

Authority Board (WMA) and Energy Council (EC)

Members

Pauline Cutter, **WMA President & EC President**
City of San Leandro, WMA, EC

Jerry Pentin, **WMA 1st Vice President**
City of Pleasanton, WMA, RB

Dan Kalb, **WMA 2nd Vice President, EC 1st Vice President**
City of Oakland, WMA, EC

Greg Jones, **EC 2nd Vice President**
City of Hayward, WMA, EC, RB

Keith Carson, County of Alameda, WMA, EC

Trish Spencer, City of Alameda, WMA, EC

Peter Maass, City of Albany, WMA, EC, RB

Susan Wengraf, City of Berkeley, WMA, EC

Dave Sadoff, Castro Valley Sanitary District, WMA

Don Biddle, City of Dublin, WMA, EC

Dianne Martinez, City of Emeryville, WMA, EC

Suzanne Lee Chan, City of Fremont, WMA, EC

Laureen Turner, City of Livermore, WMA

Luis Freitas, City of Newark, WMA, EC

Shelia Young, Oro Loma Sanitary District, WMA

Tim Rood, City of Piedmont, WMA, EC, RB

Lorrin Ellis, City of Union City, WMA, EC, RB

AGENDA

**MEETING OF THE
ALAMEDA COUNTY WASTE MANAGEMENT
AUTHORITY (WMA) BOARD,
AND
THE ENERGY COUNCIL (EC)**

Wednesday, February 25, 2015

3:00 P.M.

**StopWaste Offices
1537 Webster Street
Oakland, CA 94612
510-891-6500**

Meeting is wheelchair accessible. Sign language interpreter may be available upon five (5) days notice by calling 510-891-6500. Members of the public wanting to add an item to a future agenda may contact 510-891-6500.

I. CALL TO ORDER (WMA & EC)

II. ROLL CALL (WMA & EC)

III. ANNOUNCEMENTS BY THE PRESIDENTS - *(Members are asked to please advise the board or the council if you might need to leave before action items are completed)*

Page **IV. CONSENT CALENDAR (WMA & EC)**

- | | | |
|---|--|--------------------|
| 1 | 1. Approval of the Draft Joint Minutes of January 28, 2015 (WMA & EC, separate Votes) (Gary Wolff & Wendy Sommer) | Action |
| 5 | 2. Annual Audit for Fiscal Year 2013/14 (WMA & EC, separate Votes) (Gary Wolff, Pat Cabrera & Gina Peters)
Staff recommends that the WMA Board and the Energy Council review, accept and file the FY 2013/14 audit report. | Action |
| 7 | 3. Minutes of the January 20, 2015 Technical Advisory Group (TAG) (EC only) (Gary Wolff, Wendy Sommer & Karen Kho) | Information |
| 9 | 4. Grants Under \$50,000 (WMA only) (Gary Wolff) | Information |

V. OPEN PUBLIC DISCUSSION (WMA & EC)

An opportunity is provided for any member of the public wishing to speak on any matter within the jurisdiction of the board or council, but not listed on the agenda. Total time limit of 30 minutes with each speaker limited to three minutes.

VI. REGULAR CALENDAR (WMA & EC)

- | | | |
|----|---|-----------------------------------|
| 11 | 1. Countywide Integrated Waste Management Plan Factual Changes: Public Hearing and First Reading (WMA only) (Gary Wolff & Debra Kaufman)
Staff recommends that the Waste Management Authority Board 1) hold a public hearing to amend the ColWMP to include the factual changes as set forth and make other minor changes for consistency, 2) consider the attached ordinance by title only, waiving reading of the full text and 3) introduce the attached ordinance for consideration and adoption at the March 25 th Board meeting. | Action/
Public Hearing |
| 15 | 2. Amended and New Conflict of Interest Codes (WMA & EC, separate Votes) (Gary Wolff & Pat Cabrera)
Staff recommends that the Waste Management Authority (Attachment B) and the Energy Council (Attachment C) each adopt the relevant attached resolution stating their amended (WMA) or new (EC) Conflict of Interest Code. | Action |
| | 3. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (WMA only) (Gary Wolff)
(P&O and Recycling Board meeting, March 12th at 4:00 pm - StopWaste Offices, 1537 Webster St., Oakland, CA) | Action |
| 27 | 4. Presentation of Energy Council Projects (EC only) (Gary Wolff, Wendy Sommer & Karen Kho)
This item is information only. | Information |
| | VII. COMMUNICATIONS/MEMBER COMMENTS (WMA & EC) | Information |
| | VIII. ADJOURNMENT (WMA & EC) | |

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**MINUTES OF THE JOINT MEETING OF THE
ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY BOARD (WMA),
THE ENERGY COUNCIL (EC), AND THE SOURCE REDUCTION AND RECYCLING BOARD (RB)**

Wednesday, January 28, 2015

3:00 p.m.

**StopWaste Offices
1537 Webster Street
Oakland, CA 94612
510-891-6500**

Via teleconference:

**Steve Sherman
1400 J Street
Sacramento, CA 95814
510-773-2776**

**Michael Peltz
Arizona Biltmore
2400 E. Missouri Ave. , Rm. 1200
Phoenix, AZ 85016
602-955-6600**

I. CALL TO ORDER

First Vice President (WMA), Pauline Cutter, called the meeting to order at 3:04 p.m., and introduced and welcomed the new Board members. The new Board members are: Mayor Trish Spencer (Alameda), Councilmember Susan Wengraf (Berkeley), Councilmember Dianne Martinez (Emeryville), Vice Mayor Suzanne Lee Chan (Fremont), Shelia Young (Oro Loma Sanitary District), and Adan Alonzo (Recycling Programs).

II. ROLL CALL

WMA, EC & RB

County of Alameda
City of Alameda
City of Albany
City of Berkeley
Castro Valley Sanitary District
City of Dublin
City of Emeryville
City of Fremont
City of Hayward
City of Newark
City of Oakland
Oro Loma Sanitary District
City of Piedmont
City of Pleasanton
City of San Leandro
City of Union City
Environmental Educator
Environmental Organization
Recycling Materials Processing Industry
Recycling Programs

Keith Carson, WMA, EC (arrive 3:12 p.m., left 4:4:15 p.m.)
Trish Spencer, WMA, EC
Peter Maass, WMA, EC, RB
Susan Wengraf, WMA, EC (left 4:35 p.m.)
Dave Sadoff, WMA
Don Biddle, WMA, EC (left 4:30 p.m.)
Dianne Martinez, WMA, EC
Suzanne Lee Chan, WMA, EC
Greg Jones, WMA, EC, RB
Luis Freitas, WMA, EC (left 4:20 p.m.)
Dan Kalb, WMA, EC
Shelia Young, WMA
Tim Rood, WMA, EC, RB
Jerry Pentin, WMA
Pauline Cutter, WMA, EC
Lorrin Ellis, WMA, EC, RB
Toni Stein, RB (arrive 3:20 p.m.)
Daniel O'Donnell, RB
Minna Tao, RB (arrive 4:05 p.m.)
Adan Alonzo, RB

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Solid Waste Industry Representative
Source Reduction Specialist

Michael Peltz, RB (arrive 3:25 p.m. via teleconference)
Steve Sherman, RB (arrive 3:30 p.m. via teleconference)

Absent:

City of Livermore

Laureen Turner, WMA

Staff Participating:

Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director
Debra Kaufman, Senior Program Manager
Richard Taylor, Counsel, Authority Board
Audrey Beaman, County Counsel
Arliss Dunn, Clerk of the Board

III. ANNOUNCEMENTS BY THE PRESIDENTS

Recycling Board President O'Donnell announced the availability of grant funds to non-profits for waste reduction projects in Alameda County and encouraged Board members to take and distribute fliers to organizations in their respective districts. The application deadline is March 19, 2015 at 5:00 p.m.

IV. CONSENT CALENDAR (WMA, EC & RB)

- | | |
|--|--------------------|
| 1. Approval of the Draft Minutes of November 19, 2014
(WMA & EC-Separate Votes) (Gary Wolff) | Action |
| 2. Prop 84 Integrated Regional Water Management Grant, Round 2
Resolution to Accept Grant (WMA only) (Gary Wolff, Teresa Eade & Wendy Sommer)
Adopt the Resolution attached. | Action |
| 3. Approval of the Draft Minutes of December 11, 2014
(RB only) (Gary Wolff & Wendy Sommer) | Action |
| 4. Recycling Board Attendance Record (RB only) (Gary Wolff & Wendy Sommer) | Information |
| 5. Written Report of Ex Parte Communications (RB only) (Gary Wolff & Wendy Sommer) | Information |
| 6. Minutes of the December 16, 2014 Technical Advisory Group (TAG)
(EC only) (Gary Wolff & Wendy Sommer) | Information |

Board member Freitas made the motion to approve item #1 of the Consent Calendar for the WMA Board. Board member Pentin seconded with the correction noted below and the motion carried 17--0 (Carson and Turner absent).

(Correction: Board member Biddle volunteered to serve as an interim appointment, not Board member Pentin).

Board member Kalb made the motion to approve the Consent Calendar for the Energy Council. Board member Ellis seconded and the motion carried 16-0 (Carson absent).

Board member Jones made the motion to approve the Consent Calendar for the Recycling Board. Board member Ellis seconded and the motion carried 7-0 (Peltz, Sherman, Stein, and Tao absent).

Board member Sadoff made the motion to approve item #2 of the Consent Calendar for the WMA Board. Board member Pentin seconded and the motion carried 17-0 (Carson and Turner absent).

V. OPEN PUBLIC DISCUSSION (WMA, EC & RB)

Ken Bukowski stated that he video records this meeting and other regional meetings and they are available at www.regional-video.com.

VI. REGULAR CALENDAR (WMA, EC & RB)

- 1. Change in Officers for Fiscal Year 2014-2015 (WMA only) (Gary Wolff) Action**
Staff recommends that the Authority Board 'advance' Board members Cutter and Pentin to the positions of President and First Vice President, and elect a Second Vice President for North County.

Mr. Wolff summarized the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/Election%20of%20Officers.pdf>

Board member Pentin made the motion to advance First Vice President Cutter to the office of President. Board member Biddle seconded and the motion carried 19-0 (Turner absent). Board member Ellis made the motion to advance Board member Pentin to office of First Vice President. Board member Sadoff seconded and the motion carried 19-0 (Turner absent). Board member Maass made the motion to elect Board member Kalb to the office of Second Vice President. Board member Wengraff seconded and the motion carried 19-0 (Turner absent).

- 2. Interim appointment(s) to the Recycling Board for WMA appointee unable to attend future Board Meeting(s) (WMA only) (Gary Wolff) Action**
(P&O and Recycling Board meeting, February 12th at 4:00 pm - StopWaste Offices, 1537 Webster St., Oakland, CA)

Mr. Wolff explained the Interim Appointment process to the new Board members. Any WMA member is eligible to serve as an interim appointment for any WMA member requesting such an appointment. The Board of Supervisors must appoint an interim appointment for Board of Supervisor appointees. Recycling Board members absent two meetings in a row or more than three meetings in a calendar year are automatically dismissed from the Recycling Board. Board members may attend via teleconference by providing the location information to staff.

Board member Ellis requested an interim appointment for the P&O and RB meeting on February 12th. There were no volunteers available. Board member Ellis will attend via teleconference.

- 3. Countywide Integrated Waste Management Plan Factual Changes (RB only) Action**
(Gary Wolff, Wendy Sommer & Debra Kaufman)
Staff recommends that the Recycling Board review the proposed changes to the ColWMP, and the 5-year review report, and provide comments (if any).

Debra Kaufman provided an overview of the staff report. The report is available here:

<http://www.stopwaste.org/sites/default/files/meeting/rb%20factual%20changes%20coiwpmp%202015.pdf>

Board member Sadoff inquired if staff looked at remaining airspace with respect to the 34 years of landfill capacity. Ms. Kaufman stated, yes, each landfill was asked to provide information on their current remaining airspace. However, future years of airspace will depend on rates of compaction and actual fill rates.

There were no actionable comments on this item.

- 4. Overview of our Agency: Past, Present, Future (WMA, EC & RB) (Gary Wolff) Information**

Gary Wolff provided a powerpoint presentation about the past, present, and future of the organization. The powerpoint presentation is available here: <http://www.stopwaste.org/file/2129/download?token=TOF9YPvw>

An video recording of the presentation is available at the following url:

<https://www.youtube.com/watch?v=Bph7tEyjK2k&t=22m15s>

Board member Kalb inquired about the new mattress recycling program. Mr. Wolff stated that as part of the agency supported EPR legislation, State legislation passed last year (SB 254 – Hancock), which requires mattress manufacturers to create a statewide stewardship plan for discarded mattresses. StopWaste has provided a

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\$25,000 grant to DR3, a local non-profit mattress recycler that we have supported for year, to implement a pilot project. As part of the work, DR3 will coordinate with cities public works to identify hot spots where abandoned mattresses are often found, then tag them with a unique identifier. Financial incentives—or bounties—will be made available to small business waste haulers and recyclers, often referred to as the “mosquito fleet.” The bounty varies by mattress size: King - \$12; Queen - \$10; Full - \$8; Twin - \$6. In April, data collected from the pilot program will be used by the Stewardship Organization to decide if they would like to include a "deposit refund system" in their proposal to CalRecycle. Board member Kalb stated that there should be an incentive to not illegally dump the mattress in the first place and questioned if this is included in the current project. Mr. Wolff stated that the results of the pilot project may persuade the stewardship group to propose that each mattress have a deposit at purchase to fund a rebate when the mattress is at its end of life. However, StopWaste does not have the power to decide on a mattress stewardship plan for the state.

Board member Cutter inquired as to the responsible party ticketing the mattresses. Mr. Wolff responded that some of the folks in the Stewardship group i.e. Rebecca Jewell, Waste Management, and Terry McDonald, DR3 are responsible for the outreach efforts. Board member Cutter inquired about the contact person for reporting a mattress. Mr. Wolff stated he will accept any calls or emails and forward to the appropriate person.

Board member Stein commented that it appears in the presentation that there is a clear end of life emphasis with respect to waste diversion and not an emphasis on the life cycle of materials and how it affects diversion with respect to post consumer recycled content as well as push to ensure that legislation is passed so that post consumer recyclables are included for all State purchases, and that it is extended to all counties and cities. Board member Stein added with respect to recycled content purchasing, it is indicated in the presentation as being very important, yet including a mandatory requirement for recycled content at purchase doesn't appear in the picture. Additionally, we need to review the issue of sanitation and the effects on public health in our recycling message. Mr. Wolff responded that as the Boards review the individual projects over the next few months they can decide if there is a sufficient emphasis on recycled content purchasing and extended producer responsibility, and that within Bay-Friendly Landscaping worker health is very important. In the project that includes reducing the purchasing and creation of household hazardous waste (which is a waste reduction project) there's an emphasis on the reduction and purchasing of toxic pesticides, which is both a human health and environmental issue. Board member Stein inquired if it is feasible to impose a mandatory program for recycled content in purchases made in the County. Mr. Wolff responded that the program already exists with respect to purchases by the County. The County Charter currently includes that about 5% of Measure D funds is specifically for product purchasing either recycled content or environmentally preferred purchasing. This program also allows member agencies to piggyback on open purchase orders to buy products that meet the specification of the Counties EPP policies. Twice a year, GSA staff (Carolyn Bloede and Karen Cook) host a workshop for member agency purchasing staff to share their insights on environmentally preferred purchasing.

VII. COMMUNICATIONS/MEMBER COMMENTS (WMA, EC & RB)

Information

Board member Chan commented that the City of Huntington Beach is the first City in the nation to start the process of eliminating their plastic bag ban.

Board member Maass inquired as to the status of the Alameda County Community Choice Aggregation (CCA) feasibility study. Ms. Sommer responded that the Board of Supervisors' Transportation and Planning Committee is meeting on February 2nd to discuss the stakeholder and technical committee structure and composition for the CCA process.

VIII. ADJOURNMENT (WMA/EC)

The meeting adjourned at 4:40 p.m.

February 18, 2015

TO: Waste Management Authority Board
Energy Council

FROM: Gary Wolff, Executive Director

BY: Pat Cabrera, Administrative Services Director
Gina Peters, Chief Finance Officer

SUBJECT: Annual Audit for Fiscal Year 2013/14

Background

On February 12, 2015, the Programs and Administration Committee and the Planning and Organization Committee/Recycling Board heard a presentation of the Fiscal Year (FY) 2013/14 Annual Audit. There were no audit exceptions or material deficiency findings. Additionally, there were no recommendations for improvements in internal controls. However, the auditors proposed one audit adjustment to revise the amortization of Other Post-Employment Benefits (OPEB) assets to agree to the actuarial report. In 2012, the agency made a lump sum payment to satisfy its Net OPEB obligation. This resulted in a net positive OPEB asset, since the rate of return on that trust fund has been higher than was expected in 2012. The report submitted to the P&A and the P&O/RB can be found at:

http://www.stopwaste.org/sites/default/files/Audit%202014%20P%26A%2C%20RB%20and%20P%26O_0.pdf

The P&A Committee and the P&O Committee reviewed and recommended by the respective votes of 8-0 (Biddle, Kalb, Spencer and Turner absent) and 9-0 (Stein and Tao absent) to forward the audit report to the Waste Management Authority for review, acceptance and filing. The Recycling Board by a vote of 9-0 (Stein and Tao absent) reviewed and accepted for filing the FY 2013/14 audit.

Recommendation

Staff recommends that the WMA Board and the Energy Council review, accept and file the FY 2013/14 audit report.

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Energy Council TECHNICAL ADVISORY GROUP (TAG)

Tuesday, January 20 2014 – 1:00 pm to 3:00 pm

Attendance:

County of Alameda: Bruce Jensen, Damien Gossett, Darryl Gray (phone)
City of Albany: Claire Griffing
City of Berkeley: Billi Romain
City of Dublin: Kathy Southern
City of Fremont: Rachel DiFranco
City of Livermore: Judy Erlandson, Frank Guido
City of Newark: Myvan Khuu-Seeman (phone)
City of Oakland: Daniel Hamilton
StopWaste: Karen Kho, Heather Larson, Stephanie Stern, Lou Riordan, Wes Sullens
Guests: Craig Perkins from The Energy Coalition

Board Updates

- EC Board meeting dates; January 28, February 25
- No items on the agenda in January. In February, there will be an overall program update to bring new Board members up to speed.

CCA Updates

- County staff has developed a proposal for the CCA advisory committee structure that will be reviewed by the Transportation and Planning Committee.
- Current model: Stakeholder Policy Committee (20 members - 4 appointed by each Supervisor) and Technical Advisory Committee (18 members - 13 cities plus 5 “at large” for supervisorial districts) with equal advisory standing.
- Appointed by city councils and by county supervisors, but open to citizen comments
- Four categories of appointees being considered for their input into decision making structure
- Alternate proposals/structures/goals being considered as well – Send ideas to Bruce Jensen
- Aiming to have a structure approved by the Board of Supervisors next month
- First issue for committees will be to approve goals
- Goals are very broad brush for now, and will be refined – Send ideas to Bruce Jensen
- Feasibility study hopefully to be completed by Fall 2015 or, at latest, early 2016

Program Updates (50 min)

- Multifamily
 - See dashboard
- Codes and Standards
 - 2013 Energy Code (T-24 Part 6) Cost Effectiveness Study
 - Presentation posted on Basecamp
- Single-family/ HEA

- See dashboard
- CAP Implementation
 - Wrapping up now, final report coming soon including case studies
- Financing
 - PAYS delayed in Hayward slightly, but EBMUD is starting to assess if there is interest from Multifamily projects for PAYS financing
 - BAMCAP may not be great fit with BAMBE rebate program projects, so adjustments are being made for recruiting different projects
 - Lender workshop(s) upcoming

The Energy Network Public Agency Program

- So Cal REN program staff; Craig Perkins Executive Director of Energy Coalition
 - Presentation posted on Basecamp

NEXT TAG MEETING: Tuesday, February 17 2014 from 1pm-3pm



Date: February 5, 2015

TO: Authority & Recycling Board

FROM: Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director

SUBJECT: Informational Report on Grants Issued Under ED Signature Authority

General Mini-grant and board agendas by giving the Executive Director authority to sign contracts and grant agreements less than \$50,000. A condition of the new grant policy is that staff inform Board members of the small grants issued at the next regularly scheduled Board meeting.

Grants – November 16, 2014 - January 15, 2015

Project Name	Grant Recipient	Project Type/Description	Location	Verification	Grant Amount	Board
Reusable Transport Packaging	Ghirardelli Chocolate	Reusable collapsible totes for liquid ingredients, replacing cardboard boxes and wood pallets. Prevents 133 tons solid waste and 285 MTCO ₂ E (metric tons of CO ₂ equivalent).	San Leandro, CA	Final Report/ Site Visit	\$25,000	WMA (External funding)
Reusable Transport Packaging	WHCI Plumbing	300 Reusable pallets. Replacing wood pallets, preventing 45 tons solid waste and 58.5 MTCO ₂ E.	Union City, CA	Final Report/ Site Visit	\$10,000	WMA (External funding)
Reusable Transport Packaging	Trek Bicycle Corporation	Replace single-use plastic bags with reusable mesh bags, combined with reusable totes, for internal bike components. 1.5 tons solid waste and 2.5 MTCO ₂ E prevented.	Waterloo, WI	Final Report	\$3,500	WMA (External funding)
Reusable Transport Packaging	Finelite, Inc.	Replace single-use stretch wrap for component rack with reusable custom tarp. Eliminates 2.4 tons solid waste and 2.0 MTCO ₂ E.	Union City, CA	Final Report/ Site visit	\$3,500	WMA (External funding)

Reusable Transport Packaging	Boulder Valley School District	Replace cardboard boxes with reusable totes for beef, potato and apple suppliers. Prevent 27 tons solid waste and 68 MTCO2E.	Boulder, CO	Final Report	\$10,000	WMA (External funding)
Reusable Transport Packaging	Terra Bella Family Farm	Replace waxed cardboard with reusable totes for CSA customers using re-used totes from previous grantee. Prevents 15 tons solid waste and 83 MTCO2E.	Pleasanton, CA	Final Report	\$8,000	WMA (External Funding)
Reusable Transport Packaging	Whitefish Enterprises, Inc.	Replace cardboard boxes with reusable totes for candle distribution. Prevents 2 tons solid waste and 11 MTCO2E.	San Leandro, CA	Final Report	\$2,925	WMA (External funding)
Reusable Transport Packaging	Fiddlehead Farms	Replace waxed cardboard boxes with reusable totes for CSA customers. Prevents 23 tons solid waste, 124 MTCO2E.	Corbett, OR	Final Report	\$2,465	WMA (External funding)
Reusable Transport Packaging	Tesla Motors	Replace cardboard, foam and stretch wrap with returnable steel racks. Prevents 1390 tons solid waste and 847 MTCO2E.	Fremont, CA	Final Report/ Site visit	\$10,000	WMA (External funding)



February 18, 2015

TO: Waste Management Authority

FROM: Gary Wolff, Executive Director

BY: Debra Kaufman, Senior Program Manager

RE: Countywide Integrated Waste Management Plan Factual Changes: Public Hearing and First Reading

BACKGROUND

Every five years Cal Recycle requests a five year review report be submitted indicating whether the Countywide Integrated Waste Management Plan (CoIWMP) needs to be updated. Our last five year review was submitted to Cal Recycle in 2009, which was followed up by a factual update conducted in 2010. The state requirement is to look at the document to be sure that the programs included will ensure compliance with the state mandated 50% diversion goal, and to show 15 years of landfill capacity. Both in 2009 and currently, all of our cities exceed the 50% diversion goal, now expressed in pounds per person, and the County has significantly more than 15 years of landfill capacity.

While, the state does not require that the CoIWMP be updated, a copy of the completed 5 year review report will be submitted indicating that our Agency has chosen to update facts and figures in that document.

The 5 year review report can be found here:

<http://www.stopwaste.org/sites/default/files/coiwp%20review%20report%202015.pdf>

The proposed factual changes to the CoIWMP can be found here:

<http://www.stopwaste.org/sites/default/files/CoIWMP%20update%202014.pdf>

Since 2009, the Recycling Board has been operating as the Local Task Force, whose role is to review and provide input, as needed, on any proposed changes or amendments to the CoIWMP and also for the Review Reports. At the January 28th meeting, the Recycling Board, serving as the Local Task Force reviewed the proposed changes to the CoIWMP and reviewed the 5 year Review report and had no comments.

DISCUSSION:

Changes that were made to the document include updating diversion and disposal numbers, and disposal sites. The ColWMP was updated further with respect to solid waste transfer and collection information, transfer station information, disposal and diversion numbers, remaining disposal capacity and fully integrating previous ColWMP amendments made to reflect new transfer stations or facility changes. Remaining landfill capacity for Alameda County is conservatively estimated to be approximately 34 years, compared to 40 years in 2009. This will depend on actual rates of fill and landfill compaction rates. The Countywide diversion rate, estimated using the state's new disposal based methodology, is 71%.

No changes were made to policies, objectives, siting criteria or programs. Programmatic changes are kept current through separate updates to the strategic plan and the annual budget.

RECOMMENDATION

Staff recommends that the Waste Management Authority Board 1) hold a public hearing to amend the ColWMP to include the factual changes as set forth and make other minor changes for consistency, 2) consider the attached ordinance by title only, waiving reading of the full text and 3) introduce the attached ordinance for consideration and adoption at the March 25th Board meeting.

Attachment: An Ordinance Adopting Amendments to the Countywide Integrated Waste Management Plan

ORDINANCE 2015- 01

AN ORDINANCE ADOPTING AMENDMENTS
TO THE COUNTYWIDE INTEGRATED WASTE MANAGEMENT PLAN

The Board of the Alameda County Waste Management Authority ("Authority") ordains as follows:

SECTION 1 (Enactment)

The Board of the Authority does hereby enact this ordinance in full consisting of Section 1 through Section 4.

SECTION 2 (Findings)

(a) The Authority finds that the California Integrated Waste Management Act (California Public Resources Code §§ 40000 et seq.) requires the preparation and adoption of a Countywide Integrated Waste Management Plan ("CiWMP").

(b) The Authority finds that the Alameda County Joint Exercise of Powers Agreement for Waste Management directs that the Authority prepare, adopt, revise, amend, administer, enforce and implement the CiWMP.

(c) The Authority finds that it adopted a CiWMP, dated February 26, 2003, and has adopted several amendments since then.

(d) The Authority finds that in July 2009, it submitted to the California Integrated Waste Management Board (State Board) a 5 year Countywide Integrated Waste Management Plan review report that concluded the CiWMP did not need to be changed to ensure compliance with state law. The State Board agreed with this conclusion.

(e) The Authority amended the CiWMP to update facts and figures in 2010.

(f) The Authority finds that facts and figures needed to be updated in 2015 and amendments made in 2011 and 2013 needed to be fully incorporated

(g) The Authority finds that the Recycling Board as the Local Task Force has considered the proposed CiWMP amendments.

(h) The Authority finds that the Authority provided all required notice and held a duly noticed public hearing on February 28th, 2015 to consider the CiWMP amendments.

(i) The Authority finds that the CiWMP amendments will not result in direct or indirect physical changes in the environment, and thus the adoption of such amendments is not considered a project under the California Environmental Quality Act (CEQA) and is exempt from CEQA pursuant to Title 14 California Code of Regulations section 15061(b)(3).

SECTION 3 (Amendment of ColWMP)

The Authority does hereby adopt the amendments to the ColWMP as set forth in Exhibit 1 and made a part of this ordinance.

SECTION 4 (Notice and Effective Date)

This ordinance shall be posted at the Authority offices for at least thirty (30) days after its second reading by the Board and shall become effective thirty (30) days after the second reading.

Passed and adopted this ____ day of _____, 2015 by the following vote:

AYES:

NOES:

ABSTAINING:

ABSENT:

I certify that under penalty of perjury that the foregoing is a full, true and correct copy of ORDINANCE NO. 2015 - 01.

GARY WOLFF
EXECUTIVE DIRECTOR

Exhibits:

Exhibit 1: Countywide Integrated Waste Management Plan Factual Changes
<http://www.stopwaste.org/sites/default/files/ColWMP%20update%202014.pdf>



February 18, 2015

TO: Authority Board
Energy Council

FROM: Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director
Pat Cabrera, Administrative Services Director

SUBJECT: Amended and New Conflict of Interest Codes

BACKGROUND

The Political Reform Act (Government Code section 81000 et.esq), requires every local governmental agency to review its conflict of interest code for accuracy. A review of the designated positions for the Authority indicates that some changes are needed. Additionally, with the establishment of the Energy Council, a conflict of interest code for that entity is also required.

DISCUSSION

With respect to the Authority's conflict of interest code the following changes are being recommended: 1) the addition of the Deputy Executive Director, Accountant, and Supervising Executive Assistant positions and 2) the removal of disclosure 6, which repeats disclosure 1, 3) the addition of disclosure 1 (real property) for consultants when appropriate, and 4) some minor wording changes for clarity.

Attachment A shows these changes in strikeout/underscore format. Attachment B shows the changes in a 'clean' (changes accepted) version.

Because the Energy Council it is a wholly separate legal entity with a mission distinct from the Authority (unlike the Recycling Board whose mission is similar enough to be covered by the Authority's conflict of interest code), it is prudent for the Energy Council to have an independent Conflict of Interest Code. Attachment C is a Resolution and Conflict of Interest Code for the Energy Council.

The changed and new Conflict of Interest Codes will not fully take effect until approved by the Board of Supervisors. The new and revised disclosure categories will apply in the next round of Form 700 submittals by WMA Board, Energy Council, covered employees, and consultant, after the Supervisors approve the changes. A single Form 700 form can be filed covering all three legal entities (WMA, Recycling Board, and Energy Council).

However, persons newly covered by the Conflict of Interest Codes will need to file a Form 700 even before the County approves the changes.

RECOMMENDATION

Staff recommends that the Waste Management Authority (Attachment B) and the Energy Council (Attachment C) each adopt the relevant attached resolution stating their amended (WMA) or new (EC) Conflict of Interest Code.

Attachment A: WMA Resolution: Amended Conflict of Interest Code (redline)

Attachment B: WMA Resolution: Amended Conflict of Interest Code (clean)

Attachment C: Energy Council Conflict of Interest Code (new)

ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY

RESOLUTION # 2015 -

**MOVED:
SECONDED:**

AT THE MEETING HELD FEBRUARY 25, 2015

ADOPTION OF CONFLICT OF INTEREST CODE

WHEREAS, the Political Reform Act, Government Code Section 81000, et seq., requires state and local government agencies to adopt and promulgate conflict of interest codes; and,

WHEREAS, the Fair Political Practices Commission, pursuant to its powers under the Political Reform Act, has promulgated a regulation containing the terms of a standard conflict of interest code, 2 California Code of Regulations section 18730; and,

WHEREAS, the Alameda County Board of Supervisors, by Resolution in 1993, approved a conflict of interest code for the Alameda County Waste Management Authority also referred to as the Authority; and,

WHEREAS, the Authority has modified its staff job descriptions and titles since last adopting a conflict of interest code, making it appropriate to revise the language of the conflict of interest code to reflect the current List of Designated Positions and to update and clarify the Disclosure Categories.

NOW, THEREFORE BE IT RESOLVED, that the Alameda County Waste Management Authority:

- (1) Hereby (1) adopts and incorporates by reference the terms of 2 California Code of Regulations, section 18730 and any amendments to it duly adopted by the FPPC and (2) adopts the attached Appendix designating officials and employees and establishing disclosure categories. These regulations and the Appendix constitute the Conflict of Interest Code for the Authority and supersede any earlier Code; and
- (2) Hereby resolves that designated employees shall file statements of economic interest with the Authority's Executive Director or designee. The Authority shall make all statements available for public inspection and reproduction pursuant to Government Code Section 81008; and,
- (3) Directs staff to submit this Conflict of Interest code to the Alameda County Board of Supervisors, as the code reviewing body, for approval.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSENT:

APSTAIN:

Gary Wolff, Executive Director

APPENDIX**LIST OF DESIGNATED POSITIONS**

Designated Positions	Disclosure Categories
Authority Board Member/Alternate	1 through-65
Recycling Board Member/Interim Member	1 through-65
Executive Director	1 through-65
Administrative Services Director	1 through-65
<u>Deputy Executive Director</u>	1 through-65
Authority Counsel	1 through-65
Principal Program Manager	1 through-65
Senior Program Manager	1 through-65
Program Manager (I and II)	1 through-65
Chief Finance Officer	1 through-65
<u>Accountant</u>	1 through-65
<u>Supervising Executive Assistant</u>	1 through-65
Webmaster/Graphic Designer	1 through-65
Consultants*	21 through 6 -5

* The Executive Director may determine in writing that a particular consultant, although a "designated position", is hired to perform a range of duties that is limited in scope and thus is not required to comply with the disclosure requirements described in this section. Such determination shall include a description of the consultant's duties and, based upon that description, a statement of the extent of disclosure requirements. The Executive Director's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code. Nothing herein excuses any such consultant from any other provision of this Conflict of Interest Code.

DISCLOSURE CATEGORIES

- Category 1 All interests in real property located within the County of Alameda. Any interests in real property located within the contiguous counties, that is or may be used as any type of hazardous or solid waste facility or for any solid waste or recycling enterprise.
- Category 42 Investments and business positions in business entities, and income from such sources, whose property or operations are subject to solid waste facility permits or findings of conformance with the Alameda County Solid Waste Management Plan or the Alameda County Countywide Integrated Waste Management Plan.
- Category 53 Investments and business positions in business entities, and income from such sources, that are engaged in the operation of any type of hazardous or solid waste facility or solid waste or recycling enterprise.

ATTACHMENT A

- Category 34 Investments and business positions in business entities, and income from such sources or from persons, of the type that utilize contractual services, or other services, supplies, materials or equipment of the type provided by the Authority or Recycling Board receiveincluding but not limited to financial or technical assistance. from the Authority or Recycling Board.
- Category 25 Investments and business positions in business entities, and income from such sources or from persons, that have contractedcontract with the Authority or Recycling Board to or that provide services, supplies, materials, machinery or equipment of the type used by the Authority or Recycling Board.
- Category 6 ~~Any interest in real, property within Alameda County or within the contiguous counties, that is or may be used as any type of hazardous or solid waste facility or for any solid waste or recycling enterprise.~~

For the purpose of the above categories, the terms "solid waste", "solid waste enterprise", "solid waste facility", and "recycling" shall be defined as set forth in California Integrated Waste Management Act (Public Resources Code Sections 40,000 et seq.).

659521.2

ALAMEDA COUNTY WASTE MANAGEMENT AUTHORITY

RESOLUTION # 2015 -

**MOVED:
SECONDED:**

AT THE MEETING HELD FEBRUARY 25, 2015

ADOPTION OF CONFLICT OF INTEREST CODE

WHEREAS, the Political Reform Act, Government Code Section 81000, et seq., requires state and local government agencies to adopt and promulgate conflict of interest codes; and,

WHEREAS, the Fair Political Practices Commission, pursuant to its powers under the Political Reform Act, has promulgated a regulation containing the terms of a standard conflict of interest code, 2 California Code of Regulations section 18730; and,

WHEREAS, the Alameda County Board of Supervisors, by Resolution in 1993, approved a conflict of interest code for the Alameda County Waste Management Authority also referred to as the Authority; and,

WHEREAS, the Authority has modified its staff job descriptions and titles since last adopting a conflict of interest code, making it appropriate to revise the language of the conflict of interest code to reflect the current List of Designated Positions and to update and clarify the Disclosure Categories.

NOW, THEREFORE BE IT RESOLVED, that the Alameda County Waste Management Authority:

- (1) Hereby (1) adopts and incorporates by reference the terms of 2 California Code of Regulations, section 18730 and any amendments to it duly adopted by the FPPC and (2) adopts the attached Appendix designating officials and employees and establishing disclosure categories. These regulations and the Appendix constitute the Conflict of Interest Code for the Authority and supersede any earlier Code; and
- (2) Hereby resolves that designated employees shall file statements of economic interest with the Authority's Executive Director or designee. The Authority shall make all statements available for public inspection and reproduction pursuant to Government Code Section 81008; and,
- (3) Directs staff to submit this Conflict of Interest code to the Alameda County Board of Supervisors, as the code reviewing body, for approval.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSENT:

APSTAIN:

Gary Wolff, Executive Director

APPENDIX**LIST OF DESIGNATED POSITIONS**

Designated Positions	Disclosure Categories
Authority Board Member/Alternate	1 through 5
Recycling Board Member/Interim Member	1 through 5
Executive Director	1 through 5
Administrative Services Director	1 through 5
<u>Deputy Executive Director</u>	1 through 5
Authority Counsel	1 through 5
Principal Program Manager	1 through 5
Senior Program Manager	1 through 5
Program Manager (I and II)	1 through 5
Chief Finance Officer	1 through 5
<u>Accountant</u>	1 through 5
<u>Supervising Executive Assistant</u>	1 through 5
Webmaster/Graphic Designer	1 through 5
Consultants*	1 through 5

* The Executive Director may determine in writing that a particular consultant, although a "designated position", is hired to perform a range of duties that is limited in scope and thus is not required to comply with the disclosure requirements described in this section. Such determination shall include a description of the consultant's duties and, based upon that description, a statement of the extent of disclosure requirements. The Executive Director's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code. Nothing herein excuses any such consultant from any other provision of this Conflict of Interest Code.

DISCLOSURE CATEGORIES

- Category 1 All interests in real property located within the County of Alameda. Any interests in real property located within the contiguous counties, that is or may be used as any type of hazardous or solid waste facility or for any solid waste or recycling enterprise.
- Category 2 Investments and business positions in business entities, and income from such sources or from persons that contract with the Authority or Recycling Board or that provide services, supplies, materials or equipment of the type used by the Authority or Recycling Board.
- Category 3 Investments and business positions in business entities, and income from such sources or from persons that utilize contractual services, or other services,

ATTACHMENT B

supplies, materials or equipment of the type provided by the Authority or Recycling Board including but not limited to financial or technical assistance..

- Category 4 Investments and business positions in business entities, and income from such sources, whose property or operations are subject to solid waste facility permits or findings of conformance with the Alameda County Integrated Waste Management Plan.
- Category 5 Investments and business positions in business entities, and income from such sources, that are engaged in the operation of any type of hazardous or solid waste facility or solid waste or recycling enterprise.

For the purpose of the above categories, the terms "solid waste", "solid waste enterprise", "solid waste facility", and "recycling" shall be defined as set forth in California Integrated Waste Management Act (Public Resources Code Sections 40,000 et seq.).

659521.2

**ENERGY COUNCIL
RESOLUTION # 2015 -**

**MOVED:
SECONDED:**

AT THE MEETING HELD FEBRUARY 25, 2015

ADOPTION OF CONFLICT OF INTEREST CODE

WHEREAS, the Political Reform Act, Government Code Section 81000, et seq., requires state and local government agencies to adopt and promulgate conflict of interest codes; and,

WHEREAS, the Fair Political Practices Commission, pursuant to its powers under the Political Reform Act, has promulgated a regulation containing the terms of a standard conflict of interest code, 2 California Code of Regulations section 18730; and,

WHEREAS, Energy Council operations are administered by the Alameda County Waste Management Authority (Authority) and the Energy Council has been reporting pursuant to the Authority Conflict of Interest Code and now wishes to adopt its own code.

NOW, THEREFORE BE IT RESOLVED, that the Energy Council:

- (1) Hereby adopts and incorporates by reference the terms of 2 California Code of Regulations, section 18730 and any amendments to it duly adopted by the FPPC and adopts the attached Appendix designating officials and employees and establishing disclosure categories. These regulations and the Appendix constitute the Conflict of Interest Code for the Energy Council; and,
- (2) Hereby resolves that designated officials and employees shall file statements of economic interest with the Authority's Executive Director or designee. The Authority shall make all statements available for public inspection and reproduction pursuant to Government Code Section 81008; and,
- (3) Directs staff to submit the conflict of interest code to the Alameda County Board of Supervisors, as the code reviewing body, for approval.

ADOPTED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSENT:

ABSTAIN:

Gary Wolff, Executive Director

APPENDIX**LIST OF DESIGNATED POSITIONS**

Designated Positions	Disclosure Categories
Energy Council Member/Alternate	1-3
Executive Director	1-3
Administrative Services Director	1-3
Deputy Executive Director	1-3
Authority Counsel	1-3
Principal Program Manager	1-3
Senior Program Manager	1-3
Program Manager (I and II)	1-3
Chief Finance Officer	1-3
Accountant	1-3
Supervising Executive Assistant	1-3
Webmaster/Graphic Designer	1-3
Consultants*	1-3

* The Executive Director may determine in writing that a particular consultant, although a "designated position", is hired to perform a range of duties that is limited in scope and thus is not required to comply with the disclosure requirements described in this section. Such determination shall include a description of the consultant's duties and, based upon that description, a statement of the extent of disclosure requirements. The Executive Director's determination is a public record and shall be retained for public inspection in the same manner and location as this conflict of interest code. Nothing herein excuses any such consultant from any other provision of this Conflict of Interest Code.

DISCLOSURE CATEGORIES

- Category 1 Any interest in real property within Alameda County or within the nine Bay Area Counties (Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano and Sonoma) containing a habitable structure.
- Category 2 Investments and business positions in business entities, and income from such sources or from persons that contract with the Energy Council or that provide contractual services, or other services, supplies, materials or equipment of the type utilized by the Energy Council.
- Category 3 Investments and business positions in business entities, and income from such sources or from persons that utilize contractual services, or other services, supplies, materials or equipment of the type provided by the Energy Council including but not limited to financial or technical assistance.

659522.2



DATE: February 17, 2015

TO: Energy Council

FROM: Gary Wolff, Executive Director
Wendy Sommer, Deputy Executive Director

BY: Karen Kho, Senior Program Manager

SUBJECT: Presentation of Energy Council Projects

BACKGROUND

As a follow-up to the Agency history and strategic planning overview presented to the joint Board meeting on January 28, and as a prelude to the FY 15/16 Budget development and adoption, staff is presenting highlights of key Agency projects to the Boards in February, March and April.

DISCUSSION

The Energy Council was formed in 2013 to assist member agencies with developing and implementing programs and policies that reduce energy demand, increase energy efficiency, advance the use of clean, efficient and renewable resources, and help create climate resilient communities. Energy Council projects are included in the Product Decisions section of the overall Agency budget, and they are funded by external grants and contracts. In FY 2014-15, the main activities include residential outreach, multifamily building retrofits, innovative financing pilots, codes and standards support, and business recognition.

Staff will present the existing portfolio of Energy Council projects at the February 25th Energy Council meeting. This will provide Council members an opportunity to discuss and share their views on the existing and possible future work of the Council, without having a specific decision before them.

RECOMMENDATION

This is an information item.

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March 2015 Meetings Schedule

Alameda County Waste Management Authority, The Energy Council, & Source Reduction and Recycling Board

(Meetings are held at StopWaste unless otherwise noted)

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	<p>Programs & Administration Committee 9:00 AM Key Items: 1. Product Decisions- Presentation</p> <hr/> <p>4:00 PM Planning & Organization Committee /Recycling Board Key Items: 1. Product Decisions- Presentation</p>	13	14
15	16	17	18	19	20	21
22	23	24	<p>3:00 PM Authority Board & Energy Council Key Items: 1. ColWMP 5 Year Update- 2nd Reading & Adoption 2. ColWMP Determination of Plan Conformance and Plan Amendment-1st Reading</p>	26	27	28
29	30	31				

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ILLEGAL DUMPING IN ALAMEDA COUNTY

Bounty put on beds

Recycling: Pilot program offers money for discarded mattresses



Jeff Becerra, communications manager for StopWaste, stands near discarded mattresses on Fifth Avenue in Oakland. With a grant of \$25,000, StopWaste initiated a pilot program offering cash for dumped mattresses with tags, below, in Alameda County.

By Rebecca Parr rparr@bayareanewsgroup.com

Updated: 01/28/2015 06:12:07 AM PST

OAKLAND -- Dumped mattresses are a big headache and drain the coffers of cities and counties that pay to have them hauled off. But maybe offering a bounty for them would encourage people to bring them to recycling stations. An East Oakland recycler has started a pilot program to learn if paying people to bring in abandoned mattresses will help clear the unsightly blight. DR3 Recycling will pay \$6 to \$12 per specially tagged mattress brought to its East Oakland facility.

Normally, DR3 charges \$10 to cover the cost of recycling a mattress or box springs. Waste Management's Davis Street transfer station charges \$21.70 per mattress.

"We wanted to come up with a demonstration program to gauge the feasibility of relying on the public to help with abandoned mattresses," said Terry McDonald of DR3.

But DR3 will not pay for just any mattress. The mattresses must have tags that DR3 staffers are attaching to ones they find littered throughout Alameda County. Workers are tagging 600 to 700 mattresses at dumping hot spots identified by cities and the county.

"We want to learn how far people will bring in a mattress for a fee," McDonald said. "Will they come from Fremont? From Emeryville?"

A \$25,000 grant for the project has been awarded by StopWaste, an agency that works to reduce trash going to landfills. The pilot program will end in April, and DR3 will share information it has gathered with a group working on a statewide mattress recycling plan.

A state law by Sen. Loni Hancock, D-Berkeley, created the mattress recycling program. Less than 8 percent of the 2.5 million used mattresses in California are recycled, according to Hancock's office. The Mattress Recycling Council is developing the program required in Senate Bill 254. It must be approved by CalRecycle, a state agency that promotes recycling.

DR3 is part of a statewide advisory group working on the recycling program, along with mattress manufacturers, retailers, waste transfer stations, sanitary districts, cities and environmentalists, McDonald said. The group will propose a mattress surcharge for consumers to cover the program's costs. The amount has not been determined, but it is expected to be \$8 to \$14 a mattress. Abandoned mattresses add blight to neighborhoods and clearing them costs cities and counties. The mattresses also are a health risk as breeding grounds for mold and pests. Oakland spends about \$500,000 annually to collect more than 5,000 mattresses. Haulers often dump the mattresses, usually in poorer neighborhoods, rather than pay the recycling fees.

DR3 started its pilot program at the beginning of January. Independent haulers already have started bringing in tagged mattresses, McDonald said. "People are saying, 'Where are the rest of them? We want to get more money,'" he said. But DR3 is not divulging the tagged mattresses locations. "This is not a treasure hunt," McDonald said. "We are trying to find out if the people who do hauling are willing to bring in mattresses from all over the county."

Contact Rebecca Parr at 510-293-2473 or follow her at [Twitter.com/rdparr1](https://twitter.com/rdparr1).

Note: StopWaste was one of only four local government agencies that USEPA invited to participate in the EPR dialogue in 2010-2011 mentioned in this article. The article summarizes the issues discussed then, and subsequent events, quite well. GW

Who Will Pay America's \$1.5 Billion Recycling Bill?

Why Are Cities Picking Up the Tab on Corporate America's Waste?

STORY BY Sarah Laskow

PUBLISHED ON Feb 9, 2015

(NEXT CITY -- <http://nextcity.org/features/view/cost-of-recycling-america-extended-producer-responsibility-cities>)

There's a big, bad hole in the ozone.

Save the rainforest!

Reuse, Reduce, Recycle

Of these basic environmental mantras, it was the three Rs — Reuse, Reduce, Recycle — that were indelibly printed in my brain at Girl Scout camp, by a performer who wore a star-spangled blue dress with green-and-white-striped sleeves and went by “Auntie Litter.” (It only took me about two decades to get that pun.)

Together, cross-legged on the wooden floor, we chanted: *Re-use. Re-duce. Re-cycle. Re-use. Re-duce. Re-cycle..*

It's a powerful idea. Unlike saving the rainforest or fixing the hole in the ozone, recycling is an act of environmental good that most Americans can perform now, at home, this very day. But for all the ongoing attempts at indoctrination, 35 years after what's often cited as the first mandatory municipal recycling law was passed, in Woodbury, New Jersey, we are not doing very well in our recycling practice.

From 1985 to 1995, the percentage of municipal solid waste that was recycled grew quickly, from about 16 percent to about 25 percent. If we'd kept that up, we would be closing in on recycling half of our trash by now. But that pace started to slow, and 20 years later, according to the [Environmental Protection Agency](#), the recycling rate still hovers just under 35 percent.

In that time, though, the case for collecting recyclable materials has become stronger than ever. Replace virgin materials with recycled ones, says Darby Hoover, of the Natural Resources Defense Council, and “You save energy. You save water. You use less toxic chemicals. You create less air pollution and water pollution. You create jobs. It's ecologically, across the board, a gain.”

Right now, it's cities that are on the hook for [fulfilling](#) — or failing to fulfill — that promise. In the U.S., big decisions about waste happen on the state level, but the work and the cost of dealing with the detritus of our consumptive habits fall on local governments — on counties, townships and cities that, with limited budgets, rarely prioritize recycling over core programs like roads or policing.

Cities started picking up garbage because it attracted rats and spread disease; the benefits of picking up recyclables are less visceral. And while early advocates argued that recycling would pay its own way — that “trash is cash” — cities *often* end up losing money on these programs.



(AP Photo/Tony Dejak)

A small group of environmental advocates, though, has been pushing hard for a different model, one already popular in Europe. This model of “extended producer responsibility,” or EPR, would shift the costs of recycling from municipal governments onto producers — the companies that make the products we buy.

Packaging, after all — the paper, plastic and metal that contains our food and drinks, lotions and hair gels, toys and technology — makes up almost a third of municipal solid waste in this country.

“What we get from producer responsibility legislation is the changing dynamic to where the manufacturers don’t get to offload this piece of the puzzle to municipalities,” says Sheila Dormody, Providence’s first sustainability director and a supporter of a statewide EPR policy for Rhode Island.

In 2010, at the request of state governments and environmental advocates, the EPA convened a dialogue on how to pay for recycling. The dialogue brought together the people responsible for making and selling packaging — huge retailers and consumer goods producers including Walmart, Coca-Cola and Procter & Gamble — with state governments, city officials and NGOs.

“It was the first time we were having a conversation with the brand owners about how the system was working and what we could do about it, with financing as the center of the discussion,” says Scott Mouw, the recycling section chief of North Carolina’s Department of Environment and Natural Resources. “That was, I think, the beginning.”

Even before the meetings started, though, some of the industry participants were pushing back against its exclusive focus on recycling — and the dialogue’s implication that governments shouldn’t be the only ones responsible for financing it in the long term. The costs involved in recycling are substantial: As the final report pointed out, in the two decades from 1990 to 2011, the increase in containers and packaging showing up in the waste stream had cost governments \$1.56 billion to deal with.

The meeting was “super tense,” Mouw recalls.

“The manufacturers didn’t want to talk about EPR,” says Scott Cassel, founder of the Product Stewardship Institute, one of the groups that asked for the EPA meeting. “That’s all the governments wanted to talk about, and the manufacturers only wanted to talk about voluntary programs.”

In 2014, some of the same companies that were part of EPA’s dialogue funded two new, unprecedented initiatives, which provide, in one case, more than \$1 million in grants and, in the other, \$100 million in low- or zero-interest loans to cities looking to improve their recycling programs. This is the first time private companies have coordinated their efforts to invest in cities’ recycling infrastructure at this scale. But product stewardship advocates say that’s not nearly enough — that companies should be footing the bill for the whole system.

Who Is Responsible for Our Trash?

Not so long ago, the trash that cities dealt with was simpler. But corporate America has done wonders with metals, chemicals and plastics, sold those wonders to us, and convinced us to quickly discard them. In just the last 15 years, the volume of packaging that ends up in the waste stream has grown by millions of tons.

The promise of recycling is that these materials are not worthless. Gather them together, and they can be resurrected — live a second life, and then a third, a fourth and, for some materials, onto infinity. Recycled aluminum is essentially identical to newly extracted aluminum, which costs so much that recycling makes economic sense. For most products, though, the economic case for recycling is less clear.

“If you were to go out and buy a box of Cheerios today at Walmart, you’d pay \$2.50 a box. You’re buying that box, and you’re eating the Cheerios and getting that value. Hopefully everyone upstream has made a profit,” says North Carolina’s Mouw. “When the box is empty, you’re looking at a material that’s probably worth less than a penny. They have a value stream that supports distribution. But the value stream is different backwards. There’s not an inherent value in that box.”

Recycling glass, for instance, is simple on a technical level, but difficult to profit from. Picture the piles of glass bottles that collect behind restaurants and bars. That glass, Mouw says, is worth something like “negative \$300 a ton.” That doesn’t mean it should be thrown away. But if it’s to be recycled, “someone has to pay for the reverse distribution process to happen.”

Producers have worked hard to ensure that someone is not them. In the 1970s, the environmental movement, waxing in power, began pressuring companies to reduce the amount of future-waste they were selling or to take responsibility for it. In response, some industry groups started backing a select group of recycling campaigns — the ones that put the burden of doing the work on either volunteer groups or city governments — as Samantha MacBride, a former deputy director for recycling in New York City, recounts in her book *Recycling Reconsidered*. (MacBride is currently an assistant professor at CUNY’s Baruch College.)

In the ’70s, consumer goods companies pushed these campaigns with “the explicit intent” of heading off more restrictive legislation, MacBride writes; in the ’80s, some container and paper companies began supporting curbside recycling “to keep the costs of negative externalities squarely on the public.” Industry representatives were often quite explicit about this position. In a 1993 article about recycling, for instance, a representative of the American Plastics Council [told](#) the *New York Times*, “If I buy a product, I’m the polluter ... I should be responsible for the disposal of the package.”

Two decades later, though, companies that make packaged consumer goods still don’t want to be financially responsible for recycling. But they need the end product: the plastic or paper with the tri-arrow twist that symbolizes green. Many have pledged to use more recycled content in their packaging: This plays well with eco-minded customers and also makes business sense. “We know that our feedstock to make the bottles is a finite resource. We know that feedstock has increased in cost significantly over the last couple of decades,” says Jeffrey Meyers, who manages sustainable packaging at Coca-Cola. “So the company is thinking about alternative supplies and materials.”

For companies to depend on recyclables, cities need to be producing a steady, high-quality stream of not-so-raw materials. In the past, Coca-Cola and companies like it have funded piecemeal efforts to increase recycling — giving a grant to a town for the purchase of roll carts, or another to start a program to put recycling bins out in theaters or stadiums. But more recently they worked to coordinate their efforts.

“There have been several of these public-private initiatives,” says Keefe Harrison, who’s worked in the recycling industry for decades and became executive director of the Curbside Value Partnership in 2014. After the 2010 EPA dialogue, for instance, Alcoa, the largest producer of aluminum in America, convened its own meeting and [associated initiative](#) — “the Action to Accelerate Recycling.” “That one had a lot of interest, but they couldn’t get people to put money on the table,” says Harrison. “It’s always really difficult.”

In 2014, though, two industry-funded initiatives — the [Recycling Partnership](#), which is run by Harrison’s organization, and the [Closed Loop Fund](#), backed first by Walmart — actually came together.

Coca-Cola is backing both. (It’s the only company to do so.) “Coke’s clearly trying to evaluate the options that are out there, including EPR. We want to be active participants and discuss what EPR could look like. But it’s still early,” says Meyers. “For now our focus is going to be on other programs, like the Closed Loop Fund and the Recycling [Partnership].”

And if those programs succeed in boosting recycling rates, it’ll give companies a stronger argument that a mandatory program like EPR won’t be necessary.

One Piece of the Puzzle

The Recycling Partnership grew out of a push by the Southeast Recycling Development Council (SERDC), an industry-backed group, to identify key ways that robust recycling programs worked, with the aim of fixing up floundering ones. The places in America that do best at recycling are exactly the ones you’d imagine. California’s long been a leader; Northeast and Mid-Atlantic states, where land is more scarce and landfilling more expensive, tend to have higher recycling rates.

“You see relatively weaker programs in the Southeast,” says Karen Bandhauer, the Curbside Value Partnership’s project director. But there’s actually a strong regional demand there for recycled material — a potential market for cities’ waste. During the SERDC project, which both Harrison and Bandhauer worked on as consultants, they’d put together a list of cities that could be grant candidates — about 20 altogether. They called those cities and said, essentially, give us your wish list. If you could radically change your recycling program, what would it look like?

Most wanted basic upgrades: new trucks, roll carts to replace bins. And, often, they needed a lot of money to make that happen. The Recycling Partnership had told the cities to match the private dollars on offer with as large a public contribution as possible. Still, “we got back relatively large asks,” says Bandhauer. “It was in the multimillions for some of them, an order of magnitude larger than what we were looking to put in.”

“No one wants to pay for recycling.”

The aim of the partnership is not to fund recycling programs — it’s to use a small amount of private money to convince cities to put up much larger amounts of public money, seven to eight times as much as they’re getting from the private sector. Harrison has raised \$1.2 million from corporate partners including Alcoa, Coca-Cola, Sonoco and the American Chemistry Council, and the program’s first three grantees — Columbia, South

Carolina, Florence, Alabama, and Richmond, Virginia — announced last fall, are each getting around \$300,000 of that money.

“We have to recognize there’s a cost involved, and government has taken the brunt of the cost,” says Harrison. “That’s not necessarily bad.”

Columbia, for instance, plans on using the money from the Recycling Partnership to buy carts. Even as neighboring counties switched over to using 96-gallon roll carts for recycling, Columbia, the state’s capital and largest city, has been stuck with 18-gallon bins, the kind that’s awkward to haul down to the end of the driveway.

“I get calls every day,” says Samantha Yager, the city’s recycling coordinator. “When am I getting my roll cart? When am I getting my roll cart?”

Carts, though, are expensive: They cost a city about \$45 to \$50 each, Harrison says. When you’re buying them for tens of thousands of households, the cost adds up quickly. Cities with carts usually end up spending less per ton on recycling and can save money overall. But switching all of Columbia over, Yager’s department estimates, will take \$2 million. Even with the grant from the Recycling Partnership, the city doesn’t have that money to spend; the city’s hoping to partner with a regional or local recycling business to cover the rest of the costs.

“The financial challenge is still there, but having this grant we’re able to start this program right now,” she says. “It’s been the catalyst to change our program.”

That \$300,000 catalyst is a significant chunk of financing — last fiscal year, the city’s working budget for recycling was \$1.1 million. The Recycling Partnership hopes that its investment will set off an even greater reaction around the region. The theory, essentially, is that cities respond to peer pressure. Columbia wants to be seen as a leader, a modern city, with up-to-date amenities; it needs carts partially because its neighbors have them. The grants serve as demonstration projects, a model for other municipalities to copy, even without extra funding.

The Closed Loop Fund, although it’s a separate effort, with separate funders, and a different strategy, has a similar goal. The fund grew out of a Walmart-run meeting in 2013, and the “aspirational goal” Walmart says, is to divert valuable raw materials from the landfill — and to help retailers and consumers goods manufacturers secure access to more recycled materials. To this end, the Closed Loop Fund is offering loans to cities at extremely favorable terms — some zero interest — and looking to invest in projects like upgrades to carts or materials recovery facilities. (“MRFs,” pronounced to rhyme with “surfs,” are where recyclables are sorted and baled.) Cities are supposed to repay the loans, over about five years, with the money they save.

“EPR is one lever that can be pulled to influence suppliers’, manufacturers’ and municipalities’ approach to recycling,” a Walmart spokesperson told me. But, the company says, the issue is “more systemic” and one approach is not enough to solve. “This is why the Closed Loop Fund loans can provide financial support to a range of projects that help increase recovery,” the Walmart spokesperson said.

The private companies involved in this project (which include not just Walmart, but PepsiCo, Coca-Cola, Procter & Gamble and Unilever) are investing significantly more money — \$100 million in total — than the Recycling Partnership has raised.

“What we hope is that when we invest in different types of projects and show they can be successful, that cities do those projects on their own without waiting for our financing,” says Ron Gonen, the project’s director, who, previously, ran New York City’s recycling program.

But even these loans support a variety of projects. Gonen says that they are not going to solve the recycling program problem in the country. They’re one [piece](#) of the puzzle.

“I think the first thing is, you have to go to companies and say: Are you willing to come to the table with a solution? If they say yes, then great. If they say no, or just put something for show, then there’s a need for regulation,” he says. “In the case of the companies in the Closed Loop Fund, they’ve stepped up.”

EPR advocates are not so impressed, though, with these voluntary efforts.

“They feel like programs that are designed as perception management — let’s throw some money at this, we want to show policymakers that we’re doing something,” says Matt Prindiville, the associate director of Upstream, a Maine-based nonprofit that’s part of a loose coalition of product stewardship organizations. On his side, Prindiville says, “We don’t want to wait around and see what the grant program or what the loan can do. \$100 million is not that much money when you’re talking about billions across the counties to run these recycling programs.”

What his group wants, Prindiville says, is for companies to commit to green design and to reducing the waste they create. To fund pollution mitigation. And to support policies like EPR.

The Life Cycle of Stuff

“Extended producer responsibility” was first proposed at the end of the 1980s by Thomas Lindhqvist, a Swedish environmental policy researcher. The idea was to decrease the environmental impact of consumer products “by making the manufacturer of the product responsible for the entire life cycle of the product and especially for the take-back, recycling and final disposal of the products,” Lindhqvist later wrote.

The goal of EPR isn’t to stick companies with the bill for waste disposal out of anti-corporate spite; it’s to shift the work of dealing with disposable products from governments, who can’t do much to change them for the better, to companies, which can. “Stuff that has no value at the end of its life or that’s toxic — those are design problems,” says Upstream’s Prindiville. “You can’t fix those problems by having local governments say, ‘Hey, how do we deal with these things?’ You have to go to the source and get them to be responsible in designing products with sustainable materials.

In the United States, there are already dozens of EPR laws in 34 states. They often cover products that are difficult to recycle, like mattresses, paint and mercury thermometers — it’s how most states deal with used-up

electronics. In Europe, most countries have EPR laws governing packaging too. Fifteen EU countries require that producers finance all costs of collecting and recycling packaging, a 2012 report from the environmental group As You Sow found; In 10 countries, governments and producers split the costs. In Belgium, which is considered to have one of the more successful EPR programs, 5,900 companies are part of a producer responsibility organization that deals with household packaging; those companies spend about 75 million Euros (about \$85 million U.S.) on the program. Belgium's overall packaging recycling rate is 78 percent.

That's a very good result: France recycles 56 percent of packaging. Germany clocks in at 70 percent, the Netherlands at 75. Denmark recycles 84 percent of its packaging. In comparison, the U.S. recycles around 48 percent of its packaging.

A few states have started considering the idea of packaging EPR, and around 2011, EPR advocates decided that Rhode Island would be a good place to concentrate their efforts. There are only 38 municipalities, which would limit the variation in local waste management policies. The whole state has only one MRF. It also only has one landfill, and that landfill is running out of space.

Right now, the state's tipping fees — the amount that waste haulers pay to dump waste into the landfill — are set for municipalities, by statute, at \$32 per ton. (For comparison, tipping fees are around \$57 in Connecticut and \$70 in Maine.)

“That's a criminally low rate if you want people to throw less stuff away. It still blows my mind,” says Jamie Rhodes, who until last fall was the director of the Rhode Island chapter of Clean Water Action. In about 25 years, when the landfill is forced to close, that all changes. “We're going to be paying to ship waste out of state or build a \$400 million trash-burning incinerator of some sort. These options are not pleasant,” he says.



(AP Photo/Elaine Thompson)

Even starting a conversation about packaging EPR, though, was a fight. A state commission first proposed in the House ended up being run by the Senate. Rhodes heard from allies that some industry groups had quietly pushed House leadership to kill it. Meanwhile, an ally in the House, Rep. Donna Walsh (D-RI) introduced a barebones EPR packaging bill and started organizing a hearing around it. The advocacy community worked with Walsh to draft a more comprehensive piece of legislation that would define the scope of what they wanted: a workable EPR system for paper and packaging that they could swap in for the placeholder bill. No one who opposed the bill showed up to the hearing — but it still died. The legislation that the advocates had worked so hard to draft was never even made public.

Throughout, the EPR advocates felt industry pushing back. They worried that the Grocery Manufacturers Association — members include ConAgra, General Mills and Procter & Gamble — was working against them behind the scenes. Dunkin' Brands wrote to the Senate commission, for instance, that the company had looked for a “viable alternative” to Styrofoam cups — something recyclable, affordable, more environmentally friendly — but that none existed. The Toy Industry Association and the American Forest and Paper Association both reported lobbying against Rep. Walsh's bill. The advocates didn't feel they were getting much support from the League of Cities and Towns either.

“Change in general is difficult for a lot of municipalities,” says Melissa Walsh Innes, the deputy director of Recycling Reinvented, one of the groups pushing for the Rhode Island EPR bill. “Because this is such a change in the financing, it can make people who don't understand all the details question, how will this impact the city? How will this impact my job? Will we not need as many workers? One of the core pieces that my organization is planning on doing in 2015 is finding out: What do you need to support this?”

In November, Donna Walsh lost her seat in the State House to an Independent, Blake Filippi.

The loss doesn't mean the issue is dead though. At least not in Providence and other cities. One of Recycling Reinvented's big goals is to work with mayors around the country to find what it will take for them to back packaging EPR.

Dormody, Providence's sustainability director, testified in support of EPR before the packaging commission. (She also, not coincidentally, headed up CWA before Rhodes.) Cities shouldn't be stuck dealing with whatever producers throw at them, she argued.

“I don't think trash is core to our purpose as a city,” she says. “We need to make sure the trash is collected, and recycling is collected, and our residents are served. That's what I see as our primary role.”

No matter what the outcome of these efforts, though, the same people will be paying for recycling: all of us. Right now, recycling is bundled into the cost of living in a particular place — we pay for recycling when we pay municipal taxes. With EPR, recycling becomes a part of the price of consumer goods — you pay to dispose of a product when you buy it. The question, really, is who we should pay to help us use less, period. If we don't pay for that now, we'll pay later — as raw materials become more dear, as consumer goods become

more expensive, or as greenhouse gases we could have saved leak into the atmosphere and heat the planet up. No one wants to pay for recycling. But in the scheme of prices we'll pay later, it's relatively cheap.

Note: Livermore started twice a month, garbage rate-supported curbside recycling in 1978, and Berkeley also began curbside recycling before the 'first in the nation' curbside program in New Jersey named in this article. Go Livermore and Berkeley! GW

A Brief Timeline of Modern Municipal Recycling

BY GREG SCRUGGS | FEBRUARY 12, 2015

(NEXT CITY -- <http://nextcity.org/daily/entry/history-city-recycling-pickup-modern>)



A single-stream recycling plant in Newark, New Jersey (AP Photo/Mike Derer)

In the new Next City feature “Who Will Pay America’s \$1.5 Billion Recycling Bill?,” writer Sarah Laskow explores an alternative to the country’s current land-fill-avoidance approach, namely the one that has cities picking up the tab for disposing of corporate America’s waste.

You may feel good about faithfully putting every bottle, box and shred of paper into a blue bin, but the stats Laskow cites pack a reality-check punch.

From 1985 to 1995, the percentage of municipal solid waste that was recycled grew quickly, from about 16 percent to about 25 percent. If we’d kept that up, we would be closing in on recycling half of our trash by now. But that pace started to slow, and 20 years later, according to the Environmental Protection Agency, the recycling rate still hovers just under 35 percent.

Still, cities have been — and can continue to be — leaders on improving recycling. Here, a quick urban-centric history of the charge to fight mindless disposal.

1980

Forget ecotopian stereotypes. Don Sandersen, a Republican city councilor in suburban Woodbury, New Jersey, outside of Philadelphia, engineers the nation’s first municipal curbside pickup. Inspired by a local Girl Scout troop’s collection effort, Woodbury pulled a special trailer behind its trash truck. Sandersen went on to consult nationwide and internationally about municipal recycling.

1987

A media circus follows the travails of the Mobro 4000, a trash barge laden with New York City trash that traveled from Long Island to Belize and back, stopping in various ports of call along the East Coast and Mexico but failing to find a home for its load. The breathless live coverage of the “Barge to Nowhere” and “Gar-barge” generated a heated national debate about landfill capacity and recycling to reduce the waste stream.

1988

Berkeley is one of the first U.S. municipalities to ban expanded polystyrene, which is found in shipping pellets and takeout containers.

1989

The Integrated Waste Management Act of 1989 leads California communities to pioneer single-stream recycling.

1991

Pasadena, California partners with the state’s Department of Conservation and the NFL to recycle 20 tons of beer cans and hot dog wrappers following Super Bowl XXVII. The Rose Bowl recycling effort was then the largest such stadium effort to date.

1996

San Francisco is the first major U.S. city to offer municipal composting.



This S.F. recycling station includes a compost bin. (Photo by Intel Free Press)

2002

San Francisco adopts a goal of zero municipal waste — everything will be recycled or composted — by 2020. No other city in the world has attempted this feat.

2005

Hawaii passes container deposit legislation, the most recent of the 10 states who refund consumers some pocket change for returning everything from runners' castoff water bottles to a frat house's empty beer cans.

2007

Sure We Can is founded in New York City to represent the estimated 5,000 "canners" who earn an income from collecting recyclables, usually piled high in bags on shopping carts.

San Francisco becomes the first city to ban plastic shopping bags.

2009

Seattle Public Utilities requires all residential homes to backyard compost or participate in a citywide food and yard waste collection program, further steps on a path to zero net emissions by 2050. San Francisco implements a \$100 fine for composting non-compliance.

2010

Governor Jack Markell chooses the Cherry Island landfill in Wilmington, Delaware as the backdrop for his Universal Recycling Law signing ceremony. The bill offers single-stream curbside recycling to every state resident.

2011

Portland, Oregon becomes the first major U.S. city to stop picking up trash weekly.

2012

U.S. municipal recycling rate plateaus at 34.5 percent, up from 9.6 percent in 1980.

2013

Redemption, a documentary about New York City canners, is nominated for an Academy Award.

2014

The first year of operation for the Sims Municipal Recycling Facility on the Brooklyn waterfront, which receives recyclable waste by barge — a marked change from the Mobro export disaster. Its sleek design wins architecture accolades and helps defeat NIMBY sentiment.

2015

Seattle ordinance banning food from household trash goes into effect. Offending trash cans will be tagged with a red warning — a form of public shaming — and starting in July, the offense will incur a fine.



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First-Ever Household Battery Made With Recycled Batteries Reduces Environmental Impact

Tuesday, February 03, 2015 (0 Comments)

Posted by: Rachel Rose Belew

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Energizer's new AA batteries are made with 4% recycled batteries, require less virgin material to produce, are long lasting and recyclable

Boston, Mass.—Environmentally-conscious consumers now have a new option when it comes to choosing household batteries. Energizer has announced the release of Energizer® EcoAdvanced™—the world's first line of AA alkaline batteries made with recycled battery material. The new batteries are made with 4 percent recycled batteries; Energizer intends to boost that amount to 40 percent by 2025.

Energizer EcoAdvanced batteries contain a portion of post-consumer battery materials that have been reformulated by Energizer over the past seven years. It is now the longest-lasting alkaline battery in Energizer's product portfolio. The batteries also help create a more "closed loop" manufacturing model for Energizer because they are recyclable once a consumer has finished using them.

"Energizer's EcoAdvanced batteries represent a genuine technological and environmental advancement," says Scott Cassel, chief executive officer of the Product Stewardship Institute (PSI). "This innovative battery reduces both upstream and downstream lifecycle impacts, such as materials mining, energy use, and waste generation, which are tied directly to reduced greenhouse gas emissions."

These long-lasting, recyclable batteries require less frequent replacement, which means fewer post-consumer batteries in the waste stream. And, less virgin material extraction means less resource depletion, less energy consumption, and fewer greenhouse gases that contribute to climate change. Through life cycle assessment, Energizer has found that each Energizer EcoAdvanced battery significantly reduces greenhouse gases, compared to Energizer alkaline batteries that do not contain recycled material. (To read Energizer's official press release, [click here](#).)

Energizer has worked closely with PSI over the years to explore battery recycling options. At a PSI-facilitated meeting last June, Energizer, along with the Corporation for Battery Recycling, the National Electrical Manufacturers Association, the Portable Rechargeable Battery Association, and Call2Recycle, unveiled a first-in-the-nation proposed model of [extended producer responsibility legislation](#) covering both single-use and rechargeable batteries.

PSI continues to work with the battery industry to develop a model bill that meets the needs of, and is supported by, consumers, government, industry, recyclers, retailers, and other stakeholders. A bill covering both single-use and rechargeable batteries is expected to be introduced in Connecticut this year.

###

About the Product Stewardship Institute (PSI)

The Product Stewardship Institute (PSI) is a national, membership-based nonprofit committed to reducing the health, safety, and environmental impacts of consumer products across their lifecycle with a strong focus on sustainable end-of-life management. Headquartered in Boston, Mass., we take a unique product stewardship approach to solving waste management problems by encouraging product design changes and mediating stakeholder dialogues. With 47 state environmental agency members, along with hundreds of local government members from coast-to-coast, and 95 corporate, business, academic, non-U.S. government, and organizational partners, we work to design, implement, evaluate, strengthen, and promote both legislative and voluntary product stewardship initiatives across North America. Like us on Facebook at facebook.com/ProductStewardship. Follow us on Twitter [@ProductSteward](https://twitter.com/ProductSteward).

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Seattle Flagging 300 Customers Daily as Food Waste Ban Takes Effect

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Days into enforcing its new ban on food waste, Seattle Public Utilities is flagging close to 300 customers a day—or 1 percent of its collection base—for throwing away too much food, food scraps and other compostable materials.

Effective Jan. 1, residents and business are now required to compost 90 percent or more of their food waste and food-contaminated paper napkins, paper towels and cardboard, such as pizza boxes. Those who continue to trash large

amounts of food will have their garbage tagged and receive a violation notification on their bi-monthly bill.

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A recycling company is suing the county for \$5.4 million, alleging it

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Following a six-month education and implementation period, the city will begin issuing fines. Starting July 1, residents breaking the food waste law will receive a fine of \$1 per week and multifamily and commercial customers will receive two warnings and then a \$50 fine for each additional infraction.

“If people are trying to do the right thing and recycling and composting as much as they can, they shouldn’t have anything to worry about it,” says Brett Stav, senior planning and development specialist for Seattle Public Utilities (SPU), which projects that the food waste law will divert 38,000 tons of food scraps from the landfill and help the city achieve its goal of recycling and composting 60 percent of its waste by the end of 2015.

Even if the city achieves its first year goal, it will still send an estimated 62,000 tons of annual food waste 300 miles to a landfill in Eastern Oregon.

“The thinking behind the new food requirements is that they will act as sort of a spark for folks to try to change their routines and think about the things that they are throwing away not as waste but as a wasted resource,” Stav says. “Seattle is sending about 125,000 tons of organics to our compost facility every year but there’s that other 100,000 that we’re not capturing and it’s pretty equally split up between businesses and residents.”

Composting food scraps isn’t new for Seattle whose residents who have enjoyed curbside food waste collection since 2005. In 2009, the city required all residents to either subscribe to food and yard waste collection or participate in backyard composting. Since late 2011, multifamily buildings have been required to provide compost collection for their residents.

“So really we’ve been doing it for almost 10 years and people have been paying for the service for the last five. We’ve found that most of the people have been utilizing the service,” Stav says. “There has probably been 10 to 20 percent not utilizing the service but they have been paying for it. This program is really getting that last 10 to 20 percent to use it more regularly.”

New Composting Rules for Businesses

The new law also requires that commercial establishments that generate food waste and compostable paper to subscribe to a composting service, compost their food waste on-site or self-haul their food waste for processing.

That has translated in a significant influx of new customers for Recology CleanScapes, one of two haulers that contracts with the city to collect its waste. The company estimates it has seen a 30 percent increase in commercial food waste customers since November.

“There has been a lot of interest both from residents and commercial customers. It has been an opportunity for us to educate them on where to properly place materials,” says Kevin Kelly, government and community relations manager for Recology, which collects waste in about half of the city. “By the time that July 1 rolls around customers will have been thoroughly educated on what goes in which bin. So I think the level of contaminants will decline significantly.”

Implementation has been smooth so far. Contrary to what one might think, drivers only need to spend seconds to visually inspect the trash for excess food waste, Kelly said.

“There are already programs in place where we look for contamination so it’s not as if we’re doing anything out of the ordinary,” Kelly says.

The city prohibited yard waste from the garbage in 1988 and recyclables in 2005. Drivers leave a tag for the resident and log the violation using onboard technology.

“We’re not slowing down to rip open bags. They don’t spend time sifting through materials to determine the exact level of contamination. We’re talking obvious contamination.”

Residents and businesses appear to be embracing the new regulations.

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“They understand the city’s desire to divert more material from landfills. They understand it is a better use for food scraps, which includes turning it into compost,” Kelly says. “The city of Seattle is excited to be an environmental leader.”

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Alameda County: Troubling trend in recycling food waste

By Doug Oakley doakley@bayareanewsgroup.com

POSTED 02/06/2015 06:44:05 AM PST POSTE



Inspectors from a metrics team from StopWaste.org, Marco Gomez, right, and Ray Dunton, separate and weigh three categories of waste – recyclables, compost and food scraps, and trash – from random trash cans collected from an area of Berkeley at the Berkeley Transfer Station in Berkeley, Calif., on Tuesday, Feb. 3, 2015, as part of a recycling audit. (Laura A. Oda/Bay Area News Group) (Laura A. Oda)



Inspectors from a metrics team from StopWaste.org, Marco Gomez, left, and Ray... (Laura A. Oda)



OAKLAND -- Something strange has happened inside Alameda County garbage cans, and it has sounded an alarm for those working against climate change.

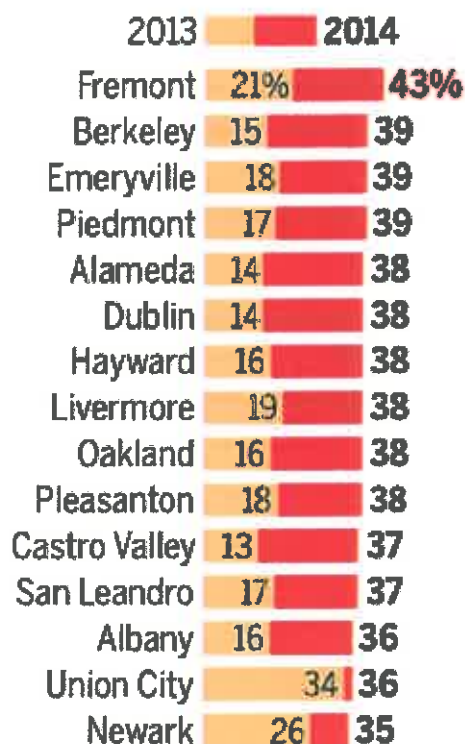
Residents apparently hit a wall last year in separating kitchen food scraps from their garbage cans, seriously slowing a yearslong trend that became standard with curbside pickup across the county in 2008.

It's strange because no one knows the reason the once popular program is wilting.

"Green waste in garbage cans went up across the board, so we need to find out what caused that and reverse it," said Gary Wolff, executive director of StopWaste in Alameda County, whose organization compiled the data showing the decline in households that separate food scraps from garbage.

Trash separation dips

Percentage of trash that is food scraps inside Alameda County residential garbage cans, instead of green waste bins:



Source: StopWaste

BAY AREA NEWS GROUP

What many residents may not know, recycling advocates say, is that the sometimes-messy task of putting food scraps into a different container and putting it in the green bin helps slow climate change. When separated, that food is sifted and tossed and turned into compost for farmers and gardeners. When people put food in trash cans, it goes to a landfill, where it turns into methane gas, is released into the atmosphere and contributes to global warming.

The data compiled by workers contracting with StopWaste, who randomly sample 3,000 residential and commercial garbage cans in 15 cities each year, show 2014 was a bad year for recycling food scraps compared with 2013.

In Oakland, for example, about 16 percent of the trash in 2013 was food scraps. In 2014, that number rose to 38 percent. In eco-friendly Berkeley, those numbers rose from 15 percent in 2013 to 39 percent in 2014. Fremont's percentage went from 21 percent to 43 percent. Also in 2014, 47 percent of houses surveyed did not put out their green carts on pickup day, which was up from 28 percent in 2013, "indicating that fewer homes are participating in food scrap and organics recycling," StopWaste spokesman Jeff Becerra said. The big picture is a little more encouraging, Wolff said.

In 2008, about 60 percent of the trash in Alameda County was food scraps, and now those numbers are down to about 45 percent.

But last year's huge increase from the prior year is troubling, and there are several theories.

People could simply be tired of doing it because it's too messy, they have forgotten the environmental reasons it's important, their incomes have risen and they are not as concerned about throwing away leftovers, or perhaps they are new to the area and don't know about the program. "It could be people are suffering from food waste fatigue," Wolff said. "They may think, 'I've been doing this for a year, it kind of smells, and I'm tired of it.'"



Inspectors from a metrics team from StopWaste.org, Marco Gomez, right, and Ray Dunton, separate and weigh three categories of waste — recyclables, compost and food scraps, and trash — from random trash cans at the Berkeley Transfer Station in Berkeley, Calif., on Tuesday, Feb. 3, 2015, as part of a recycling audit. (Laura A. Oda/Bay Area News Group) (Laura A. Oda)

Rebecca Jewell, recycling program manager at Waste Management's Davis Street Transfer Station in San Leandro, where food and green matter is turned into marketable compost for farmers and gardeners, said food scraps generally take up between 3 percent and 7 percent of the volume of green containers that the company collects.

One of her theories about the reason the county food scrap recycling program has slowed is because the better economy has brought to the area new residents who are unfamiliar with the program and its importance in fighting climate change.

"Putting food in a curbside container for pickup is not very common throughout the country, and we here in the Bay Area are ahead of the curve," Jewell said. "When people are transported to the Bay Area from other places, it's not part of the normal move-in message."



Inspectors from StopWaste.org separate trash into three categories — recyclables, compost and food scraps, and trash -- at the Berkeley Transfer Station in Berkeley, Calif., on Tuesday, Feb. 3, 2015, as part of a recycling audit. (Laura A. Oda/Bay Area News Group) (Laura A. Oda)

That message, she said, should be that "putting food in the green bin is a very simple way of having your own personal impact on climate change. You don't need to go out and buy a composting toilet -- just put food in your green bin."

In Berkeley, the city collects 120 tons of food scraps and yard clippings a day and ships it off to a commercial compost-maker. That's about the same amount of trash it collects each day.

City Recycling Program Manager Andrew Schneider said the recent data compiled by StopWaste was surprising and reason for concern. But like others watching the trend, he couldn't say the reason, for sure, it is happening.

"We hope all residents make an effort to turn their food scraps into usable compost instead of trash," Schneider said. "When food waste and other organics are put in the trash and landfills, it creates greenhouse gases and climate change."

Contact Doug Oakley at 925-234-1699. Follow him at [Twitter.com/douglasoakley](https://twitter.com/douglasoakley).

GREEN RECYCLING bin

Food scraps to be deposited in green bins for compost

All food products including: fruit, vegetables, breads, cereal, dairy, meat (including bones), coffee grounds, coffee filters and tea bags
Food-soiled paper including: paper towels, plates, napkins, pizza boxes and paper lunch bags
Items that are not accepted include: plastic (bags and plastic foam), glass, metal, liquids and pet waste



Amir Amiri, left, and Ray Dunton, Inspectors on a metrics team from StopWaste.org, unload bags of trash that were randomly collected on the streets of Berkeley, Calif., to prepare to measure recycling habits at the Berkeley Transfer Station on Tuesday, Feb. 3, 2015. (Laura A. Oda/Bay Area News Group) (Laura A. Oda)

More East Bay kids to get free computers thanks to \$2 million grant

By Matthew Artz

martz@bayareanewsgroup.com

2/4/15

OAKLAND -- A nonprofit that has provided over 35,000 refurbished computers to needy Oakland students will begin expanding its operations throughout much of the East Bay this year thanks to a \$2 million grant from the Thomas J. Long Foundation.

Oakland Technology Exchange West, whose annual budget is approximately \$450,000, will use the grant to serve an estimated 10,000 students from southern Alameda County to eastern Contra Costa County.

"We're really looking at finding the people who are not connected at all and getting those people connected," the organization's founder and director Bruce Buckelew said. "I think we're going to have a lot of opportunities to expand pretty quickly."

The nonprofit has been helping bridge the digital divide for the past 20 years in Oakland where a recent study found that half the students in poorer flatland neighborhoods lack computers or Internet access.

Buckelew, a retired IBM engineer, said he was already discussing plans with Contra Costa officials on bringing the nonprofit first to Concord and then expanding it to Antioch and Richmond.

San Leandro Chief Innovation Officer Deborah Acosta, said she has already talked to Buckelew about serving students in San Leandro and San Lorenzo.

"I'm so glad they're expanding outside of Oakland," she said Tuesday following a meeting of the East Bay Broadband Consortium, during which the grant was announced.

Using computers donated from government agencies and private entities including Sutter Health, the nonprofit has supplied computers to Oakland schools and recreation centers as well as students who qualify for free and reduced lunch. It also offers qualified families the opportunity to sign up for low cost Internet through Comcast and T-Mobile.

Any qualified student whose family signs up for the Internet is entitled to a free computer along with a free computer class and tech support through the program.

"There is nobody who is not going to take advantage of this opportunity once it's presented to them," said Mark Friedman, who is the foundation's CEO and the mayor of El Cerrito. "We may not be able to solve the social economic disparities within our community. But we can solve the technological disparities within our community, and I think (this nonprofit) has been leading the way in that."

Contact Matthew Artz at 510-208-6435.

prior recipient of Grant from RB, presented
to RB in Dec 2014. As they
said then, we "seeded" something
that is now going to a
much larger scale.

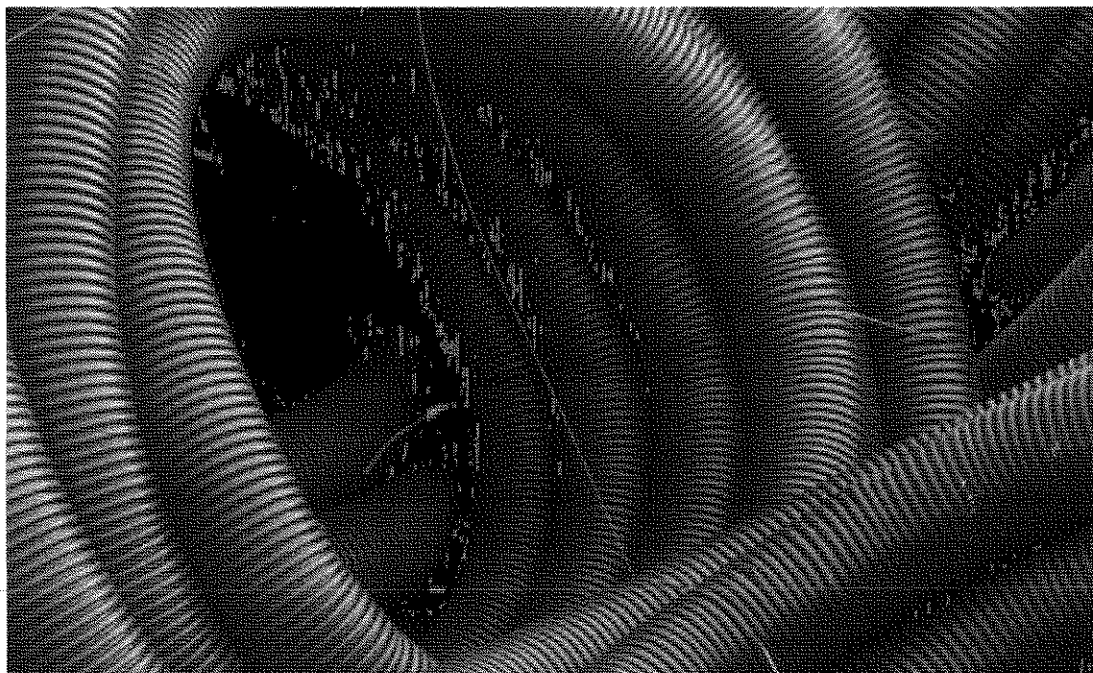
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The Biomimicry Column

On the trail to safer plastics

Tom McKeag

Monday, February 2, 2015 - 2:00am



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Plastics can be made into any shape and color but their environmental footprint leaves a lot to be desired.

When Leo Baekeland first combined phenol, formaldehyde and wood flour to make Bakelite in 1907, I am sure he had no idea of the future impact of the material he was introducing. Although he had said that the first thermosetting plastic ever made would have a thousand uses, little could he have imagined how short of the mark he was.

In a little more than 100 years, petroleum-based synthetic polymers have found their way into all aspects of our lives, from the toddler's teething ring to the plastic-lined coffin. That reach even extends beyond the grave. Although our mortal flesh will decay, some of its plastic contents, accumulated over a lifetime, will tarry much longer. So it is with our oceans and land.

It would be silly to suggest that we do away with plastics. They are too valuable, too ubiquitous and too useful. What we should do away with, however, is the way that they are made, some of the ways that we use them, and certainly what we do with them when they have done their job. New strategies should include the further development of bioplastics, some of which already are delivering promising results.

The age of plastics

We live in the age of plastics.

Although not as long as the Stone, Bronze or Iron Ages, the plastic age's impact on the natural world has been greater in its short duration than all of these combined. The world produced about 299 million metric tons of plastics in 2013, most of which flowed from east to west. China is the biggest producer at 24.8 percent, followed by Europe at 20 percent, and North America at 19 percent.

Estimates of 2015 global consumption average 45 kilograms for every man, woman and child on the planet. As shocking as that is, this is about three times lower than what it could be because the average consumption in Europe and North America is more than 135 kilograms per capita. Only lack of development has kept the rest of the world from following suit, but many aspire to change that. The Indian plastics industry, for instance, projects its 2013 domestic consumption total to double within the next five years.

The good, the bad and the ugly

Plastic is wonderful stuff, of course: light, strong, waterproof, resistant to rot and decay, with high thermal and electrical insulation properties. It can be produced in any color you like or clear enough to see through, with no color at all. You can make it into sheets, rods or just about any shape you like.

It's also cheap — at least when you omit the environmental and health costs, those troublesome externalities that most company accountants keep forgetting to enter in their books. Making something out of plastic, rather than glass or metal, often saves a lot of energy, material and subsequent greenhouse gas creation.

While nobody truly knows its environmental and health costs, some simple things are known. Most plastic lasts for a very long time without breaking down and 90 percent or more is never recycled. Much of it contains compounds that are toxic to animals and can leach out when it does break down.

Some plastics, including polycarbonate bottles and the resin lining of cans, contain plausible endocrine disrupters such as Bisphenol A (BPA) and phthalate that are absorbed while eating and drinking. Some 93 percent of people in the U.S. had detectable levels of BPA in their urine, according to the U.S. Center for Disease Control and Prevention. Nearly all adults also had measurable levels of phthalates in their bodies, along with eight out of 10 babies.

One third of the plastics produced are used in disposable packaging, most of it discarded within one year of manufacture. Used only once, these persistent and toxic compounds can be expected to hang around for decades. The energy cost, beyond the degradation of our health and environment: About 8 percent of petroleum production is used to make these plastics — half for feedstock and half to power the processing.

Getting the same performance without the costs

If we are to eliminate the most dangerous aspects of synthetic polymers, three things are needed: new formulas that allow sustainable sourcing and recycling; materials that break down in a benign way; and more sophisticated systems of collection, disposal and reuse.

Bioplastics will be part of this solution. They are comprised of two basic types of material: biodegradable material and substances that are bio-based but not biodegradable. The latter, made of such things as cellulose, represent the majority of the current production at 62.4 percent, with biodegradable material comprising the rest at 37.6 percent. Although 2013 worldwide production volume, at 1.6 million tons, is small relative to oil-based plastics, it is of an industrial scale and is expected to quadruple in the next five years.

While many of these plastics make use of natural materials, they must be categorized as examples of bio-utilization, not biomimetics. There are, however, materials being developed that attempt to mimic the form and process of nature to build in performance as well as use natural materials.

One of these is Shrilk, a conflation of the words “shrimp” and “silk,” the two sources of material for the plastic. The shrimp provides chitin, a sugar from which the more useful chitosan is made, and insect silk provides fibroin, a protein. These two substances are laid in a composite that takes advantage of the properties of each to make a product that is both strong and durable.

Chitin is the second most common organic material in the world after cellulose. It is a polysaccharide, or sugar, found in crustacean shells, insect cuticle, fungi walls and the nacre of mollusks. It is typically combined with other materials to make strong composites. The nacre of the abalone shell is a case in point. The chitin scaffolding holds protein gels that then are mineralized to make a composite material tougher than any ceramic.

Javier Fernandez, lead researcher and postdoctoral fellow, and Donald Ingber, director of the Wyss Institute for Biologically Inspired Engineering at Harvard, conceived and developed Shrilk two years ago and published their work in the journal *Advanced Materials*.

They had observed the cross-laid nature of some of these natural materials and mimicked it, plywood fashion, at the micro scale. The resultant material is not only bio-based, but also biodegradable and biocompatible. The U.S. Food and Drug Administration already had approved chitosan and fibroin, making them suitable for biomedical applications.

Reporting in March in *Macromolecular Materials and Engineering*, the pair revealed their latest results. Now working exclusively with chitosan, they have been able to demonstrate a scalable production process for a chitosan-based plastic that can be either injection molded or cast like any current plastic. Key to their innovation was a finely honed formula that retained the three-dimensional mechanical properties of the chitosan.

Chitin, which can be sourced by grinding up shrimp shells or growing fungi, does not affect land-based food production. Heretofore, ground shrimp shells have been used widely for

fertilizer, cosmetics and food additives, but never in a structural way as nature does. The reconstituted chitosan is a first that uses structure, rather than material, to create strength, a basic principle of nature. Production costs are currently above that of petroleum-based plastics, but the adding of wood flour to the chitosan formula makes the cost comparable. Researchers believe that economies of scale will further reduce unit costs.

The material also gets high marks for recyclability and biodegradability, For one thing, dyes used within the polymer are recoverable, and therefore the plastic does not have to be sorted before being recycled. Additionally, the material not only will break down in a matter of weeks, but will add nitrogen to any soil that it is in, encouraging plant growth.

By a keen observation of nature and its principles, and a simplified translation to readily available methods and materials, these researchers have brought us much closer to a world where we can enjoy the benefits of plastics without the odious costs.

Davos meets the circular economy

Joel Makower

Thursday, February 5, 2015 - 1:30am

http://www.greenbiz.com/article/davos-meets-circular-economy?mkt_tok=3RkMMJWWfF9wsRogvKnLZKXonjHpfsX56%2B0oUKO3IMI%2F0ER3fOvrPUfGjI4HSsZml%2BSLDwEYGJlv6SgFSLHEMa5qw7gMXRQ%3D



Bill McDonough speaking at Davos, via YouTube.

This is the latest installment in a regular series of conversations with William McDonough ([@billmcdonough](#)), designer, architect, author and entrepreneur. [View previous columns here.](#)

This conversation took place in two parts — the first just before last month's World Economic Forum conference in Davos, Switzerland, and a second conversation from Davos during the conference.

Joel Makower: Tell me what you're expecting to happen for you in Davos.

Bill McDonough: Last year, I was able to do a workshop for 100 leaders on "Cradle to Cradle" and "The Upcycle." And the CEOs and NGO heads that were there could work over the fundamental ideas of material qualities and products that had new business models — reverse logistics and products as services — as well as new design for reuse instead of "end of life."

So we got rid of the idea of a product's end of life, because most things aren't alive. Now, it's about the idea of next use for products and materials. One way we like to express this is to call it "endless resourcefulness."

Instead of just "less is more," we can now say: "endless is more." And we don't design to throw things away. "Away has gone away," like I remember thinking when I saw the first pictures of Earth from outer space.

Makower: So how does this relate to Davos?

McDonough: The World Economic Forum has 88 global agenda councils on various topics and interests around the world. And they decided to create six meta-councils to focus on overarching considerations. They decided to have a Meta-Council on the Circular Economy, which is really exciting. WEF asked me to be its chair.

Our council has members from 15 other councils and we have also reached out to a Nobel laureate in economics, the head of a major business consultancy and President Grímsson from Iceland. Ellen MacArthur from the Ellen MacArthur Foundation is our vice chair. It's really a good mix.

Makower: Has there been any activity by the Meta-Council since last year?

McDonough: We first met in Dubai this fall — all the global agenda councils were there. We were organizing around which issues we can take on together and what we see going on in the world of commerce and policy.

Makower: What is the output of all this? I think there's a perception that Davos is a talk shop, that nothing really tangible comes of it.

McDonough: That's an important question, because it is time for going well beyond discussion and getting to practice. That's why I'm happy, as a designer and maker, to be helping with this initiative, because we build things, we make things, and so that's what we'll be discussing: How do we go about the future of making things?

Davos has the potential to do things that are quite potent, especially when we articulate them in practical business terms and in ways that can positively influence public policies. Our ability to focus on these issues from an economic and business perspective can start to articulate the ways that we can design things that — and this is fundamental, Joel — do not require regulation because they provide multiple term compounding benefits with nothing for society to fear. Waging peace through commerce.

It's not only about people talking about economics and policy. It's how to use commerce as the engine of change. It becomes very creative.

Makower: Great. So, let's talk again while you're in Davos to see how it's all going.

McDonough: I look forward to that.

* * * * *

Makower: When we talked a couple weeks ago, you gave me a preview of what was going to happen in Davos. How did it go?

McDonough: From a personal and professional perspective, I was delighted to see how many programs related to Cradle to Cradle and the circular economy. It was quite astonishing, really, after 20 years of talking about these things. The thing that struck me was the number of sessions in the main program that were part of this, though they weren't necessarily articulated as such.

Makower: Can you give me some examples?

McDonough: One was called "Wasteless Supply Chains." It was quite amazing. You had Peter Bakker, head of the World Business Council for Sustainable Development, moderating a conversation with the person focused on circular economy policy at the EU, discussing why they took out circular economy a couple months ago from the EU legislation and hope to introduce an even more robust version.

And David Cheesewright, the president and CEO of Walmart International, talking about Walmart's goals for 100 percent zero waste. So, there it is again. And the head of Carlsberg, who has been working with Michael Braungart creating a circular economy community using Cradle to Cradle principles for packaging, holding up the very first sample of a biopolymer beer bottle made from wood.

So that was my marvelous delight, to see the issues we've all held so urgently curious for so many years actually becoming mainstream. They're just business as usual now. That's the cool part.

Makower: Well, they're not really business as usual yet. I mean, they're still novel. That's why you're talking about them.

McDonough: Well, then, it's business as unusual. But it's not considered eccentric.

Makower: What do you think it will take for these to ramp up quickly so that they're not just isolated activities? How does all this get to scale in the next few years, not the next few decades?

McDonough: I think change is inherently slow at the level of developing new memes. It takes time to develop the evidence and the examples. One of the most powerful reminders of this was when I was talking to a Nobel economist who was new to these things, and he was saying, "Well, let's see. In order for something like this to happen, one would need examples." He didn't know that we had examples: Fabrics with chemistry so they make clean water; furniture designed for disassembly; cost-effective, renewably powered buildings designed as future commodities.

Next was, "Well, you might want to focus on a certain industry first, so that it can be a large enough and coherent enough that it starts to become part of a meme." As an architect, I started with the building industry in 1984, looking at carpets, glues and paints that were off-gassing, and then furniture and then the buildings themselves. And guess what? Steelcase and Herman Miller, two of the world's largest quality office furniture companies, now make all their furniture Cradle to Cradle Certified. Cradle to Cradle is now part of building certification programs.

Is that slow? Sure. Is it hard? Yes. Is it taking time? Of course. But there's an industrial sector, buildings and furniture, that has adopted it. So there's an example and there's a focus and there's detail.

Makower: The examples that you're talking about are on the design and manufacturing side, which is not necessarily where the real impacts happen. Companies' biggest impacts are upstream — feedstocks and forestry and agriculture. How does all that become part of the circular economy?

McDonough: What we're looking at with circularity is true reuse and recycling — even upcycling. And one of the ways to think about it is the language that we use for this. One way to look at the circular economy is simple, almost like a tagline: "Putting the re back into resources."

The idea is that you use these materials again, the way we use carpet at Shaw. We're storing our raw material on the customer's floor, so that we re-source it, and we don't go back upstream for mining new sources of materials.

Now that is a design question, of course. It is also a manufacturing question. But it is also a business relationship question, where you're in a coalition with your materials as they go out there. All of these are optics on opportunity and innovation. These changes are going to take time, but it is refreshing.

One of the most profound remarks I heard in Davos was from Ernesto Occhiello, a chemist and EVP for Technology and Innovation from SABIC, the Saudi chemical company. He had a very elegant way of talking about the issues of concentration and dispersion in terms of the ability to work in this context. One of the reasons logistics are so important is we need to be able to concentrate, including things like take-back systems and recovery systems. We clearly need to design business models that re-concentrate many materials, rather than just let them disperse.

An obvious example, plastic pollution in the oceans, is a dispersion — the contamination is being created as the value is being lost. This notion of how companies in Davos are now talking about keeping things in repetitive concentrated flows — and looking at it from a commercial perspective — it was really quite a powerful and potent prospect.