



Nikki Haley
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
SC Department of Commerce
1132 Idlewilde Blvd
Columbia SC 29201
Tuesday, January 12, 2016
10:00 a.m. to 12:00 p.m.

RMDAC

Esther Murphy, HCSWA
Ronnie Grant, Ekman
Wes Westbrooks, BMW
Norman Chandler, Republic Services
Kristen Brown, MYECO
Brad Dutton, FiberQuest
Glenn Odom, Retired

ABSENT

Angel Lara, Southeast Recycling Resources
Dan Chuy, Michelin
Roger Player, Dilmar Oil
Lauren Cox, Century Aluminum
Scott Taylor, Wellman
Vic Carpenter, Kershaw County

COMMERCE STAFF

Chantal Fryer, SC Department of Commerce
Anna Lange, SC Department of Commerce

GUESTS

Carol James, SONOCO
Tina Huskey, Mumford Industries
Ben Laursen, Universal Environmental
Brent Allen, SC Tire Processing
David Jarman, SMART Recycling

CALL TO ORDER

Wes Westbrooks, RMDAC Chair, welcomed members and guests at 10:03am



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MINUTES

The November 11th, 2015 minutes were reviewed and adopted.

Mike Pope with SONOCO recycling welcomed the committee to SONOCO and shared a markets update. SONOCO is a packaging company, they also operate a material recovery facility in Columbia, SC. They are headquartered in Hartsville, SC. SONOCO's recycling operations are directly influenced by commodity prices. Many commodities have experienced a decline in the last five years, PET has dropped 80 since 2011. This is a challenge for operating a material recovery facility (MRF) because historically MRF's would take on the risk when markets went down and the reward if markets went up. Sometimes they could offer savings and even cash incentives for recycling. The contract structure for municipalities determines who bears the risk and the reward. With markets being so low, the risk has been too high to absorb those costs and many MRFs have been closing their doors including SONOCO facilities in Greenville, SC and Charleston, SC. They are now looking at contracts that share the risk and reward similar the new contract with the new facility that is opening in Wilmington, NC.

Brad: Polypropylene seems to be maintaining value, have you looked into that?

Mike: The challenge is getting enough of that material to justify to cost of the optical sorters.

Tina: Is SONOCO telling local governments to go away from single stream because of glass?

Mike: We are allowing governments to decide what direction that want to go in and making sure they understand the benefits either way. Wilmington is keeping glass in their stream and there is a cost associated with that, but they are interested in still providing that service. The cost is associated with handling the equipment.

Chantal: What are the decisions that local governments can make to separate glass, you almost need an education campaign to let residents know that it has to be source separated, and most folks are going to still put it in the recycling bin because they think they can.

Mike: That's absolutely true. There has not been a market for glass because you are competing with sand and sand is pretty inexpensive. When you start to add up all the processing and fuel that it takes at each stage to separate the glass by color, it's difficult justify the cost. Atlanta has moved to not picking up glass curbside.

Kristen: What is the percentage of contamination in the Atlanta market for glass?

Mike: I'm not sure of the exact number, but we can find out.

Carol: How long has the Atlanta ban been in place?

Mike: Roughly a year.



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Kristin: That is a major undertaking for the community that has to educate the public on the new policy, how do you get the information out to citizens?

Mike: You are right, it can be a challenge. It's a lot of ongoing education.

Wes: Let's do a quick round of introductions since there are so many new faces in the room.

DASHBOARD

Work plan 11/14/2015-11/15/2016

Chantal gave an overview on RMDAC including the job description and updates on current programs.

Annual report will need to be submitted March 15th to the Governor. Anna will be asking RMDAC members for information in their respected areas.

CPRC

Project Goal: increase plastic bottles recycled in the Carolinas; building the plastics recycling industry network

Your Bottle Means Jobs campaign:

- ✓ Website developed: www.yourbottlemeansjobs.com
- ✓ Billboards and radio ads finalized
- Insane Inflatables 5K Sponsor \$3000. Promotion with include radio ads, on site recycling, onsite table for pledges and increased social media presence
- Fundraising activities – RIF and Patagonia grant applied for but not awarded. APR gave \$2,000. Total in receipt - \$63K. Goal is \$150K by April 2016.
- Retail Plastics committee: Goal to get 1 grocery store chain in the Carolinas to participate in film recycling by December.
 - Partnering with Food Lion on flexible films campaign.
- Launching Earth Day campaign in Charlotte, NC
- Coordinating with APR and Moore Recycling and Associates on project

GLASS

- Strategic Materials bought Reflective
- Pratt sending market signal for glass recycling: \$5.00/ton vs \$15.00/ton
- Discussing grant opportunities with DHEC for commercial glass collection
- Columbia markets meeting was held with DOT to discuss end uses for glass

CARPET

Project Goal: increase the recovery of carpet and carpet padding in SC

Counties taking carpet

- ✓ Horry, York, Georgetown all have programs



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- ✓ Richland County starting a program
 - 2016 DHEC grants requested by: Berkeley, Dorchester, Georgetown, Greenwood, Greater Greenville, Horry SWA, Lexington County
- DHEC awarded 6 grants
- 2016
 - Planning 4 quarterly conference calls and 1 meeting/tour
 - Continuing to work with local governments and business sector on outreach
 - Investigation carpet recycling opportunities with big box stores

COMPOST

Project Goal: Develop compost markets in SC

- Food Recovery Summit in Charleston, SC, Nov. 2016
- Work ongoing with public-private sector partners to develop Greenville County organics facility at Twin Chimneys Landfill. Permit anticipated by Spring 2016.
 - Met with Atlas Organics, DHEC and Greenville County to determine promotion and outreach plans
 - AO and Re-Soil partnering in Columbia, SC
- 2016 Plans
 - Conduct stakeholder engagement event in summer/fall 2016
 - Develop and support compost market in Columbia, SC with a March B2B event.
 - Continue to coordinate and implement activities of EPA Stakeholder group. Update Food Waste Generation map
 - Work to reduce food waste by 50% by 2030 re: EPA/DHEC goal

VIDEO

Project Goal: Develop 3 minute video on recycling economic impact.

- ✓ DHEC approved Video Project
- Working on procurement with Clemson
- Faces of recycling: Human Interest angle
- Need to develop list of questions/answers, ID b-roll, ID interviewees
- Plan to meet with Clemson to storyboard and draft story to tell through video (Jan/Feb)
- Project should be finished by June 30, 2016.

OUTREACH

Project Goal: Develop robust communication and outreach efforts.

- ✓ Sent out Year in Review newsletter
- ✓ Increased # of contacts receiving Recycling in SC newsletter by 13%
- Planned for 2016
 - Weekly tweet about recycling



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- Bi-monthly newsletter
- 2 Small Business Saturdays for recycling
- Press release on economic impact study information
- Encourage RMDAC members to include RMDAC information in at least 1 speaking engagement annually of their choosing and report back to staff on activity
- Staff to speak at events and attend conferences
- Commerce website undergoing overhaul; www.recyclinginSC.com to be revamped in 2016; encourage RMDAC to provide feedback on content for website.

ECONOMIC IMPACT STUDY

The primary goal of this research effort is to determine the net increase in economic activity in South Carolina that would arise from additional household recycling at the commodity level.

- Determining Economic Gains Measured Through Job Increases and Tax Revenue
- Determining Economic Gains Measured through Cost Savings (Lifecycle Analysis)
- Document both the direct and indirect economic gains from increasing the rates of recycling for each commodity, including providing estimates at the household level that show all associated job increases, tax revenue increases, and lifecycle cost decreases from various marginal increases in household recycling rates.
- Planning for economic impact study findings meeting in May 2016

MARKETS UPDATE

Esther: Glass markets continue to be stagnant, with pricing remaining the same. Many counties and recyclable processors considering removing glass from recycling stream in effort to reduce overall costs, i.e., effective March 1, 2016, Pratt Industries will no longer accept glass at their Duncan, SC MRF. Continuing to discuss end uses for glass with DOT.

Carol: Cardboard dropped to \$80 a ton, the market is being flooded with cardboard after the holidays. There is also discussion that one of the largest paper mills WestRock will be closing their doors mid January for maintenance. We expect a glut of cardboard when they reopen.

Norm: Solid waste is holding, there have been increased volumes after the holiday.

Brent: Tires markets: Mulch and crumb tire are not strong, there are issues with equipment. 90% of what they generate is used for fuel (TDF). 10% of the tire is steel. Steel is 10% of the value that it was when they put new equipment into their facility.

David: Compost is a hot area right now. Every market is different for compost. Contract and structured differently from city to city. Landfill cost vary so much too.



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Ben: Oil has seen a downturn. Crude is \$32 a barrel, this is expected to continue to drop. This immediately effects used oil processors. His company contracts with counties, and 18 months ago counties were getting up to \$1.50 a gallon, now they are discussing charging. Markets are cyclical.

Kristen: Landfilling costs being so low are a challenge in the SE because even when there is a cost associated with recycling in the NE the cost of disposal is still usually more.

Tina: Markets are tight. Metals for years have been supporting recycling markets, that's not true anymore. For years recycling companies would take the good and the bad materials, but the cost of dealing with the bad materials has a risk.

Glen: Carpet. Entrepreneurs are supporting carpet recover and that's really what we need with all these commodities.

Tina: A new virgin PET processor is coming online in Texas around the first of the year, that could be a serious threat to recycling markets.

Wes: The challenge is that landfilling is so cheap.

Kristen: Sharing that job creation message is so important right now.

Wes: Please take a look at the job descriptions and if you have not yet sent Anna a bio please do so before the next meeting. We have added Emeritus members and Ex Officio members to keep alumni members engaged and to keep the pulse on industry areas that were not a part of the original legislation. We also have a mentor program that we will be rolling out for new members, to get those new members up to speed on the work that has been accomplished in RMDAC.

Esther shared the RecycleMore videos that they have put together for HCSWA <https://youtu.be/jcWQV6qm5oE>. Very impressive, great for social media. Commerce will work with DHEC and SONOCO to get the word out to use this template for local governments that received RecycleMore grants. Brent Justice with Motionworks Multimedia in Horry County made the PSAs www.motionworksmm.com

Kristen: I work with a lot for NE communities that are looking for policy solutions that increase diversion rates. Using data to make more informed decisions about how to increase diversion



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rates is a large part of what I do. The best thing to do is to look at the big picture of total volumes, targeting industrial and commercial are two large sectors of the pie. When you look at residential waste you are trying to get many small recyclers to change behavior. MA is dissecting their data now to breakdown per capita waste. They are looking at standardized policies, and understanding how municipalities are dissecting that data currently. I would like to put together a group to digest other policies across the country, what is moving the needle and see if there are opportunities for SC to take advantage of some of these strategies. Kristen asked for volunteers to support that effort.

NEW BUSINESS

No new business.

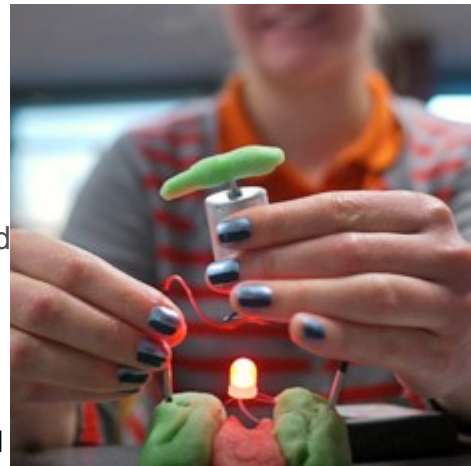
OLD BUSINESS

Jane mentioned that there is a makers fair, and if businesses have waste materials that would be interesting for artists, now is the time to connect with her:

Are you a gleaner – always on the lookout for cool “junk” that could be repurposed? If so, have we got an event for you!

Join us Friday, January 15, 3-4 p.m., at EdVenture Museum. Come visit EdVenture’s Makers Exhibit to find out what leftover items from your home or work place could become fun, educational materials for this Sonoco-sponsored exhibit.

Please RSVP by Wednesday, January 13 to EdVenture Daniel Cummins (DCummins@edventure.org)



ADJOURN

Next meeting will be held at American Starlinger-Sahm March 8th 10:00am
Adjourned at 12:04pm