

# **COUNCIL ON RECYCLING**

## **Council Meetings & Major Topics**

### **2014-2022**

#### **July 30, 2014 – Greendale Safety Center, Greendale, WI**

- PaintCare presentation and discussion
- Status of Battery EPR efforts
- Plastic Recycling Subcommittee Update

#### **November 14, 2014 – WDNR Madison**

- Legislative Fiscal Bureau Report on Segregated Fund, Recycling Fee Revenues and Expenditures
- Presentation on battery recycling
- Plastic Recycling Subcommittee Update

#### **February 27, 2015 – WIRMC, Oconomowoc, WI**

- Council reaffirmed support for the E-Cycle through a resolution to Sen. Miller and supported an E-Cycle stakeholders meeting with DNR, OEMs and Council
- Update on rigid and film plastic recycling (Tonya Randell)
- Resolution to reaffirm Wisconsin's recycling efforts and requirements, the need for full funding, and to request a public hearing on the budget proposal.
- On March 25th a letter was sent to the Governor and legislature urging them to reconsider the reduction or elimination of funding from the EMA for recycling grants, UW SHWEC & UW solid waste research.
- On May 1st, a memo was sent to members of the Joint Finance Committee (JCF) urging them to preserve recycling and waste reduction funding.

#### **May 6, 2015 – WDNR Madison**

The council discussed other potential sources of funding to support recycling at the municipal and county level including:

- The advancement of product stewardship and extended producer responsibility for individual commodities,
- Urging the legislature to allocate tipping fees to recycling programs as intended, and
- The potential for WEDC funds to be used to help support recycling growth industries as well as develop recycling businesses in Wisconsin using Wisconsin feedstocks.

On a broader note, the council recognized that the general public would benefit from clarification on many recycling issues, and opportunities to provide more information and education should be explored. Topics discussed included:

- Developing a greater understanding of the association between recycling and business including investments, jobs and markets in Wisconsin,
- Shifting the view of recycling as a municipal service to a business opportunity where a

marketplace for Wisconsin feedstocks could be developed,

- Exploration of how a decline in legislative support of recycling could result in less investment in Wisconsin recycling businesses,
- Developing a greater understanding that the reduction in recycling grant funds is not a tax savings but a fund diversion to non-waste management activities, and
- Developing a greater understanding of household costs for solid waste and recycling, sources of funding, and state funding trends.

The council discussed future priorities to develop and support recycling policy in Wisconsin. These included:

- Increase external communications and further develop the presence of the council in an advisory role.
- Develop new relationships while maintaining its existing ones.
- Provide updates and information to legislators through standing appointments.
- Provide a biannual Council on Recycling report.
- Develop policy to increase C&D recovery.
- Focus on design of recyclable products and packaging.
- Provide educational tours sponsored by the council.

#### **September 22, 2015 – WDNR Madison**

Member suggestions for priority issues included:

- Maintain plastics subcommittee updates as a standing item on the agenda
- Study product stewardship and extended producer responsibility opportunities for a variety of materials including paint, batteries etc.
- Study C&D recycling opportunities and barriers
- Explore zero waste concept and initiatives
- Address material issues such as glass
- Develop and maintain recycling industry and MRF market connections
- Restore funding to RUs
- Address policy to ensure that fees collected for recycling are appropriated to recycling activities
- Request full council membership including a representative from the public sector to work with business, industry and non-profit representatives
- Collaborate with other organizations and agencies to expand recycling in Wisconsin and address the barriers and challenges to C&D, glass, food and paint recycling

#### **November 4, 2015 – WDNR Madison**

Presentation from Plastic Subgroups – Agricultural Plastics, Rigid Plastics, WRAP (film), Plastic Bottles

Council members discussed future priority issues:

1. Plastics – The council will continue its work on plastics recycling. Joe and Heidi will co-chair the plastics subcommittee. This will involve helping define the goals of each of the four work groups, providing support and inviting speakers to update the council.
2. Education – The council should explore how to effectively inform and educate Wisconsin's citizens and elected officials on recycling related issues. This should include information on

what, where and how to recycle as well as a better understanding of how recycling affects citizens individually and the state as a whole. What can the council do to achieve this?

3. Electronics– The council should review the DNR’s annual E-Cycle report (12/01/2015) to determine any necessary actions.
4. Product Stewardship – Representatives from PaintCare, Call2Recycle and other product stewardship organization have attended meetings to educate the council on their approaches to managing various products. The council should be knowledgeable on these topics and well positioned to support legislation in Wisconsin when appropriate. AROW has indicated an interest in helping to achieve this.
5. Construction and Demolition – As one of the largest components of landfills, the council should explore economically feasible options to increase C&D recycling.
6. Organics – The awareness of the benefits of organics diversion from landfills is increasing and communities are becoming more aware of their options including large and small scale composting and anaerobic/aerobic digesters. How can the council work to increase organics diversion?
7. Funding Recycling – The council should understand how recycling is funded and how the funds are being used. How are RUs impacted by the grant determination and the funds available? The council should understand the budget cycle and determine how to work within the timeframe to restore funding to RUs.

### **January 13, 2016 – Conference Call**

Discussion topics:

- Council members identified issues they would like to see prioritized:
- Joe Liebau: all issues and in particular organics, C&D materials
- Gary Harter: organics, education and outreach, electronics, plastics markets
- Heidi Woelfel: education and outreach
- Jeff Zillich: plastics, education and outreach, electronics
- Jim Birmingham: paint stewardship, education and outreach, C&D materials

### **February 19, 2016 – WDNR Madison**

Discussion topics:

- Council drafted letter in support of legislation to restore \$3 million to recycling funding
- Discussion on how to get more involvement with COR from RUs

### **May 5, 2016 – WDNR Madison**

- Plastic subcommittee updates
- Selection of Priority Issues and Planning
  1. More information was needed to consider any efforts in the C&D recycling sector. The Waste and Materials Management Study Group (WMMMSG) is considering this as an area of focus and may be a source of collaboration for the council. Duplication of efforts is a concern.
  2. Understanding the startup, licensing and operation of organics collection, transportation and composting operations could provide value in facilitating new businesses and

increase organics diversion. Council members agreed to begin identifying issues facing organic waste diversion efforts at the July meeting.

3. Developing a list and profile of all WI based companies in the waste diversion and recycling sector could be a valuable resource and help define the economic value of recycling in Wisconsin. The status of the existing markets directory needs to be determined before any action is taken.
4. Product stewardship efforts in paint should be researched and the general consensus is that existing industry support and facilitation through PaintCare make this a viable option for Wisconsin. Council members should familiarize themselves with PaintCare and product stewardship before the next meeting.

**July 20, 2016 – Brown County Resource Recovery facility**

Discussion topics:

- C&D recycling in Wisconsin
- WI recycling Markets Directory
- Organics Recycling
- Paint Stewardship

**August 10, 2016 – Conference call**

Discussion topics:

- Council vacancies
- Restoration of Recycling funding

**October 5, 2016 - Greendale**

Discussion topics:

- Glass Task Force presentation
- Council vacancy letter

**November 3, 2016 – WDNR Madison**

Discussion topics:

- Opportunities for Collaboration
- Priority Topic Strategy Development

**January 18, 2017 – Stevens Point**

Discussion topics:

- Overview of priority issue selection process

<b>Priority Issue</b>	<b>Average Rank</b>
Recycling markets	2.7
C & D recycling	5.0
Recycling funding	5.2
Education and outreach	5.3
Electronics recycling	5.3

Organics & food recovery	5.3
Glass recycling	5.5
Paint product stewardship	5.7
Plastics recycling	5.8
Council vacancies	9.2

Discussion of Priority Issues and Ranking
<i>Joe Van Rossum, DNR</i> provided a brief summary of methods the council has used to explore and address priority issues in the past including the following:
<b>Engagement of stakeholders</b> to facilitate connections and conversation about issues. This may or may not result in further action but serves to develop a network for future activities. Examples of this include the councils work on adhesives, paint recycling (PaintCare), and battery recycling (Call2Recycle).
<b>Workgroups</b> can be organized to gather information and generate reports. Examples include the plastic film and used oil filters workgroups which resulted in a pilot study and eventual implementation of the WRAP program in Wisconsin, and the generation of draft legislation on oil filters.
<b>Tours</b> can be provided to educate council members and the general public on products and facilities of interest.
<b>Advocacy</b> can be an effective tool and can include testimony, letters and in person meetings. The council has advocated alone and in conjunction with other organizations such as AROW, SWANA and WCSWMA. Most recently, this council has advocated by letter to restore recycling funding and staff the council.
<i>Van Rossum</i> then led council members through a process of reflection and analysis using the “What? So What? Now What?” method for the highest ranked priority item “Recycling Markets”. The results are listed below:
<b>What (What does it mean?)</b>
1. Markets for all products
2. Information about market conditions (official board of markets)
3. Regional (Wisconsin) and national/global differences in markets
4. Markets for single stream materials (plastics, metals, paper/OCC etc.)
5. Driver: need an end use
6. Consumer: understand impact of recycling
7. Driving costs of municipal recycling programs
8. Driver of prices (sorting by grade)
9. Reduction of virgin material use
<b>So What (Why is it important?)</b>
1. Consumer motivation
2. State support for community programs

3. Impact on programs
4. Story of market impact on RUs and MRFs
5. Program costs versus market conditions
6. Myths regarding recycling paying big money
7. Value of virgin material replacement
8. Local markets reduce transportation (infrastructure)
9. Emerging recovered materials
<b>Now What (What actions can the council take?)</b>
1. Speakers/presentations/experts on markets
2. Forum between MRFs and markets
3. Promote next council meeting to solicit input from stakeholders
4. Recycling Markets session (Dave Keeling) at WIRMC - invite experts to stay for council meeting
5. Investigate what others are doing
6. Support existing WI markets (illustrate value of local markets)
7. Be a voice in the legislature
<b>Goals/Objectives</b>
1. Increased understanding/knowledge (who?)
2. Reduce the amount of recyclable material going to landfills
3. Increase dialogue between markets and stakeholders
<b>Leadership</b>
1. Roles
2. Timelines
3. 3. Commitment levels

**February 9, 2017 – Conference call**

Discussion topics:

- Recycling markets sub-committee

**March 3, 2017 – The Osthoff resort, Elkhart Lake**

Discussion topics:

- Recycling Markets presentations on Plastic and Metals markets
- Recycling Markets Directory

**April 27, 2017 –WDNR Madison**

Discussion topics:

- Recycling markets

**June 22, 2017 –John’s Disposal, Franksville, WI**

Discussion topics:

- Recycling markets updates from a regional perspective (Brian Jongetjes)
- Tour of John’s Disposal

**September 22, 2017 – Brown County Resource Recovery facility**

Discussion topics:

- Intent to produce a 2017 recycling markets summary report in early 2018
- Tour of Green Bay Packaging and Fox River Fiber

**November 30, 2017 – Strategic Materials, Delavan, WI**

Discussion topics:

- Tour of Strategic Materials Glass recycling facility
- SE Wisconsin recycling Market update
- Transportation logistics
- Request to hear about textile recycling

**December 22, 2017 – Conference Call**

Discussion topics:

- 2018 Agenda topics

**January 25, 2018 – WDNR Madison**

Discussion topics:

- Domestic Transportation & Logistics
- International Transportation
- SC WI Recycling market update
- Black Plastic concerns

**March 2, 2018 – WIRMC Osthoff Resort, Elkhart Lake, WI**

Discussion topics:

- Impact of China National Sword on markets
- Plastics Market update
- Textile Recycling presentations

**May 9, 2018 – WDNR Madison**

Discussion topics:

- National Sword update
- Recycling Subcommittee report
- Goal: Increase the relevance of the council.

**July 17, 2018 – Onalaska, WI**

Discussion topics:

- Western WI recycling market update
- Mattress recycling
- Tour of 7 Rivers Recycling

**October 1, 2018 – Eagle Waste & Recycling, Eagle River, WI**

Discussion topics:

- Northern WI recycling market update
- Tour of Eagle Waste & Recycling

**December 12, 2018 – Conference Call**

Discussion topics:

- Regional recycling market update
- Public comments on plastic bags and wood recycling issues

**March 1, 2019 – WIRMC, Stevens Point, WI**

Discussion topics:

- Plastic Market Update
- Paper Market Update
- Regional Market Update

**June 13, 2019 – WDNR Madison**

Discussion topics:

- Ag Plastics
- Potential sites to hold meetings in 2019 and beyond: Dynamic Recycling (La Crosse), Xcel Waste to Energy (WTE) (La Crosse), Charter Steel (Saukville), Liberty Tire (Auburndale), Goodwill Industries (Menasha), Green Bay Packaging (Green Bay), new aluminum buyer (Wisconsin Rapids- 2021). The council also discussed one meeting a year in Madison, with the next meeting possibly including an invitation to WEDC to discuss paper mill buyouts and other recycling focused businesses.
- Goal of producing a report of the council’s activities from the past two years for the Governor and legislature.
- Regional Market Update

**September 23, 2019 – Dynamic Lifestyle Innovations, Onalaska, WI**

Discussion topics:

- Regional Market Update
- Tours of Dynamic and Xcel Energy

**December 3, 2019 – Conference Call**

Discussion topics:

- Recycling Program audit
- International/Domestic Recycling Market Update
- 2018 Recycling Data

**February 28, 2020 – WIRMC, Wisconsin Dells, WI**

Discussion topics:

- *Every Bottle Back* Initiative
- Glass Market update
- Paper Market update



- PFAS Update

### **April 23, 2020 – Conference Call**

Discussion topics:

- COVID-19 Impacts on Recycling/Waste Management
- Tour recycling operations and move meeting locations around the state
- Evaluate issues for the future of the industry

### **July 21, 2020 – Conference Call**

Discussion topics:

- Recycling Market and collection issues

### **September 29, 2020 – Conference Call**

Discussion topics:

- Plastic Film Recycling presentation
- Recycling Compliance Issues
- Recycling Market Updates/COVID-19 Impacts

### **December 3, 2020 – Conference Call**

Discussion topics:

- Legislative Audit Bureau Review of Recycling Program
- EPA National Recycling Strategy
- Recycling Compliance Issues
- Recycling Market Updates/COVID-19 Impacts

### **March 18, 2021 – Conference Call**

Discussion topics:

- Legislative Audit Bureau Review of Recycling Program
- Plastic Recycling presentation
- Paper Market Update
- Recycling Compliance Issues
- Recycling Market Updates/COVID-19 Impacts

### **June 1, 2021 – Conference Call**

Discussion topics:

- E-Cycle Program updates
- Product Stewardship Overview
- RU Recycling Grant Program, Formula & History
- Recycling Market Updates/COVID-19 Impacts
- Recycling Compliance Issues

### **September 23, 2021 – Conference Call**

Discussion topics:

- DNR Waste Characterization Study Report
- Recycling Market Updates
- Recycling Compliance Issues

**December 21, 2021 – Conference Call**

Discussion topics:

- Batteries in the Waste Stream
- 2020 Recycling and Waste Data
- Recycling Market Updates
- Recycling Compliance Issues

**March 3, 2022 – Conference Call**

Discussion topics:

- Rechargeable Battery Taskforce Update
- Federal Bipartisan Infrastructure Bill
- EPA National Recycling Strategy
- Recycling Market Updates
- Recycling Compliance Issues

**June 2, 2022 – WDNR Madison & Conference Call**

Discussion topics:

- Ridwell Recycling Program presentation
- AI Technology in MRFs presentation
- Food Waste Reduction Strategies
- Rechargeable Battery Taskforce Update
- Recycling Market Updates
- Recycling Compliance Issues

**September 1, 2022 – Conference Call**

Discussion topics:

- Paper Cup Recycling Update
- Paper Market Update
- Recycling Market Updates
- WDNR Household Recycling Survey
- Recycling Compliance Issues

**December 1, 2022 – Conference Call**

Discussion topics:

- 2021 Recycling and Waste Data
- Recycling Market Updates
- Recycling Compliance Issues