

UPDATE

Container and Packaging Recycling

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Summer 2008

CRI talks with Congressman Markey about his National Bottle Bill proposal

Last fall, Massachusetts Congressman Edward Markey introduced the Bottle Recycling Climate Protection Act of 2007 in the U.S. House of Representatives. The bill would place a five-cent deposit on every beverage container sold in the country, while keeping in place the existing programs in the eleven states that already have container deposit legislation on the books. The national bill is intended to lower global warming emissions by boosting the recycling rate of frequently wasted beverage containers.

In February, a contingent of CRI Board members and CRI Executive Director Betty McLaughlin met with Congressman Markey in his Washington office to discuss his bill. Rep. Markey explained his commitment to

(Continued on page 4)

Inside this Edition

2	Waste Expo 2008
3	News from CRI
5-6	Legislative Updates
7	Saving the Earth Essay Contest
8	New Bottle Bill Website



Manual return retailer employee (foreground) describes the process to conference attendees Ryoko Kizawa (Japan); Warren Snow (New Zealand); Ms. Kizawa's translator; Robbie Kelman (Australia) and CRI Executive Director Betty McLaughlin

Global Bottle Bill Summit held in Berlin, Germany

April 24 through 27, beverage container recycling advocates from around the globe convened at the first-ever global deposit summit meeting. The three-day series of meetings and presentations about container recycling was attended by experts from Australia, Brazil, Belgium, Canada, Czech Republic, Germany, Hungary, Japan, the Netherlands, New Zealand, Serbia, Slovakia, Sweden, and the US.

The summit opened with a reception and keynote address featuring Mr. Clemens Stroetmann, State

Secretary of the German Federal Ministry of Environment (retired). Mr. Stroetmann discussed the German deposit system for non-refillable containers. Germany has had a national deposit system in place since 2005; it covers both refillable and one-way containers.

The conference was designed as an opportunity for professionals who are doing similar work to meet one another face-to-face to exchange ideas. Representatives from each country with container deposit sys-

(Continued on page 7)

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News from the Container Recycling Institute



Letter from the Executive Director

Mid April marked my one-year anniversary as Executive Director of CRI. It has been quite a year of change and challenge.

CRI moved its headquarters out of the Washington, DC area for the first time in its history. People began to take climate change seriously and personally. Recycling took center stage once more.

Recycling has progressed from simple scrap reuse, to solid waste management tool, to being recognized as an important strategy for

global energy and natural resource conservation. Recycling is universally accepted for the significant contribution to reducing the effects of global warming it can make. Our challenge now is to fit the right type of collection with the myriad items that can be recovered. This is our new message.

As more communities want to recycle more items, the pressure to embrace the “easiest” or “most convenient” collection methods will be strong.

We continue to stress that “recycling” is more than just collection. Materials processors and end users are equally important partners in recycling. Each of these three sectors must be viable for recycling to be a permanent component of our national economy and manufacturing infrastructure. For private industries to make infrastructure invest-

ments and commitments to using recycled content in manufacturing, collection quality is critical.

Matching the collection method to the type of material, and the way a product gets used, makes sense. Beverage containers are emptied frequently (more per person than the average food container), and often away from the at-home recycling bin. And glass beverage containers need a better collection method than co-mingled curbside that causes breakage.

The discussions about whether to recycle are over. Our work continues to focus on what is the best collection method for beverage containers. We appreciate your partnership with us in this challenge.



Betty McLaughlin,
Executive Director

CRI ED speaks at Waste Expo conference in May

Waste Expo has served the solid waste industry for forty years, and the 2008 conference covered the latest trends and topics in the solid waste and recycling industry. The National Solid Waste Management Association, Waste Expo’s principal sponsor, invited CRI’s Executive Director Betty McLaughlin to speak at one of the workshop sessions. Billed as, “Bottle Bills: Pro or Con,” the session was moderated by nationally recognized recycling expert Jerry Powell, editor of Resource Recycling. Also on the panel, representing the anti-bottle bill view was Judith Thorman, Washington lobbyist for the America Beverage Association.

Prior to the presentation, Betty reached out to Judith to see if there were areas of common ground that might set the stage for a productive, if spirited discussion. Unfortunately,

time did not permit meeting prior to the Waste Expo presentation, but we hope that there will be future opportunities to discuss some of ABA’s concerns, particularly as they relate to the economics of materials recovery through container deposit systems.

Thirteen workshops were held simultaneously, so participants had a variety of options to choose to attend. CRI’s presentation, renamed, “Bottle Bills: Pro or Con, or Pro-Conservation?” was followed by ABA’s discussing deposits and other alternatives. Interestingly, ABA cited their recent research finding about one-third of ABA member beverages—soft drinks, water, and other nonalcoholic, non-carbonated beverages – are consumed away from home. While we don’t know the methodology used to calculate this

percentage, it is reasonable to assume that this would be a minimum number, since ABA supports curbside collection for beverage containers. Regardless, one-third of the 156.6 billion ABA-member containers used in 2006 equals over 52 billion, a staggering number that stands no chance of being recycled at the curb. ABA’s numbers demonstrate that deposits are needed to fill the breach.

We look forward to continuing these discussions and finding common ground with the beverage industry as we all agree that “zero waste” for beverage containers is more than just an admirable goal, it is infinitely doable. Recycling 100% of beverage containers used in the US each year will save natural resources, greenhouse gas emissions and energy, all vital contributions to the global climate change solution.

Goldman Fund Grant

In February CRI received a generous grant from the Goldman Fund (CA) for a two-part project. One component of this grant will be a study of the quality of materials delivered to processing facilities from single stream collections.

As recycling gains more ground as a tool to help address climate change, more communities are looking for affordable collection options. "Single Stream" collection, where all recyclables are co-mingled in one receptacle and then re-sorted at a specially designed MRF, is being hailed as that affordable solution. Unfortunately, in many cases, single stream simply shifts the costs from the collection phase to the processing phase. In addition, higher contamination wastes valuable recyclables that are sent to the wrong processing facility.

Why does this matter for beverage container recycling? We are seeing many campaigns to adopt or update container deposit legislation being distracted by the argument that single stream is a more modern way to collect all recyclables, including beverage containers. The most vocal cheerleaders for single stream recycling are opponents of CDL, most notably the grocery lobby.

The second phase of the grant will allow us to produce and share our signature research document, the "Beverage Market Data Analysis." Because this analysis is expensive to produce, we have in prior years been forced to recoup some of our expenses by selling these BMDAs for a modest fee. We believe that more policy-makers and advocates will be motivated to launch campaigns to address beverage container waste when they are armed with the facts.

The BMDA clearly demonstrates the magnitude of beverage container waste on a state-by-state basis, mak-

(Continued on page 4)

CRI welcomed two new board members in January

This January, CRI was honored to add two distinguished advocates to its board of Directors, Laura Haight and Scott Seydel.

Laura Haight is Senior Environmental Associate with the New York Public Interest Research Group (NYPIRG) in Albany, New York. NYPIRG is New York's largest non-profit consumer and environmental advocacy organization.

Prior to joining NYPIRG's staff in 1999, Ms. Haight held positions in several other nonprofit environmental groups in New York, including Clearwater, Scenic Hudson, and Environmental Advocates. She holds an M.S. in environmental studies from the Bard College Graduate School of Environmental Studies and received her undergraduate degree from Harvard University. Ms. Haight directs NYPIRG's advocacy on air, energy, toxics, and solid waste, and currently coordinates a statewide campaign to update and expand New York's "Bottle Bill."

Scott Seydel oversees an enterprise he founded in his twenties, offering its products through U.S. and global manufacturers in over three dozen countries. Long before it was fashionable, sustainability and environmental stewardship were cornerstones of Scott's business endeavors, influencing his companies' emphasis on energy

and waste minimization, recycling and recyclability.

Scott is the chief executive of several process chemical companies including The Seydel Companies' Pendergrass (GA) plant that has repeatedly captured first place in the U.S. Environmental Protection Agency's National WasteWise competition, and EvCo Research in Atlanta that recycles plastic beverage bottles into water barrier coatings applied to textiles, paper, carpet, and building products.

Scott also serves as Board Chairman of Global Green, the U.S. arm of former Soviet President Gorbachev's global sustainability organization headquartered in Geneva, Switzerland. In this capacity Scott has been involved in guiding the organization's initiatives in promoting green building projects and renewable resource power generation, water conservation, municipal waste recycling, and the decommissioning of military bases and weapons of mass destruction. He also chairs the Board of the GreenBlue Institute (Charlottesville) and its Sustainable Packaging Coalition.

A long time civic leader, Scott has served on the boards of numerous schools, and serves as Chairman of Georgia State's Robinson College Board and has Chaired the Boards of

(Continued on page 7)

Scott Seydel and Laura Haight, newest members of CRI's Board of Directors



Congressman Markey

(Continued from page 1)

this legislation as an energy conservation and greenhouse gas reducing strategy, and discussed his proposal with CRI.

CRI: Congressman, as Chairman of the Select Committee on Energy Independence and Global Warming, you introduced a national "bottle bill." Do your colleagues see the recycling/climate change connection?

CM: My colleagues in Congress, and pretty much anyone, intuitively and empirically know that recycling can significantly reduce energy use. We know that we have to do more than just find sources of cleaner energy generation. We need to find cleaner, more energy-efficient ways to do everything.

CRI: And recycling fits into that model...

CM: Absolutely. My mother always told me to work smarter, not harder. Recycling is a perfect example of that motto. Conservation really is the best kind of energy efficiency. Making a new aluminum can from an old one uses 95% less energy than making a can from new materials. The same principles apply to almost any other material, like paper or glass or plastic.

CRI: Can you explain why you favor container deposit recycling over other collection methods?

CM: I believe that bottle bills that encourage deposit recycling are most effective, and can only help to increase recycling rates when combined with other collection methods.

Goldman Fund Grant

(Continued from page 3)

ing it a uniquely valuable tool. Through the Goldman Fund's generosity, CRI will now be able to disseminate this information to a wider audience and we will be able to broadly publicize the availability and value of our BMDA. Many

The states that have bottle bills along with other collection methods, including my home state of Massachusetts, have much, much higher recycling rates, between 65 and 75%. Several states with bottle bills have increased curbside recycling rates, indicating an increased dedication to recycling in states with bottle bills.

CRI: Are you concerned that the beverage industry may feel "singled out" for producer responsibility take-back legislation?

CM: Recycling is too widespread to claim any industry is being singled out. We're seeing many more industries and products being candidates for take-back programs—electronics, products containing mercury and other heavy metals, motor oil, batteries. The beverage industry is not alone. All people and all industries must be part of any plan to increase energy efficiency.

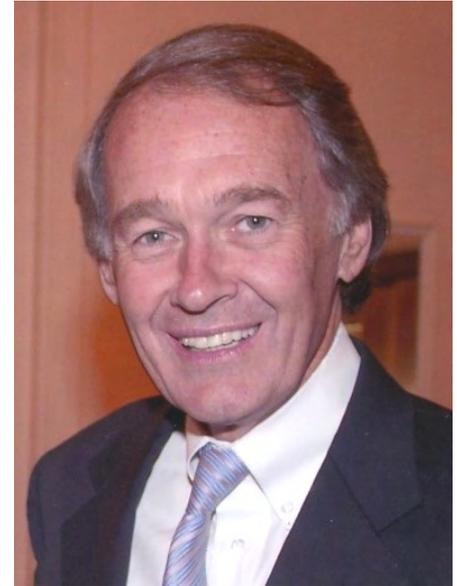
CRI: What about the convenience of the at home "blue bin" argument?

CM: I view container deposit legislation as a response to how we consume a soda or bottled water. These are drinks that are often bought at a convenience store, and consumed while on the go, not at home. There should be a financial incentive to help them hang onto the container for a refund, rather than just dumping it in the trash.

The beverage industries have been leaders on recycling their containers, even if they have been doing so because of these state deposit laws. We want to parlay that success

readers of Container and Packaging Recycling Update have used our BMDAs in years past.

We anticipate that this latest edition, reflecting 2006 data (the most recent available) will be available by August 1.



Congressman Edward Markey, sponsor of the Bottle Recycling Climate Protection Act and the Investing in Climate Action and Protection Act

into a national program for capturing these materials. I'm happy to give them credit for what they've already done, and at the same time say, "let's do more."

CRI: When might we see a companion senate bill?

CM: My office has spoken with interested Senate offices, but right now we're focusing on increasing House support for the bill. Furthermore, the recent legislation I introduced, the Investing in Climate Action and Protection Act, or iCAP, promotes recycling beverage containers. iCAP gives funds to states if they have a beverage container recycling rate of at least 60%.

To receive a copy, call us at 202-263-0999 or email us at recycle@container-recycling.org with "2006 BMDA" in the subject line.

Legislative Updates

Arizona

A bottle bill introduced in Arizona in February gained little attention and went nowhere. It quietly died after its second reading in the Rules committee the day after its introduction.

Kansas

The Kansas bottle bill would put a 5¢ deposit on liquors, malt beverages, and carbonated soft drinks, in the hopes of increasing recycling. As drafted, the bill stipulated that if the redemption rate of these containers fell below 60% by July 2009, the deposit would increase to 10¢. This bill's hearing was set for February 1; no further action was taken.

Maryland

Maryland's bottle bill, rejected in 2007, was replaced in 2008 by a proposal for a feasibility study for a Maryland deposit law. Despite gaining the support of Baltimore City and Maryland Association of Counties, the bill was voted unfavorable in both houses.

Contact: *Phil Lee,*
plee@moffattnichol.com

New Jersey

New Jersey's Smart Container Act is one of the few bottle bills in the country that would require a deposit of 10¢ or more. The NJ Assembly's Environment and Solid Waste Committee held an invitation-only hearing to hear expert testimony on the Smart Container Act (A121) on May 12. Witnesses included CRI, NJ Sierra Club, NJ Environmental Lobby, NJ Environmental League, and a municipal recycling coordinator. Op-

Iowa

Iowa Governor Chet Culver was committed to expanding Iowa's bottle bill to include non-carbonated beverages and to raise the handling fee. Even after making changes to appease some critics, opposition remained strong. The proposal survived one important deadline, but Iowa's legislature adjourned without passing the bill. Iowa's handling fee, at one cent per container, is the lowest handling fee in the nation (Oregon has no handling fee at all).

Contact: *Theresa Kurtz*
tkurtz@iowarecycles.org

Minnesota

Minnesota's three beverage container bills – a disposal ban, a traditional bottle bill, and a mandate to the beverage industry to devise their own recovery and recycling plan for containers – all died without hearings. Their legislature adjourned on Monday May 19th.

New Hampshire

New Hampshire's bottle bill (HB 1621) would have put a 5¢ deposit on all beverage containers, refund-

ponents presented the usual arguments against, including the Beverage Association whose lobbyist is a former legislator who once sponsored a bottle bill, but now opposes them, New Jersey Recyclers, the "Clean Communities Council" which is funded by beverage industry litter tax, and the beverage and food store consultant from Northbridge Environmental. Assemblywoman Valerie Vainieri-Huttle, the bill's sponsor, is committed to this legislation and is eager to work with opponents to address

Connecticut

Connecticut's "water only" expansion proposal was amended in the Environment Committee to include 20 oz. or less non-carbonated beverages containers. The bill then passed the Planning and Development Committee, which has cognizance over municipal issues. The grocery lobby launched an aggressive campaign against it, calling the proposal a "tax" and suggesting that "real" reform is single stream collection. [Note: Many towns in CT already have dual stream collection that separates papers from other recyclables.] The grocery lobby is actively trying to position single stream collection as a more modern substitute for CDL. This is the same tactic that was used in CT several years ago when the grocers and beverage producers tried to persuade CT legislators that a litter tax was a better alternative to CDL. Ultimately, the bill was amended completely and passed the Senate, but once again, the House Speaker refused to consider the bill. Contact: *Jessie Stratton, CT Sierra Club*
JessieStratton@sbcglobal.net

able at any redemption center. This legislative effort received little media attention, and on February 6, it was voted "inexpedient to legislate."

their concerns. The proposal is modeled on Michigan's, and the sponsor expects to amend it to require a 10-cent deposit on beverage containers (as proposed, it required a 20¢ on containers 24 oz to a gallon). Seventy-five percent of unclaimed deposits would go to the state to fund environmental and other related programs; 25% would go to handlers.

Contact: *David Yennior, NJ Sierra Club*
dyennior@msn.com

Legislative Updates

New York

New York's Bigger Better Bottle Bill campaign remained strong and active, enjoying significant support from the new governor, David Paterson. The bill passed the Environmental Conservation committee

in mid May and moved through three committees the first week in June. The bill passed the Assembly in mid June, 91-54., but died in Senate without a vote.

Contact: *Laura Haight, NYPIRG*
lhaight@nypirg.org

USA

USA Congressman Edward Markey's Bottle Recycling Climate Protection Act of 2007 would create a 5¢ deposit on all non-dairy beverage containers nationwide. Congressman Markey has also recognized beverage container recycling as one of several energy saving initiatives in his Investing in Climate Action and Protection Act. This legislation would provide federal funding to states with successful beverage container recycling programs.

Rhode Island

Rhode Island, one of only two New England states without a bottle bill, introduced legislation in April. S 2771, sponsored by Senate Majority Leader M. Teresa Paiva-Weed, directs the Rhode Island Resource Recovery Corporation to conduct a study to consider container deposit legislation and to report back to the legislature by January 1, 2009. The bill passed the Senate early in the session, and passed the House on June 19, one day before adjournment.

South Dakota

South Dakota put forth a bill this year that would put a 5¢ "litter reduction fee" and a 1.5¢ handling fee on all beverage containers. In Early February, HB 1177 was tabled by a unanimous vote in the Commerce Committee.

Vermont

Two updates to Vermont's bill were proposed, an expansion bill and a handling fee increase for containers that are not co-mingled, but neither was approved.

Guam

Senator Tina Rose Muña Barnes introduced a bill that would levy a 5¢ deposit on all sealed beverage containers, 75% of which would be refundable. Although, at the time of writing, we are unaware of the status of this bill, it has gained the much needed support of the military and met with the usual industry opposition.

Tennessee

The 2008 bottle bill--now with 17 cosponsors and the endorsement of the state's county mayors--did not pass. However, the stage is set for a showdown in 2009. Following a Senate committee hearing in April--a hearing that featured 90 minutes of testimony from 11 individuals representing interests as diverse as farming, real estate sales, tourism, energy, small-business development and homeless advocacy--committee members agreed that something had to be done, and publicly challenged industry lobbyists to either come up with their own solution next year--or get out of the way.

Contact: *Marge Davis* *margedavis@comcast.net*

West Virginia

The WV Beverage Container Recycling and Litter Control Act has the backing of a healthy citizen campaign (visit WVbottlebill.org for more details). It was introduced in both the House (HB 2773) and Senate (SB 135) on Jan. 9. Unfortunately, West Virginia's legislative session ended without passing their bottle bill in either chamber. Nevertheless, advocates are not deterred, as their goal had been to keep the issue alive throughout this election year. John Ferrari from NexCycle in California addressed a joint meeting of the Senate and House Judiciary and House Finance committees in February. Advocates considered this testimony a great opportunity to educate legislators, the

governor's staff and the media. Linda Frame, from WV Citizen Action Group shared that John Ferrari's attendance gave a new level to their campaign by showing how container deposit legislation has been a long-term, successful solution in other states. A study resolution passed the House in the session's final days. Advocates consider this significant, as this legislation has never received a serious interim study. The study provides additional opportunities to further educate the committee and address on-going concerns such as how the bill would affect border businesses. Study meetings will likely begin this summer.

Contact *Linda Frame*, *Linda@wvcag.org*

New South Wales in Australia and the state of Massachusetts continue to campaign for new and updated bottle bills, but did not introduce any legislation this year.

We appreciate your support

The Container Recycling Institute relies on financial contributions to continue providing services like this newsletter, assistance for activists, and comprehensive research into beverage container recycling and wasting. Help us keep our mission alive by making a donation today!

Thanks in advance from the CRI staff!

Enclosed is my tax-deductible contribution of:

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You may return this form to: *Container Recycling Institute, 89 East Lake Shore Trail, Glastonbury CT 06033*, or save a stamp and donate online. Just visit container-recycling.org and click "help us out" in the upper right-hand corner.

Bottle Bill Summit

(Continued from page 1)

tems gave presentations on how their systems were implemented and are working.

Others presented progress reports on their campaigns to introduce such systems. Participants were energized by the work that is being done around the globe to advance beverage container reuse and recycling. "Increasing beverage container refilling and recycling can have a considerable impact on the reduction of

greenhouse gases, and it was exciting to be part of this truly global initiative," said Clarissa Morawski, one of Canada's leading container deposit authorities.

Three days of intense meetings were followed by a tour of several retail outlets with both manual and reverse vending machine-based return/refund systems. In addition, participants were treated to a guided tour of sorting and counting operations at a container clearing facility

outside of Berlin.

Participants planned to meet again in May of 2009, and to keep in touch in the meantime through a global internet-based communication network.

The summit was organized as a joint project of Germany-based Environment Aid Germany and the Container Recycling Institute.

Officers of the Container Recycling Institute Board of Directors

- Scott Trundle, Chair
- Tex Corley, Vice Chair & Treasurer
- Roger Diedrich, Secretary

CRI is a non-profit, 501(c)(3) organization dedicated to reducing container and packaging waste, thereby reducing pollution and energy consumption, conserving resources and supporting sustainable communities.

www.container-recycling.org
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CRI Board Members

(Continued from page 3)

the Atlanta YMCA, The Georgia Hi-Tech Alliance, the Georgia World Congress Institute and the Atlanta Chamber's International Committee during the 1996 Olympic Games.

Co-author of a college textile chemistry textbook, Scott is a frequent contributor of articles and technical reviews for the trade press, and is a frequent guest speaker on environmental conservation and global sustainability.

CRI welcomes the expertise and enthusiasm that Laura and Scott bring to our Board of Directors, and are pleased at the positive contributions they have both already made to CRI's mission.

Texas students write about saving the Earth

Fourth grade students in Brownsville Independent School District, Texas, had an opportunity to win a college scholarship in a 2007 contest sponsored by Watermill Express.

Students were encouraged to write essays about reducing, reusing, and recycling as they relate to the future of the Earth.

Three winners were chosen: Bertha Hinojosa, Hector Ruben Lopez, and Marla Zarate. All three won a \$300 savings bond that matures to \$500, and received a personal congratulatory letter from CRI's Executive Director.

Do you see what we see?

We envision a newsletter in full color...that can reach you before the news has a chance to get old...with access to more information than ever before...a newsletter that saves trees!

We're envisioning a newsletter that bypasses paper altogether. Would you be interested in receiving future issues of Container and Packaging Recycling Update by email?

Yes, I'd like to go paperless!

My email address is _____

No, I prefer the printed newsletter.

Mail this form back to *Container Recycling Institute, 89 East Lake Shore Trail, Glastonbury, CT 06033* or email your response to recycle@container-recycling.org

CRI unveils new bottle bill website



The Bottle Bill Resource Guide, CRI's popular website on beverage container deposits, has been redesigned to be more attractive and more usable.

Find more information on all of the legislative updates found in this newsletter, plus more news articles,

detailed information on deposit laws around the world, and many more resources.

We invite you to see it (in color) at www.bottlebill.org, and let us know your thoughts.



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