



# SPRING NEWSLETTER

MAY 3, 2022



## WELCOME, SPRING!

### A LETTER FROM THE EXECUTIVE DIRECTOR

Our year is off to a great start and we hope yours is too—especially now that spring has finally arrived! Like a gardener planning through the winter, we have been very intentional to approach this year with a plan for what we will plant, tend to, and seek to harvest later this year—and in future years.

We've been creating new programs, planning events, and developing educational resources to serve our members statewide. Of note, we celebrated a legislative victory at the State House with the passing of HB 1226, kicked off our [Commodities Education Effort](#), added great new articles to [our blog](#) (with more coming soon), and celebrated Earth Day by hosting two webinars! Meanwhile, we gathered feedback from you via our annual survey, made progress on our soon-to-be-finalized 2022 Strategic Plan and Theory of Change, and welcomed some new members, too!

It's been a busy year so far, and there are no signs of slowing down. As we look ahead to the remainder of 2022, we refocus our advocacy efforts to support the City of Indianapolis in sharing information and gathering input from industry partners

about infrastructure and funding needs. We formulate goals and strategies for our education and outreach programs while investing in resources to expand our reach. We listen to our partners about their evolving needs and nurture meaningful relationships with members and sponsors that deliver on those needs and preserve our organizational resilience.

Through it all, we are fueled by our passion for the circular economy, our commitment to improve Indiana for all its citizens, and the reality that—like the sun—our partners give us the energy to grow, thrive, and create meaningful progress towards our vision.

Thank you for your support in 2022 and beyond!  
Allyson Mitchell

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# LEGISLATIVE UPDATE

## FEDERAL POLICY

### COMPETES ACT

After passing the US House of Representatives in February 2022, the [COMPETES Act](#) heads to the Senate. The bill looks to remedy supply chain issues and includes language from a previous waste-focused bill—the Secure Waste Export and Recycling Act—limiting the amount of electronic waste that could be exported to other countries.

### RECYCLING INFRASTRUCTURE AND ACCESSIBILITY ACT

Introduced in the US Senate, [this bill](#) seeks to address accessibility issues in recycling. The bill would establish a nationwide pilot program at the EPA and award targeted grants that improve recycling accessibility. Eligible projects would utilize the hub and spoke model to provide recycling access to underserved communities.

### RECYCLING AND COMPOSTING ACCOUNTABILITY ACT

The Recycling Composting and Accountability Act focuses on improving data collection on existing recycling and food waste composting systems. If [the bill](#) passes, the EPA would be required to collect and report on recycling and composting rates both at the state and federal levels.

## STATE POLICY

In early March, House Bill 1226 passed the Indiana House and was signed by Governor Holcomb, becoming [House Enrolled Act 1226](#). Among other things related to solid waste, it creates the Central Indiana Waste Diversion Pilot Project to invest an additional \$4M in recycling infrastructure in central Indiana.

Circular Indiana played a key role in drafting a portion of the bill and supporting it throughout the 2022 legislative session. Read more about it in [our blog](#).

## AROUND THE U.S.

### WASHINGTON

Governor Inslee signed the state's comprehensive new [food waste reduction bill](#) into law. The goal of the bill is to reduce organic waste in general by 75% by 2030 and increase edible food recovery by 20%.

### HAWAII

The Hawaii Legislature is [expected to pass a bill](#) utilizing a different kind of extended producer responsibility that focuses on local control and prioritizes reuse projects. Rather than establishing a separate organization for producer responsibility, the bill would require major packaging producers to pay into a temporary fund for reduce and reuse programs at the county level.



# THE 5 Ps OF CIRCULAR ADVOCACY

## OUR MOST RECENT WEBINAR

On April 8, the Circular Indiana team hosted a webinar where we explored the 5 Ps of Circular Advocacy: **Politics, Policy, Purchase Power, People, and Philanthropy**. Along with guest speakers, we educated viewers on ways they can make an impact to advance circularity and discussed the basics of communicating with your elected leaders, how your spending habits matter, and why your sphere of influence is bigger than you think.

Watch the recording of our webinar and empower yourself to be an advocate for the circular economy.



## COMMITMENT TO ENVIRONMENTAL JUSTICE

### 2022 POWERHOUSE COHORT

Circular Indiana was selected as one of four nonprofit organizations to participate in the [2022 Power House Cohort: Inclusivity and Equity for Diverse Boards](#), hosted by Nexus Impact Center in partnership with Martin University's National Center for Racial Equity and Inclusion in Indianapolis. Executive Director Allyson Mitchell and 6 Board Members will participate in this year-long cohort to advance equity and inclusion on diverse boards in order to more effectively and efficiently get to root causes of social problems. We are thrilled to have been selected for this opportunity to learn alongside other nonprofits and community leaders, deepen our understanding, and take action on an issue we are committed to addressing through our work.



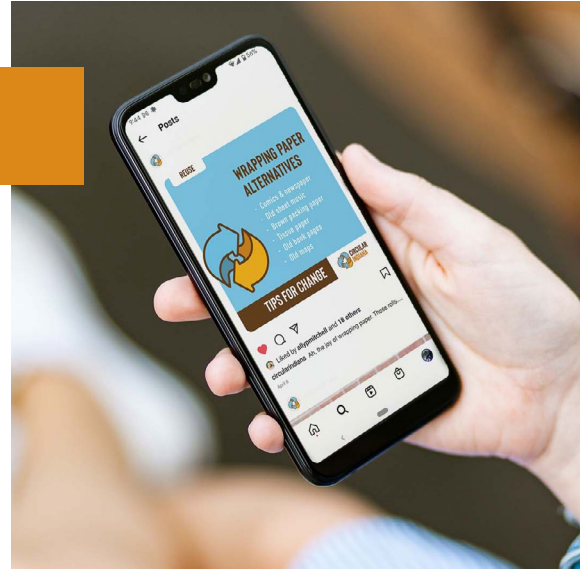
# PROGRAMS UPDATE

## COMMODITIES EDUCATION EFFORT

In April we launched a year-long education and outreach effort to share information about the most popular commodities at work in the circular economy. The campaign highlights tips and tricks, items that can reduce your impact, and what people and organizations in the industry are doing to be more circular. Beginning with paper, we are diving deep into how each commodity is part of the circular economy and tracing lifecycles from one consumer good to another.

Want to join in the fun? Make sure you're following [@CircularIndiana](#) on [Facebook](#) and [Instagram](#) so you don't miss a post!

One last thing—we can't do this alone, and we need your help. Tag your friends or share our content with them. Through the power of your network, we can make environmental education more accessible and understandable to all!



## INDIANAPOLIS CIRCULAR ECONOMY INITIATIVE

In addition to our [legislative success](#) at the State House this session, Circular Indiana and our ICEI partners continue to coordinate with the City of Indianapolis on a solution to address the City's long-standing recycling issues. We continue to welcome new organizations interested in being part of the solution to join ICEI by signing the Charter, assisting in our outreach efforts, and supporting Circular Indiana as an organizational member.

Interested in learning more? Contact Executive Director [Allyson Mitchell](#).

## LICENSE PLATES

We have a new name and a new look, and soon, a new license plate to match! The new license plate design will be available at the BMV starting on July 1, 2022. Here's a brief summary of what you need to know:



### Current license plate holders with a renewal date BEFORE July 1

Your plate will continue to have the old plate design at your time of renewal. After July 1, you can choose to update your plate to the new design (at the time of your next renewal) OR you can keep your existing plate until the BMV sends you a replacement plate (done automatically 7 years after you purchased/replaced your current plate).

### Current license plate holders with a renewal date AFTER July 1

At the time of your renewal, you can choose to update your plate to the new design by checking the "change plate" option for \$9.50 OR you can keep your existing plate until the BMV sends you a replacement plate (done automatically 7 years after you purchased your current plate).

### Don't have a license plate yet?

For the coolest wheels in Indiana, choose the specialty plate option when renewing or purchasing a new license plate—we are the "Recycling Coalition" option (often listed on the second page or back side of the BMV's specialty plate flier). If getting your plate after July 1, the design will change—more details to come!

# PARTNER UPDATES

## INDIANAPOLIS MOTOR SPEEDWAY

The Indianapolis Motor Speedway **has announced** they will pause their signature balloon release for this year's Indianapolis 500—indefinitely. For the past two years, the race has gone off without the long-standing tradition of unleashing thousands of balloons at the pre-race celebration. It's absence in recent years was largely due to the COVID-19 pandemic restrictions, but this year's decision takes into consideration the negative impacts of balloon releases on the environment and wildlife populations.

## INDIANA DEPARTMENT OF ENVIRONMENTAL MANAGEMENT (IDEM)

IDEM's Recycling Market Development Program (RMDP) will soon release a request for proposals (RFP) to award grant funding for projects that increase recycling markets, education, and collection efforts to reach the state's 50% recycling goal. Grant funding requests will be accepted from May 4 - June 14, 2022 and require a 50 percent cash match. Final funding decisions will be made in the fall of 2022. Detailed grant guidelines and information on how to apply can be found on the [RMDP website](#).

**Save the Date:** IDEM's next Recycling Roundtable, Wednesday June 22 | 2-4pm. For more information, email [rmdpgrants@idem.in.gov](mailto:rmdpgrants@idem.in.gov).

### Farewell, Julia Wickard and Welcome, Bob Lugar!

Congratulations to Julia Wickard, formerly the Assistant Commissioner at IDEM, who recently accepted a new role as the state executive director of the USDA Indiana Farm Service Agency. She brings an extensive background in agriculture to the agency, which offers programs to agricultural producers across the state. We enjoyed working with Julia at IDEM and look forward to collaborating with her in her new role!

Bob Lugar was recently selected to serve as the new Assistant Commissioner for the Office of Program Support (OPS). Bob started at IDEM in 2017 and has worked as the Deputy Assistant Commissioner for OPS. Prior to his work at IDEM, Bob has decades of experience with environmental and managerial issues. He holds a Class II Municipal Wastewater Operator Certification, as well as Class B Industrial Wastewater Operator Certification.

## RAY'S TRASH & RECYCLING

Congratulations to Ray's Trash Service for their participation in the inaugural Community Education Award, sponsored by the Carton Council of North America. Launched in 2021, the program strives to foster improved resident communications surrounding recycling, with a special focus on food and beverage cartons. Communities were required to show that their websites accurately and clearly defined carton recycling, along with providing at least two other examples of communications and/or marketing activities that promote recycling. Congratulations to Ray's Trash Service for their well-deserved grant and their efforts in proactive recycling education!

## KAISER ALUMINUM

Kaiser Aluminum Corp. hosted a **groundbreaking ceremony** for a new \$150 million coating line at its Newburgh, Indiana operation on March 30. The project included a 100,000-square-foot production bay to house the new coating line totaling 665 feet in length. This addition represents the third largest capital investment in Warrick County history.

Kaiser Aluminum's Newburgh facility employs more than 1,100 workers and produces about 310,000 metric tons of flat-rolled aluminum each year for the beverage and food packaging industry.

## CITY OF INDIANAPOLIS

On Earth Day, the City of Indianapolis' Office of Sustainability released its **Thrive Indianapolis Annual Report 2021**. In 2021, the City signed the charter for the Indianapolis Circular Economy Initiative, officially becoming a key partner in our effort to address Indianapolis' numerous challenges with recycling. This information is included in page 18 of the report.

Additionally, we are anticipating the City's Office of Sustainability to release its Solid Waste Minimization Plan and a Request For Information late April/early May.

# CIRCULAR INDIANA AROUND THE STATE



## INDY URBAN HARDWOOD (IUH)

**2/18/2022** Touring IUH's new location on Indy's SE side. Brian Presnell explained how they use felled trees, otherwise headed to a landfill, to create furniture, art, charcuterie boards and much more. Beautiful circularity!



## SoCHATTI CHOCOLATE

**2/18/2022** Visiting SoChatti for a team building outing. We learned about and tasted several types of chocolate from various tropical regions before creating our own delicious chocolate candies.



## INDIANA STATEHOUSE

**2/21/2022** Executive Director Allyson Mitchell testified before the Senate Environmental Affairs Committee in support of the Central Indiana Waste Diversion Pilot Project component of HB 1226.



## BRIGHTMARK

**3/4/2022** Touring Brightmark in Ashley, IN. Although not yet fully operational, we were able to see the bales of feedstock, the equipment that grinds and prepares it, and the 'distiller' that separates the 3 components of the plastic.



## AMCOR

**3/17/2022** Touring Amcor's facility in Franklin, IN to see how they make PET food and beverage containers with recycled PET plastic (#1) sourced locally in Indiana! Can you see us under all the PPE?!



## INDIANA SCHOOL FOR THE BLIND

**4/19/2022** Programs Manager Marla Cherney gave a presentation to ISBVI students about the circular economy and the myths about recycling. Students always seem to ask the hardest questions, and this group did not disappoint!



## INDIANAPOLIS ROTARY CLUB

**4/26/2022** Executive Director Allyson Mitchell was the featured speaker for Rotary Club of Indianapolis' Luncheon. She explained the history of Indianapolis' struggles with solid waste and recycling, shared the opportunities for the circular economy, and encouraged Rotarians to get involved!.



## CIRCULAR INDIANA IN THE NEWS

### INDIANAPOLIS BUSINESS JOURNAL

8/21/2021 New City-County Council committee to strike a greener path (paid, subscriber-only content)

[READ ARTICLE](#)

### INDYSTAR

8/25/2021 Scrub Hub: Why doesn't Indiana have a bottle bill program like other states?

[READ ARTICLE](#)

### INDIANA PUBLIC MEDIA

10/7/2021 Does plastic recycling help with climate change?

[READ ARTICLE](#)

### RESOURCE RECYCLING

11/8/2021 Women in Circularity: Allyson Mitchell (monthly series)

[READ ARTICLE](#)

## UPCOMING EVENTS

### TRENDS AND OUTLOOK FOR THE TEXTILES RECYCLING INDUSTRY

Hosted by: Institute of Scrap Recycling Industries  
May 4, 2022  
2-3pm EST

[REGISTER](#)

### GOVERNMENT SUPPORT FOR COMMUNITY COMPOSTING

Hosted by: Institute for Local Self-Reliance  
May 4-June 23, 2022  
Varying Times

[REGISTER](#)

### GOING FOR ZERO WASTE AT SCHOOL

Hosted by: Seven Generations Ahead  
May 10, 2022  
5-6pm EST

[REGISTER](#)

### AVOIDING CONTAMINATION IN FOOD WASTE FEEDSTOCK FOR COMPOSTING

Hosted by: NERC  
June 14, 2022  
1-2pm EST

[REGISTER](#)

### RECYCLING WIND TURBINES AND SOLAR PANELS

Hosted by: SWANA  
June 28, 2022  
2-3:15pm EST

[REGISTER](#)



## SUPPORT CIRCULAR INDIANA

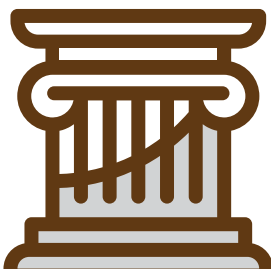
### BECOME A MEMBER

**Coming soon:** our Individual Membership model is getting a refresh! We are adding new benefits, creating levels, and incorporating feedback we've received from you. Keep your eyes on your email for an official announcement and more details.

In the meantime, thanks so much for supporting the mission and vision of Circular Indiana. We could not do this work without you!



**BECOME A MEMBER**



**SEE ALL SPONSOR BENEFITS**

### BECOME A SPONSOR

Organizational memberships will also be shifting in the near future, with more benefits, more visibility, and more impact! Joining as an organization shares with others your commitment to strengthening Indiana's circular economy.

Sponsorship options are also increasing in benefits and options! With the rollout of our social media education campaign, there are brand new opportunities and many more eyes to see your sponsorship in action! Reach out to [Allyson](#) or [Cortnee](#) to be on the list to hear about these changes first!



# NEW AND RENEWING MEMBERS

## INDIVIDUAL

Jessie Biggerman  
Nicholas Brothers  
Christine Carlson  
Robert Christian  
Sam & Audrey Detrick  
Erika Earl  
David Falls  
Pamela Francis  
Aaron Friedrich

Bob Gedert  
Wesley Homoya  
Timothy Jarzombek  
Gregg Keesling  
Meagan Maloney  
Mike Martin  
Christine Smith  
Erin Urschel

## ORGANIZATIONAL

Allen County Dept. of Environmental Management  
Bartholomew County Solid Waste Management District  
City of Indianapolis  
Clark County Solid Waste District  
Dubois County Solid Waste District  
Earth Day Indiana, Inc.  
Eco Partners, Inc.  
Hamilton Co. Household Hazardous Waste  
Hendricks County Recycling District  
Jewish Federation of Greater Indianapolis, Inc.  
Johnson County SWMD  
Knauf Insulation  
Kruse Carpet Recycling  
Meijer  
Miami County Solid Waste District  
Mundell & Associates, Inc.  
Newfields  
Northwest Indiana SWMD (Benton, Carrol, Jasper, Newton, Pulaski, White Counties)  
Plastic Recycling Inc  
Rideout Public Affairs, Inc.  
Rush County SWMD  
Shelby County Recycling District  
Steve Johnson Products  
Wabash County Solid Waste Management District  
West Central S.W.D.  
WUR SWMD

Check out our [Member Directory](#). If you want to add your organizational account or update your listing, log into your account or contact Cortnee at [cortnee@circulairindiana.org](mailto:cortnee@circulairindiana.org).