



# Look Who's Recycling

November 2020 – Newsletter

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## FLORIDA RECYCLES WEEK ...

Florida Governor Ron DeSantis officially proclaimed November 9 – 15, 2020 as Florida Recycles Week, and the Florida Recycling Partnership and Florida Department of Environmental Protection (DEP) joined forces to encourage all Floridians to recycle. During the kickoff educational webinar, several companies and organizations were recognized for their recycling efforts.

DEP Secretary Noah Valenstein recognized Charlotte, Lee, Palm Beach and Pinellas counties for meeting the interim statewide recycling goal of 70 percent for 2019 and Walt Disney World Resort with the department's Recycling Recognition Award.

"Through dedicated partnerships, we can continue to increase the recycling rate in Florida and further reduce the amount of solid waste that can impact our state's unparalleled resources," said Valenstein. "I would like to thank our private and public partners for their commitment to sustainability and environmentally friendly recycling practices as we continue protecting Florida together."

"At Walt Disney World Resort, caring for the environment is core to who we are and we continuously look at how we can operate our business in environmentally responsible ways from how we build and refurbish our facilities to how we manage our waste to lessen its impact on nature," said Dr. Mark Penning, Vice President, Animals, Sciences and Environment, Disney Parks in accepting the award. "We are honored to receive recognition from the Florida Department of Environmental Protection and incredibly proud of the Disney Animals, Sciences and Environment and Facilities Asset Management teams who made these achievements possible. Their shared commitment to and passion for environmental protection are inspiring to all and continue to drive success in our recycling and waste minimization efforts."

Florida Recycling Partnership Chair Dawn McCormick announced the organization's 2020 Recycling Champion Award Winners:

- Anheuser-Busch
- DAR PRO Solutions
- Florida State University
- Keep Tampa Bay Beautiful
- Sarasota County Solid Waste

A webinar will be held Thursday, December 10 at 11 am for the Champion Award recipients to present their award-winning programs.

Florida Recycles Week had daily social media themes that included:

- "You Can Recycle Right" (Nov. 9) – What are the right items to place in curbside recycle containers: plastic bottles and jugs, aluminum and steel cans, paper and cardboard.
- "Recyclable but Not Curbside" (Nov. 10) – Items such as plastic bags and packaging film can't be recycled at curbside, but certain stores have collection bins for these items. Also, tips for donating clothing and shoes.

- “Recycle on the Go” (Nov. 11) – Look for recycling containers while on the road. If you can’t find a recycling bin while traveling, make sure to have a bag in your car so you can take your plastic bottles and aluminum cans home and recycle them.
- “Buy Recycled” (Nov. 12) – Look for items made with recycled content when you make your purchases.
- “Every Bottle Back” (Nov. 13) – Recycling plastic bottles is more important than ever.
- “Food Waste” (Nov. 14) – How to reduce, reuse and recycle food items.
- “Take the Pledge” It’s America Recycles Day! (Nov. 15) – Visit [FloridaRecycles.org](https://www.FloridaRecycles.org) to take the pledge.

You can view the webinar at: - <https://www.gotostage.com/channel/c2c9b3d334ba4c548d487083203d146b>

For Governor DeSantis’ “Florida Recycles Week” proclamation, [click here](#)



**GUEST EDITORIAL: Goodwill Manasota's secret mission: to save the planet through recycling**

Guest columnist, Donn Githens

Observed each year on November 15, America Recycles Day educates and encourages individuals to be more mindful of what they consume, how to properly recycle unwanted goods and trash, and to pledge to recycle more and recycle correctly as well as to encourage others to do the same.

Since its founding, Goodwill Industries International has been a leader of the “reduce, reuse, recycle” movement. In 2019, Goodwill organizations diverted 4 billion pounds of usable goods from landfills; locally, 43 million pounds of unwanted items were diverted from area landfills in 2019 thanks to Goodwill Manasota’s operations.

Not only do we sell items donated by generous members of the community in our retail stores; we find other ways to keep items out of landfills. We donate furniture, books and clothing to agencies we partner with, such as Turning Points, the Salvation Army, Coastal Behavioral Healthcare (now First Step of Sarasota) and correctional facilities, to support their client programs. We gratefully accept metal shelving from Publix stores and sell the metal to recyclers or salvage operations. We are always on the lookout for ways to keep items from the trash, whether we see any profit from those efforts or not.

Our national consumer-driven economy throws too much away. The volume of clothing Americans discard each year has doubled in the last 20 years from 7 million to 14 million tons. The average American throws away about 81 pounds of clothing every year. In 2017, 11.2 million tons of textile waste ended up in landfills. According to the World Resources Institute, it takes 2,700 liters of water to make just one cotton shirt; on the other side of their lifecycle, textiles can take 200 years or more to decompose in landfills.

Our recycling rate has increased from less than 7% in 1960 to the current rate of over 35%. But we could be doing so much better.

At Goodwill, we know that the “reduce, reuse, recycle” philosophy impacts more than just the environment. When community members donate gently-used items to us, we turn those goods into jobs. These jobs help those with barriers to employment in our community to become self-sufficient. This cycle results in significant economic benefit – all of which stays local.

Currently, Goodwill Manasota diverts approximately 86% of donations from the community from area landfills; our Florida Goodwills are working to make that 100% someday.

We urge members of our community to consider dedicating more thought and action to their recycling activities. By composting, taking better care of furniture and appliances so they last longer, bringing reusable bags for shopping, wrapping gifts in recycled or reused paper and – yes – donating unwanted items to nonprofit organizations such as Goodwill, you can be a part of protecting the environment and supporting local jobs and the economy.

Happy America Recycles Day!

Donn Githens is the vice president of operations for Goodwill Manasota.

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### **For Florida Recycles Week, some dos and don'ts of recycling**

Florida Recycles Week (Nov. 9-15) and America Recycles Day on Sunday, Nov. 15, are great times to celebrate the tremendous environmental benefits of recycling and personally commit to doing our part to recycle right. As North America's largest residential recycler, Waste Management managed the recycling of more than 15 million tons of aluminum and steel cans, cardboard and paper, and plastic bottles and jugs in 2019.



These recycling efforts saved 196 million trees, 46 billion gallons of water and avoided 29 million metric tons of greenhouse gas emissions — the equivalent of removing 6 million cars from the road each year! While it's important to recycle, it's especially important to recycle right.

In Florida, that means recycling *only* clean and dry paper and cardboard, bottles and cans in your curbside residential recycling container.

Do not recycle plastic bags or plastic film such as dry-cleaning bags or bread bags curbside. They cannot be separated at the recycling processing center, jam up the machines and can cause fires and injuries to our workers. Instead, take plastic bags and plastic wraps back to a retailer that can recycle them separately.

Also, do not bag your recyclables, or they won't get recycled because we can't see what is inside. Place recyclables in your container loose and dry.

While the recycling markets have been challenging the past few years with China closing its door to most recycling material, Waste Management is still finding markets for good, clean recyclable material. In fact, 100% of the plastic bottles we recycle are staying here in the United States and being remade into new plastic bottles, park benches and playground equipment.

And while the cost of recycling has gone up due to challenging markets and too much garbage being placed in recycling containers, Waste Management is working cooperatively with the counties and cities we serve to keep recycling environmentally and economically sustainable.

You can do your part by recycling right — "When in Doubt, Throw it Out." And remember to buy products made from recycled content, too!

**Dawn McCormick**, *director of communications for Waste Management Inc. of Florida, chair of the Florida Recycling Partnership and Vice Chair of Keep Florida Beautiful*

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### **Virtual Tour ...**

Have you ever wondered what happens to the items in your curbside recycling bin once they leave your yard? Thanks to Waste Management, you can go on a virtual tour of their Material Recovery Facility located in Tampa. There will be two

tour opportunities, one on Tuesday, November 17 at 3 pm and the other one will be held on Thursday, November 19 at 10 am. For information and to sign up for the virtual tour, please contact Dawn McCormick – at [dmccormick@wm.com](mailto:dmccormick@wm.com). You can invite your staff and team members too!



## WM Recycle Tampa Bay

- Tuesday, November 17 at 3:00 pm
- Thursday, November 19 at 10:00 am
- For information and to sign up for the virtual tour, contact
- Dawn McCormick – [dmccormick@wm.com](mailto:dmccormick@wm.com)
- Invite your staff and team members too!

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### 2020 Recycling Champions Award Winners Webinar ...

Be sure to sign up to learn about of 2020 Recycling Champions Award winners and their award -projects. The webinar will take place on Thursday, December 10<sup>th</sup> at 11:00 am. Follow the link to sign up. The webinar is free to join.

<https://attendee.gotowebinar.com/register/1198536255015619856>

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### Food Recovery, Diversion and Donation Webinar ...

Most people forget that there are three “Rs” to recycling ... reduce, reuse and recycle. Food waste is a big source of waste going to our landfills, which can be diverted.

This recycling of organics is essential to advancing the state’s recycling rate. On Wednesday, November 18 from 10:00 – 11:00 am, the Florida Department of Environmental Protection, in association with Florida International University’s Chaplin School of Hospitality & Tourism Management and SWIX, is hosting a Food Recovery, Diversion and Donation Webinar. Registration is free just go to <https://hospitality.fiu.edu/food-recovery>

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### Aluminum Can Capture Equipment Grants for MRFs

The Can Manufacturers Institute (CMI), which represents U.S. metal can manufacturers and their suppliers, released research earlier this year that found while used beverage cans (UBC) provide significant/critical revenue to MRFs, up to 25% of UBCs that flow through MRFs are missorted. These missorted cans can be effectively captured with additional aluminum can capture equipment (e.g., second eddy currents and robots) that can pay for itself from the additional revenue generated by capturing and selling more cans. To help spur more of this equipment in MRFs, CMI announced a grant program for 2021 funded by beverage can makers Ardagh Group and Crown Holdings. With a more immediate deadline, Ball Corporation released a Request for Proposal for aluminum can capture equipment. (attached)

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## **New Circularity Research**

A new report titled *Recycling Unpacked: Assessing the Circular Potential of Beverage Containers in the United States* concluded that aluminum beverage cans have the highest circular performance in today's U.S. recycling system and the highest circular potential. The material flow analyses in the report show visually how aluminum cans, glass bottles, and plastic PET bottles are flowing through the U.S. waste management system. It finds that more than 80 percent of beverage cans collected for recycling are recovered and turned back into new beverage containers, compared with 59 percent of glass bottles, and only 13 percent of plastic PET bottles. In addition to the analysis of current circular performance, the report analyzed the carbon emission reduction potential for the three beverage packaging types under three future scenarios – 100-percent collection, 100-percent sortation, and a national deposit system. In each future scenario, the aluminum can deliver the highest carbon emission reduction potential. For example, once a 100 percent deposit collection rate is achieved for each material type, the total emissions impact reduction potential for recovering one metric ton of aluminum cans is three times higher than plastic PET bottles and 42 times higher than glass bottles. Please check out the full report [here](#) and the press release [here](#) for more information.

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### **Member News: Congratulations to Marlins' Mattingly - Manager of Year**

Don Mattingly edged out the Chicago Cubs' David Ross and San Diego Padres' Jayce Tingler to win the 2020 National League Manager of the Year award as voted on by members of the Baseball Writers' Association of America. He joins Joe Girardi in 2006 and Jack McKeon in 2003 as the only Marlins' managers to win the award.

### **Congratulations on Making History**

Last week, the Miami Marlins hired Kim Ng as their new general manager – making her MLB's first female GM. Ng was the league's senior VP of baseball operations for the past nine years, and had previously worked for the New York Yankees and the Los Angeles Dodgers. She said this new job is "the honor" of her career.

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**We want to wish you and your family a very Happy Thanksgiving!**



**Be safe, stay healthy and keep recycling!**

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