



Recycling news in the national media: are they really getting it right?

The number one question I get (almost daily) is: "So are my recyclables *really* getting recycled?" It is also my favorite question because it provides an opportunity to share the good news that - thanks to our robust recycling industry infrastructure and manufacturing base - Indiana is actually *really* good at recycling! (Well, the recycling we collect, anyway.)

But when I'm up against national media outlets, I feel like I'm whispering into a packed stadium of rowdy rock concert revelers. No one can hear me! That was the feeling I had recently when listening to a Planet Money podcast. The second show in a 2-episode series (**Episode 926, released on July 12, 2019**) is titled "So, Should We Recycle?" And to be honest, the title alone frustrated me. But just a few minutes into the 23-minute episode, I was talking back to the hosts, aloud in my car, fist aflight. By the end of the episode, I wanted to call up the show's hosts immediately and set them straight. Sensing I might not be alone in my frustration, I searched online for a measured, informed response and found one from NERC and the Association of Plastic Recyclers (APR). You can read it [here](#).

Some of you can relate to my frustration; especially those in the recycling industry. And some of you are probably part of the general public who keep hearing *not good things* about recycling in the media and feeling confused, frustrated, and exhausted. Well, keep your heads up. And most of all, KEEP RECYCLING. We will get through this. In the meantime, the IRC will continue to prioritize educating to empower. We have updated the **Educational Resources** on our website. We are working hard to develop and launch our online **Master Recycler Program**. We are collaborating with statewide and national partners to create an updated economic impact study for Indiana. We are not giving up or going away any time soon. Even if it feels like we'll go hoarse shouting into the noisy, crowded stadium of well-intentioned but misinformed and misinterpreted media stories. And even if we look a little silly to fellow drivers looking on.

Sincerely,



Allyson Mitchell
Executive Director



The IRC is seeking a full time
Program Manager!
To view the job description and to
apply, [CLICK HERE.](#)

30 RECYCLING *Rock Stars*



The Indiana Recycling Coalition (IRC) is marking its 30th year as an Indiana nonprofit organization with a year-long campaign celebrating the past, present, and future of our organization. We want to recognize key leaders, share member's stories of impact, and raise funds to fuel our mission of working together to strengthen the circular economy in Indiana.

As part of the year-long campaign, the IRC will identify and recognize 30 Recycling Rock Stars: individuals who have made a significant impact on the organization, its mission, and/or the circular economy in the state of Indiana. The IRC will be recognizing these individuals by profiling them on our website, highlighting them via social media posts using the hashtag #IRCturns30, and honoring them at a celebration planned for June 2020.

Please help us by nominating individuals who have made a significant impact on the circular economy in Indiana, which includes the topics of recycling, waste reduction, reuse, composting, and rethink/redesign. Areas of impact include education, philanthropy, innovation, advocacy, community impact, and program implementation. Nominations are being accepted online -

self nominations are welcome! Please visit the official [30th Anniversary webpage](#) to find out more and click below to go directly to the [nomination form](#). Nominations are due August 31, 2019.



WHERE IN INDIANA IS *Allyson*?

As a statewide organization, the IRC is committed to representing our members from every part of Indiana. An important part of that commitment is visiting, touring, asking questions and listening for ways the IRC can help our members strengthen the circular economy in Indiana. This new section of our newsletter highlights the people and places our Executive Director has visited recently. Help Allyson make her way around the state by reaching out to schedule a visit to your location soon!



Touring Berry Global in downtown Evansville with Rob Flores



Touring Alcoa's Warrick Operations



Visiting Steve Christman at the Northeast Indiana SWMD in Ashley, IN



Sharing about the IRC and the circular economy at Robin Run



In Lafayette for the WHIN Partner Kickoff

Village in Indianapolis

Meeting with Purdue & several solid waste management district directors



Touring Covanta in Indianapolis



Touring Republic Service's Materials Recovery Facility (MRF) in Indianapolis with IRC Intern Jamie Flatter



Meeting Judy O'Bannon & watching her environmental documentary at St. Luke's United Methodist Church in Indianapolis

2020 CONFERENCE *Save the Date!*

Conference attendees will learn about the latest developments and innovations in waste reduction, reuse, composting and recycling industries, network with professionals and community leaders, and form new partnerships! Please note the 2020 Conference will be held Tuesday through Thursday instead of the traditional Monday through Wednesday. Stay tuned for more details about special additions to our 30th Anniversary conference!



PARTNERSHIP *Updates*

INDIANA RECYCLING COALITION AWARDED PLANNING GRANT FROM WABASH HEARTLAND INNOVATION NETWORK

The Indiana Recycling Coalition (IRC) was selected to receive a Planning Grant from the [Wabash Heartland Innovation Network \(WHIN\)](#) in its first round of funding from the Regional Cultivation Fund. The \$95,100 grant will be used to perform an in-depth inventory of the recycling infrastructure in the 10-county WHIN region, including collection, processing, education, and logistics.



IRC's partners in this project include the [Recycling Partnership](#), the [Indiana Department of Environmental Management \(IDEM\)](#), [Purdue University's Environmental & Ecological Engineering Department](#), the Solid Waste Management Districts of [Northwest Indiana](#), [West Central Indiana](#), [Tippecanoe County](#), [Warren County](#), and the [Cass County Recycling District](#).

Read the full press release [HERE](#).

2019 STATE OF CURBSIDE RECYCLING *Survey*

The Recycling Partnership has released its 2019 State of Curbside Recycling survey and is encouraging all curbside programs to respond. The survey is designed to get community input on the major issues facing curbside programs today, including challenges such as contamination, MRF processing fees, program financing, and general program performance. The Recycling Partnership will release this critical information in a new State of Curbside Report later this year.



The survey takes a brief 20 minutes to complete. Communities interested in responding can use this link to access the survey:

<https://www.surveymonkey.com/r/PZ89FZ7>

The Recycling Partnership is already receiving responses from programs all across the country, providing solid data to support a robust and resilient curbside recycling system in the U.S.

For questions about the survey, please reach out to Lily Schwartz
- lschwartz@recyclingpartnership.org

PROGRAM *Highlights*



IRC member David Johnson showing off his IRC vanity plates

HELP US REACH OUR GOAL OF 500 LICENSE PLATES ON THE ROAD!

What's the best way to show off your commitment to recycling and sustainability? With an IRC license plate on your car, of course! If you've been thinking about upgrading your plate - NOW is the time!

We need 500 IRC plates on the road before the end of 2019 or we will lose the plate, so please consider getting an IRC plate at your next visit to the BMV! We had 419 plates on the road in 2018, so we just need an 81 plate increase! Note: if you purchase your plate online, it's called the "Recycling Coalition" plate so keep scrolling on down to find it! Help us spread the word by sharing this [Facebook Post](#).



INDIANA

FOOD SCRAP INITIATIVE

NEW WEB RESOURCES

IFSI stakeholders compiled a series of new web page resources - **take a look** & share widely!

Reach out to emily@indianarecycling.org with questions or comments.



STAY IN TOUCH

- Like [IFSI's Facebook Page](#) for daily updates on food waste news in Indiana!
- IFSI has a new [Instagram!](#)
- Receive IFSI's quarterly [newsletters](#)

JOIN A STRATEGY GROUP

IFSI Strategy Group Meetings are held monthly at the IRC office in Indianapolis and via conference call. Please get in touch with the following group leaders if you'd like be a part of the food waste solutions for Indiana!

- Source Reduction Strategy Group Leader: [Julia Spangler](#) | Sustainable Events Consultant
- Food Rescue Strategy Group Leader: [Becca Koetz](#) | Purdue Extension
- Food Waste Composting Strategy Group Leader: [Emily Jackson](#) | Indiana Recycling Coalition

NEW EDUCATIONAL *Resources!*



The IRC recently revamped their **Educational** and **Recycling Resources** pages. Please take a look! Everything from zero waste to construction & demolition waste is presented in a quick easy to navigate format. These resources align with the IRC's priority of educating to empower all Hoosiers about recycling in the circular economy.

NEW BOARD MEMBER *Spotlights*



Pamela Francis is the Managing Director at Schott Design, a leading Commercial Interior Design firm in Indianapolis. She has also been instrumental in the development of Schott's newly formed subsidiary, **schottXchange**, a "marketplace" centered around the reuse and exchange of commercial products, diverting them from the landfill.

Pamela is passionate about working to create change in the C&D market, reducing the amount of waste that goes to the landfill from commercial construction, as well as influencing the redesign of commercial products so that they have responsible end of life solutions. Her mission and goals center around educating all

players in the industry, believing that education is the biggest gap in the Indiana recycling story.

Joining the IRC Board of Directors was a natural fit for Pamela given that the IRC is also focused on education and an expanded reach. Pamela is excited to use her talents as a public speaker and avid networker to help drive the IRC's mission forward so that together we can move the needle on recycling and reducing waste in Indiana.

Lindsay McGuire is part of the marketing team at **Formstack**, a workplace productivity platform that makes it simple and easy to collect, share, and store data. They specialize in online forms, surveys, workflows, and much more. She manages their blog, writes copy for webpages, creates long-form guides and ebooks, helps improve their organic traffic, and supports the editing of all copy.



Sustainability, especially in regards to recycling, has always been a major passion of hers. She believes it stems from her parents being huge conservationists and always being aware of our environment and the impact we make. In fact, her high school DECA project was launching a recycling program in multiple schools in her district! Lindsay's friends all know her to be "the cup gatherer" at events, because she cannot bear to see things thrown away that can be recycled. She was introduced to the IRC when she went on the hunt for a recycling-focused nonprofit to intern with during her time in United Way's Leadership United program. She completed the internship in May and was recently elected to the board of directors.

Lindsay believes she brings two major assets to the IRC board: an outside perspective of someone who does not work within the industry, as well as the mind of a marketer. She has found it to be incredibly fulfilling to be able to provide her talents and expertise to create a new strategic plan and update the vision and mission. She's also excited to help lead the 30th anniversary efforts.

As an Indianapolis local, playing a big role in increasing recycling rates and implementing curbside recycling in Indy are both incredibly exciting to her. She's excited to be part of the IRC and working to make Indiana a place where recycling is just as natural as throwing something away.



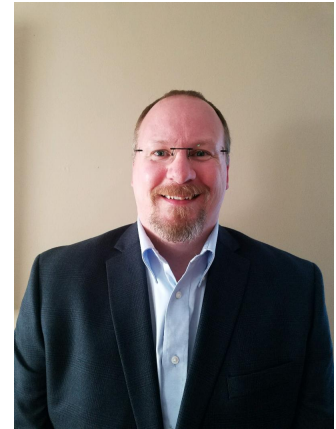
Kelvin Okamoto is President of his own consulting firm, **Green Bottom Line**, that focuses on sustainable materials and packaging. He is also founder and CEO of Gen3Bio, a startup company focused on producing biobased chemicals and subsequent bioplastics from microalgae. Lastly, Kelvin is the chair of the ASTM D20.96 subcommittee that deals with biodegradation and biobased standards for plastics and is D20 Vice Chair-Products that has oversight of the D20.95 subcommittee on plastics recycling.

Kelvin has been involved with the IRC since 2011 through the Composting work group which has morphed into the Indiana Food Scrap Initiative (IFSI). He hopes to bring a materials and packaging industry perspective to IRC, as well as to provide technical and standards knowledge to the discussions. Additionally, he can take concerns and feedback from the IRC and the recycling community to the standards developing

organizations.

Kelvin supports the IRC because of its commitment to the circular economy and to improve the sustainability in our everyday lives. He looks forward to helping the IRC work with civic leaders and the public to improve materials and organics recycling throughout Indiana.

Jared Rains is the Regional Director of Retail Operations for **Goodwill of Central and Southern Indiana**. He is responsible for the overall daily operations of all Goodwill stores within the Southeast portion of the state. He travels everywhere from Connersville to Fountain Square and Greenwood to Bloomington ensuring that the retail sites are operating efficiently and presenting neat and clean stores that are full of unique items.



As one of Indiana's largest recycling facilities, Goodwill takes pride in playing a part in the circular economy. Goodwill works diligently to ensure their donations are given a chance to be reused and repurposed by thousands of Hoosiers, helping to divert literally tons of items from ending up in the landfill every day. Even those items that don't sell in the traditional sites have an opportunity to be sold by the pound at one of the area Goodwill Outlets. Goodwill also works with commodity dealers and recycling organizations to divert their donations from the waste stream in various ways.

Jared looks forward to building the relationship between the IRC and Goodwill to not only continue to strengthen the circular economy but to also build and strengthen the recycling efforts within the Goodwill. With over 70 locations throughout central and southern Indiana, he wants to raise the awareness of Goodwill's role in helping central and southern Indiana improve sustainability through completing their overall mission. Jared looks forward to playing a part in expanding the message of the IRC to those who might not have thought about it or heard about it before through continued communication and easier access to information or resources.

AMERICA RECYCLES *Day*

REGISTRATION FOR AMERICA RECYCLES DAY IS NOW OPEN!

Register your America Recycles Day event to be a part of the nationally recognized day (Nov. 15th) of promoting and celebrating recycling in the United States. [CLICK HERE](#) to find guides, tools, templates, tips to make it easy to organize your local event, and to take the pledge.



NEW & RENEWING *Members*

[500 Festival, Inc.](#)
[City of Carmel Utilities](#)
[City of Indianapolis](#)
[Crawford County SWMD](#)
[DAK Americas](#)
[Emerge Knowledge Designs Inc.](#)
[Indianapolis City Market](#)
Indra Frank
[IUPUI Sustainability](#)
[Heritage Interactive Services](#)
[Hirons](#)
[Historic Irvington Community Council](#)
[Indiana Sports Corp](#)

Rachael Hoover-Lekic
David Johnson
David E. Jose
[Just Packaging Inc.](#)
[MOKB Presents](#)
[NuGenesis](#)
Dylan Patterson
[Piazza Produce LLC/USGBD TRUE](#)
[RecycleForce](#)
Nathan Rues
[St. Lawrence Catholic Church](#)
[The Recycling Partnership](#)
[Vertice Industries LLC](#)

Check out our [Member Directory](#). If you want to add your organizational account or update your listing, log into your account or contact [Jean](#).

STAY CONNECTED



Join Our Mailing List!