake we've all made is we get asked to speak so much all the time. My kids haven't seen me in two months, because we have been talking and talking about recycling, but the opportunity to listen is so helpful. To* [other industry professional's] *point about the infrastructure: so, from community to community, you have different material recovery facilities. This is where the materials come in, you sort, etc. For every type of item that is being sorted, and I'm not talking about that item in terms of packaging, but in terms of materials, there is technology behind that. We have some really outdated stuff, and all of you can speak to this, but people all across the country are having to invest money into their facilities, so if I come along and say, 'I am going to take your* [yogurt cup] *and here is what I will pay for and I need as much as you can send me, they are limited in space and money and what they can do, so when China came in instead of telling the communities and the consumers, maybe because they thought it didn't matter, because you guys weren't paying attention. But you are, we are learning today, instead of saying, 'Hey, we can't take this right now, because we need to get some equipment and we need to make some investments,' they just said, 'you can't recycle it.' And that's not true.* —Industry Professional Participant

So, I have to add to this, and this is the last time I'll talk. We share all over the country much more than other countries, so the basics, if you're talking about just paper, cardboard, plastics, metals, glass, all over the country it's not about local markets, we ship to Alabama, to Dallas, Texas. So, the basics are there, but one of the differences that you may see in the acceptable list may be some small items like a cup, or a number 5, or a number 7, or whatever. The basics are there, and I should speak for this group, because I know for a fact that all of the basics are there with the five or six components I just described. They are acceptable really through the country and they have nothing to do with local end-markets. You will find markets and we have found markets over the past year during these tough times. —Industry Professional Participant

If I could reinforce [other participant's] *earlier comment: ...I don't know for the Northeast, but they have national averages of contaminants from single-stream, and it is 24% or higher. That's nearly 30%, so contamination is those materials that can't be recycled, or maybe it's mislabeled as being recycled. It's a big challenge. As a glass container producer, I've got suppliers over here and I'm sending some down there, and not a lot of help in between. There are markets, and sometimes those markets are reachable and sometimes they are not. If you go back to what are we recycling and I think we started that in the good old days, but in the good old days you had paper, plastic, steel, aluminum, paper, and glass. Now we have complicated all of that, because I know we have made a lot of design for recyclability from our consumers and thank you for that. We all need to be product designers: we design for recyclability and for the job. We heard that from some comments, but without that, we have complicated it, as brands, as consumers and what we want, we've complicated what's happening. They've got a big challenge, but hey, where there are markets, there is value. It's valuable to us—we buy 5 million tons a year, we could buy more. It makes sense for the entire system.* —Industry Professional Participant

We have been told that our glass is not recyclable anymore because of the mixing of the colors, because different elements go into making different colors of glass? —Consumer Participant

Yes, there are different colors of glass, and if I want to make a clear bottle, I would need clear glass. There are some colors you can mix in, but at some point, it doesn't work anymore. For example, in a clear bottle, if I go to 50% recycled content from the curve, it has some green in it, it has some brown in it, it has some blue in it, and those colors can work because of technology. It's $250,000 for one of those machines, so it is expensive and that's an investment, but at 50% recycled content, your bottle would be Georgia Green, about the color of a Coca-Cola bottle, and you just can't take all of the color out. Now, you can use what's in the three mix: brown, green, and clear all mixed together. —Industry Professional Participant

I think that [other participant] *made the comment that we are complicating it, and that is absolutely true; even I am confused right now. And that is pivotal for consumers and I am going to kind of step out of my industry shoes here for a second, because at heart, I am just basically a hippy who is really hardcore about this, and a true believer, as we call ourselves. I think that as a consumer, we have a lot of power and influence in this process to make it less complicated. You've got folks like us sitting here and you can influence us through your municipal government. My company holds a number of contracts with municipalities where we live, and municipalities are our client, right? We're going to do whatever the client wants us to do. There's a cost associated with that, but ultimately the client is you and you have that avenue to influence as the client. And over on the product side, on the side of the people who are actually making the bottle or actually making the packaging, you have the ability to influence them and that helps us as well. That is one thing that I would shoot over to Coca-Cola and Keurig Dr Pepper to make this*

process less complicated, how can we think about systems that create fewer varieties of plastic. If everything could be polypropylene and polyethylene, if those were the only plastics that we used to make plastic products, we would have a really simple recycling stream, right? You wouldn't have all of these numbers that you would have to deal with, and it would be really easy. You would know that everything goes into one place, so I say all of this to kind of give you guys a little bit of influence. I think you have an insane amount of influence as buyers of these products and as members of your communities to basically tell us what you want to do. From my perspective in operations in the company that we run, we're doing this because you're here. You're producing waste. We're not a business if you don't, so there is a natural partnership there.
—Industry Professional Participant

I guess I work with pretty much all of the counties in the area, and I work from the street side, so I deal with a lot of the consumers and the residents, and you see the different counties recycling different ways. Like, Montgomery County is still doing dual-stream, so it is still separating the paper and the glass and the plastic. And in Anne Arundel and Prince George, we're doing single-stream. When you've got people moving from different counties, it's confusing, like she said, how do you recycle? It is very difficult for the resident. Me, as a hauler, even to get my crews to understand how you need to do it as you change from division to division is very difficult. I think education is the key in putting it out there. We started a recycling program in North Carolina because there was no recycling at all, and we wanted to get the county to say, 'Hey, we need to put a recycling program together,' so we put out 33,000 recycling carts. They gave out a flyer. They gave it to these people in rural North Carolina on how to recycle. We got car engines, transmissions. [They thought] *everything was recyclable. But, what do you expect when you tell somebody, 'Hey, I'll give you a bin to recycle,' and in their minds, everything metal can go in it. We had six months of pure contamination, so you have to educate the customer, because they don't know.* —Industry Professional Participant

I want to jump in as the local driver. First of all, thank you consumers for being here. This has been helpful, and it's been great to hear your feedback as to why you recycle or why you don't recycle, but I did want to dispel a myth that the industry is making money off of recycling. As a local government, we are not making money off of recycling. We pay a fee to whoever is picking up the recycling. We collect it ourselves, but you may have a private hauler, such as some waste management or some public services, but we pay for them to process our recyclable materials. At one point, we did get a rebate, but now we're paying $25 a ton, and that price can change depending on the contract that your local government or the community where you live has, but I just want you know that it is also not free because there is labor, fuel, and equipment costs, and the tangible value to you, as a consumer, is reflected in your taxes, in terms of what you pay. I just want to make sure that you all understand that that is why you see some of the different costs or why you pay a recycling fee or see a solid waste bill in your community. That is reflected in that.
—Industry Professional Participant

There are a lot of people making money off of this. They are lining their pockets with this money. I think we have identified 360 manufacturing facilities in the Southeast with 98,000 people with manufacturing jobs that are dependent upon this material to survive. I don't think that's the issue today. I do want to commend the non-recyclers for having the guts to come in this room today. We stand, some of us, thirty-plus years on this education component and maybe we need to recognize when something is not working. We need to adjust it. We need to work on communication, because what I have heard today is, 'Why do it? How do we do it?' The 'why' I think we all can accept that there is an environmental benefit to it. That's pretty standard. There's a tremendous

economic opportunity, in addition to what we have already recorded in the Southeast, I know there is another group that is represented here who have incurred over half a million jobs dependent on recycling in this country. It is a significant part of our economy, and it does depend on the decision at the point of generations of material to move it from collection to disposal, and that's the part we're used to as a consumer, and a small business will have to make that choice for this to work. I think the how part of that we have times where we fail, because if we have contaminations, that means every fourth product going into the bin shouldn't be there, and that's not your fault, that's ours. And we've got to retool how we get there and we've got to make it consistent, and we've got to reach you, because unless we've got you convinced why, and particularly to dispel this myth that it is all going to landfills, we have got to show you that this change has had an impact on pricing. That has an impact: the material still moves, and that's only 15% of the total market, and those jobs are still out there and the products are still coming back to our shelves in retail. —Industry Professional Participant

Could you please be very specific as to some of these questions. And what I mean by this is for [other participant's] *question of 'What happens?' I don't consider myself well-educated on this, and I understand an aluminum can, when you put it in recycling, in six weeks it's back at Coca-Cola or Anheuser-Busch, but if it goes to the landfill, it's 200 to 500 years before it biodegrades. Plastic—I don't know if those folks know this, but plastic never biodegrades. It doesn't go away, so when it doesn't get recycled and it doesn't get moved into some other kind of plastic, it gets smaller, it photodegrades and it gets smaller and smaller, but it never goes away. The decision to say, 'Hey, it's kind of difficult or I don't want to do this, because I don't know what happens to it at the end,' these guys are telling you. How many million pounds of glass become the Dr Pepper bottles? How many millions of tons of glass every year that you recycle become a Dr Pepper bottle that you're drinking out of again within thirty days?* —Consumer Participant

Thirty days from bin to shelf. That's what it takes. —Industry Professional Participant

But the thing is about this disposable bottle that your companies or whomever is generating, now becomes our problem. See what I'm saying. It's our problem. —Consumer Participant

Not if you don't purchase it. Don't buy it. Don't buy the plastic if you don't want the plastic. —Consumer Participant

No, I don't. It seems to me like you're not hearing when they say 5 million tons of glass are getting recycled within thirty days. You're like, 'Meh, that doesn't count.' Six weeks for aluminum to be recycled and then it gets reused, 'That doesn't count.' —Consumer Participant

Recycling Mistakes

Findings

Consumers, brand representatives, and industry professionals were all asked what they believed to be the biggest recycling mistakes made by consumers.

Industry professionals suggested that the primary mistake of many consumers make is to overcomplicate recycling. Several of these participants advised consumers to focus only on items that are clearly and obviously recyclable, such as plastic and glass bottles, tin and aluminum cans, paper, and cardboard. It was mentioned that the responsibility of keeping the public informed about recycling processes and eligible materials should lie with brands and the industry, not the consumer.

One clear message from recycling industry professionals and brand representatives is that recycling matters. Many industry professionals expressed concern that consumers did not realize the impact of recycling and buying recycled products.

Comments about recycling mistakes:

To make it less complicated, I would like to see consumers starting out by not sweating the small stuff. Let's focus in on really easy things that we know about. It's great that we have someone from glass here. One glass bottle becomes another glass bottle. It's very easy; we can put our hand around that. Let's focus on the paper; the majority of what we are recycling is from consumers' homes and offices and some kind of paper, whether it be a notebook or a piece of cardboard. If that doesn't end up getting recycled, it ends up in a landfill. And that's where the real impact is. From our perspective, we try to focus people's attention back on those big items and away from—we can get in the weeds on plastic for forever and it is important, incredibly important that we solve some of the issues around recyclability with plastic, but what consumers know and don't know is ultimately—let's just focus on the big items that you can really get your hands around. Our job is to figure out how to make sure that you can trust that those big items are being handled responsibly, which they absolutely are. —Industry Professional Participant

I have to say, just restate really, these packages, aluminum cans, bottles, the corrugate boxes, the reason they're designed the way they are is because they are set up specifically for our recovery system. We want those back. Every one of our packages, we want back. That would be my biggest ask, is that you recognize that everyone at this table is focused on getting those packages back and making sure they don't go to landfills, they do create jobs. South Carolina has a fantastic program where two bottles equals a job for the state. They recognize the economic development opportunity and how it benefits the community and makes it a stronger and healthier community. Please recycle. Please recycle these items, and when I really don't know what to do with a package, I put it in the trash. That's the best opportunity because you've heard from the recyclers that 20% to 30% contamination means less value. Having the process in which what is trash and what is a good commodity that can be part of our circular economy [is important]. *We don't have to keep mining for these materials. They are already a part of our system.* —Industry Professional Participant

Stick with the classics: metal, plastic, aluminum cans, steel cans, and glass. And that's pretty much the basics. When in doubt, throw it out. We see a lot of wishful recycling going on and I

hear we have complicated it for you, and we're trying to simplify that. I hear that. I receive that. When in doubt, throw it out. That is my message here. —Industry Professional Participant

Please just do it, because it does matter. We need the material. If you're in doubt, throw it out, and if it's something you're going to have all of the time and if you don't know, your government should have it at their dot-gov or dot-org or whatever website. It's pretty easy to find. If it's something you're just using one time, and you don't know, don't worry about it. It's not the end at that point. If your access is not what you would like it to be, it's a lot easier to get rid of your waste than to get rid of your recycling. Just think—whoever it is, whether it's a department, or a municipality, or park, tell them that it's not okay. —Industry Professional Participant

I represent the recycled paper industry and our guys make your cereal boxes, and almost all of your cereal boxes are made of 100% recycled paper. My message would be, 'Buy recycled.' Look at the containers and if—as for if Dr Pepper is not putting their product into a recycled content bottle, they probably are, they just aren't putting it on the package, so write to them or email them. Sorry. I've been doing this a long time. Tell them, 'Why aren't you doing that?' Make the effort when you go into the stationary store. You see the information on the coffee paper, and we all buy it. Buy the 30% or 35% recycled content. That gives the message to the industry that we're interested. —Industry Professional Participant

Marketing Input from Brand Representatives

Findings

Brand representatives were asked what they thought the recycling industry could learn from their marketing campaigns that might increase participation in recycling.

Comments suggested that, in general, there is simply not enough marketing specific to recycling. Further, brand representatives felt that marketing that focuses on the positive impacts of recycling could lead to increased recycling participation from consumers.

Brand representatives in the group suggested that successful marketing campaigns entail setting goals and explaining how to fulfill them—it was further suggested that the recycling industry could benefit from a similar approach.

Comments about effective marketing by brand representatives:

I think it's tricky because we don't see a lot of marketing for recyclers, but I would challenge ourselves as we market, a large part of our mission is to inspire happiness. And I think we need to inspire recycling. We need to show what the positive benefits are. I see that as the key misinterpretation of what is going on in this industry. Once we're aware of it, we need justification. If we're not justifying why we're out there asking consumers to put this in a different bin, we're not doing our job. That's an action item for us and if we recognize that, that will be a part of our campaigns next year. —Brand Representative Participant

As I mentioned before, Keurig Dr Pepper is very committed to its goal of making 100% of its K-cup coffee pods recyclable by the end of 2020, and they've started already in Canada. All of Canada will be converted to recyclable K-cups by 2018. We want to make sure we are doing this the right way, so we have been partnering with recycling facilities across the U.S. and Canada to ensure a couple of things: to ensure that the cups are not just recyclable, but they are getting

recycled when they get to that facility, they're actually getting captured and moved into the right screen. So, we tried to understand a couple of different things. We tried to understand what the consumer has to do with the pod after they use it to ensure that it is definitely captured. We learned from working with some, that they have to peel the lid off and dump the coffee before recycling the cup and that really ensures that it is getting captured and will not be considered a contaminant. That is important in terms of our education to the consumer, that that's the behavior change that will have to happen. But then you also try to understand, what is the rate at which these cups are actually getting captured. So, we did a couple of tests at facilities across the U.S. and Canada, and we tagged the pods to watch how they go through the recycling stream and found that they can be captured, which was really great news. Lastly, we tried to understand how many of these pods are being recycled the right way, and we did a case study where we audited a place in Canada and found that 70% of the pods are being recycled. That means it's been handled correctly, the lid has been ripped off, the coffee has been poured out, and it's been recycled correctly. We did all of this to ensure that what we are saying and what these places are saying is the same message and a consistent message on our packaging, on their websites, and it's all one consistent message. A partnership is so essential to education and marketing communication. —Brand Representative Participant

Changing Behaviors

Findings

The final portion of the discussion was devoted to remaining comments on how the industry may better encourage consumers to recycle.

Many consumer participants agreed that packaging needs to be properly labeled with recycling instructions. Additionally, several participants indicated that, because labels are often the primary source of information on the recyclability of a certain product, brands should focus on offering as much information on labels as possible.

At least one participant felt that the figures sometimes cited by industry professionals are beyond the average consumer's reasonable comprehension (e.g., when references are made to "millions of tons" of recycling material being converted each year). This participant suggested that the industry should make such references more "approachable," conceivable, and attainable (when appropriate). As an example, the participant recommended describing the difference one individual can make when recycling.

Comments about how to change recycling behaviors:

I think the ink on a package is critical. We always put some sort of message out. For instance, with Smartwater, it's on the inside that it's recycled. On the outside the message changes by brand, because we all have personal messages, so to speak. But I think we also need to do more of the advertisements online and yeah, just capture them in the store and make sure people are making purposeful decisions and they're making the right decisions. I think we can really think more socially, because that is a key way for us to engage with consumers, and what we've seen in a lot of the industry is from that influence that's happening, and I think we'll be looking for this as we go into 2019. —Brand Representative Participant

And piggybacking off of that, we found the same thing to be true, that the package is actually the primary source where a consumer learns whether or not to recycle something. They are probably not going online and so it's so essential to communicate clearly on our packaging, what is recyclable and how to recycle it, and that's what we are going to be doing as we transition. —Brand Representative Participant

I wanted to add something real quick to the labeling question. I think increasingly there is a label on the outside which does give direct-to-consumer feedback as to whether something is recyclable, whether something is not recyclable, or whether something has to be done to empty it out. That is becoming standardized and it's on more and more packaging, and we're hoping to see it on more packaging. —Brand Representative Participant

I just want to chime in here, and I want to offer one thing from this side of the table. In your communication, I think I heard 5 million tons, and that's a very impressive number, but if you would have said 10 million tons or 20 million tons, the number is so big it doesn't mean anything to me, as a consumer. If you were to say 100 pounds or 1,000 pounds per person, I think that would mean something. When you break it down, it means something. I would recommend staying away from those huge numbers across the country and breaking it down to a per person in your state. —Consumer Participant

None of you have ever heard of [business name] *plastics before, nor should you, but every single day, likely, you are encountering our plastics, and not through something we necessarily manufactured for our customers, but I heard today that you want to know where it's going and you want to assess value, and this is the kind of thing that is coming back into your home, so I think that's important to tell you that.* —Industry Professional Participant

I think this is more of a question than a comment, but I am just curious to know, as a consumer, is it cheaper for the manufacturers to use a recyclable product or an unrecyclable product, as far as how are these costs being passed to the consumer? I think, for everyday consumer products, such as paper, whether this or that is recycled or not, I am making a decision based on price, whereas, something more important like a cellphone, I might be willing to pay more for. —Consumer Participant

So, recycling has probably not impacted the cost, but utilizing the recycled materials by putting them back in can [increase the price]. *Sometimes it can be cheaper, or especially with glass, you use more recycled content just in the act of producing it, so I think that sometimes finding clear material to put back into our bottles can be more expensive. As you mentioned, the commodities that you mentioned, we think about regularly. We are tied with the markets and it is still one of our commitments to hit 50% recycled content for our bottles. Sometimes that will be painful, because it will be more costly, but our hope is that if people recycle more and we really drop that contamination, it won't be so costly. Then it becomes a more economical issue, when prices go up and down, so it is a give and take. Sometimes it's better and sometimes worse.* —Brand Representative Participant

APPENDIX: FOCUS GROUP DISCUSSION GUIDE

I. INTRODUCTION (10:15 am – 10:25 am)

A. Welcome and purpose of the focus group

1. First, thank you for being here. This focus group is being conducted for Keep America Beautiful to better understand consumer attitudes toward recycling. The group today includes both recycling and non-recycling consumers, as well as representatives from the recycling industry and several major brands.
2. We [Andrea and Tom] work for Responsive Management, which is an independent research firm based in Virginia; we've been hired by Keep America Beautiful to conduct this opinion research.
3. You are here purely for research purposes—we are interested in your opinions, so there are no wrong answers. We purposely selected both recyclers and non-recyclers to be part of the discussion, and we are interested in hearing everyone's perspective.
4. Nothing you say will ever be associated with your name—we are recording the discussion but you will always remain anonymous in terms of the research results.
5. Our initial questions will be for consumers, and then we'll have some questions for the brand and recycling representatives.
6. This event is also being streamed on Facebook Live, and toward the end of the group we may have some questions to ask that have been submitted by viewers.

B. Rules

1. Please speak one at a time.
2. Be respectful of others' opinions, even if you disagree.
3. Please do not interrupt; everyone will have a chance to speak.
4. Please be honest! Again, we are interested in your opinions and reasons, so know that everything you say will be helpful to the research.
5. If I interrupt you to move the discussion on, it's simply a matter of time and getting through all the questions we have.

C. Introductions by moderator

1. [*We will have name cards prepared for each participant; during the introductions we will go around the table and introduce consumers by first name and recycling classification (die-hard, wishful, or non-recycler), as well as the first names of recycling and brand participants and their company affiliations—note that we may ask participants in the latter groups to share their specific job titles / responsibilities*]

II. CONSUMER QUESTIONS (10:25 am – 11:05 am)

[*We are interested in hearing mostly from consumers in this section—industry representatives will be instructed to wait until later in the group to respond and ask follow-up questions.*]

A. How often do you currently recycle?
   1. Do you recycle both at home and at work, or one place or the other? Why?

B. What types of things do you recycle?

C. Why do you or don't you recycle? What affects your decision of whether to recycle?

   [*OPEN-ENDED AT FIRST; THEN PROBE ON POTENTIAL REASONS*]:
   1. Concern about the environment and/or sustainability?
   2. The increasing volume of debris in the oceans?
   3. Climate change?
   4. Social pressure?

D. Have you always recycled or not recycled? Did your recycling behavior change at some point?
   1. If so, how? Why?

E. Are you influenced to recycle or not recycle by anyone?
   1. If so, by whom? How?

F. Describe the recycling program where you live: do you have curbside pickup or are you required to drop your items off somewhere if you want to recycle?

G. How could your recycling program be improved? What changes would you like to see?

H. What happens to your recyclables after they're picked up or you drop them off?

I. Have you ever looked for information on recycling in your area?

J. When was the last time you received guidance on what can be recycled in your area?

K. What could the recycling industry do to make you more likely to recycle?

   [*OPEN-ENDED AT FIRST; THEN PROBE ON POTENTIAL WAYS*]:
   1. More information on what to recycle?
   2. Better or clearer information on what to recycle?
   3. Better or larger bins?
   4. More convenient collection?

III. RECYCLING INDUSTRY QUESTIONS (11:05 am – 11:20 am)

[*Consumers will be encouraged to respond to the comments from recycling industry representatives in this section, as time permits; industry representatives will also be able to address points raised by consumers earlier in the discussion.*]

A. Why is it important that people recycle?

B. What do consumers need to know about recycling to get them to recycle more often?

C. What would you like to see people do differently when it comes to recycling?

D. What are the most common recycling mistakes people make? For example, are there things people attempt to recycle that they should instead be putting in the trash?

IV. BRAND REPRESENTATIVE QUESTIONS (11:20 am – 11:35 am)

[*Again, time permitting, we will encourage consumers to respond to what they hear from brand representatives.*]

A. What can the recycling industry learn from your marketing tactics about how to influence consumer recycling behavior?

B. How should the industry be reaching people to change their recycling behavior?

C. How are you positioning your brand to align with recycling and the recyclability of your products?

D. How does your company communicate the recyclability of your products?

E. What are your recycling expectations for consumers?

V. FACEBOOK LIVE QUESTIONS (11:35 am – 11:45 am)

[*One of Responsive Management's moderators will keep an eye on questions submitted through Facebook Live during the group. We plan to allow about 10 minutes for this final portion of the discussion, although this will depend on the questions received. We may also ask questions from Facebook Live earlier in the discussion if they are relevant to the topic.*]

VI. CLOSING

A. Thank you for coming today and talking about these issues.

B. Does anyone have any additional comments?

ABOUT RESPONSIVE MANAGEMENT

Responsive Management is an internationally recognized survey research firm specializing in attitudes toward natural resource and outdoor recreation issues. Our mission is to help natural resource and outdoor recreation agencies, businesses, and organizations better understand and work with their constituents, customers, and the public.

Since 1985, Responsive Management has conducted telephone, mail, and online surveys, as well as multi-modal surveys, on-site intercepts, focus groups, public meetings, personal interviews, needs assessments, program evaluations, marketing and communication plans, and other forms of research measuring public opinions and attitudes. Utilizing our in-house, full-service survey facilities with 75 professional interviewers, we have conducted studies in all 50 states and 15 countries worldwide, totaling more than 1,000 projects and almost $60 million in research.

Responsive Management has conducted research for every state fish and wildlife agency and most of the federal resource agencies, including the U.S. Fish and Wildlife Service, the National Park Service, the U.S. Forest Service, the Bureau of Land Management, the U.S. Coast Guard, and the National Marine Fisheries Service.

We have also provided research for many nonprofit and nongovernmental organizations, including the National Wildlife Federation, the National Shooting Sports Foundation, the National Rifle Association, the Archery Trade Association, the Izaak Walton League, the Rocky Mountain Elk Foundation, Ducks Unlimited, SCI, and Dallas Safari Club. Other nonprofit and NGO clients include Trout Unlimited, the Sierra Club, the American Museum of Natural History, the Ocean Conservancy, the National Association of State Boating Law Administrators, and the BoatUS Foundation.

Responsive Management conducts market research and product testing for numerous outdoor recreation manufacturers and industry leaders, such as Winchester Ammunition, Vista Outdoor (whose brands include Federal Premium, CamelBak, Bushnell, Primos, and more), Trijicon, Yamaha, and others.

Responsive Management also provides data collection for the nation's top universities, including Auburn University, Colorado State University, Duke University, George Mason University, Michigan State University, Mississippi State University, North Carolina State University, Oregon State University, Penn State University, Rutgers University, Stanford University, Texas Tech, University of California-Davis, University of Florida, University of Montana, University of New Hampshire, University of Southern California, Virginia Tech, West Virginia University, and many more.

Our research has been upheld in U.S. Courts, used in peer-reviewed journals, and presented at major wildlife and natural resource conferences around the world. Responsive Management's research has also been featured in many of the nation's top media, including *Newsweek*, *The Wall Street Journal*, *The New York Times*, CNN, and on the front pages of *The Washington Post* and *USA Today*.

responsivemanagement.com

1. Select “Tabloid” 11”x17” paper

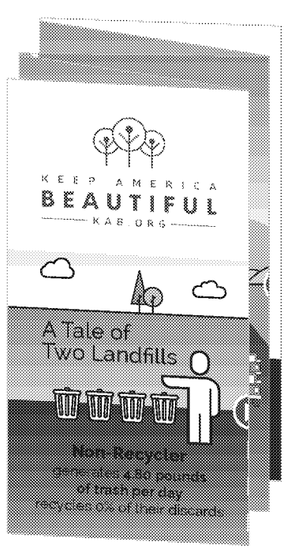
2. Print page 4 on the back of page 3

3. Image will flip on the short edge so both sides’ tops are the same.

4. Line a straight edge to every top and bottom dotted score line and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

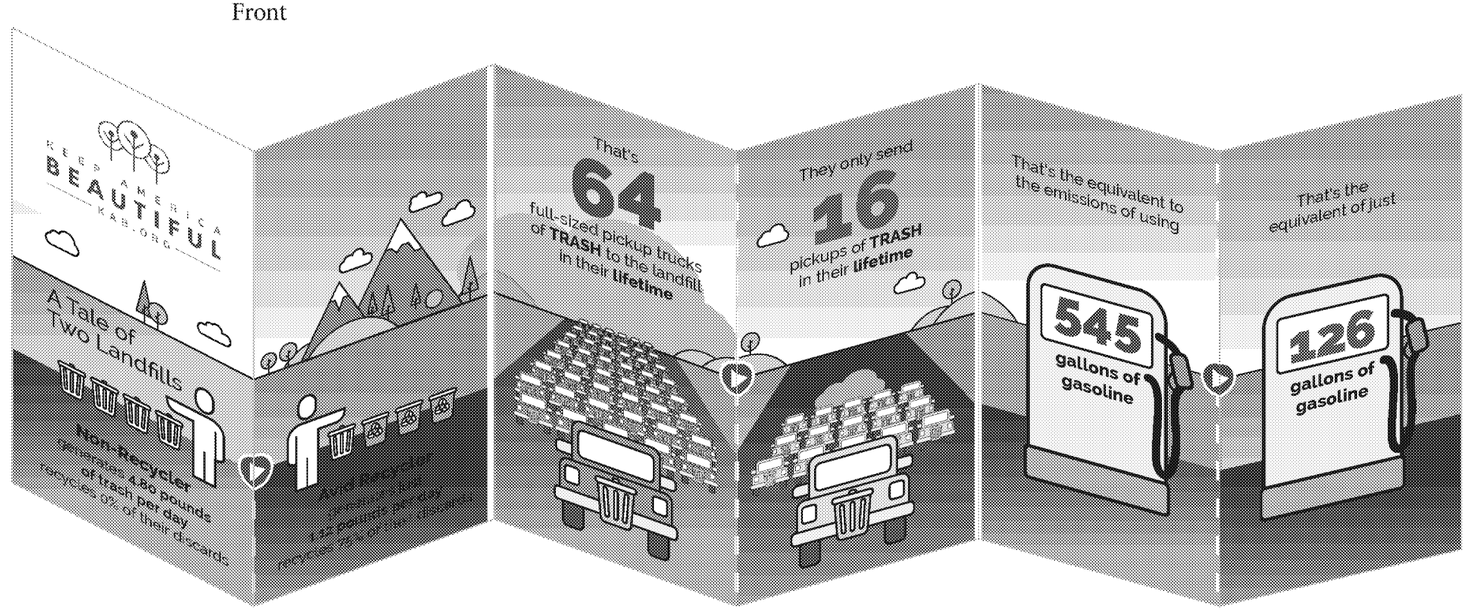
5. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

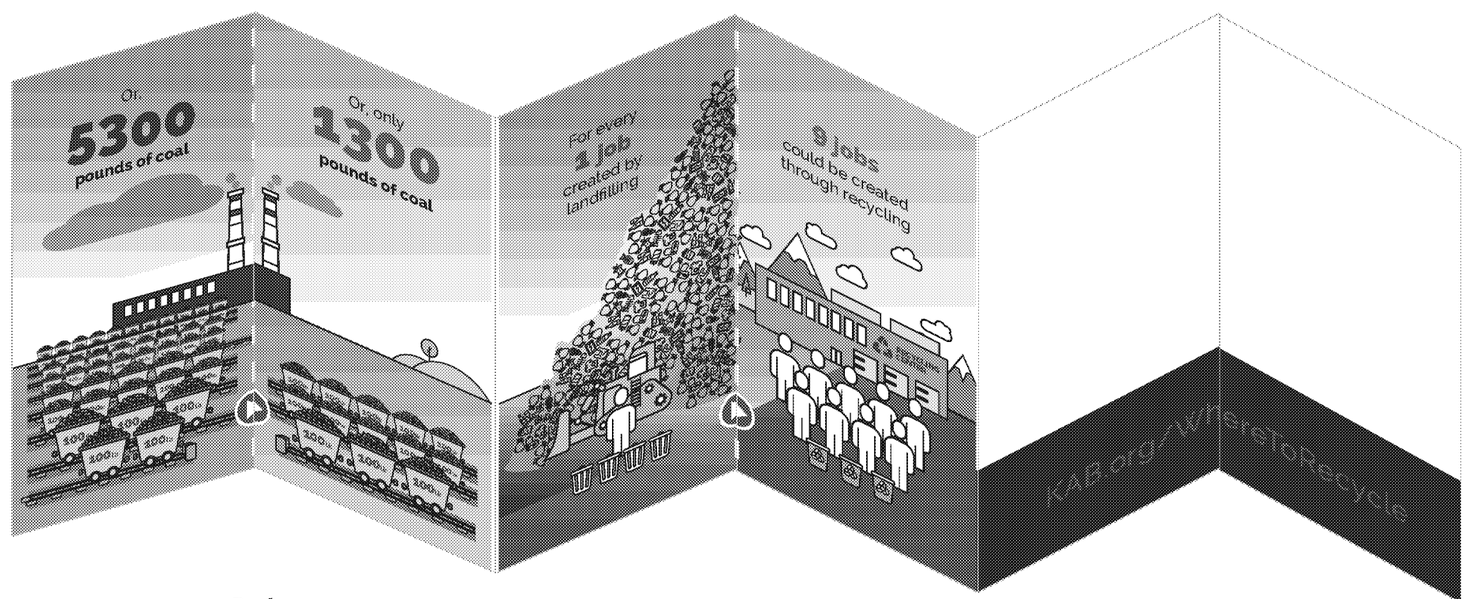
2.125” x 4” folded



FOLD AS SHOWN

Front





Back

1. Select “Tabloid” 11”x17” paper

2. Print page 4 on the back of page 3

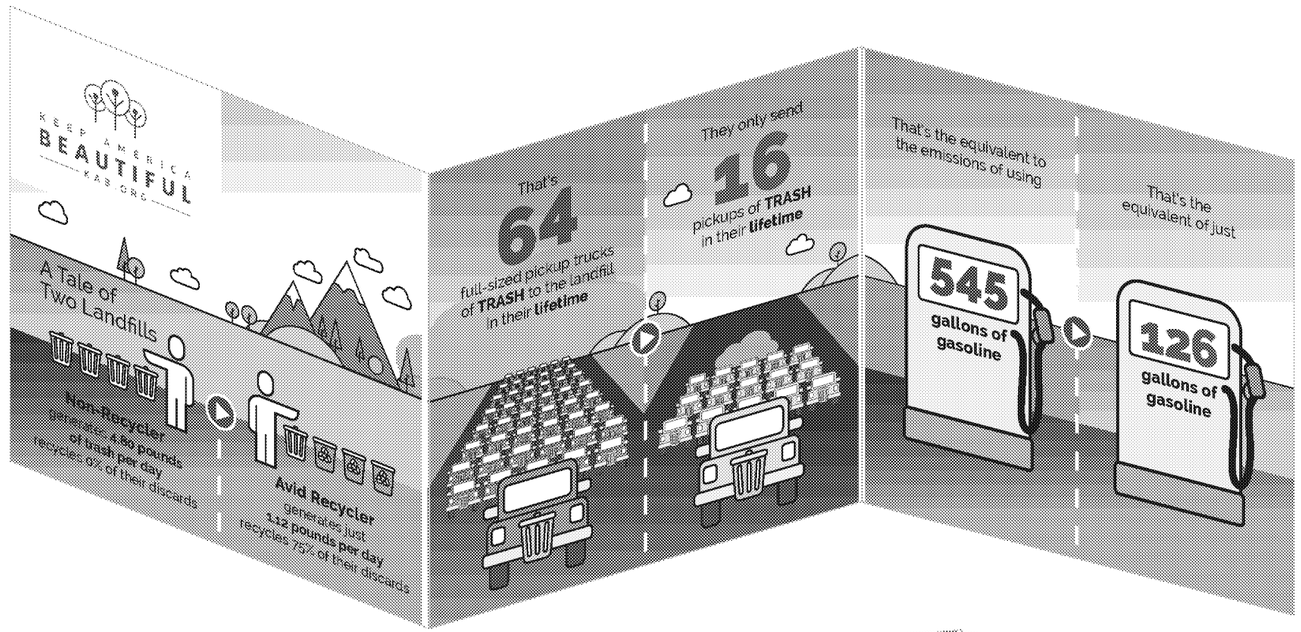
3. Image will flip on the short edge so both sides’ tops are the same.

4. Line a straight edge to the top and bottom dotted score lines nearest to the solid white lines and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

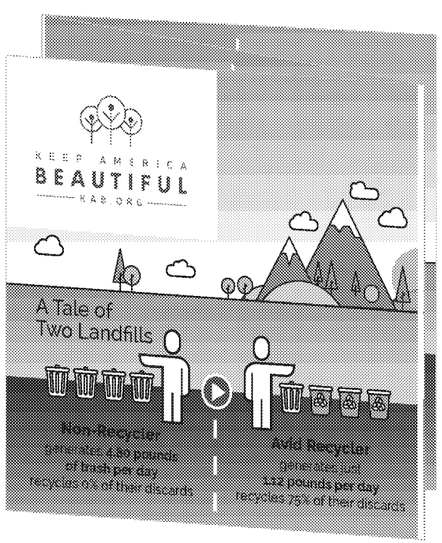
5. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

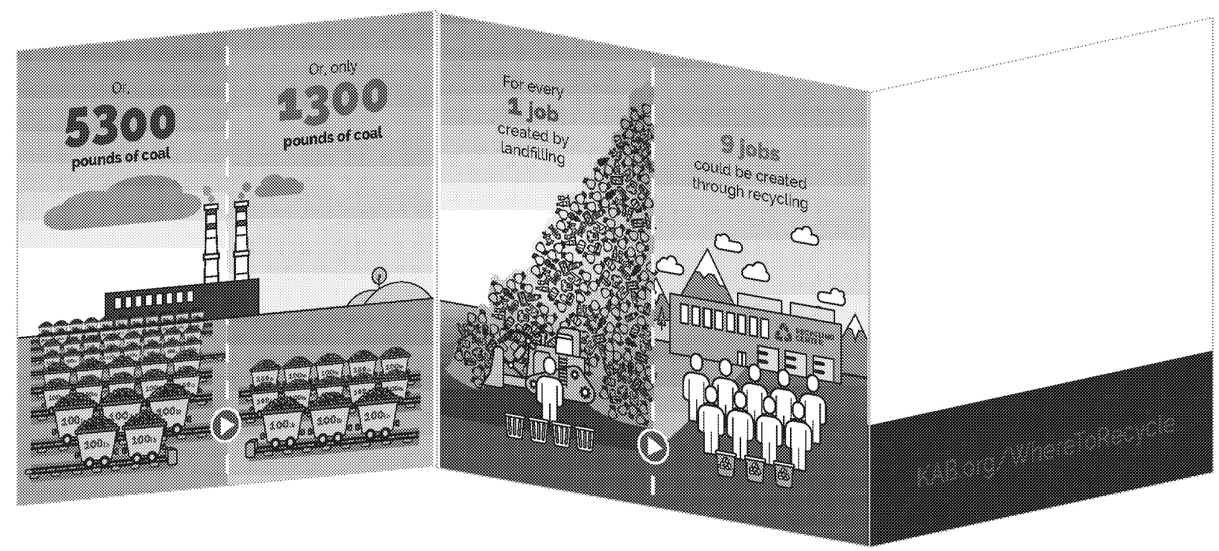
FOLD AS SHOWN

Front



4.25” x 4” folded





Back

KEEP AMERICA BEAUTIFUL
KAB.ORG

A Tale of Two Landfills

Non-Recycler
generates **4.80 pounds of trash per day**
recycles 0% of their discards

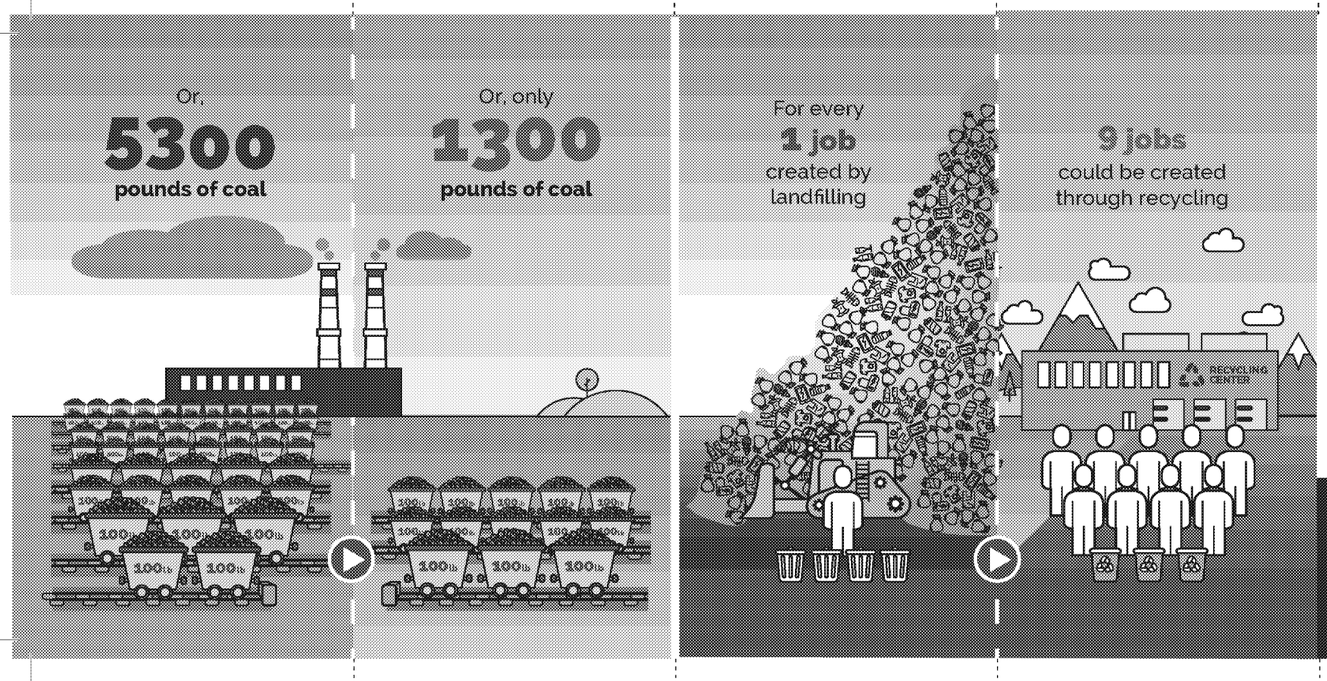
Avid Recycler
generates just **1.12 pounds per day**
recycles 75% of their discards

That's **64** full-sized pickup trucks of **TRASH** to the landfill in their **lifetime**

They only send **16** pickups of **TRASH** in their **lifetime**

That's the equivalent to the emissions of using **545** gallons of gasoline

That's the equivalent of just **126** gallons of gasoline



KAB.org/WhereToRecycle

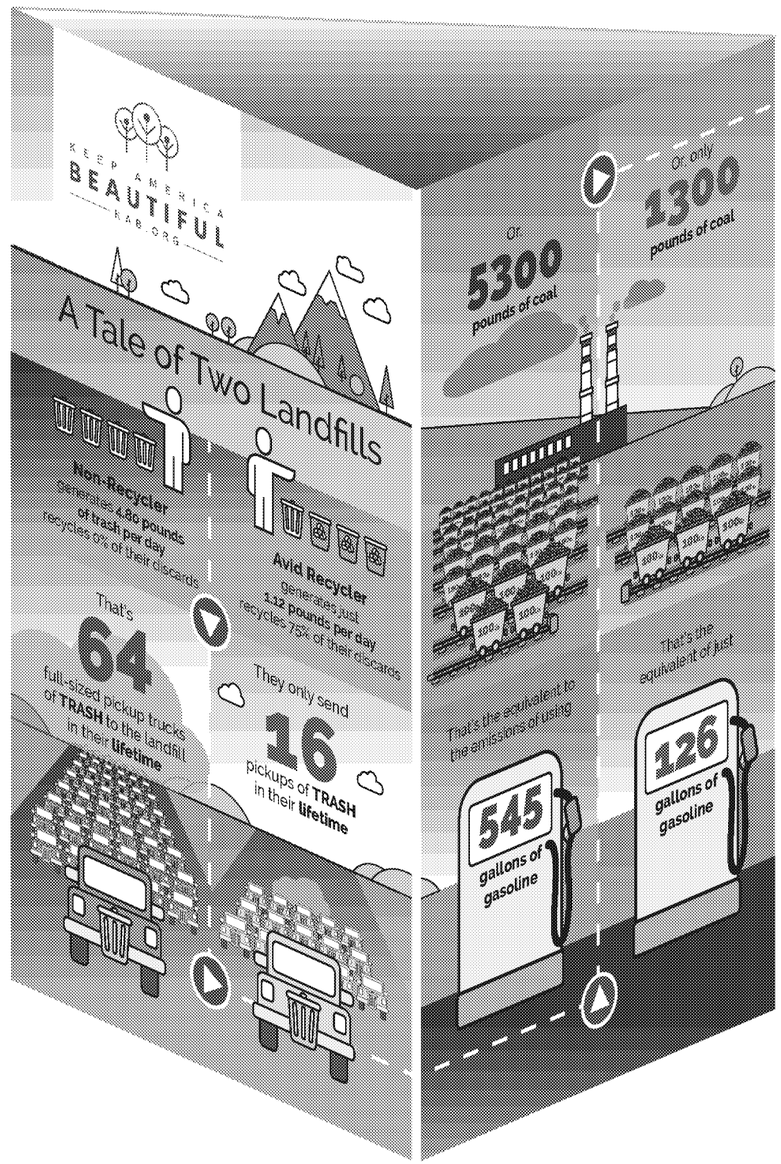
1. Select “Tabloid” 11”x17” paper and print page 2

2. Line a straight edge to the top and bottom dotted score lines nearest to the solid white lines as well as the last vertical dotted line and use pen cap or similar blunt oblect to run the length of the ruler to create a score.

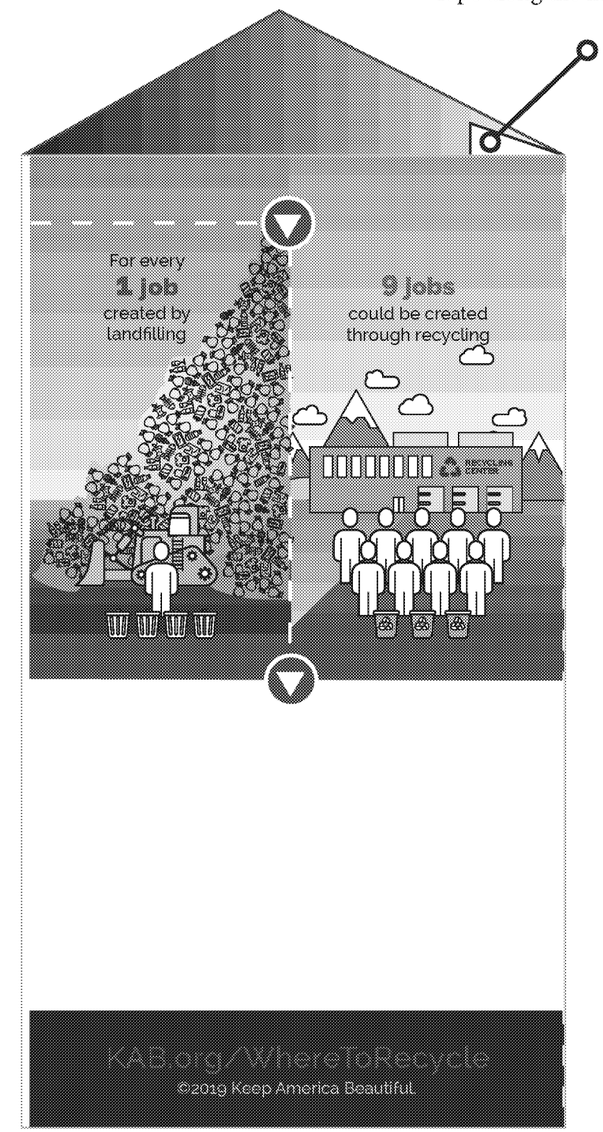
3. Line a straight edge to every outside vertical and horizontal solid cut line and use x-acto blade or similar razor cutting tool to cut the exterior shape. BE SURE TO NOT TO CUT PAST THE EDGE OF THE OF THE FULL SHEET OR YOU WILL LOSE A CROP MARK FOR YOUR NEXT CUT. Fold as shown.

4. Trim shortest flap panel to the dotted angles. Fold as shown. Tape along smaller flap’s total length to the back of the fron panel.

FOLD AS SHOWN



Tape along the inside of the flap



KEEP AMERICA BEAUTIFUL
KAB.ORG

A Tale of Two Landfills

Non-Recycler
generates **4.80 pounds of trash per day**
recycles 0% of their discards

Avid Recycler
generates just **1.12 pounds per day**
recycles 75% of their discards

That's **64** full-sized pickup trucks of **TRASH** to the landfill in their **lifetime**

They only send **16** pickups of **TRASH** in their **lifetime**

Or, **5300** **pounds of coal**

Or, only **1300** **pounds of coal**

That's the equivalent to the emissions of using **545** **gallons of gasoline**

That's the equivalent of just **126** **gallons of gasoline**

For every **1 job** created by landfilling

9 jobs could be created through recycling

KAB.org/WhereToRecycle

©2019 Keep America Beautiful.

Message

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/11/2019 5:27:38 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]
CC: Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]
Subject: Materials for Education and Outreach Call
Attachments: EducationOutreachCompilationDocument-Draft071019.docx; KABResources.pdf; Recycling Apps-4.xlsx; ARD-EducationAgenda-12July19.docx; EducationOutreach-ActionPlanDraft-11Jul19.docx

Education and Outreach Workgroup,

Attached are the materials for the Education and Outreach call this Friday from 3:00pm – 4:30pm Eastern. They include the following:
- An agenda
- An updated action plan document which includes the near-term and long-term actions for discussion
- The Education and Outreach compilation document of resources provided by members during the last call
- Additional compilation document attachments: including a list of recycling apps used by different local governments and additional KAB resources

Thanks,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Education and Outreach Roundtable Discussion

July 12, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss feedback received on current education and outreach efforts
- Identify common themes and potential gaps
- Discuss how to move forward with identifying and sharing a common message
- Discuss potential longer-term actions

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

40 min **Discuss Education and Outreach Materials**

- Review compiled information and highlight common themes/elements
  - What things were particularly outstanding or helpful?
  - Were there any inconsistencies?
  - What was missing? (Either existing materials that were not included or additional things that would be helpful to have or to know)

20 min **Develop Strategy for Refining Common Message and Additional Products**

- Discuss key parameters:
  - Audience – general public and the press
  - Purpose – Counter negative messages that are currently dominating the press about the state of recycling; promote continued, positive recycling practices; explain why it is important that people continue to recycle and to buy recycled
- Discuss potential elements:
  - Top three facts your organization would like to convey
  - Most important impacts of recycling
  - What recycling means to you/your organization
  - One or two of the most impactful things you are doing now to improve the state of recycling
- Define next steps for development
  - In-person working session at Resource Recycling in August

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement and role for workgroups or individual organizations

5 min **Closing Remarks and Next Steps**

ED_004224B_00002288-00001

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00002289-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

ED_004224B_00002289-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF

ED_004224B_00002289-00003

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

Link

[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

ED_004224B_00002290-00001

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview

Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link

[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview

The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link

[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview

Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link

[HYPERLINK "https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview

The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits

[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

American Forest and Paper Association Paper and Packaging Recycling Educational Materials

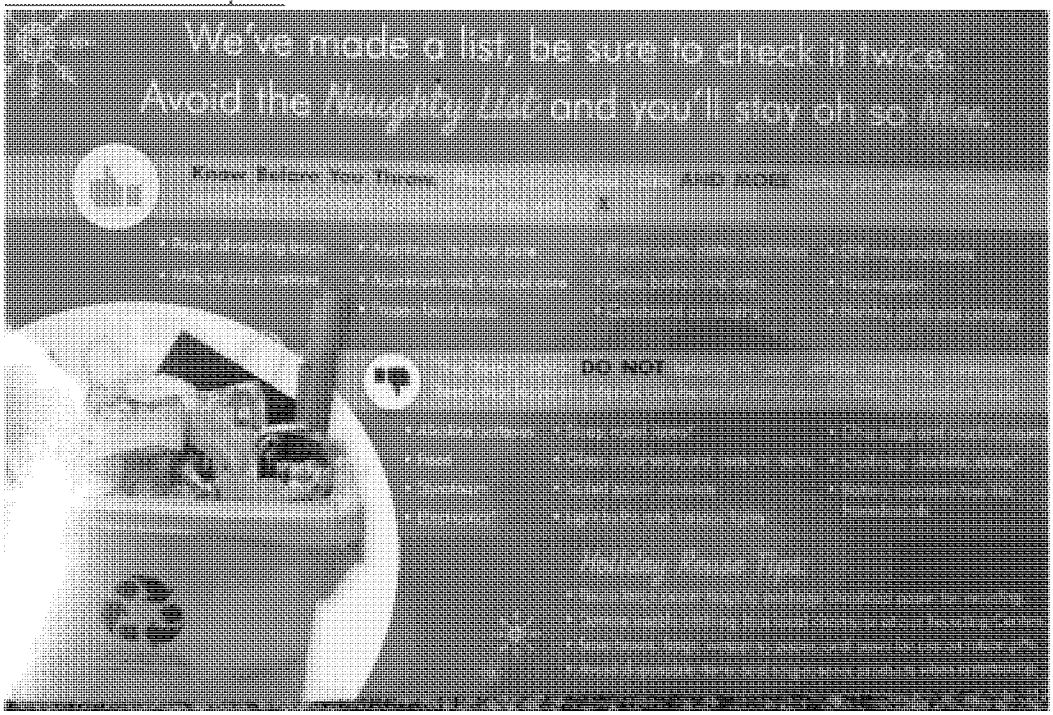
Overview

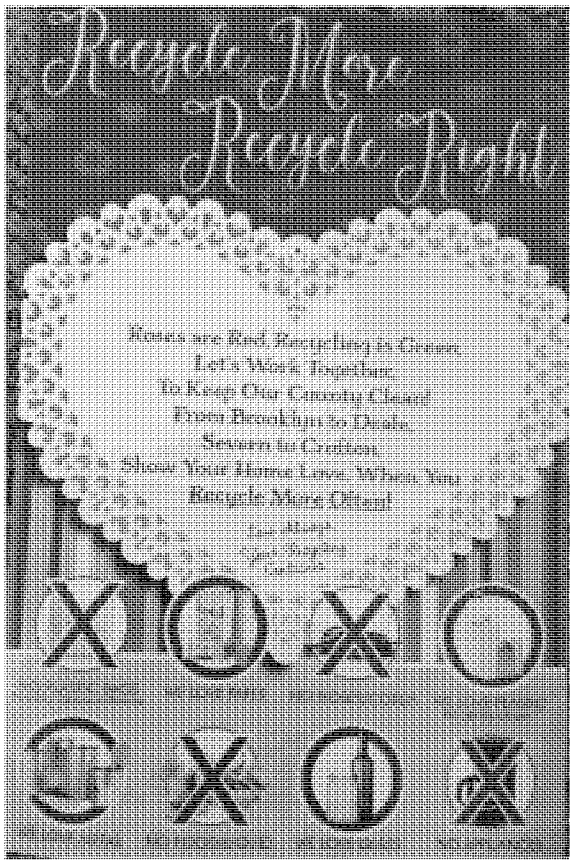
AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

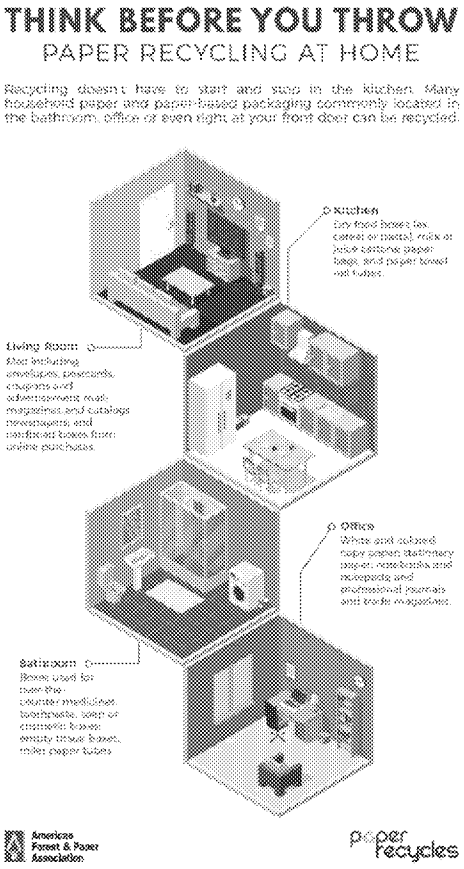
AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

ED_004224B_00002290-00003

Links and Examples



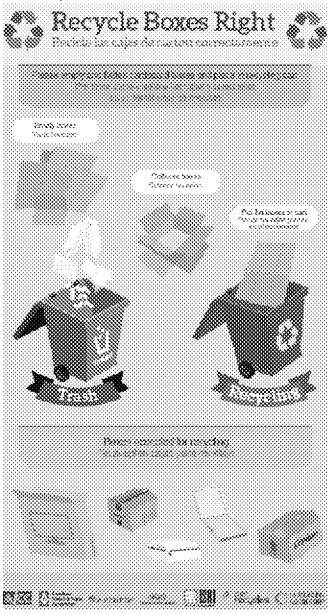




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Food Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. The site also includes results of a survey that provides information about food service specifically but recycling more generally. There is also a link to best practices.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Vermont Agency of Natural Resources

Overview

The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link

[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview

NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link

[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview

The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link

[HYPERLINK "https://www.how2recycle.info/"]

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and

promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link
[HYPERLINK "http://www.bingrant.org"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

ED_004224B_00002290-00007

America Recycles Day Summit – Strengthening Secondary Materials Markets Roundtable Discussion

Revised Goal and Near-Term Actions from the July 18, 2019 Workgroup Call

DRAFT v1

Goal Statement

Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

Near-term Actions

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00002929-00001

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

ED_004224B_00002929-00002

3: Strengthen Secondary Materials Markets

Background

Recent policy changes regarding importation of recycled materials has accelerated the need to improve domestic markets for recyclable materials and recyclable products, as well as to better integrate recycled materials and end-of-life management into product and packaging designs. The loss of available foreign markets for recyclable materials has impacted the economics of recycling both within the U.S. and worldwide. Encouraging communication and collaboration across the different sectors of the economy, including private enterprise and government entities, will support innovation as well as the development, manufacture and reuse of high-quality recyclable materials. A stronger domestic recycling market will support local communities by creating more jobs and providing the U.S. economy with greater resilience to market disruptions. Municipalities will achieve cost savings when the markets for recycled materials are improved and more robust.

Vision

High-quality recycled materials are produced that can be incorporated easily into products, driving demand and creating an integrated, robust and sustainable domestic recycling market.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to strengthening secondary materials markets. The group identified a set of near-term and longer-term actions designed to develop or strengthen secondary markets for materials, connect manufacturers to these markets, promote innovations in packaging and manufacturing to create more demand for these secondary materials, and create jobs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Immediate Action

Purpose: Develop a resources and materials that can be used to help communities create the infrastructure needed to promote materials recovery and cultivate end users of recycled materials.

Workgroup Priority Action: Explore opportunities to spur regional and local market development activities.

Action Description: Use existing models that integrate secondary markets with local economic development agencies (such as that developed by the state of South Carolina) to build and sustain markets for recycled materials. Create tools, workshops, and other approaches to propagate these models and establish needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled materials to support demand for those materials and identify additional ways to create new demand for recycled materials. Connect manufacturers and consumers who want to do the right thing with available resources and materials.

ED_004224B_00002930-00001

America Recycles Day 2019 Deliverable:
Plans/pilots for the models will be shared at the 2019 ARD Summit.

America Recycles Workgroup Leadership:

- Recycling Partnership, Waste Management, the South Carolina Department of Commerce, ISRI and EPA.
- ARD workgroup members will provide input on course and material design.
- EPA will assist in organizing feedback from workgroup members.

Next steps:

1. Begin building model concepts
2. Prepare for presentation and conversation at ARD summit.

Potential Additional Actions Under Consideration

1. **Models**. Develop and promote models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify states, localities, and other organizations that have successfully pursued this approach and determine how to work together to create a near-term product.
2. **Information.** Create recycling frequently asked questions and infographics to educate legislators and regional or local economic development organizations on recycling dynamics. (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
3. **Economic Analysis**. Identify and collect the variety of available tools and resources for economic analysis studies, including ISRI's current economic impact analysis and other state-by-state analyses. Identify resource gaps, and create a model and/or information/infographics to help states to prepare their own studies or use existing resources.
4. **Buy Recycled**. Create a wide range of materials and programs to support the development and implementation of buy recycled programs.
    - Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners. Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
    - Develop information and materials to assist and encourage companies and governments to increase the use of recycled materials
    - Develop programs and information to promote the use of recycled and sustainable materials in infrastructure projects.
    - Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.
5. **Recycling Contracts**. Develop best practices (or trends) related to recycling contracts.

ED_004224B_00002930-00002

- Explore the challenges created by the lack of consistency among contracts with different states and recycling entities and how more uniform contracting could help to support and expand recycling markets.
- Discuss work being done by The Recycling Partnership to develop model contracts and determine what else might be needed.
- Explore how to identify and promote best practices and/or model contracts that could help deal with volatility of recycling markets.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how develop markets across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- Michigan has a statewide campaign to improve quality and investing in grants to help communities reduce contamination.
- Michigan plans to focus on supporting end-use market development.
- North Carolina is providing grants to develop recycling markets for materials impacted by foreign import restrictions.
- The state of New York has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- The ASTSWMO Task force will be reaching out to all states to see what is happening to respond to China's actions—data to be available summer 2019.
- Washington State has a number of projects they are currently working on, including creating an industrial waste center and an outreach campaign to reduce contamination.
- National Recycling Coalition (NRC) has hosted three workshops and is planning up to five more to bring all parts of the recycling community together to present information and talk to each other.
- As part of the Resource Recycling Economic Opportunity grant program, the Colorado Department of Public Health and Environment has developed and is currently instituting the freshman class of NextCycle, a program designed to help businesses build or expand end market opportunities in the state.
- The Association of Plastic Recyclers has a program called Demand Champions, which is designed to fill in information gaps for end markets and help drive demand for recycled plastic.
- Several of Danone's water brands are implementing commitments to using recycled content in their products.
- The Institute Scrap Recycling Industries' (ISRI) Design for Recycling Award is offered annually to recognize the most outstanding contribution to products designed with recycling in mind, recognizing the steps manufacturers have actively taken to incorporate Design for Recycling principles into their products and manufacturing processes.
- The [HYPERLINK "https://www.isri.org/recycling-commodities/scrap-specifications-circular"] provides guidelines for buying and selling a variety of processed scrap commodities, including

ED_004224B_00002930-00003

ferrous and nonferrous metals, recovered paper and fiber, plastics, electronics, rubber, and glass. The Circular is revised regularly and as needed to keep up with market conditions, and the ISRI Materials Recovery Facility (MRF) Council has nearly completed a revised draft of the Inbound specifications, which should be implemented this summer.

- Sustainable Packaging Coalition (SPC) released two pieces, a compendium goals database to compile industry commitments from brands and retailers to use recycled materials, and a guide for Recycled Content to assist with design challenges for recycled packaging.
- The Recycling Partnership has completed several MRF studies that could be helpful.
- A project in New York City Union Square is exploring different options for recycling bins that will help reduce contamination.
- The Procter & Gamble Company is attempting to work with a more consistent set of resins across brands to reduce confusion.
- Through the REMADE Institute, a project titled Mapping the Materials Base (Round 1 Project; Yale University, Massachusetts Institute of Technology) is underway.
- Reclay Steward Edge is completing a survey to find where recycled materials are coming from and which industries or companies are looking to acquire the materials, will have a product out soon to help people find markets for materials.
- The REMADE Institute, one of the "America Makes" programs within the Department of Energy, has been doing a lot of work in to develop end-markets for materials. There is a recycling focus to the Institute, which looks at embodied emissions through the remanufacturing and recycling of electronics, metals, fibers, and plastics. The America Makes program has hundreds of partners involved through research grands at their national lab or partner universities.
- Create research and development projects at the university level that are part of the standard curriculum.
- Material Recovery for the Future is working with MRFs to expand the types of materials that are collected.
- Western Michigan University provides a training on paper recycling. Other universities also have similar programs and efforts to expand and improve the ways these types of programs could be considered.

ED_004224B_00002930-00004

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/26/2019 2:15:47 PM
To: Bray, Brandon [Bray.Brandon@epa.gov]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; rhartmann@kab.org; Trina Matta [trina.matta@greenblue.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Salyer, Kathleen [Salyer.Kathleen@epa.gov]
CC: Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Megan Daum [mdaum@ameribev.org]; Ali Blandina [ali.blandina@kdrp.com]; Sjogren, Mya [Sjogren.Mya@epa.gov]

Subject: FW: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling - 10-11 AM CT!
Attachments: EducationOutreach-ActionPlanDraft-30Jul19.docx; Agenda_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; EducationOutreachCompilationDocument-Updated073019.docx
Location: Sheraton New Orleans - Poydras Room Ex. 6 Personal Privacy (PP)

Start: 8/26/2019 3:00:00 PM
End: 8/26/2019 4:00:00 PM
Show Time As: Busy

-----Original Appointment-----
From: Bray, Brandon <Bray.Brandon@epa.gov>
Sent: Wednesday, August 21, 2019 3:59 PM
To: Bray, Brandon; Boxman, Suzanne; Vance, Ronald; rhartmann@kab.org; Trina Matta; Dylan de Thomas; Salyer, Kathleen
Cc: Villamizar, Nicole; Coleman, Cheryl; Megan Daum; Ali Blandina
Subject: America Recycles Education/Outreach workgroup steering committee meeting at Resource Recycling - 10-11 AM CT!
When: Monday, August 26, 2019 11:00 AM-12:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Sheraton New Orleans - Poydras Room / Ex. 6 Personal Privacy (PP)

Dear all –

We are looking forward to the America Recycles Education/Outreach workgroup steering committee meeting on Monday morning! We will be meeting in the Poydras Room at the Sheraton New Orleans hotel from 10-11 AM CT / 11 AM-12 PM ET.

Attached please find the agenda for Monday's conversation, which includes an appendix with a draft path forward for this workgroup through the America Recycles Summit in November 2019, planned deliverables for the AR Summit, and potential workgroup actions beyond November (pulling from the list of actions originally proposed by the workgroup).

I am also reattaching the most recent version of workgroup action plan and the most recent version I have of the Education/Outreach compilation document for our reference (Dylan – if there is anything you want to distribute based on the information you've been collecting, please feel free to do so!).

Call-in information for those attending the meeting remotely: Ex. 6 Personal Privacy (PP)

Please feel free to forward to others in your organization that may be attending with you or on your behalf.

Thank you,

-Brandon

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda:

10:00-10:05 AM:	Welcome
10:05-10:40 AM:	Discussion of Education/Outreach workgroup priority action: development of consistent messaging on the state of the U.S. recycling system.
10:40-10:55 AM:	Discussion of November announcements, communications products, and additional workgroup activities for inclusion in National Framework (see Appendix).
10:55-11:00 AM:	Review and finalize schedule for delivery of workgroup priority action(s) and selection of future activities to be included in National Framework (see Appendix).

Appendix:

Summary of deliverables, announcements, and communications needs for November 2019 America Recycles Summit; recommended additional actions for inclusion in National Framework; and draft schedule of steering committee and workgroup next steps through November 2019.

ED_004224B_00002935-00001

Appendix: Summary of November Announcements, Communications Products, and Recommended Future Activities
Education and Outreach Steering Committee Meeting

Vision Statement
Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Products and/or Announcements to be Released in November
Education and Outreach Priority Action

- Announce key messages on recycling issues for public and media audiences. This will include messages that:
    - Emphasize the strength of the recycling system.
    - Articulate the range of benefits for recycling to reinforce the importance of recycling.
    - Demonstrate recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
    - Emphasize the value of recyclables as commodities (rather than waste), including the value of sustainable materials management and life-cycle analysis.

Anticipated EPA Actions/Announcements

- Announce intent to launch a limited pilot to test an educational campaign on how to decrease the amount of plastic film entering curbside collection programs by encouraging recycling through retail collection programs.
- Announce release of National Framework to Advance the U.S. recycling system.
- Announce EPA will continue facilitating and providing logistical support for workgroup meetings and dialogues, including hosting future meetings to implement actions within the National Framework.
- Announce intent to work collaboratively with America Recycles Network to establish a national goal to increase recycling.
- Provide highlights related to the Innovation Fair exhibitors and/or attendance.
- Announce release of EPA publication featuring pledge signatory success stories.
- Announce release of EPA publication featuring Waste Wise Partner success stories in honor of 25th Anniversary.

Other Workgroup Member Announcements

- Conduct an inventory of research results into the successes and failures of various communication and outreach efforts to inform future activities. [*The Recycling Partnership and Keep America Beautiful*]
- Advocate for federal legislation requiring the use of recycling labels on products and packaging sold in the United States. [*organization name(s) to be added*]

ED_004224B_00002935-00002

Communications Materials/Products for November Summit

- A 1-page front and back handout with graphics that include the list of key messages developed by the workgroup.
- National Framework to Advance the US Recycling System.
- EPA Publication featuring pledge signatory success stories.
- EPA Publication featuring 25th Anniversary of WasteWise partner success stories.

Recommended Additional/Future Actions for Inclusion in National Framework (for Discussion)

- Launch a national public relations campaign to lay the foundation for common messaging. The campaign could be directed at engaging youth or other audiences.
- Develop and make available a set of common recycling messages on nationally-significant issues (e.g. plastic film/bags), building off the efforts of workgroup members.
- Develop free, open-source, downloadable labels for recycling bins.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	8/26
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	9/2
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Mid-September
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Mid-September
Develop draft list of key messages	Steering committee	9/16
Circulate draft Framework for Workgroup review/comment	Workgroup	9/23
Solicit feedback on draft messages	Workgroup	9/23
Develop 1-pager for Summit	Steering committee	9/30
Comments Requested on Framework Actions	Workgroup	10/7
Comments on 1-pager	Workgroup	10/7
Send materials for printing	EPA	10/14

ED_004224B_00002935-00003

1: Promote Education & Outreach

Background

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to improving recycling-related communication and outreach. These efforts are primarily focused on improving consumer behavior, but much of the work could be translated to commercial settings. The group identified a set of near-term and longer-term actions designed to improve communication about recycling. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Purpose: Counter the current prevailing messages that recycling is not working and that many community programs are failing.

Workgroup Priority Action: Develop consistent messages for key recycling issues. Key issues include: articulating the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00002936-00001

Action Description: The group will identify efforts already underway that encourage successful recycling behaviors and develop consistent, national messaging to promote and increase adoption of these practices – including clear messages about why it is important that individuals continue to recycle.

America Recycles Day 2019 Deliverable:
Final messages will be shared and plans to pilot the messages in specific communities will be announced at the ARD Summit in November 2019. A potential future or long-term action is America Recycles Network members evaluating the effectiveness of the messages and reporting back to the larger workgroup.

America Recycles Workgroup Leadership:

- Keep America Beautiful, GreenBlue, and The Recycling Partnership will lead the effort – assisting in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate successful practices.
- EPA will assist in crafting specific communication products based on workgroup outputs.
- ARD members will use or promote products after they are finalized.

Next Steps:

1. Collect data on successful efforts to craft and disseminate recycling messages.
2. Compile this information in a shareable document (within the ARD Group).
3. Conduct a gap analysis to identify what else is needed to promote positive recycling practices.
4. Develop a common group message about successful recycling practices and the overall success of the recycling systems.
5. Identify how to amplify and coordinate these types of messages.

Potential Additional Actions Under Consideration

Near-term Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

Long-term Actions

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.
- Develop additional information about the connection between recycling and the economy.

ED_004224B_00002936-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve communication about the what, how and why of recycling across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019. For example:

- Coca-Cola has launched its World Without Waste Initiative to rethink how bottles and cans are made and recycled, including educating the public on how and where to recycle.
- ACC Wrap Recycling Action Program has launched a national public education and outreach campaign for recycling plastic bags, wraps and film packaging.
- Keep America Beautiful (KAB) has developed a website called "IWantToBeRecycled.org" that provides information on what to do with certain materials and products. Some best practices have been developed to address the unique needs of rural communities.
- ISRI partners with Jason Learning to create and disseminate educational materials for K-12 students. The project includes lesson plans, hands-on activities, informative illustrations and interactive web-based experiences not only to educate children about recycling but also to inspire students to think about careers in the scrap and recycling business. Information and resources can be found [HYPERLINK "https://www.isri.org/about-isri/education"] and [HYPERLINK "https://www.isri.org/about-isri/education/jason-learning"].
- Battery Council International is the North American trade association representing the lead-based battery manufacturing, supply, recycling and distribution companies. They have recently developed and disseminated a lithium battery training toolkit to aid lead battery sorters and handlers in identifying lithium batteries. This toolkit of electronic resources is available to the public free-of-charge and includes three primary pieces: lithium battery training video, lithium battery training poster, and a lithium battery training flyer. The materials help people understand the difference between lead and lithium batteries and safe handling practices.
- The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.
- US Chamber of Commerce Foundation is taking its Beyond 34 to a second region to be announced in mid-April and building a shelf of replication support materials for any community to apply a similar model with advisory and backbone support from USCCF.

ED_004224B_00002936-00003

Education and Outreach Materials Shared by ARD Workgroup Members

Analysis of City Recycling Apps Developed by US Chamber Foundation and Conference of Mayors

Overview

Provides information on mobile applications that were developed by 8 cities/counties. Most applications build on the ReCollect platform. A few were developed independently. In general, apps were considered helpful for users and for the government entities that provide them. In particular, users were able to use the app to determine what they could and could not recycle, view pickup schedules, and (in some cases) report problems and find other outlets for materials.

Link

See Attachment

Monterey Regional Waste Management District's "What Goes Where" Recycling App

Overview

This is an app for Monterey County and uses ReCollect as the back end. It provides users with information on whether certain materials can be recycled and, if so, how they should be managed. The site also has additional links on straws, plastic, and bags.

Link

[HYPERLINK "https://whatgoeswhere.info/"]

District of Columbia Zero Waste and "What Goes Where" Website

The city has a Zero Waste website that includes a "What Goes Where" the same as Monterey County. This also uses ReCollect as the back end. The website includes a waste sorting game that can be found at [HYPERLINK "http://washingtondc.recycle.game/"] In 2018, DC also did a waste sort. The results are included in the second link below.

Link

[HYPERLINK "https://zerowaste.dc.gov/page/state-recycling-district"]
[HYPERLINK "https://zerowaste.dc.gov/sites/default/files/dc/sites/zerowaste/Residential%20Recycling%20Report%202017-2018.pdf"]

Metropolitan Washington Council of Governments "Go Recycle" Campaign

Overview

Each jurisdiction has a city page on the website with their specific rules. The program will run for about a month and includes social media ads focused on keeping out plastic bags and clothing from recycling. The industry participants have a separate ad that focuses on plastic bags and foam. You can see each ad on the link below.

ED_004224B_00002937-00001

Link
[HYPERLINK "http://www1.mwcog.org/dep/gorecycle/"]

Solid Waste Association of North America (SWANA) Recycling: Myths and Facts

Overview
Fact sheet dispels common myths or beliefs about recycling, including:

- Recycling in the US is collapsing
- China has stopped taking recyclables
- Contamination rates are at 25%
- Recycling isn't worth the effort
- No one knows how to fix the challenges facing recycling

Link
[HYPERLINK "https://swana.org/Portals/0/Resources/Recycling/Recycling-Fact_or_Myth-US.pdf"]

SWANA Recycling Resources Web Page and Media Kit

Overview
The website provides link to recycling-related information as well as training courses available on various topics. The site also has a recycling media kit that includes information on the following:

- How to recycle properly
- Tips to reduce and reuse daily
- What's happening in recycling today
- Facts about recycling (for US and Canada)

Link
[HYPERLINK "https://swana.org/Resources/RecyclingResources.aspx"]

National Waste and Recycling Association (NWRA) Contamination Flyer

Overview
Graphic fact sheet that asks residents NOT to put the following in their recycling bins: diapers, plastic bags, electronics/batteries, needles/sharps, hoses and wires, and food/liquids.

Link
[HYPERLINK
"https://cdn.ymaws.com/wasterecycling.org/resource/resmgr/press_releases/Dont_Recycle_these_items_Har.pdf"]

The Recycling Partnership's Anti-Contamination Toolkit

Overview
The Recycling Partnership has compiled easy-to-use, step-by-step best practices for communities to battle recycling contamination at the source, either for residential or drop-off programs. Results of testing these methods saw decreases in curbside recycling contamination of as high as 57%.

Fighting Recycling Contamination Toolkits
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]
[HYPERLINK "https://recyclingpartnership.org/fight-contamination/"]

The Recycling Partnership's Resident Engagement Resources

Overview

The Recycling Partnership has put together resident engagement tools, including a free, regularly updated customizable social media kit (with a year of ready-to-use content) and mythbusting for recycling. The link is regularly updated with additional communication tools as well.

Engaging Residents to Recycle
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]
[HYPERLINK "https://recyclingpartnership.org/engage-your-residents/"]

The Recycling Partnership's Customizable Recycling Communication Tool for Communities

Overview

The Recycling Partnership has an online tool available for all communities looking to have simplified recycling communication. The fully customizable and free tool helps communities use the same look and feel for recycling communication to residents, while being modular, so allowing for differences between programs. The easy-to-use tool delivers to communities print-ready graphics for accepted materials for campaigns or for use online.

Recycling Communication Campaign Builder
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]

PepsiCo Outreach Programs

Overview

The [HYPERLINK "https://www.pepsicorecycling.com/"] program provides local communities, schools and organizations with new and innovative recycling programs that raise awareness and help make recycling easier. The program includes the Recycle Rally (a comprehensive set of free tools for K-12 schools), resources for university engagement, and local programs to facilitate recycling in communities across the U.S.

[HYPERLINK "https://recyclingpartnership.org/pdf-builder-login/"]
[HYPERLINK "https://www.pepsicorecycling.com/"]

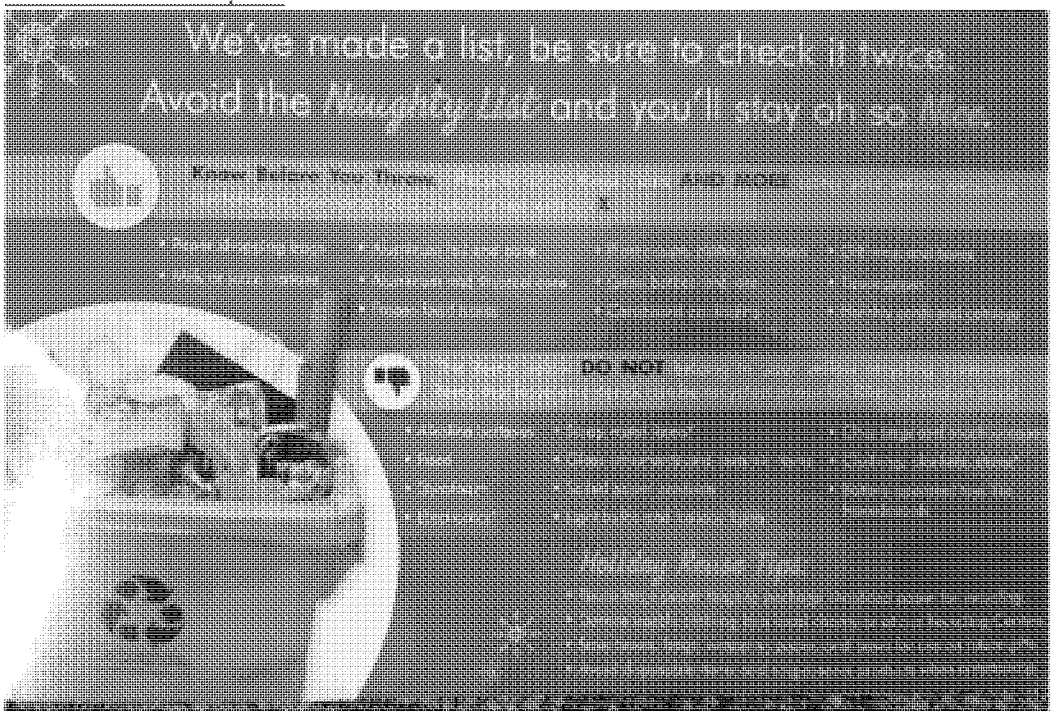
American Forest and Paper Association Paper and Packaging Recycling Educational Materials

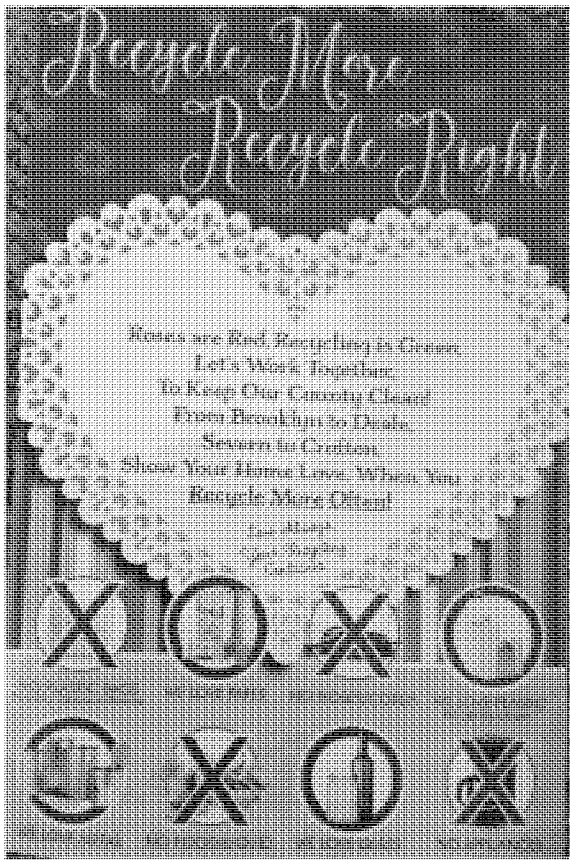
Overview

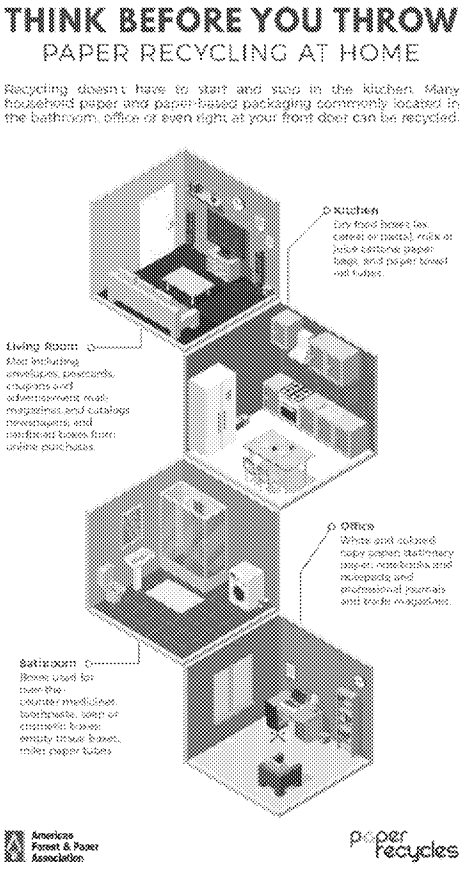
AF&PA has developed general outreach materials related to recycling of paper and packaging – including what can and can't be recycled. They also provided some targeted communications materials from Ann Arundel County, MD, that are targeted to customers at the holidays. They also have videos available on YouTube promoting proper recycling practices (e.g., Think Before You Throw).

AF&PA also provides resources for teachers – The Responsible Package Teacher Guide and Take Home Activity. These are the STEM-based classroom items developed for 5th grade students that improve their understanding of role of sustainable packaging and promote recycling of paper-based packaging.

Links and Examples



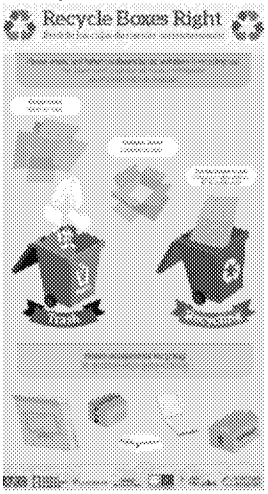




Think Before Your Throw Resources

- Extended think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=W_3bbU51JKE"]
- 15 second think before you throw: [HYPERLINK "https://www.youtube.com/watch?v=9e6REHr5agc"]
- Improving paper recycling: [HYPERLINK "https://www.youtube.com/watch?v=sd4HGA4l1Sc"]

The infographic below on recycling cardboard does include pizza boxes as acceptable, which may not be the case everywhere.



The Responsible Package Teacher Guide and Materials can be found at the following website:
[HYPERLINK "https://www.theresponsiblepackage.com/"]

Foodservice Packaging Institute Resident Education Kit and Recycling Survey Results

Overview

FPI developed a comprehensive site related to foodservice packaging. The site includes information to encourage people to recycle and compost certain types of materials and a photo gallery that shows a wide range of packaging material. There is also a link to best practices. The site also includes results of a survey that provides information about food service specifically but recycling more generally. The second link below is to the complete consumer survey.

Link

[HYPERLINK "https://www.recyclefsp.org/residenteducationkitportal"]
[HYPERLINK "https://docs.wixstatic.com/ugd/1f2d68_3f492b48513d4c94808b8d32fc4d2cbc.pdf"]

American Chemistry Council Plastics Recycling Terms & Tools

Overview

A broad group of stakeholders in plastics recycling today launched a set of new resources to help communities recycle more plastics. "Plastics Recycling Terms & Tools " makes it easier for consumers to recycle plastics and help improve nationwide tracking of the types and amounts of plastics recycled by providing two sets of common plastics recycling terms (outreach and commodities) for use throughout the United States and Canada.

Link

[HYPERLINK "https://www.recycleandrecoverplastics.org/recycling-professionals/education/terms-tools/" \l "pmtt_getTermsToolsPage"]

Waste Management Freeing Your Recyclables Webpage

Overview

Waste Management has developed a website to help promote positive recycling practices in general and a specific site focused on preventing consumers from bagging their recyclables in plastic bags.

Link
[HYPERLINK "https://recycleoftenrecycleright.com/"]
[HYPERLINK "https://recycleoftenrecycleright.com/no-plastic-bags/"]

Vermont Agency of Natural Resources

Overview
The Vermont Agency of Natural Resources developed a series of videos in collaboration with two single stream MRF owners to reduce contamination in the recycling stream.

Link
[HYPERLINK "https://www.youtube.com/watch?v=xzZ2fu38NTs&list=PLb5jIRj04Vi9K_60xb8nvmALZ74tEIiHs"]

Northeast Recycling Council (NERC) Domestic Mill Announcement

Overview
NERC developed an announcement in 2018 to describe efforts to increase domestic paper processing capacity in response to China's materials ban. The announcement lists 17 mills.

Link
[HYPERLINK "https://nerc.org/documents/Recycled%20Paper%20Market%20Expansion%20Nov%2016,%202018.pdf"]

Sustainable Packaging Coalition's How2Recycle Program

Overview
The How2Recycle® label is a U.S. and Canada-based standardized labeling system for packaging that clearly communicates recycling instructions to the public. Over 150 brand owners and retailers are members of How2Recycle, placing the label on tens of thousands of products in the marketplace, helping people recycle more and recycle better. How2Recycle is a project of the Sustainable Packaging Coalition® and 501(c)(3) nonprofit GreenBlue, and also provides feedback to its brand members on how to improve packaging design to become more recyclable; to date, over 55,000 such recommendations have been issued.

Link
[HYPERLINK "https://www.how2recycle.info/"]

Innovative Waste Management Practices in the Pacific Northwest – Compology and Waste Management

Overview
Waste Management teamed with Compology to install cameras inside recycling containers to detect contamination. Once detected, owners of those dumpsters can be notified to correct the problem. Links to Waste Management's site and educational materials are included below along with a link to Compology's website.

Link
[HYPERLINK "http://wmnorthwest.com/portland/commercial.html"]
[HYPERLINK "http://wmnorthwest.com/educational/index.html"]
[HYPERLINK "https://compology.com/"]

ED_004224B_00002937-00006

Keep America Beautiful® Recycling Resources

Overview

Keep America Beautiful and the Ad Council partnered on the award-winning "I Want To Be Recycled" public service advertising (PSA) and awareness campaign. The bi-lingual, multi-media campaign cleverly shows the viewer that an individual can "Give Your Garbage Another Life" by choosing to recycle.

- Learn what to recycle and how
- Discover how to "Give Your Garbage Another Life" through the recycling journey
- Play the Super Sorter game
- Become a campaign advocate and spread the word
- Find a recycling center near you at IWantToBeRecycled.org

Link

[HYPERLINK "http://www.berecycled.org"]

America Recycles Day®

Overview

America Recycles Day educates people about the importance of recycling to our economy and environmental well-being and helps to motivate occasional recyclers to become everyday recyclers. A Keep America Beautiful national initiative, America Recycles Day takes place on and in the weeks leading into Nov. 15 and is the only nationally recognized day dedicated to promoting recycling in the United States.

During the 2018 Keep America Beautiful America Recycles Day Summit a panel of recycling experts had the opportunity to engage with a group of committed and non-recyclers to discuss what drives recycling behavior. The report from the dialogue is attached and can be found at the following link: [HYPERLINK "https://www.kab.org/america-recycles-day-symposium"] KAB has developed a customizable recycling infographic in response to the discussion, contact KAB for an electronic file [HYPERLINK "mailto:rhartmann@kab.org"] or see attached.

Link

[HYPERLINK "http://americarecyclesday.org"]

Coca-Cola Public Space Recycling Bin Grant Program

Overview

While most Americans have access to recycling in their homes, finding recycling bins in downtown areas, athletic fields, venues and other "public spaces" can be a challenge. The Keep America Beautiful/Coca-Cola Public Spaces Recycling Bin Grant Program is designed to help communities overcome this barrier by providing recycling bins in public spaces and promoting the idea that recycling is an activity we do wherever our daily routine takes us. The grant program awards actual recycling bins to schools, government agencies, colleges and other community organizations on a competitive basis. Keep America Beautiful selects recipients based on the merits of their proposal according to several criteria including need and the potential to recover the greatest quantity of recyclables.

Link

[HYPERLINK "http://www.bingrant.org"]

Public Space Recycling Information from KAB

Overview

KAB developed information on the important elements of public space recycling to help facilitate the public's desire to recycle. This information was developed for America Recycles Day.

ED_004224B_00002937-00007

Link
[HYPERLINK "https://americarecyclesday.org/wp-content/uploads/2013/07/Public-Space-Recycling-Guide11.pdf"]

Recycling@Work

Overview
Recycling at Work is a voluntary national effort to increase recycling in the workplace. When the program was launched, businesses and organizations around the country took the pledge to increase workplace recycling. Recycling at Work offers a 10-step action plan and other valuable tools to start and expand your workplace recycling program.

Link
[HYPERLINK "http://www.recyclingatwork.org"]

Waste in Place

Overview
Waste in Place is Keep America Beautiful's educational resource developed for pre-kindergarten through 12th grade students and educators that offers hands-on activities related to end improving recycling, ending littering, and beautifying communities. The activities are interdisciplinary, and STEM correlated. The materials are used by many educators nationwide to influence positive behavior, to foster social responsibility and respect for the environment, and to enrich their students' learning experiences.

Link
[HYPERLINK "https://www.kab.org/our-programs/education/waste-place"]

Miscellaneous KAB Resources

A Guide to Workplace Composting
[HYPERLINK "https://www.kab.org/sites/default/files/A_Guide_to_Workplace_Composting_1.pdf"]

Being a Good Neighbor: A Guide to Reducing Litter, Managing Trash and Encouraging Recycling
[HYPERLINK "https://www.kab.org/sites/default/files/BeingaGoodNeighor_AGuidetoReducingLitterManagingTrashandEncouragingRecycling.pdf"]

Planning for Success: Ten Tips for Designing Public Space Recycling Programs Guide
[HYPERLINK "https://www.kab.org/sites/default/files/Planning_for_Success_Ten_Tips_for_Designing_Public_Space_Recycling_Programs_Guide_2018.pdf"]

Recycling at Work: Research to Inform Improved Recycling in the Workplace
[HYPERLINK "https://www.kab.org/sites/default/files/RecyclingatWork_Research_Report_2015_0.pdf"]

ED_004224B_00002937-00008

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 6/28/2019 6:17:56 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Sjogren, Mya [Sjogren.Mya@epa.gov]; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com; annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M. [James.M.Jennings@illinois.gov]; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker [kaley.laleker@maryland.gov]; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]
CC: jabo461@ecy.wa.gov; Bills, Tracie [TBills@scsengineers.com]; Golison, Marrisa [Golison@gmaonline.org]; Meyer, Ellen [meyer.ellen@epa.gov]; Carreon, Alessandra (A.R.) [acarreo2@ford.com]; Heed, Deb (D.H.) [dheed@ford.com]

Subject: FW: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
Attachments: DRAFT_America Recycles Week 2019 Schedule of Events_6 26 19.docx; ARD-FullCallAgenda-28June19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 6/28/2019 7:00:00 PM
End: 6/28/2019 8:30:00 PM
Show Time As: Busy

FYI. See you shortly!

-----Original Appointment-----
From: Boxman, Suzanne
Sent: Thursday, May 30, 2019 4:03 PM
To: Boxman, Suzanne; adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; ahackman@serlinhaley.com; agermain@wasterecycling.org; anne_bedarf@colpal.com;

annie.white4@dc.gov; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; bjohnson@isri.org; brian_hawkinson@afandpa.org; Cathy Jamieson; cknight@stillwater.org; christopher.adamo@danone.com; christina@endofwaste.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; cwells@aluminum.org; dadsit@ford.com; dkeeling@steel.org; nrcexecdirector@gmail.com; dbiderman@swana.org; DWagger@isri.org; Debora.RYBA@danone.com; dkantner@erefdn.org; DRDeziel@dow.com; Dylan de Thomas; Stuart@steelnet.org; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; gcatino@loopindustries.com; gnew461@ecy.wa.gov; ionut@endofwaste.com; osterjak@amazon.com; Jennings, James M.; janine.bogar@ecy.wa.gov; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; MertzK@bouldercolorado.gov; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; Kent.Wilson@us.nestle.com; kholmes@plasticsindustry.org; lwilk@aluminum.org; Lee.Anderson@genmills.com; Ldry@batterycouncil.org; ldyer@fpi.org; lynn@nerc.org; mark.junker@sacfoxenviro.org; jwang@aluminum.org; mmeenan@aluminum.org; ekstrom.m@pg.com; MStasz@gmaonline.org; missyowens@coca-cola.com; nswitzer@loopindustries.com; nicolesmith@coca-cola.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; rzimmer@starbucks.com; rwiener@isri.org; smacbride@dsny.nyc.gov; nrc.execassistant@gmail.com; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; Shari_Jackson@americanchemistry.com; ssvitek@pa.gov; spotter@uschamber.com; trashtracker1@gmail.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; william.easley@dc.gov; wolfgang.kray@state.co.us; ZGeorge@naco.org; Kaley Laleker; chris.osgood@boston.gov; Charlotte.Dreizen@dc.gov; Kim.Carswell@target.com; tgoldberg@newmoa.org; rob.roy@lajolla-nsn.gov; todd.barnell@nau.edu; brian.coughlin@boston.gov; sbreen@USChamber.com; bsmith@steel.org; pbalserak@steel.org; Patrick Tallarico; Doug Sarno; Bray, Brandon; Bergman, Shawna; Coleman, Cheryl; Vance, Ronald; Villamizar, Nicole; Janjic, Ksenija; Wittstruck, Nathan; Ganguli, Swarupa
Cc: jabo461@ecy.wa.gov; Bills, Tracie; Golison, Marrisa; Meyer, Ellen; Carreon, Alessandra (A.R.); Heed, Deb (D.H.)
Subject: Updated with Agenda and Materials: Full group check-in 1: America Recycles Network
When: Friday, June 28, 2019 3:00 PM-4:30 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Call-in Number: **Ex. 6 Personal Privacy (PP)**

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the first full group check-in. During this call we will hear updates from each work group and discuss any topics where we need input from the group at large.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Full Group Roundtable Discussion

June 28, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Review progress to date
- Begin planning for November ARD Summit

Agenda

5 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- The facilitator will review the agenda

15 min **Workgroup Progress Review**

- Discuss status of immediate action items
  - Overview of products
  - Plans for November ARD Summit
  - Workgroup leads
- Solicit feedback from other members on products and direction
- Discuss next steps for workgroup action planning discussions

30 min **Plan for November ARD Summit**

- Discuss events planned for the week
- Brainstorm approaches for engaging group in discussions about products and next steps
- Explore idea of meeting the day before

15 min **ARD Group Moving Forward**

- Initial conversations about how group moves forward after 2019 Recycling Summit
- How we implement and sustain the work longer term

5 min **Closing Remarks and Next Steps**

ED_004224B_00002948-00001

America Recycles Week 2019
Scheduled Events and Themes

Overview

The week of America Recycles Day (ARD) is an important opportunity for members of the America Recycles Network to come together, both on ARD and during the days leading up to ARD. Many organizations use this time to celebrate and promote the United States recycling system and have planned events during this week. In support of the EPA's anticipated 2019 America Recycles Summit, EPA would like to work with America Recycles Network members to leverage the planned activities and available resources to reinforce and amplify desired messaging. This document provides an overview of the events already scheduled, proposes events that would be valuable to support specific recycling messages, and provides more information on EPA co-sponsored events.

America Recycles Week Proposed Schedule

During America Recycles Week, EPA proposes that each day reflect a different theme related to the America recycles work. The week would culminate on Friday with the 2019 America Recycles Summit. The 2019 Summit would provide an opportunity for the America Recycles Network to come together in a half-day event to highlight progress made by the America Recycles workgroups and engage with the organizations who signed the 2018 America Recycles Pledge.

Communications Needs

We propose that in addition to the coordination of events scheduled this week, members of the America Recycles Network should coordinate communication efforts during the week. This coordination will include cross-postings on social media, press releases, and attendance at schedule events. EPA will facilitate multiple conference calls in advance of America Recycles Week for America Recycle Network members and their communications staff to help coordinate messages for the week. A document with all expected communications material will be created for members of the America Recycles Network to use during America Recycles Week.

DRAFT

Monday, November 11th – Veteran's Day

Themes: Enhance Infrastructure for a stronger domestic recycling system.
Key Messages: Recycling creates jobs. Support workforce development efforts.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Keep America Beautiful (KAB) is presenting an award to the Recycling Hero(es) from Fort Bliss. Fort Bliss in El Paso, Texas has an aggressive recycling program and awards individuals monthly for their recycling efforts. At this event KAB could announce a program to help develop similar recyling programs at other military bases.	TBD	KAB	Support messaging	The Department of Defense could be included in this effort as Fort Bliss's efforts are part of DOD's Net Zero program. In addition, there is a standing Executive Order to encourage Efficient Federal Operations which promotes recycling in federal facilities and could be leveraged for more federal involvement.
Proposed: The National Association of Manufacturers (NAM) has a workforce development and training program. Messaging or an event highlighting the need for more workers in the recycling industry could be structured using NAM's program.	TBD	NAM/ISRI	Support messaging	The Federal Perkins Loan Program supports technical schools which could support workforce development.
Tentative: The National Waste and Recycling Association (NWRA) plans to have programming/messaging around veterans finding employment in the recycling industry.	TBD	NWRA	Support messaging	
Tentative: Veteran's Compost is a Maryland based Veteran Owned Business turning organic waste into compost. Veteran's Compost is about two things: 1. employing veterans and their family members; 2. turning food scraps into high-quality compost.	TBD	TBD	Support messaging	

ED_004224B_00002949-00002

Tuesday, November 12th

Theme(s): Measurement
Key Message: Measurement is key to tracking progress.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: EPA announcement of 25th Anniversary of the WasteWise program. WasteWise is a measurement tool that can potentially be used to track progress on America Recycles Day commitments.	Announcement	EPA	Join WasteWise; support messaging	
Proposed: Promote messaging that highlights the individual impacts of recycling. For example: KAB's "Life of Two Landfills"; SC Department of Commerce message on bottle recycling; EPA's IWARM app; ISRI's economic data on jobs supported by recycling.	Announcement/Social media messaging	TBD	Provide other relevant messages; support messaging	Messaging should connect with individuals. People want to understand how recycling connects to them and their communities more than they need to understand how it is beneficial on a national scale.
Proposed: Event based around the Municipal Measurement Program	TBD	TBD	TBD	
Placement Option 1: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	

DRAFT

Wednesday, November 13th

Theme: Markets
Key Message: Create demand for quality materials.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference. A session at the conference should highlight how public-private partnerships can enhance markets for recycled materials.	All day	U.S. Chamber of Commerce Foundation	Participate in conference session	
Proposed: A session at the Corporate Citizenship Conference could involve a panel of investors such as Self-Help Credit Union, Circulate Capital, and Closed Loop Partners. The investor representatives could provide information on how to obtain funding for various recycling infrastructure projects or recycling related programs.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	
Proposed: A session at the Corporate Citizenship Conference could showcase brands who have committed to incorporating recycled content in to their products. This could be an opportunity to highlight commitments made by manufactures and product purchasers on using more recycled content.	1 hour	TBD	Participate in conference session, provide suggestions for panelists.	Helps promote the idea of buy recycled which can help create demand thereby supporting market development for recycled materials.
Proposed: Messaging that promotes the "buy recycled" message.	TBD	TBD	TBD	
Placement Option 2: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	

DRAFT

Thursday, November 14th

Theme: Education and Outreach
Key Messages: Recycling remains strong. Buy Recycled.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
U.S. Chamber of Commerce Foundation will be hosting their annual Corporate Citizenship Conference.	All day	U.S. Chamber of Commerce Foundation	Participate in conference	
U.S. Chamber of Commerce Foundation Corporate Citizenship Conference field trips. Field trips are arranged to a variety of locations to support topics covered during the conference.	Afternoon	U.S. Chamber of Commerce Foundation	EPA's "Innovation Fair" or other events could serve as a field trip	
Placement Option 3: Institute for Scrap Recycling Industries "State of Recycling" Hill briefing.	TBD	ISRI	Provide some suggested messaging	
"Innovation Fair" showcasing recent advances in materials and recycling technology. This event could showcase: • ISRI's Design for Recycled Content award recipients; • Pledge signers' recent accomplishments.	Afternoon?	EPA, Others?	Provide logistical support	
"How to Recycle" / "What Happens to What You Recycle" demo sessions, possibly in association with Innovation Fair that could be live-streamed.	Afternoon?	TBD	TBD	
Reception for America Recycles Network organizations. The reception would be an opportunity to network.	5-7 pm	KAB, ISRI, Others?	Participate in event	

DRAFT

Friday, November 15th

Theme: Working together across the recycling system to improve Education, Infrastructure, Markets, and Measurement
Key Message: We must work together to improve our domestic recycling system.

Planned/Proposed Events	Time Commitment	Lead Organization	America Recycles Network Role	Additional Connections
Proposed: Executive- level coffee meeting with Administrator Wheeler. Meeting will provide executives the opportunity to discuss progress on their specific initiatives and their involvement in the America Recycles Network. Administrator Wheeler will present the finalized Framework to the group.	2 hours in the morning	EPA	EPA will facilitate the meeting and organize the logistics.	
2019 America Recycles Summit (conference/event space needed). The Summit format and content is still under development. It could include panel discussions, presentations by workgroup/priority action leads, announcements by senior leadership (e.g. the EPA Administrator could announce publishing the Framework, progress made to-date, and looking ahead to future work). KAB may use this event to present on the Consumer Insights Report or other programs they are advancing. Could be an announcement of a "pledge renewal" to extend our commitments to working together.	2-6 hours	EPA, KAB, Others?	EPA will facilitate the meeting; KAB and ISRI may cosponsor and/or handle logistics (under discussion); Contract support will be used to help facilitate the meeting.	The summit is another opportunity to highlight the need for investors in this area. Some portion of the program could bring in investors to speak to the whole America Recycles Network on how they can effectively secure financial backing for recycling projects.

DRAFT

Other Activities to Occur During the Week				
Planned/Proposed Events	**Time Commitment**	**Lead Organization**	**America Recycles Network Role**	**Additional Connections**
Tentative: DC Department of Public Works Director Chris Geldart to appear on a local Morning TV Show or radio talk show to discuss How Recycling Works.		DC Department of Public Works	Support messaging	
Tentative: A new commercial or video for District Residents on How Recycling Works with the goal of growing trust in the process and an understanding of why to keep out common contaminants.		DC Department of Public Works	Support messaging	
Tentative: Recycling Collection Truck Wraps: Messages being considered: truck 1- do not bag recyclables; truck 2 – Look for the How2@ecycle label.		DC Department of Public Works	Support messaging	

DRAFT

Appointment

From: Bray, Brandon [Bray.Brandon@epa.gov]
Sent: 8/5/2019 8:44:08 PM
To: Robinson, Susan [srobinson@wm.com]; Adina Renee Adler [aadler@isri.org]; Dylan de Thomas [ddethomas@recyclingpartnership.org]; Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]
CC: Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; cfryer@sccommerce.com; ebedard@recyclingpartnership.org; rwiener@isri.org; jpickard@isri.org

Subject: Markets WG Steering Committee check-in
Location: Ex. 6 Personal Privacy (PP) DCRoomPYS6771/DC-Potomac-Yard-South-ORCR
Start: 8/7/2019 8:00:00 PM
End: 8/7/2019 8:30:00 PM
Show Time As: Tentative

We are hoping to convene each of the America Recycles steering committees next week (8/5-9) to finalize plans for Resource Recycling, including determining the best way to use our time in New Orleans and developing agendas for those conversations.

Call-in: Ex. 6 Personal Privacy (PP)

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/19/2019 4:44:08 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; ahackman@serlinhaley.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Terry_Webber@afandpa.org; sbreen@USChamber.com; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; Potter, Stephanie [SPotter@USChamber.com]
CC: Bell, Christina A [christina.bell@gdit.com]

Subject: Updated with Agenda and Materials: Infrastructure work group call 2: America Recycles Network
Attachments: Infrastructure-ActionPlanDraft-13Jul19.docx; ARD-InfrastructureAgenda-19July19.docx; ARD-Infrastructure-National Online Clearinghouse Approach19Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/19/2019 7:00:00 PM
End: 7/19/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

These materials have been slightly updated since yesterday. Please see attached. Talk to you all later this afternoon.

We will be having a short presentation from the US Chamber of Commerce Foundation. You can access the presentation at: Ex. 6 Personal Privacy (PP)

To access the audio please use the call in number.
Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Infrastructure work group. During this call we will:

- Finalize thinking on immediate action and decide on next steps to finalize before November
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.

Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Materials Management Infrastructure
Roundtable Discussion Webinar

July 19, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: **Ex. 6 Personal Privacy (PP)**

Link to Skype Web App:

[HYPERLINK **Ex. 6 Personal Privacy (PP)**

Purpose:

- Agree on Clearinghouse goal, approach, and leadership
- Discuss and review on-line tools
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Overall Approach**

The Clearinghouse idea has been agreed to as the priority action. We are building on work that is already underway by the U.S. Chamber of Commerce Foundation and they are willing to help lead this effort with additional partners moving forward.

1. Short presentation from the Chamber
2. Are we in agreement about the goal, approach, and leadership framework as discussed?

30 min **Discuss Scope and Path Forward**

1. Who else is willing to play a role in development?
2. How can we close the funding gap for development of the clearinghouse?
3. What additional ideas or resources do we want to explore for populating the initial information?
4. How do we address that challenges of sustaining the site long term?

15 min **Discuss Next Steps**

- Where do we want to be by the ARD Summit?
- Commitments and timeline moving forward

15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

ED_004224B_00003305-00001

ARD Infrastructure Proposed Near Term Action Item: National Online Clearinghouse of Recycling Tools and Resources Draft 7/19/19

Background and alignment

The U.S. EPA's Infrastructure Working Group identified the need for a clearinghouse that could be a one-stop-shop for community leaders to find tools, resources, and grant opportunities for increasing and improving local recycling. This proposed solution aligns with the U.S. Chamber of Commerce Foundation's existing initiative to develop an online recycling resource that can serve as a one-stop-shop for community leaders. The clearinghouse underpins the expansion goals of the Chamber Foundation's [HYPERLINK "https://www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy" \t "_blank"], a first-of-its kind multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model for improving recycling and recovery rates.

Clearinghouse goal

Be the source that waste management leaders in businesses and communities turn to for resources and tools from all the leading organizations and thought leaders in the recycling space.

The Online Tools and Resources will include:

- Webinars
  - Link to the recycling webinars that The Chamber Foundation, The Recycling Partnership, and others conduct
- Research
  - Link to research from leading organizations on what policies, communication approaches, infrastructure, etc. leads to optimized local recycling systems
- Articles
  - Running list of articles from trade publications, local newspapers, and national newspapers about successful tactics taken in U.S. communities to increase and improve recycling
- Tools
  - List of measurement tools (e.g., Re-TRAC)
  - List of communication resources (e.g., Recycle Across America's standardized labels, The Recycling Partnership's Online Campaign Builder)
  - Frameworks to improve and increase local recycling (e.g., Beyond 34 model)
  - Keep America Beautiful is working with the Chamber Foundation to develop a Public Space Recycling Toolkit. The toolkit would include public sector recycling guide, data measurement tools, and a communications support section with resources for promoting recycling in public spaces.
  - Other tools developed and underway by other ARD Partners and workgroups

- Local and national organizations and solutions providers that can support communities in place-based recycling efforts

Leadership

As the clearinghouse lead, the U.S. Chamber of Commerce Foundation has and will continue to collect necessary funds, oversee the site buildout, and maintain the resources housed within the site. Partners will help shape the site functionality, content, and featured contributors, and/or provide supplemental funds as applicable.

2: Enhance Materials Management Infrastructure

Background

America's existing recycling infrastructure has not kept pace with today's changing recyclables stream. Manufacturers of new materials and products may not always consider end-of-life management, which impacts the ability of the recycling industry to prepare for and optimally manage the recycling of collected materials. Contamination in the recyclables stream can cause equipment failures and halt production lines to allow for the removal of unwanted materials. The increased cost of processing, combined with lower market prices, is leading to increased landfilling of recyclables, loss of revenue for jurisdictions, and decreased recycling rates. New investments in infrastructure are needed to help meet the nation's materials management needs and foster a more resilient solid waste system that is capable of withstanding pressures from disruptions.

Vision

A holistic, modern and adaptable national recycling infrastructure that embraces innovation and is resilient to changes in material streams, markets and consumer expectations.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities to broadly improve the nation's recycling infrastructure. The group identified a set of near-term and longer-term actions designed to improve communication across infrastructure stakeholders, improve infrastructure processes and technology, and to promote innovative pilot programs. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified three key challenges: resiliency; pricing; and localized differences in managing materials across the country.

Purpose: Provide local governments, material recovery facilities (MRFs), and other key members of the recycling sector with a central, reliable, and well-maintained platform for the latest information necessary to support a sustainable recycling system.

Workgroup Priority Action: Create a clearinghouse for information that is publicly available. Information could include: identifying effective ways to upgrade recycling infrastructure; identifying and linking to grant information; access to resources for governments; and opportunities to fund and promote local pilot projects.

Action Description: Create a clearinghouse for information that is publicly available and non-proprietary, to maintain a wide variety of information such as: what is working throughout the country with recycling

ED_004224B_00003307-00001

infrastructure; grant information; technical and programmatic resources for state and local governments; best practices or success stories; and pilot project opportunities.

America Recycles Day 2019 Deliverable:
A mockup of the clearinghouse design and a list of the contents will be provided to participants at the ARD summit in November 2019.

America Recycles Workgroup Leadership:

- US Chamber of Commerce Foundation, Keep America Beautiful, and Institute for Scrap Recycling Industries will lead the effort – assisting in agenda development and promoting group progress.
- ARD workgroup members will design the structure of the clearinghouse based on the intended audience and overall goals of the project.
- ARD workgroup members will work to collect and consolidate existing information to populate the clearinghouse.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Agree on the goals, functions, and audience of the clearinghouse, and responsibilities of the sponsor of the clearinghouse.
2. Identify funding sources, steward, platform, and other key commitments necessary to launch a clearinghouse.
3. Identify procedure for maintenance and updating of clearinghouse.
4. Identify what content will be included and create wireframes/mock design.
5. Procure this content and identify any gaps.
6. Design, build, test, and launch the clearinghouse.

Potential Additional Actions Under Consideration

Near-term Actions

- Conduct and compile research on successful infrastructure investments and potential investment opportunities.
- Explore creation of incentives to encourage investment in recycling or find existing tax incentives that organizations could leverage to help materials recovery facilities (MRFs) evolve to meet the challenges posed by the evolving materials stream.
- Develop a toolkit for governments, MRFs and associated facilities that includes guidance on how to conduct cost vs. benefit analysis for investments, incremental and major enhancements, planning for future materials, and best practices to ensure the capability to meet current and future needs.

Long-term Actions

- Promote design of "MRFs of the future" that can manage evolving challenges like flexible packaging.
- Provide information on away-from-home-recycling, public recycling, paying attention to labeling on bins, collection spots while traveling, and similar topics to reduce contamination.

ED_004224B_00003307-00002

Work Underway/Success Stories

Individuals and organizations across the country are already working to improve access to recycling infrastructure across the country. EPA intends to intend to highlight these stories in a separate document for release during America Recycles Week 2019.

For example:

- North Carolina is developing a common suite of recyclable materials for MRF-sheds, developing anti-contamination materials and tools, conducting regional anti-contamination workshops for public and private recycling collectors, and using grant funding to invest in North Carolina public and private recycling infrastructure and recycling outreach efforts.
- New York City is using taxpayer dollars to develop infrastructure.
- Coca-Cola has developed partnerships with communities for infrastructure development.
- New York State has convened stakeholder meetings on recycling and has identified education, infrastructure and market development as key themes.
- REACH is sponsoring special meetings at regional conferences with regional actors to look for economies of scale and distance that can be explored at that scale.
- The European market is already dealing with a lot of these things; we should consider looking to the other side of the Atlantic for examples and success stories.
- Work is underway to develop legislation that would provide federal funding for recycling infrastructure.
- Through the REMADE Institute, a project titled: Assessment of the Impact of Single Stream Recycling on Paper Contamination in Recovery Facilities and Paper Mills (Foundational Project; University of Miami) is underway.
- Through the REMADE Institute, a project titled: Assessment of Opportunities and Technologies for Reducing Energy Consumption Through Resource Recovery (Round 1 Project; Yale University, Massachusetts Institute of Technology; National Renewable Energy Laboratory) is underway.
- Dialogue with manufacturers on ways to design for innovation, including topics such as how products can be disassembled, recycled, use more homogenous packaging, and use resins that are higher value and can be accumulated.
- We are on the horizon of potentially useful technology. Funding is needed to further develop and implement these new technologies such as artificial intelligence or radio frequency identification (RFID) cards on carts to track contamination.
- Advancing infrastructure at the front end of the system, including transportation.
- Many impacts are tied to truck traffic and emissions, so there is a need to look for opportunities for innovation in reducing emissions, noise, and street wear and tear.

ED_004224B_00003307-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/23/2019 12:27:32 PM
To: Dylan de Thomas [ddethomas@recyclingpartnership.org]; rhartmann@kab.org; trina.matta@greenblue.org; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]

Subject: Updated with Attachments: America Recycles Education and Outreach Steering Committee call
Attachments: ARD-EducationOutreachAgenda-SteeringCommittee-13Sep19.docx; Meeting Notes_AR_Education WG_Resource Recycling Steering Committee Mtg.docx; Draft Education and Outreach Framework Section.docx
Location: Ex. 6 Personal Privacy (PP) DCRoomPYS6771/DC-Potomac-Yard-South-ORCR

Start: 9/23/2019 3:00:00 PM
End: 9/23/2019 4:00:00 PM
Show Time As: Tentative

Hi All,

Based on folks limited availability the week of Sept. 16th we're going to move this to the 23rd. I hope this time will work for most people, if not let me know.

Please find meeting notes from Resource Recycling and agenda for this meeting attached.

Best,
Suzie

America Recycles Education and Outreach Workgroup Steering Committee Meeting

Friday, September 13, 2019, 12:00 PM-1:00 PM (ET)

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose/Desired Outcomes:

- Discuss plans for workgroup leading up to 2019 Recycling Summit, including anticipated materials for review and other requests.
- Discuss summary of workgroup accomplishments and anticipated future actions for the workgroup.
- Discuss additional collaborative accomplishments and actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, including the timeline for finalizing the actions and commitments in the Framework.

Agenda

10 min **EPA Overview of Framework Development and 2019 Recycling Summit**

- EPA to discuss its plans for development of the National Framework and how the Steering Committee can contribute to Framework development.
- Items anticipated for review:
  - Case studies/success stories (e-mail request made Friday 9/6)
  - 1-pager of positive recycling messages
  - Summary of workgroup progress for Framework
  - Collaborative education/outreach-related actions completed since 2018
  - Collaborative actions underway or announced for 2020

5 min **Discuss anticipated 2019 Recycling Summit Products for Education/Outreach Group**

- Workgroup will provide infographic of positive recycling messages.
- 2020 anticipated workgroup actions for inclusion in the Framework.

40 min **Discuss Contents of National Framework**

- Review Write-up on Workgroup Progress and Workgroup Future Actions
  - Review draft language on workgroup progress on the priority action.
  - Discuss any future actions for the workgroup that should be included in the Framework.

- Additional "Partnership" Actions Completed or Underway Since 2018
  - EPA would like to include America Recycles Workgroup member partnerships underway/completed since 2018. Representative work should have been completed by two or more organizations in the America Recycles Network and address any of the market challenges identified by the workgroup.

5 min **Discuss Next Steps**

- Commitments and timeline moving forward
- Comments requested by 9/20

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

Action Area 1: Promote Education and Outreach

Most Americans believe recycling provides an opportunity for them to protect our environment. However, it can be difficult for consumers to understand what materials can be recycled, how materials can be recycled, and where to recycle different materials. This confusion often leads to placing recyclables in the trash, or trash in the recycling bin or cart, contaminating recyclable streams and contributing to the disposal of valuable materials. In addition, the growing number of new materials in the form of products and packaging means that the landscape of recyclable materials is constantly changing. Finally, there needs to be an increased awareness of the importance of buying products containing recycled content and recycling them at their end-of-life. The development of effective, adaptive and coordinated outreach and education strategies for consumers is critical to promoting consistent behaviors that will improve the quality and quantity of materials that Americans recycle. It also will result in stronger markets for recyclable materials and an increase in demand for products with recycled content.

Vision

Clear, consistent messages about proper materials management activities enable consumers to recognize the value of reusing, recovering and recycling materials, as well as the value of buying products with recycled content.

Challenges

Workgroup members identified three key challenges: inconsistent messaging on how to recycle due to localized differences; lack of information on contamination; and increasing public awareness of the value of recycling.

Inconsistent messaging

- Messaging on how to recycle is inconsistent and not nationalized, allowing for regional and local differences in collection and recycling programs and the loss of valuable materials from the recycling system.

Contamination

- Contamination from recyclable products occurs when products are labeled as recyclable but are not supported by infrastructure and/or secondary markets in a specific location. It also occurs when materials are not accepted for recycling at a specific location.
- Materials must continuously be sorted regardless of available markets. The costs versus benefits of managing these sorted materials while waiting for new markets to emerge needs to be better articulated and understood.

Priority Action

Collaborate to develop consistent messages for key recycling issues as a key priority action. Build upon ongoing work and success stories. Include the benefits of recycling, the importance of buying products with recycled content, and preventing contamination of recycling streams.

ED_004224B_00003318-00001

Public awareness

- Limited awareness about the role of the commodities market in developing better recycling programs, creating industry connections, and educating customers is potentially contributing to the more than $9 billion of lost revenue when valuable materials are disposed in landfills.
- Similarly, limited awareness by the public on the social and economic benefits of recycling is also contributing to the loss of revenue when these valuable materials are disposed in landfills.

Work Completed Since Signing the America Recycles Pledge

Workgroup Progress on Priority Action

The workgroup agreed to develop a series of consistent messages for key recycling issues. The workgroup determined that the first step to accomplish this task was to compile positive messages already in use by members of the workgroup, representing all parts of the recycling system. The Steering Committee developed four questions to collect information from members of the workgroup: 1) a quote from organization leadership describing why recycling is important to them; 2) data that each organization has on the environmental impact of recycling; 3) data that each organization has on the economic impact of recycling; and 4) data on any material-specific recycling rates each organization might have.

The group collected over twenty responses and evaluated them for any gaps in coverage across the recycling system. Using the collected messages, the workgroup developed two products:

1. An infographic highlighting positive messages about the U.S. recycling system.
2. A compilation of positive messages accessible on the Clearinghouse.

Actions Completed by America Recycles Network

- The Recycling Partnership announced the launch of DIYSigns, a free online resource that anyone can use to educate consumers on what can be recycled in their area. The tool helps anyone develop free customizable posters, labels and signs.
- The U.S. Chamber of Commerce Foundation, in coordination with the city of Cincinnati, OH announced its Beyond 34: Recycling and Recovery for a New Economy Program would be expanded to Cincinnati. The initiative, piloted in Orlando, FL, aims to develop support materials for a community of any size to increase and improve recycling rates.

Future Actions and Work Underway

Workgroup Actions

- Identify one challenge within the recycling system with limited information, and over the course of 2020, develop messaging resources on that topic. The assembled resources will be made available on the clearinghouse and members of all four workgroups will be encouraged to use the developed messages during the following year.
- Consider if a national public relations campaign is the appropriate mechanisms for spreading positive recycling messages, and if appropriate, identify funding sources for the campaign.

ED_004224B_00003318-00002

America Recycles Network Actions

- Establish clear and consistent terminology related to recycling.
- Outline the range of benefits for recycling to reinforce its importance.
- Develop public messaging that recycled materials have value, are of good quality, and are not diminished because the materials had a prior life.
- Create programs and publicly-available information to highlight recyclables as valuable commodities (rather than waste), including sustainable materials management and life-cycle analysis.
- Perform an analysis of the successes and failures of various communication and outreach efforts and summarize the results to inform future activities.

- Launch a national public relations campaign to lay the foundation for common messaging.
- Explore the legislative options for requiring the use of recycling labels on products and packaging sold in the United States.
- Conduct education and awareness campaigns, including materials directed at engaging youth.

DRAFT

ED_004224B_00003318-00003

America Recycles Education/Outreach Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 10:00-11:00 AM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Meeting Notes:

Review of Education and Outreach workgroup goals

- The workgroup will put together resources for public and press audiences.
    - The resources will include positive messages in response to the negative press about recycling.
- Resources created by the Education and Outreach workgroup for the clearinghouse will include:
    - Positive recycling statistics
    - Materials specific statistics
    - Quotes from leadership
- The Recycling Partnership (TRP) sent a Survey Monkey to whole workgroup requesting information on positive recycling messages.

Update on results of Survey Monkey by The Recycling Partnership

- There were about 11 responses out of 50 active participants.
- The link and notice of extended deadline of 9/6 was sent out to workgroup.

ED_004224B_00003319-00001

- **Action item:** An additional 15-20 organizations were identified for the group to contact individually, including organizations representing specific materials, including steel, paper, cartons, and glass.
    - American Beverage Association will contact their members.
    - TRP will contact specific brands and retailers
    - EPA will contact US Conference of Mayors and National League of Cities.

America Recycles Day (ARD) and future actions for workgroup

- The workgroup will develop an infographic with positive messages by ARD.
    - TRP and GreenBlue will get back to group about a reasonable timeframe.
    - Tentatively draft infographic will be developed by 10/1.
- It was proposed that Education and Outreach work with Infrastructure group on the clearinghouse.
    - Education and Outreach workgroup could also use the top recycling challenge with limited resources identified by clearinghouse group to guide development of future materials.
    - 2019 messaging will be broad (Year 1)
    - 2020 messaging could be specific to the identified challenge or other theme as decided by the workgroup (Year 2)
    - **Action item:** schedule a call between the Education and Infrastructure steering committees to discuss outline of clearinghouse
- Potential future actions include developing a public service announcement
    - The workgroup was concerned about identifying funding for this task.
    - It could be a multi-part goal, the first year could be devoted to identifying funding with future years spent developing the announcement.
    - Alternatively, the group could agree to collectively push developed messages, not develop a specific national campaign.
        - For example, workgroup members could agree to use developed infographic and push out to people 4 times over 2020.
    - Flexible film was proposed as a possible example campaign material.
        - The campaign would be a wholistic intervention with messaging from processor to consumer (i.e., would cover whole supply chain).
- Possible timeline
    - 2019 we release infographic for workgroup members to use
    - 2020 develop a supply chain messaging campaign for a specific problem (connected with Infrastructure group)
    - 2021 use the created messaging campaign
- Joint editorial could be developed by workgroup that would be released prior to ARD or in 2020.

ED_004224B_00003319-00002

Next Steps

- Participants will follow up with specific organizations from which the steering committee would like input on the Survey Monkey.
- The Education and Infrastructure steering committees will meet to discuss the clearinghouse.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Complete gap analysis on messages submitted by workgroup members	Steering committee	Week of 9/9
Ask specific workgroup members for messaging examples to fill identified gaps	Workgroup	Week of 9/9
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	Week of 9/9
Develop draft list of key messages	Steering committee	Week of 9/16
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering committee	Week of 9/23
Review/comment on draft Framework	Workgroup	Week of 9/23
Provide feedback on draft messages developed by the steering committee	Workgroup	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Send materials for printing	EPA	Week of 10/14

ED_004224B_00003319-00003

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/16/2019 3:29:36 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa [Ganguli.Swarupa@epa.gov]; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas [ddethomas@recyclingpartnership.org]; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Meyer, Ellen [meyer.ellen@epa.gov]; BROWN Martin [Martin.Brown@state.or.us]
CC: Bills, Tracie [TBills@scsengineers.com]

Subject: FW: Updated with materials for call: Measurement work group call 2: America Recycles Network
Attachments: ARD-MeasurementCallNotes-06Jun19.docx; CollectedSystemsDiagramsV2.pdf; Recyling System Map-ForDiscussion.docx; Recycling Definitions-071119.docx; ARD-MeasuresAgenda-16July19-Final.docx; Measures-ActionPlanDraft-13Jul19.docx
Location: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Start: 7/16/2019 7:00:00 PM
End: 7/16/2019 9:00:00 PM
Show Time As: Busy

-----Original Appointment-----
From: Boxman, Suzanne
Sent: Thursday, May 30, 2019 3:42 PM
To: Boxman, Suzanne; ahackman@serlinhaley.com; agermain@wasterecycling.org; ahoodmorley@plasticsindustry.org; Ashley.c.Hall@walmart.com; turley@cdrecycling.org; craig_cookson@americanchemistry.com; dbiderman@swana.org; DWagger@isri.org; ginger.spencer@phoenix.gov; gnew461@ecy.wa.gov; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; MertzK@bouldercolorado.gov; Lee.Anderson@genmills.com; jwang@aluminum.org; Prapti_Muhuri@americanchemistry.com; rhartmann@kab.org; smacbride@dsny.nyc.gov; srobinson@wm.com; Ganguli, Swarupa; Tracie@crra.com; will.sagar@serdc.org; wolfgang.kray@state.co.us; Dylan de Thomas; william.easley@dc.gov; trina.matta@greenblue.org; dkantner@erefdn.org; ionut@endofwaste.com; oana@endofwaste.com; christina@endofwaste.com; Terry_Webber@afandpa.org; Bray, Brandon; Janjic, Ksenija; Vance, Ronald; Coleman, Cheryl; Bergman, Shawna; Patrick Tallarico; Doug Sarno; Meyer, Ellen; BROWN Martin
Cc: Bills, Tracie
Subject: Updated with materials for call: Measurement work group call 2: America Recycles Network
When: Tuesday, July 16, 2019 3:00 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Call-in Number: Ex. 6 Personal Privacy (PP)
Ex. 6 Personal Privacy (PP)

Hi Everyone,

Please see attached for materials for the Measurement workgroup call on Tuesday. We have extended the call by 30 minutes due to the number of topics we plan to cover and the addition of a short presentation.

Please note the Collected Systems Diagrams are updated from the version that Pat sent out on Thursday. I have also included an updated version of the action plan which includes the additional actions for discussion during the call, if there is time.

You can access the presentation at: https://meet.lync.com/usepa/boxman.suzanne/4BNV20Y7?sl=1

To access the audio please use the call in number.
Call-in Number: 202-991-0477; Conference Code: 6663472

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Measurement work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

June 6, 2019, 3:00 PM – 4:30 PM Eastern

Purpose: Discuss further work on the consolidated measures and metrics document as well as the update to EPA's report "Measuring Recycling: A Guide for State and Local Governments"

Action Items

- Workgroup members should send any data or suggested information sources to EPA by June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner (EREF) and Trina Matta (SPC) will send Swarupa additional maps and diagrams
    - Swarupa (EPA) will propose definitions of recycling and of municipal solid waste.

Meeting Notes

Welcome, Introductions, and Agenda Review

- EPA welcomed the group and thanked them for participating in the call. He started the call by taking roll of invited participants and asking additional participants to identify themselves.
- Pat Tallarico (Enventive Consulting) facilitated the call and welcomed participants. He described the purpose of this workgroup and the broader framework into which this workgroup fits.
    - The next workgroup calls will be in July. Workgroup leads will be identified for each workgroup. The lead for the measurement workgroup will be EPA and the Environmental Research and Education Fund.

Brief Review of Planned Workgroup Activities

- The next call is planned for July 11th. In the interim there will be a June 28th full workgroup call for all workgroups.
- After the July meeting, the next steps will include developing a path forward, including additional calls and a possible in-person meeting.
- Currently the workgroups are working on the following actions:
    - Measurement – Beginning to develop a consolidated matrix of measures and metrics; reviewing the EPA guide and identifying ways it could be updated.
    - Education and Outreach – Refining thinking on a messaging campaign or product with the goal of promoting better recycling practices.
    - Markets – Improving local secondary markets.
    - Infrastructure – Focusing on the clearinghouse topic.

Discussion on attributes to include in potential matrix

- At the meeting in LA participants identified some key attributes such as:
    - Definitions
    - What types of analyses these metrics and measures support
    - Pros and cons of measures/metrics
    - Where in the recycling process these measures/metrics apply
    - Data available
    - Data gaps/needs
    - Quality of data
- Meeting attendees also identified potential sources of data for these attributes.

ED_004224B_00003652-00001

- At the America Recycles Day event in November, the goal is to have a draft of this measures and metrics document so that the group can identify preferred methodologies to communicate.
    - The goal is to have the matrix completed and have developed a common understanding of terms and definitions by the November meeting.

Discussion on existing data collection efforts that would support development of a compiled matrix

- EPA's Facts & Figures Report, EPA State Measurement Program efforts
- Existing data management platforms
    - Multi-state programs such as those hosted on Re-TRAC Connect can bring some consistency.
        - Local governments and states report their data to EPA on waste management issues such as disposal and diversion.
        - It is also the data management platform for the State Measurement Program.
        - Recycling Partnership has also been doing work with Re-TRAC Connect.
- Definitions
    - The current goal is to develop a list of metrics and definitions, and the ultimate goal is to compile all the different metrics along with what they measure and how.
    - Workgroup members are from all different industries and viewpoints, not just municipal solid waste, and it is important to consider all aspects of the definition.
    - EPA noted that one of the goals of this workgroup is to develop a common definition of recycling and a common definition of municipal solid waste.
        - There are several definitions of recycling. EPA uses the RCRA definition but this can differ from other definitions that the states use.
    - A lot of this is contingent on local municipal programs and state requirements. For example, scrap metal is a generic term and there could be boundary issues with the definitions.
- Energy-related measures
    - These measures would measure the energy used in the process of recycling, which is related to carbon emissions.
    - The group agreed to hold off on energy-related measures for now.
- Domestic and international processing
    - The measures should distinguish between where the material goes in the country, the impacts of that, and the impact of what happens when it is exported for processing.
    - Industry associations may be able to provide more detail on exported materials, for example whether the material is baled and how it is categorized. The EPA Facts and Figures document included information on material that is exported.
    - Aluminum is unique because statistics are derived from end-use consumption.
    - It is also important to consider materials that are exported and then sorted after export. In those scenarios, it is more difficult to quantify the amount that is actually recycled.
    - The availability of measures could depend on the material and the association that provides the data. It might be helpful to reach out to the associations who worked with EPA to develop the Facts and Figures report.
    - Notes could be added to the matrix to identify where measurement challenges were found, include both international and domestic processing.
- Reuse and defining diversion rates
    - Some recycling metrics will also include reuse. The group should determine if reuse is in scope. Some metrics include reuse and others do not.
    - There was discussion during the early workgroup calls about contamination. When measuring contamination, the results might vary depending on where in the process the contamination is measured. It is also important to consider including curbside contamination.

ED_004224B_00003652-00002

    - It is difficult to decide what is in scope when considering reuse.
    - It is also hard to capture reuse for a product that is itself reused. For example, a cardboard box could be reused several times before it goes downstream, so you would need to find a way to capture that benefit.
    - If reuse is included, it should be as a separate line item and consider whether that tonnage was ever in the denominator originally.
- Boundaries of the system
    - With EPA moving Facts and Figures to material recovery measures, this kind of recovery is too narrow. The goal of recycling is to recover materials and make new products.
        - EPA added that the goal of the Facts and Figures document is to measure materials at the end of life, post-consumer.
    - There is a diagram showing the five different parts of the system available.
    - Another source of inspiration could be the Burns and McDonald paper, which has a good map assessing Texas's recycling and diversion rates.
    - The boundary could include end use and material recovery. If the boundary stops at sorting facilities this could lead to gaps in the information on recycling and society.
    - There was a lengthy discussion in the previous meeting on how many significant digits are needed. At a certain point the number of significant digits is less important, and it is more important to recognize and quantify the larger differences and impacts.
    - It is very important to find a standardized point to measure tonnage, especially when considering contamination rates on inbound material.
    - EPA will begin compiling different maps and graphical representations and then send to the group for review.

Closing Remarks and Next Steps

- Workgroup members should send any data or suggested information sources to EPA before June 28th so it can be compiled before the next workgroup call.
    - During the next call, the workgroup will review examples of definitions or diagrams.
    - Debra Katner and Trina Matta will send Swarupa additional maps and diagrams
    - Swarupa will propose definitions of recycling and of municipal solid waste.

ED_004224B_00003652-00003

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion Webinar

July 16, 2019, 3:00 PM – 5:00 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Link to Skype Web App:

[HYPERLINK " Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss definitions of MSW and Recycling and flow diagrams to establish process boundaries.
- Discuss how to move forward with identifying measures and metrics
- Discuss the Municipal Measurement Program and their tool for standardizing terminology and methodologies

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

30 min **Municipal Measurement Program (Rick Penner)**

- Review work done to date by Emerge Technologies to provide municipalities with a tool to analyze their materials management programs

45 min **Discuss Definitions**

- Review compiled definitions for municipal solid waste and recycling
- Discuss questions included at the end of the definitions document
- Decide on what definitions to use moving forward

15 min **Discuss Identification of Performance Metrics**

- Define next steps for developing the product.
- Assign actions to be completed before the next call

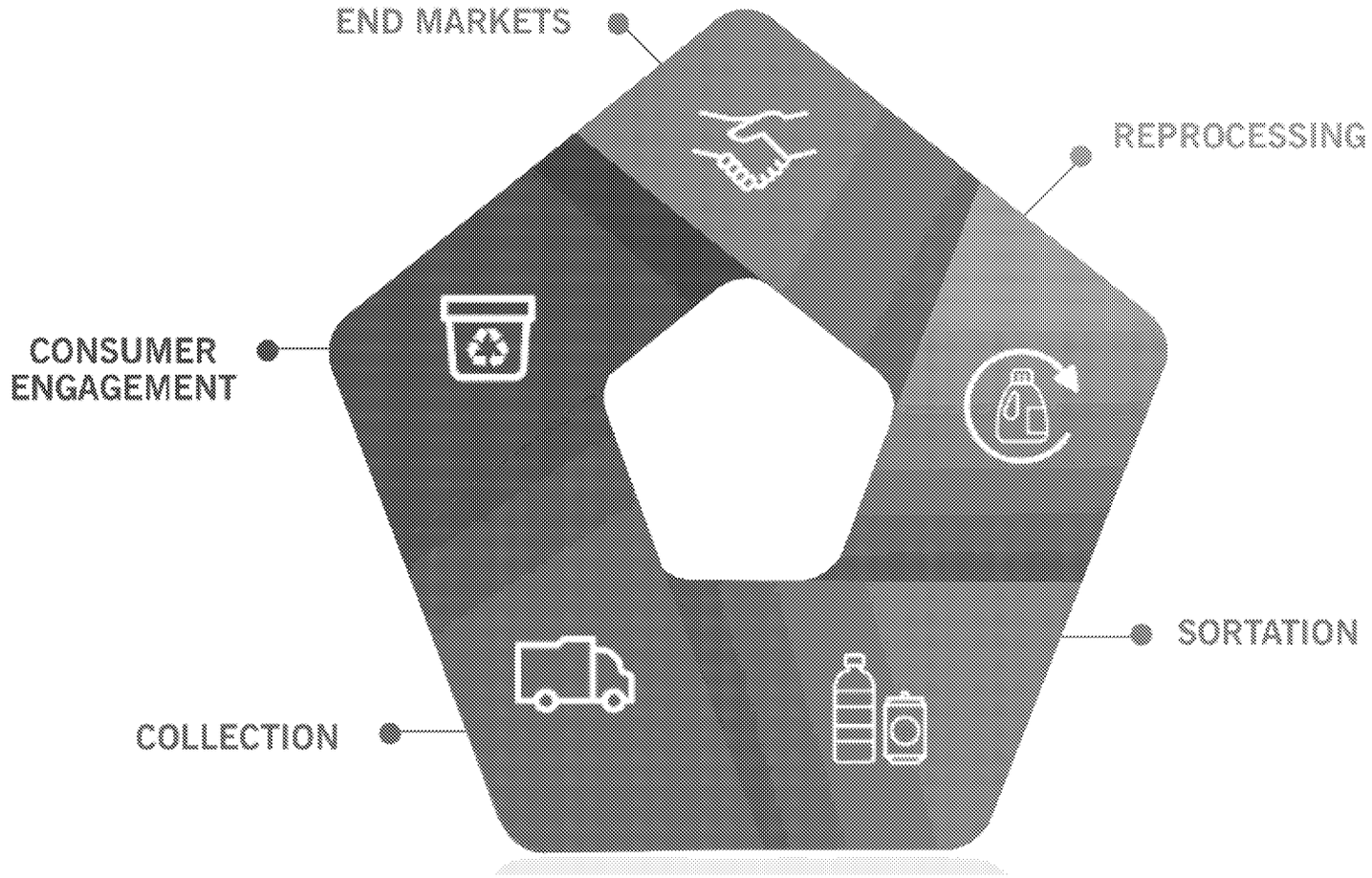
15 min **Discuss Longer-term Actions**

- Briefly introduce potential longer-term actions
- Discuss next steps for refinement

5 min **Closing Remarks and Next Steps**

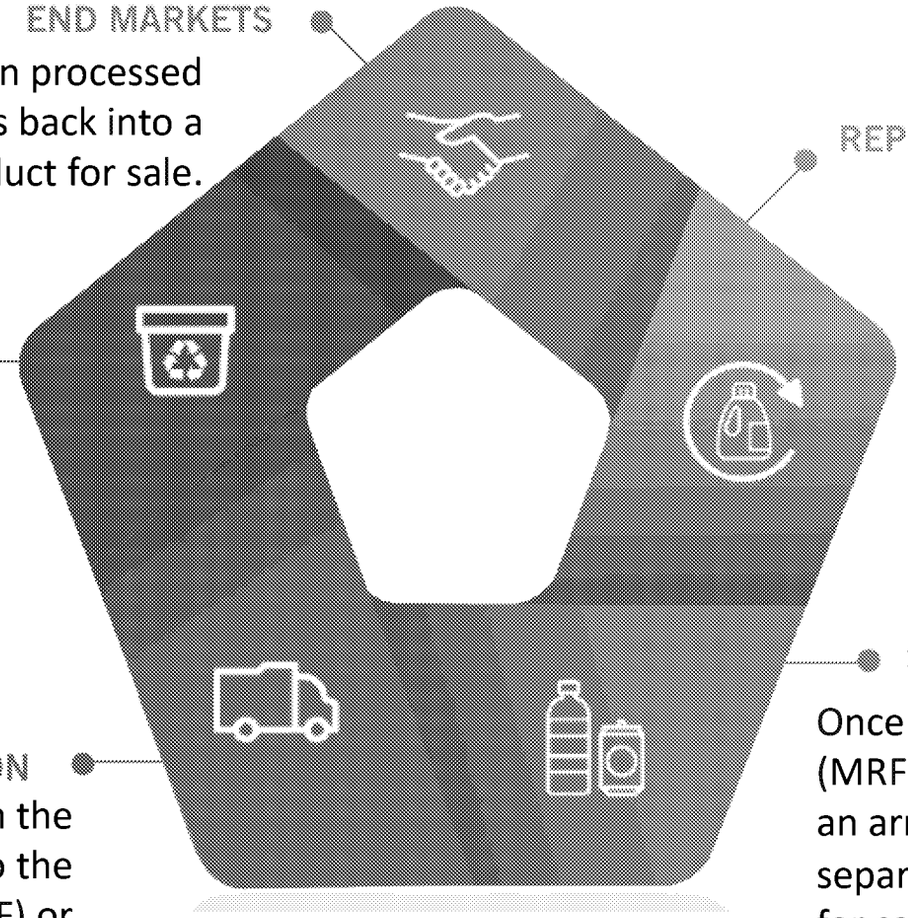
ED_004224B_00003653-00001

ASTRX Five Elements of the Recycling System



ASTRX
Applying Systems Thinking to Recycling
SUSTAINABLE PACKAGING COALITION
THE RECYCLING PARTNERSHIP

ASTRX Five Elements of the Recycling System



END MARKETS

Manufacturers turn processed recyclable materials back into a product for sale.

REPROCESSING

Reprocessors take bales of recovered recyclables and process them to a form that can be used as manufacturing feedstock, such as aluminum sheet, plastic flake or paper pulp or sheet.

CONSUMER ENGAGEMENT

In this stage of the recycling system, local governments, brands and other stakeholders help consumers understand what to recycle and how to do it properly.

SORTATION

Once at the Materials Recovery Facility (MRF), recyclables must pass through an array of machinery designed to separate materials into individual bales for sale to reprocessors.

COLLECTION

Recyclables are transported from the curb or drop-off facility to the Materials Recovery Facility (MRF) or transfer station by local government or private haulers.

ASTRX Applying Systems Thinking to Recycling | SUSTAINABLE PACKAGING COALITION | THE RECYCLING PARTNERSHIP

ILLUSTRATION 1. THE RECYCLING CHAIN

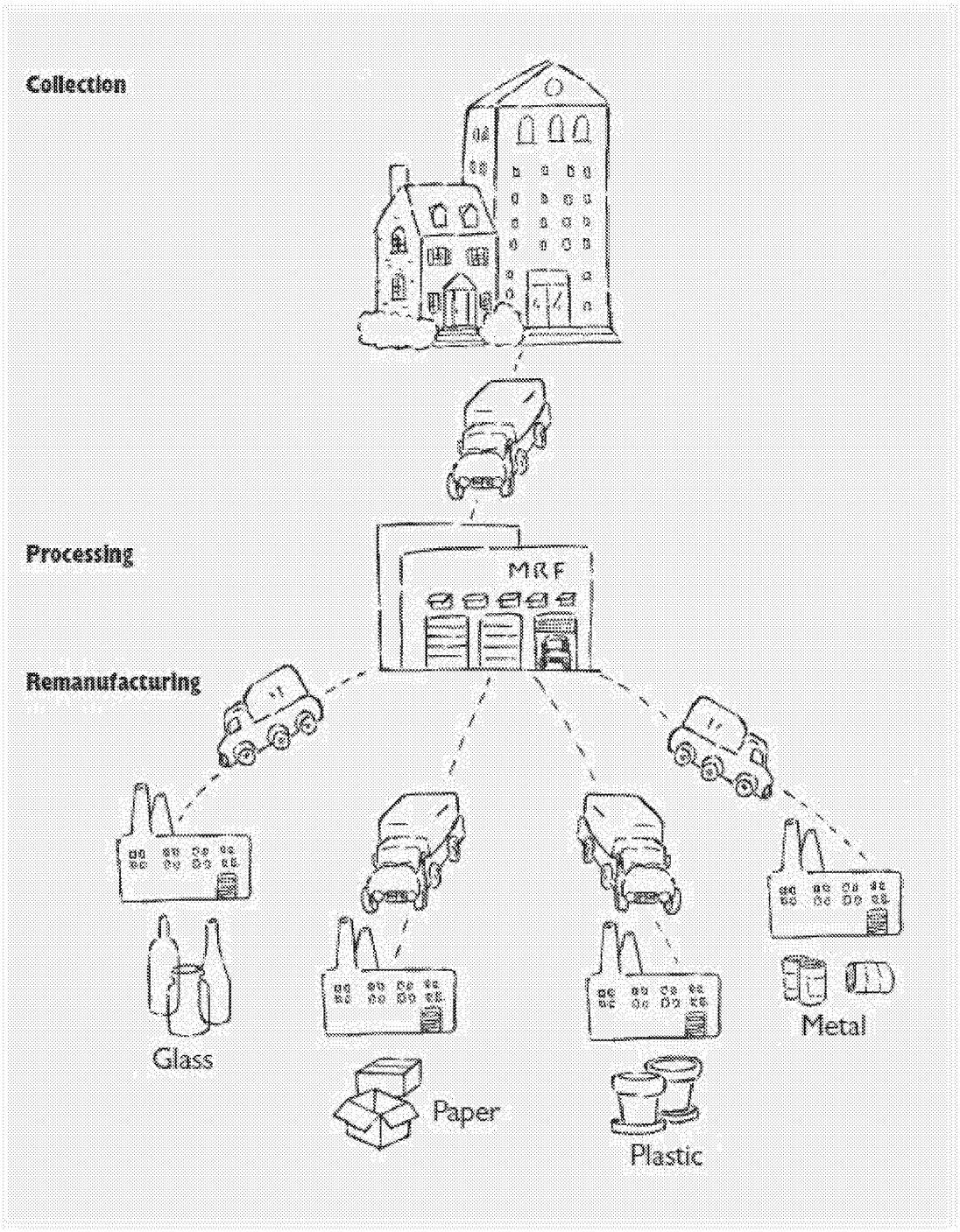
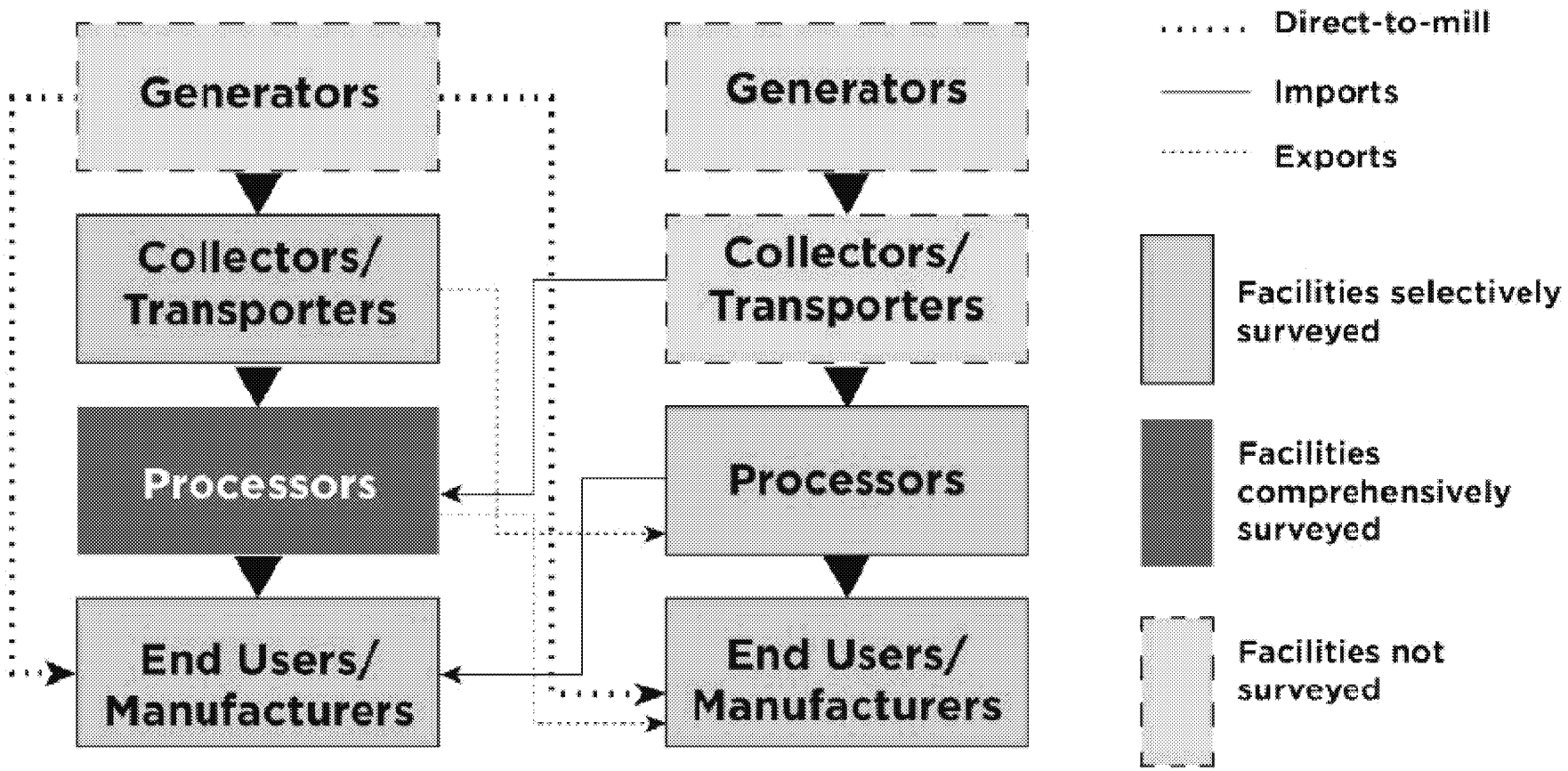
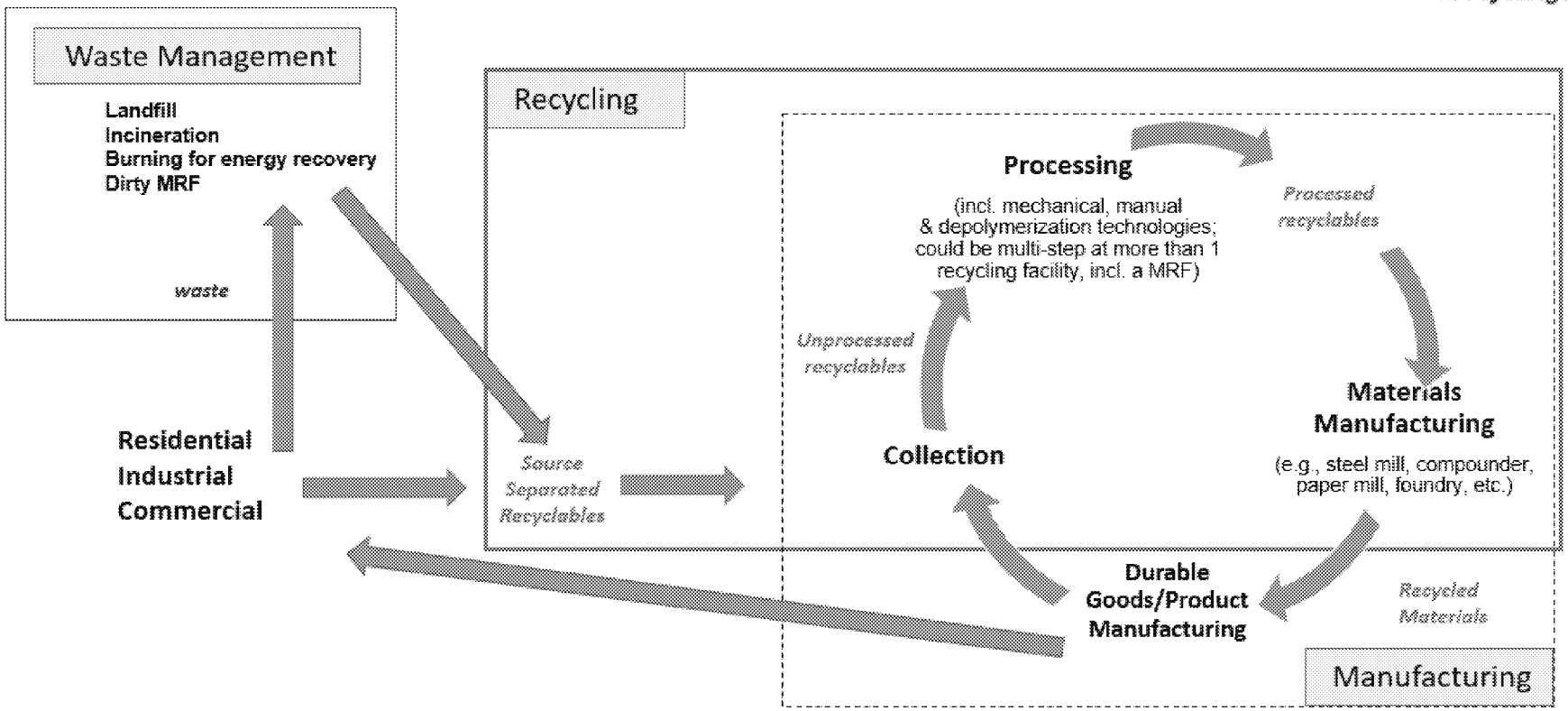


FIGURE 3-1: RECYCLED MATERIAL CHAIN



ISRI Definitions (as of July 11, 2019)

#recyclingworks



Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification-grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer.

A "**Recyclable**" material is an obsolete, previously used, off-specification, surplus, or incidentally produced material for processing into a specification grade commodity for which a market exists.

Recycled Material is material that was initially obsolete, previously used, off-specification, surplus, or incidentally produced and that has been processed into a specification-grade commodity for use in materials manufacturing.

Processing is any mechanical, manual, or other method that transforms a recyclable material into a specification-grade commodity. Processing is often multi-step, with different steps at different locations.

Materials Recovery Facility (MRF) is a recycling facility where primarily municipal recyclables, diverted from disposal by the generator and which are collected separately from municipal solid waste as opposed to a mixed waste stream, are mechanically and/or manually sorted into commodities for further processing into specification grade commodities.

July 9, 2019

4: Enhance Measurement

Background

Different definitions and recycling rate methodologies across the country create challenges to setting goals and tracking progress. Stakeholders across the recycling system agree that more consistent measurement methodologies are needed for waste management. Standardizing and aligning measurement, as well as tracking recyclable materials, will help better inform policy decisions and investments, and help us determine whether we are making progress in improving recyclable materials management in the United States. It will also help promote cross-jurisdictional learning by providing more transparent and comparable data sets.

Vision

To have specific and measurable goals that are supported by consistent terminology and nationwide data collection methodology.

Challenges, Opportunities and Actions

Members of the America Recycles Network have been working together to identify challenges and opportunities related to how we measure and report on progress across the recycling infrastructure. The group identified a set of near-term and longer-term actions designed to assess measures and metrics, identify a recommended approach to measurement and reporting, and create tools to help promote more consistency nationally, regionally and locally. The group prioritized this list of actions and selected one to begin immediately in advance of America Recycles Day 2019.

Priority Action

Challenge/Opportunity: Workgroup members identified two key challenges: new ways of measuring and the diversity/variety of measurement approaches.

Purpose: Promote more consistent messaging about progress locally and nationally and facilitate the aggregation of reported results.

Workgroup Priority Action: Compile information on a range of metrics and measures. This information will include definitions, what types of analyses these metrics and measures support, where in the recycling process these measures/metrics apply, data available, data gaps/needs, quality of data, and pros and cons of the various measures.

Action Description: Agree on a common definition of recycling and develop a compilation of metrics and measures currently in use. This effort will focus on measures and metrics associated with municipal solid waste (MSW) recycling, which includes residential, commercial and institutional sources. The recycling process will span the recycling system from collection, to transportation, materials processing, and recycling operations.

ED_004224B_00003655-00001

For each measure, populate a matrix of key attributes such as:

- Definitions
- What types of analyses these metrics and measures support
- Pros and cons of measures/metrics
- Where in the recycling process these measures/metrics apply
- Data available
- Data gaps/needs
- Quality of data

This compiled matrix would build on existing data collection efforts including the following:

- EPA's Facts & Figures, EPA State Measurement efforts,
- Existing data management platforms
- The Recycling Partnership,
- model states/municipalities (NC, NYC, WA),
- Container Recycling Institute (for deposit states),
- industry associations, and
- the Environmental Research & Education Foundation (codes and definitions from states).

America Recycles Day 2019 Deliverable: This matrix will be shared at the ARD event in November 2019. Following the meeting, EPA will work with stakeholders to identity one or more preferred measurement methodologies that could be disseminated through a clearinghouse or incorporated into the updated EPA Measurement Handbook.

America Recycles Workgroup Leadership:

- EPA will lead the effort – assisting in agenda development and promoting group progress.
- The Environmental Research & Education Fund will assist EPA in agenda development and promoting group progress.
- ARD work group members will work to collect and consolidate existing information into a matrix.
- EPA will assist in organizing information collected by workgroup members.

Next steps:

1. Clarify initial scoping ideas:
    a. Refine the initial list of sources identified at the in-person meeting in Los Angeles
    b. Decide whether or not to include energy-related measures
    c. Determine whether to include domestic and international processing
    d. Decide on whether/how to include reuse
2. Describe the recycling process to define the boundaries of the system to be measured
3. Collect existing data sets such as Facts & Figures, EPA State Measurement efforts, existing data management platforms, The Recycling Partnership, a model state/municipality (NC, NYC, WA),

ED_004224B_00003655-00002

Container Recycling Institute (for deposit states), industry associations, and the Environmental Research & Education Foundation (codes and definitions from states)

4. Publish results of the compilation effort at the November 2019 ARD event

Potential Additional Actions Under Consideration

Near-term Actions

- Develop a central compilation of metrics on tonnage and conversions that could include a calculation tool (e.g. EPA's WARM).
- Work with states to understand different methodologies for measuring diversion rates.
- Work together to update and encourage the broader use of EPA's 1997 document, *Measuring Recycling – A Guide for State and Local Governments*.
- Clarify connections between Sustainable Materials Management, EPA's *Facts and Figures*, and other EPA tools and guidance.

Long-term Actions

- Encourage governments to adopt transparent reporting procedures and include definitions and methodologies when publishing information on recycling (e.g., using EPA's 1997 document, *Measuring Recycling – A Guide for State and Local Governments*).
- Foster common measurement approaches and definitions (e.g., diversion versus disposal reduction) of recycling and recovery across the country.
- Consider setting national goals for recycling activities, similar to the goal of 50 percent reduction of food waste.
- Identify ways to use per capita participation in addition to or instead of recycling rates as a measure of progress for recycling programs.

Work Underway/Success Stories

Individuals and organizations across the country are already working to how we measure success and progress across the recycling infrastructure. For example:

- The Conference of Mayors worked with Win Porter to develop a matrix that provided a more "apples to apples" comparison of recycling data across states.
- KAB is looking at linking weight per volume measurements and converting that to material types to set an industry standard that could be used and modified.
- SWANA evaluated its own technical policy on how to measure recycling and ultimately revised its technical policy to go beyond reporting by weight.
- Aluminum is measured in a top-down approach – it does not rely on data from the state and local levels.
- Seattle Public Utilities has a reporting system that provides annual, stream and material-specific statistics on refuse, recycling, and diversion collections. [HYPERLINK "http://www.seattle.gov/util/Documents/Reports/SolidWasteReports/index.htm"]
- Oregon compared various state approaches for calculating diversion rates.
- Atlanta has been doing work to assess curbside capture rates.

ED_004224B_00003655-00003

- EPA's Measurement Matters Summit provided a forum for key stakeholders to break new ground in understanding, defining, and measuring materials while focusing on recycling.

ED_004224B_00003655-00004

Municipal Solid Waste and Recycling Definitions Discussion Document

Municipal Solid Waste

- Muncipal solid waste (MSW), more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. (Facts and Figures report)

- MSW is a subset of solid waste and is defined as durable goods (e.g. appliances, tires, batteries) nondurable goods (e.g. newspaper, books, magazines), containers and packaging, food wastes, yard trimmings and miscellaneous organic waste from residential, commercial and industrial non-process sources. (Resource Conservation and Recovery Act (RCRA) 2014 Orientation Manual)

Recycling Definitions (EPA)

- Recycling is defined as the recovery of useful materials, such as paper, glass, plastic and metals, from the municipal solid waste (MSW), along with the transformation of the materials, to make new products to reduce the amount of virgin materials needed to meet consumer demands. (Facts and Figures Report)

- Recycling is defined as the recovery of materials, such as paper, glass, plastic, metals, construction and demolition (C&D) material and organics from the waste stream (e.g., municipal solid waste), along with the transformation of materials, to make new products and reduce the amount of virgin raw materials needed to meet consumer demand. (Recycling Economic Information Report).

- Recycling is the process of collecting and processing materials that would otherwise be thrown away as trash and turning them into new products. Recycling can benefit your community and the environment. (EPA Recycling website)

- Recycling is a series of activities that includes collecting used, reused, or unused items that would otherwise be considered waste; sorting and processing the recyclable products into raw materials; and remanufacturing the recycled raw materials into new products. Consumers provide the last link in recycling by purchasing products made from recycled content. Recycling also can include composting of food scraps, yard trimmings, and other organic materials. (EPA non-hazardous waste management hierarchy)

- MSW recycling refers to the separation and collection of wastes, their subsequent transformation or remanufacture into usable or marketable products or materials, and the purchase of products made from recyclable materials. (RCRA 2014 Orientation Manual)

- Recycling refers to the series of activities by which discarded materials are collected, sorted, processed and converted into raw materials to be used as feedstock and are used in the production of new products. *Excludes* the use of these materials as fuel substitutes or for energy production (EPA's archived Recycling Measurement Guide and adapted from National Recycling Coalition 1995/State Measurement Program).

ED_004224B_00003656-00001

Recycling Definitions (non-EPA)

- Recycling is a series of activities in which material is processed into specification-grade commodities and consumed as raw material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling include the collection, processing, brokering and subsequent consumption of industrial, end-of-life and obsolete scrap, as well as the process of transforming used products, whole or in part, into reusable commodities. (Institute of Scrap Recycling Industries)

- Recycling is the collection, sorting, marketing, processing and transforming or remanufacturing of recyclable materials and recycled products, including marketing thereof; and the purchase and use of recycling products. (Solid Waste Association of North America)

- Recycling is a series of activities by which material that has reached the end of its current use is processed into material utilized in the production of new products. (National Recycling Coalition)

- At least 60% of consumers or communities have access to a collection system that accepts the item. The item is most likely sorted correctly into a market-ready bale of a particular plastic meeting industry standard specifications, through commonly used material recovery systems, including single-stream and dual stream MRFs, PRF's, systems that handle deposit system containers, grocery store rigid plastic and film collection systems. The item can be further processed through a typical recycling process cost effectively into a postconsumer plastic feedstock suitable for use in identifiable new products. (Association of Plastic Recyclers)

- Recycling means transforming or remanufacturing waste materials into usable or marketable materials for use other than landfill disposal or incineration. Recycling includes processing waste materials to produce tangible commodities. (Washington State, Chapter 173-350 WAC)

- Recycling is the series of activities during which obsolete, previously used, off-specification, surplus, or incidentally produced materials are processed into specification- grade commodities, and consumed as raw-material feedstock, in lieu of virgin materials, in the manufacture of new products. The series of activities that make up recycling may include collection, processing, and/or brokering, and shall result in subsequent consumption by a materials manufacturer. (ISRI)

Discussion Questions:

- Should we use the following definition of MSW as the basis of defining recycling: MSW, more commonly known as trash, comprises various items we commonly throw away. These items include packaging, food, grass clippings, sofas, computers, tires and refrigerators. This definition does not include materials that also may be disposed in non-hazardous landfills, but are not generally considered MSW, including: construction and demolition (C&D) debris; municipal wastewater treatment sludges; and non-hazardous industrial wastes. This definition is limited to post-consumer MSW.
- What criteria should be used to define recycling:
    - What are the steps in the recycling process (e.g. collection, sortation, processing, baling and end-use)
    - Should recycling be limited to post-consumer MSW or should it include pre-consumer materials?
    - What is the end-product of recycling? Does the purchase of recycled-content products have to be included in the definition of recycling?
    - Does recycling only include the physical transformation of a product or can it include the chemical and biological transformation?
    - Should composting be included in the definition?
    - Should energy recovery (such as fuel conversion) be included in the definition?

- The definition of recycling includes manufacturing recycled materials into new products. Should it also include consumer's purchase of those products?

- The word remanufacturing has a specific connotation in the construction/building industry. Should we use the word transforming in lieu of remanufacturing?

- The recycling process includes collection, sorting, processing and transforming materials into new products. Is this the complete picture or do we need to add any steps?

- The current definitions of recycling refer to a **physical** process, which includes sorting and processing materials such as aluminum, paper, cardboard, plastics, textiles and glass into products. The intent of this definition is to reuse a specific material and transform it into a new product, which has similar **physical** characteristics of the original material. The definition does not include chemical or biological recycling. The definition includes composting of food scraps, yard trimmings and other organic materials. The definition excludes the use of recyclable materials as a fuel substitute, for energy production and/or alternative daily cover.

Recycling Systems Map

Generators

Residences (single-family, apartments)

Commercial (restaurants, office parks and retail stores)

Institutions (hospitals, universities and government facilities, industrial non-process waste)

Collectors/Transporters

Government agencies with collection crews or collection contracts

Large generators (grocery stores, retail chains, government facilities) that self-haul directly to a processor or end-user

Private haulers

Sortation and Processing

Material Recovery Facilities (MRFs): C&D and MSW

Material Processing Facilities (scrap metal, paper, plastics, tires, yard trimmings)

Buy-back centers

Drop-off centers

End Markets/Remanufacturing

Paper mills

Plastic reclamation facilities

Glass beneficiation plants

Disposal facilities (landfills, WTE, etc.) that recover recyclables for on-site use

Compost and mulch facilities

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:40:53 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; agermain@wasterecycling.org; annie.white4@dc.gov; turley@cdrecycling.org; bjohnson@isri.org; Cathy Jamieson [Cathy.Jamieson@vermont.gov]; christopher.adamo@danone.com; christina@endofwaste.com; CChaitovitz@USChamber.com; craig_cookson@americanchemistry.com; cwells@aluminum.org; dbiderman@swana.org; Meyer, Ellen [meyer.ellen@epa.gov]; Stuart@steelnet.org; ionut@endofwaste.com; jmaxwell@swana.org; Jordan_Craig@afandpa.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kyla@threepeaksustainability.com; kate.balcerzak@pepsico.com; Kent.Wilson@us.nestle.com; lynn@nerc.org; ldyer@fpi.org; mdaum@ameribev.org; ekstrom.m@pg.com; oana@endofwaste.com; pforth@scj.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; scrawford@plasticsindustry.org; ssvitek@pa.gov; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; will.sagar@serdc.org; ZGeorge@naco.org; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]

Subject: Infrastructure workgroup call: America Recycles Network
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 7:00:00 PM
End: 10/4/2019 8:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 9/13/2019 7:37:24 PM
To: aadler@isri.org; alissa.donahue@kdrp.com; Alli.Kingfisher@ecy.wa.gov; agermain@wasterecycling.org; anne_bedarf@colpal.com; turley@cdrecycling.org; brian_hawkinson@afandpa.org; cknight@stillwater.org; Dylan de Thomas [ddethomas@recyclingpartnership.org]; mcpoland@collingswifthynes.com; ginger.spencer@phoenix.gov; Howard.Lee@dc.gov; Jennings, James M. [James.M.Jennings@illinois.gov]; jRonk@dow.com; jmaxwell@swana.org; Jessica.Marshall@us.mcd.com; JLevy@isri.org; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kate.balcerzak@pepsico.com; kelly.cramer@greenblue.org; kholmes@plasticsindustry.org; ldry@batterycouncil.org; ldyer@fpi.org; mgolison@gmaonline.org; mark.junker@sacfoxenviro.org; mmeenan@aluminum.org; MStasz@gmaonline.org; missyowens@coca-cola.com; nicolesmith@coca-cola.com; PAlcantar@city.cleveland.oh.us; rhartmann@kab.org; seth.a.barron@exxonmobil.com; SBreen@cancentral.com; Shari_Jackson@americanchemistry.com; spotter@uschamber.com; srobinson@wm.com; Terry_Webber@afandpa.org; Tracie@crra.com; trina.matta@greenblue.org; ZGeorge@naco.org; Kelly.Smith1@kdrp.com; Bray, Brandon [Bray.Brandon@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Janjic, Ksenija [Janjic.Ksenija@epa.gov]

Subject: Education & Outreach workgroup call: America Recycles Network
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 10/4/2019 5:00:00 PM
End: 10/4/2019 6:30:00 PM
Show Time As: Tentative

Good afternoon,

I hope everyone is well. I know it has been a little while since we have last checked-in. The Steering Committee for this workgroup has continued to make progress on the priority action. We would like to take this time to check-in with the whole workgroup on our progress and discuss the upcoming America Recycles Summit on November 15th in Washington, D.C.

Meeting agenda and materials to come. Just getting a spot reserved on your calendars.

Best,

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 11/13/2019 9:08:03 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Robinson, Susan [srobinson@wm.com]; Fryer, Chantal [cfryer@sccommerce.com]; Elizabeth Bedard [ebedard@recyclingpartnership.org]; Bray, Brandon [Bray.Brandon@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]

Subject: Markets workgroup presentation
Location: Ex. 6 Personal Privacy (PP)

Start: 11/13/2019 9:30:00 PM
End: 11/13/2019 10:00:00 PM
Show Time As: Busy

-----Original Appointment-----
From: Boxman, Suzanne <boxman.suzanne@epa.gov>
Sent: Tuesday, November 12, 2019 8:31 PM
To: Boxman, Suzanne; Robinson, Susan; Fryer, Chantal; Elizabeth Bedard; Bray, Brandon; Vance, Ronald; Villamizar, Nicole; Meyer, Ellen
Subject: Markets workgroup presentation
When: Wednesday, November 13, 2019 4:30 PM-5:00 PM (UTC-05:00) Eastern Time (US & Canada).
Where: Ex. 6 Personal Privacy (PP)

Hi Markets Steering Committee,

We want to try to have a quick call with you to prepare for the Markets workgroup presentation during the America Recycles Summit on Friday.

Thanks for working with us on the short notice.

Suzie

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/18/2019 12:41:04 PM
To: adam.gendell@greenblue.org; aadler@isri.org; asuda@mww.com; alissa.donahue@kdrp.com; agermain@wasterecycling.org; turley@cdrecycling.org; brian_hawkinson@afandpa.org; christopher.adamo@danone.com; cchaitovitz@uschamber.com; cjrp2i@rit.edu; craig_cookson@americanchemistry.com; dadsit@ford.com; janine.bogar@ecy.wa.gov; Jessica.Marshall@us.mcd.com; jheadley@usmayors.org; jsheahan@usmayors.org; jufner@naco.org; kholmes@plasticsindustry.org; lwilk@aluminum.org; lynn@nerc.org; ldyer@fpi.org; MStasz@gmaonline.org; pforth@scj.com; rwiener@isri.org; smacbride@dsny.nyc.gov; seth.a.barron@exxonmobil.com; srobinson@wm.com; trina.matta@greenblue.org; Troy@lautenbachrecycling.com; ZGeorge@naco.org; ldry@batterycouncil.org; dkeeling@steel.org; Terry_Webber@afandpa.org; Bray, Brandon [Bray.Brandon@epa.gov]; Bergman, Shawna [Bergman.Shawna@epa.gov]; Coleman, Cheryl [Coleman.Cheryl@epa.gov]; Villamizar, Nicole [Villamizar.Nicole@epa.gov]; Vance, Ronald [Vance.Ronald@epa.gov]; Patrick Tallarico [ptallarico@enventiveinc.com]; Doug Sarno [sarno@theparticipationcompany.com]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; jpickard@isri.org
CC: jabo461@ecy.wa.gov; Meyer, Ellen [meyer.ellen@epa.gov]; Bell, Christina A [christina.bell@gdit.com]; Rodriguez, Rebecca [RRodriguez2@leegov.com]

Subject: Updated with Agenda: Markets work group call 2: America Recycles Network
Attachments: ARD-MarketsAgenda-18July19.docx
Location: Call-in Number: 4 Ex. 6 Personal Privacy (PP)

Start: 7/18/2019 7:00:00 PM
End: 7/18/2019 8:30:00 PM
Show Time As: Tentative

Hi Everyone,

Please see the attached agenda to help guide our discussion this afternoon.

Talk to you all soon.

Suzie

Hello All,

During the months of June and July we will hold several work group calls for Phase 2 of the America Recycles work. This is the second Phase 2 call for the Markets work group. During this call we will:

- Report out on refinement of immediate action
- Review initial draft action plan content
- Discuss upcoming meeting schedule

An agenda and materials will be provided in advance of the call.

Suzie Boxman, Ph.D.
Office of Resource Conservation and Recovery
U.S. Environmental Protection Agency
Phone: (703) 347-8169

America Recycles Day Summit – Enhancing Measurement Roundtable Discussion

July 18, 2019, 3:00 PM – 4:30 PM Eastern

Call-in Number: Ex. 6 Personal Privacy (PP)

Purpose:

- Discuss and reconfirm overall goal
- Discuss and decide on near-term actions
- Determine next steps for product development

Agenda

10 min **Welcome, Introductions, and Agenda Review**

- EPA will welcome participants
- Participants will briefly introduce themselves
- The facilitator will review the agenda

15 min **Review and Refine Goal Statement**

- Build on existing models to build and sustain markets for recycled materials developed by the state of South Carolina and others. Create tools, workshops, and other approaches to propagate these models and create needed partnerships between economic development, environmental, recycling, industrial and other organizations. Make it easier to find information on buying recycled to support demand champions and connect manufacturers and consumers who want to do the right thing with available resources and materials. Identify additional ways to create net new demand for recycled materials.

50 min **Discuss Near-term Actions and Whether and How to Move Them Forward**

1. Develop tools to promote governance models that integrate the development of secondary materials markets with state and local economic development agencies. This could include sharing a model legislative structures, developing best practices and lessons learned, developing guidance for purchasing, conducting trainings, etc.
    - Identify other states or localities that have pursued this approach and determine how to work together to create a near-term product.
2. Create recycling frequently asked questions to educate legislators and regional or local economic development organizations on recycling dynamics (Could build on or use the [HYPERLINK "http://astrx.org/resources/astrx-study-of-material-recoverability/"])
    - Discuss ISRI's current economic impact analysis and determine what else might be helpful and how to go about collecting that information.
3. Support the National Recycling Coalition in the development of a Buy Recycled Business Alliance by populating the platform with products and spreading the word to interested industry partners.

ED_004224B_00004029-00001

    - Discuss the alliance and the platform to identify opportunities for participants to promote its use and expansion.
4. Develop best practices (or trends) related to recycling contracts.
    - Confirm focus – contracts between what entities?
    - Discuss work being done by The Recycling Partnership and determine what else might be needed.
5. Identify any additional actions that could help promote demand for recycled materials such as promoting more environmentally preferred purchasing on the part of government agencies.

15 min **Discuss Next Steps for Product Development**

- Discuss plan for leadership team to meet at the Resource Recycling Conference in August
- Define next steps for workgroup members

ED_004224B_00004029-00002

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/10/2019 7:36:52 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; doug@forumfg.com; Patrick Tallarico [ptallarico@enventiveinc.com]; srobinson@wm.com; Fryer, Chantal [cfryer@sccommerce.com]; Dylan de Thomas [ddethomas@recyclingpartnership.org]
CC: ebedard@recyclingpartnership.org

Subject: Rescheduled: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/15/2019 5:00:00 PM
End: 7/15/2019 6:00:00 PM
Show Time As: Tentative

Hi Everyone,

We found a new time that should work for most people. Thanks for working with us to reschedule.

Best,
Suzie

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Tentative

Hi everyone,

Scheduling the meeting for the markets steering committee call tomorrow morning.

Thanks,
Suzie

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: Canceled: To be rescheduled: Markets Workgroup Steering Committee Call
Location: Call-in Number: 2 Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Free

Importance: High

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]; srobinson@wm.com

Subject: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Busy

Hi everyone,

Scheduling the meeting for the markets steering committee call tomorrow morning.

Thanks,
Suzie

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:41 PM
To: Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/10/2019 7:36:52 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Bray, Brandon [Bray.Brandon@epa.gov]; doug@forumfg.com; Patrick Tallarico [ptallarico@enventiveinc.com]; srobinson@wm.com; Fryer, Chantal [cfryer@sccommerce.com]; Dylan de Thomas [ddethomas@recyclingpartnership.org]
CC: ebedard@recyclingpartnership.org

Subject: Rescheduled: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/15/2019 5:00:00 PM
End: 7/15/2019 6:00:00 PM
Show Time As: Tentative

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Busy

Appointment

From: Boxman, Suzanne [boxman.suzanne@epa.gov]
Sent: 7/9/2019 7:46:42 PM
To: Boxman, Suzanne [boxman.suzanne@epa.gov]; Wittstruck, Nathan [Wittstruck.Nathan@epa.gov]; Meyer, Ellen [meyer.ellen@epa.gov]; Doug Sarno [sarno@theparticipationcompany.com]; Bray, Brandon [Bray.Brandon@epa.gov]; srobinson@wm.com; ebedard@recyclingpartnership.org; cfryer@sccommerce.com; Dylan de Thomas [ddethomas@recyclingpartnership.org]

Subject: Canceled: To be rescheduled: Markets Workgroup Steering Committee Call
Location: Call-in Number: Ex. 6 Personal Privacy (PP)

Start: 7/10/2019 1:00:00 PM
End: 7/10/2019 2:00:00 PM
Show Time As: Free

Importance: High

Hi everyone,

Scheduling the meeting for the markets steering committee call tomorrow morning.

Thanks,
Suzie