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DEPARTMENT OF COMMERCE

**Robert M. Hitt III**  
Secretary

**Recycling Market Development Advisory Council (RMDAC) Meeting  
Greenville Area Development Corporation**

**RMDAC**

Wes Westbrooks, BMW  
Kristen Brown, WasteZero (phone)  
Angel Lara, Southeast Recycling Resources  
Andy Spicer, Ph.D. USC Darla Moore School of Business  
Carol James-Gilchrist, Sonoco Recycling  
Tina Huskey, Mumford Industries  
Norman Chandler, Republic Services  
Chad Prescott, Mid-Carolina Steel  
Esther Murphy, HCSWA  
Bill Laursen, Universal Environmental Services  
Drew Smith, Michelin

**ABSENT**

Vic Carpenter, Kershaw County  
Brad Dutton, FiberQuest  
Chuck LaGrange, Greater Greenville Sanitation Commission

**GUESTS**

Joseph McMillin, Atlas Organics (phone)

**STAFF:**

Chantal Fryer  
Anna Lange

**MINUTES**

Minutes were approved for the March 2017 meeting.

**DISCUSSION**

**RMDAC Annual Report**

A. During the November 15, 2016 to May 15, 2017 period, Commerce RMD staff wrote, edited and published the RMDAC annual report which was submitted to the Governor and the General Assembly (as required by Section 13-1-380). The report included: (1) a description and an analysis of the state's existing recycling industry; (2) an analysis of the long-term capacity of existing markets to absorb materials generated by recovery programs; (3) an analysis of potential markets in the state, other states and other countries for recovered materials; and (4) recommendations for actions that may be taken to increase demand for recovered materials. Five (5) copies of the RMDAC annual report were sent to DHEC. Additional copies were distributed



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to the State Library and State Archives. A copy was posted to the Department of Commerce webpage.

### **Economic Impact**

B. During the November 15, 2016 to May 15, 2017 period, staff worked on the economic impact information for the recycling industry. Staff researched, compiled and provided detailed information by February 1, 2017 for the Economic Impact of Recycling section of the S.C. Solid Waste Management Annual Report to include the annual investment amounts and the types of investments made

Staff released the media advisory on study that USC's Joey Von Nessen provided on commodity level economic impact work to define the recycling industry's jobs impact by:

- Commodity - provide estimates of job creation and resulting revenues at the commodity level.
- Estimating how various percentage increases in household commodity recycling rates will influence total employment and total state tax revenue.
- Estimating the Impact of Achieving Specific State-Level Recycling Rates Increased recycling rates of 40%, 50% and 75%
- Lifecycle Analysis Comparing a dollar spent on recycling, landfilling and incineration.

### **CPRC Stakeholder Group**

C. Staff continues to manage the Carolinas Plastics Recycling Council (CPRC). The CPRC is designed to gather all stakeholders and work together to recover more plastic in South Carolina and North Carolina. As part of this effort to recover more plastics, staff also continues to manage the Carpet Recovery Coalition. The Carpet Recovery Coalition is designed to gather all stakeholders and work together to recover more carpet in South Carolina. During the November 15, 2016 to May 15, 2017 period, the following provides a list of activities related to CPRC and CRC.

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

### **CPRC Stakeholder Group meeting**

- Oversaw follow-up to CPRC meeting which was held 11/3-11/4, 2016 at a joint Carpet Recovery Coalition/CPRC meeting at Winthrop with over 60 attendees.



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- Held Steering Committee meeting on December 13 to discuss plans for YBMJ rollout in Raleigh Durham NC
  - Steve Zagorski, VP Business Development US Fibers
  - Hilliary Paquette, Sales & Business Development, Custom Polymers
  - Ryan Johnson, Mecklenburg County
  - Blair Pollock, Orange County
  - Anna Lange SC Commerce
  - Chantal Fryer, SC Commerce
  - Stacy Smith, NC DENR

**Your Bottle Means Jobs campaign:**

- Conducted second train the trainer for YBMJ on February 23, 2017 for approximately 20 local and state government attendees in Orange County for campaign rollout on March-May 15
- Set up monthly conference calls with local government contacts to received info on how events and campaign was performing
- Set up contracts for billboard, radio, and digital ads
- Oversaw creation of graphics for campaign as well as production of new video on HDPE recycling in conjunction with APR
- Updated CPRC stakeholder list
- Promoted the YBMJ campaign at 10 events including the Piedmont Environmental Fair in Winston Salem, The Heritage in Hilton Head on 4/14/17, and Earth Day activities in Greensboro, Artspllosure in Raleigh and Chatham Counties
  - 3/21/17 Energy Day A&T University
  - 4/1/17 Greensboro Earth Day Greensboro
  - 4/4/17 EarthStock Columbia, USC Campus
  - 4/5/17 Earth Fair NCSU
  - 4/22/17 PEA Earth Day Festival Winston-Salem



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- Continued fundraising for campaign. Tracked fundraising activities and invoicing for the media campaign.
- Oversaw website transition to WordPress..
- Oversaw intern work for fundraising, social media on Facebook, Twitter and Instagram.
- Developed and sent out monthly YBMJ newsletters

### **Carpet Recovery Coalition Stakeholder Group**

As part of this effort to recover more plastics, continue to manage the Carpet Recovery Coalition. The Carpet Recovery Coalition is designed to gather all stakeholders and work together to recover more carpet in South Carolina. During the November 15, 2016 to May 15, 2017 period, staff:

- Anna Lange is serving on the National CARE board and has participated in conference calls for development of the annual conference and the outreach/education committee.
- Assisted in carpet recycling requests

### **Organics**

D. Continue to manage market development efforts for more organics diversion and composting in South Carolina. The deliverables include:

During the November 15, 2016 to May 15, 2017 period, staff conducted a market assessment of what food waste exists around the state that entailed identifying and mapping potential sources of feedstock to visualize opportunities for organics collection and management.

- Staff followed up with stakeholders with events in February, March and May to include a stakeholder meeting, a day featuring food waste at the CRA on March 29, and a May 3, 2017 press conference/stakeholder update at the Hyatt Regency where the campaign announced Loaves and Fishes as a partner to the Don't Waste Food SC campaign.
- Staff met with Atlas Organics to learn about the Columbia sales staff with Jenny Harrison onboard who signed up Newberry County School District for recycling
- Finalized Food Policy Brief for County Administrators and councilmembers to support food recovery by working with the USC and the Food Policy Council.



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### **Other Activities**

E. Other activities as submitted in an annual work plan and approved by DHEC.

During the November 15, 2016 to May 15, 2017 period, other activities included:

- Staff worked with partners to discuss results of the high level analysis for a glass recycling feasibility project using a bag system to capture the glass and separate it from the other single stream materials in the recycling roll cart. Staff met with Sonoco, Pratt, City of Spartanburg and other stakeholders to engage them on the project.
- Staff met with DHEC to discuss mini waste characterization study

### **Other general recycling activities of note included:**

Staff provided the following during the November 15, 2016 to May 15, 2017 period:

- completed over 50 recycling business assistance requests
- assisted Global Business Development with recycling related projects
- coordinated RMDAC and SWAC appointments with Governor's Office and facilitated 2 RMDAC meetings
- assisted companies with recycling technical assistance
- worked with APWA to host a meeting regarding ground tire rubber including speakers from crumb rubber producing companies, DHEC, and DOT
- hosted Sonoco tour to educate other SCDOC staff about recycling
- worked with Clemson on short video development to highlight the economic impact; staff developed list of questions/answers, ID b-roll, ID interviewees and coordinated video filming.

### **Outreach:**

- Staff worked with SC Commerce Marketing staff as it revamped the website and newsletter format. Recycling is now part of the overall Commerce newsletter and goes out to about 9000 contacts

### **Conferences/Meetings/Events:**

- Staff spoke at the Recycling and Solid Waste professionals conference regarding Your Bottle Means Jobs



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- Staff coordinated sessions, workshops, and spoke at the CRA's annual conference in Myrtle Beach
- Staff chaired Solid Waste Advisory Council meetings attended the Waste Tire Committee meetings.

#### Markets update

Ester: Glass is holding steady.

Angel: Supply is meeting demand for metals.

Tina: National Sward in China is a challenge that is not going way.

Carol: Exports are spiking.

Drew: Not a good market for recycled tires.

Norm: Landfills are doing well.

Chad: Aluminum is at 1900s staying steady

Clemson Video <https://clemson.app.box.com/s/hq3kjpfsrdv8v0a4q7iytzywo65oqfmo>

#### **NEW BUSINESS**

Adjourn 9:46

#### Strategic Planning Session

Vote on your top 3

##### Group 1:

1. Resurrect recycling bill (4)
2. Yard waste ban from Class 2 (3)
3. Recycling biz award (23)
  - Industry who recycles

##### Group 2:

4. White paper on best practice for recycling for EZ Solution (11)
  - a. Evaluate
  - b. Determine pilot
  - c. Execute
    - Oslo model
    - Textile program
    - PAYT



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- Michelin USC Clemson Collaboration

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Group 3:

1. Require biz reporting which includes: (23)
  - Marketing
  - Newsletter
  - Peer pressure
2. Increase residential recycling which includes: (13)
  - Municipal lower tip fee
  - Recycling rewards program
  - Give back to muni
  - Homeowner “recycle bank” rewards program
  - Education to negate recycling myths

### Recycling Business Award

#### Require Business Reporting

- In order to get award, you have to report
- Different size companies – small, medium or large
  - o By sector
    - Automotive, aerospace, TDL, Insurance, financial
- Develop criteria
- How to verify the numbers - better data from businesses to help DHEC reporting
- Best practices that you think other firms could learn from as well
- Create nomination form that has company information and provides the data

Badges...best and then honorable mentions

SC Manufacturers Association- would they be a willing partner to present this award at their annual conference?

Awards Committee: Andy Spicer, Tina Huskey, Wes, Kristen, Drew