

Recycling Marketing Cooperative for TN



Recycling Marketing Cooperative for TN

- ❖ *501 (c)3 non-profit*
- ❖ Formed in 1993
- ❖ Counties, Cities, and Industries
 - ❖ Technical Assistance
 - ❖ Education and Training

Recycling Marketing Cooperative for TN

- ❖ Marketing
- ❖ Material Specification
- ❖ Market Prices
- ❖ Recycling Program Development

**Recycling Marketing Cooperative
markets recyclable material
through a bid process. This
competitive bidding process
insures that our generators receive
the highest dollar amount for their
materials.**



Full Service Recycling Marketer

News Print



Plastic



Shredded Paper



CardBoard - OCC



Electronics



Glass



- **Recycling Marketing Cooperative locates markets for your unusual yet recyclable or reusable materials.**

Mattresses



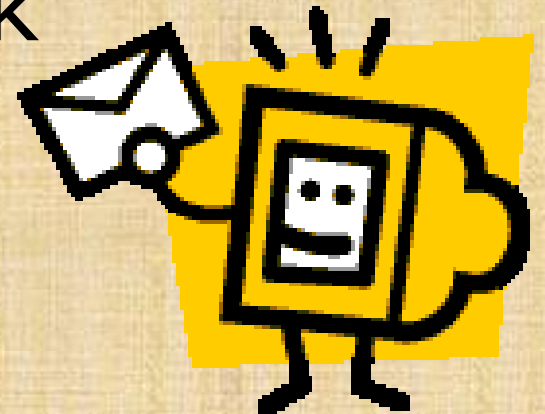
RMCT's Return on Investment for 2011

Cost Avoidance.....	\$ 178,213
Revenue Enhancement.....	\$ 867,621
Market Value.....	<u>\$ 338,000</u>
Total.....	\$1,383,834
Yearly Investment.....	\$ 88,102
Return on Investment.....	\$ 15.71



Market Identification

Recycling Marketing Cooperative uses a database of the most current information to find and secure markets for recyclables. We also track market locations and trends.



Transportation

Coordination of transportation is arranged by Recycling Marketing Cooperative and the price quoted for your material has pickup at your location included.



How much **CASH** are you
burying each year?



The Economics of Recycling

- Jobs – Creates and sustains
- Economics – Saves money, avoids costs
- Revenues – Increases Tax Base
- Recycled Material – Is cheaper than virgin material
- Energy – Uses less energy therefore is cheaper than virgin material extraction

Recycling in Tennessee

30 Manufacturing Facilities

\$4.3 Billion in yearly sales

6,500 Tennessee Jobs

In the last 3 years, there were 431 new jobs created in the recycling industry in Tennessee.

Benefits of Hub Facilities

- Cost Effective
- Economics – Higher Load Value
- Focused Approach – Collection or Processing
- Economy of Scale
- Avoids Duplication of Equipment
- Leverages resources of participants
- Transportation Savings

Who should start a Hub?

- Currently have a successful program
- Can motivate others and provide leadership
- Strong in logistics and coordinating
- Good negotiator
- Infrastructure in place
- Able to “work the neighborhood”

How Do You Start a Hub?

- Basic Building Blocks -> Infrastructure
- Start Building Partnerships
- Educate
 - Constituents
 - Policy Makers
- Plan for Expansion

Partnerships

- Things to consider
 - Collection History
 - Infrastructure
 - Local Attitudes
 - Transportation Routes
 - Availability of Markets
 - Commitment
 - Public Policy

Goals for Your Hub

- Efficiency
- Cost Effective
- Self Sufficient
- High Capture Rates
- Low Capture Rates
- Strong End Markets

Potential Revenues

If the “Top 4” commodities generated in Tennessee were recycled at today’s market rates, assuming a 75% potential recovery rate, revenues of \$882 million could be utilized by governments and businesses.

Recycling Provides the Manufacturer

- Energy Savings
- Transportation Savings
- Competitive Edge

Recycling Provides the Community

- Jobs
- Personal Income
- Tax Revenue

Jobs4TN

Current capture
1.9 million tons

Potential capture
5.7 millions tons

Potential increases

6,384 jobs

\$300,200,000

Personal income

\$13,680,000

State Tax Revenue

Possible Steps to Take

- Declare commodity status
- Disposal restrictions
- Tip fee surcharges
- Mandate waste metering (PAYT)
- Grants
- Hub development
- Required participation

- Mandatory Recycling
- Disposal Ban
- Disposal Surcharge
- Bottle Bills
- Recycling Goals
- Product Stewardship (e.g. Producer/Manufacturer Takeback)

Notes:

Facts and figures used in this presentation came from

<http://serdc.org/workshopmaterials>

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