



KEEP CALM & THRIVE ON

Somehow, February is almost over already and I'm coming up on 1 year at the IRC. How did that happen so fast?! And while I'm always eager for spring to arrive, I'm not wishing time away this year. Things are moving at a break-neck pace at the IRC these days, and while it is all great stuff, I find myself trying to KEEP CALM amidst the pace. Here's a quick overview of all the great happenings at the IRC, and ways we're trying to KEEP CALM and....

STRATEGY ON! The IRC Board of Directors and Staff have been working to finalize our Strategic Plan. Hats off to the board - which includes 4 new members, who you'll get to 'meet' in the next newsletter - for their intense participation and tireless leadership in its development. The plan is nearing completion and will be shared via our website soon. In the meantime, I'll

share a few highlights:

- One strategic focus is on working with the City of Indianapolis to help them address the decades-long challenges to implementing comprehensive curbside recycling, among other goals outlined in the [Thrive Indianapolis Plan](#), which was [recently adopted](#) by the Metropolitan Development Commission as part of the City of Indianapolis' Comprehensive Plan.
- We realize that as a statewide organization, we must not invest too heavily in any one community. But we also understand that to improve the state's overall recycling rate (currently at 16.9%), the largest city in Indiana must have a robust and sustainable recycling program. Furthermore, because Marion County doesn't have a SWMD, we are the organization best positioned to lead this effort.
- We are intentionally aligning our programs to address the Indianapolis challenges while also engaging with and providing benefit to our partners across the state, including SWMDs, state & local governments, industry partners, institutional partners, and individual Hoosiers.
- We're also thinking beyond the next 3 years, and laying the groundwork for our continued evolution as an organization. This is the part where I'm intentionally vague so you'll be eager to read the whole Strategic Plan - which will be short at under 5 pages, but packed with riveting detail.

MEDIA ON! It's been a media-heavy few months with not [one](#), but [two](#) recent IndyStar articles at the top of the list. We're grateful to the environmental reporters Sarah Bowman and Emily Hopkins who spent several months researching, interviewing, touring, and turning over historical rocks to unearth the most comprehensive perspective of recycling in Indianapolis in recent history, maybe ever. The follow-up article is a powerful overview of the economic benefit recycling presents for the entire state. If you haven't read them, I highly recommend you spend the time to do so. Beyond the IndyStar, I have also had the privilege to participate in the "[No Limits](#)" radio show on WFYI on January 17, to discuss recycling programs in central Indiana, and be interviewed for a documentary about the circular economy.

CONFERENCE ON! We are anticipating another great [Annual Conference for 2019](#), and Program Manager Emily Jackson has been hard at work developing the sessions, coordinating with speakers, and consulting with our members on the content they want to see. Conference registration will open soon, and when you sign up, you'll notice the tireless effort of another rock star staff person. Jean Miller has lead the transition to a new database system - Neon CRM. We're all so grateful for her time & attention to this behind-the-scenes tool that makes our lives exponentially easier.

PARTY ON! Speaking of events, we're making a few other changes as part of our Strategic Planning and Fund Development Planning processes from late 2018. We're moving away from event-based fundraising, and in doing so, we are not hosting REVENT any longer. Fear not, party lovers: we're hosting a big event to celebrate our 30th Anniversary at the June 2020 Conference, so stay tuned for details about that in the months to come. We're kicking off a year-long campaign to celebrate our 30th Anniversary at this year's Conference, and the fun will continue until next June. It's just too much fun to contain in one event, after all.

There's so much going on! But when the work is energizing, the people are inspiring, and the timing feels aligned, so much can be accomplished. That's the definition of thriving, and it's how I feel about the results of our Strategic Planning efforts. The IRC is thriving, and the world is rising up to meet us with the challenges we have the capacity and passion to solve!

Sincerely,

A handwritten signature in black ink that reads "Allyson Mitchell". The signature is fluid and cursive.

Allyson Mitchell

PROGRAM *Highlights*

Conference attendees 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!



Visit the official [2019 Conference page](#) on the IRC website for more information!

THE IRC IS MIGRATING TO A NEW CRM (CUSTOMER RELATIONSHIP MANAGEMENT) SYSTEM. REGISTRATION WILL BE OPEN SOON!



JOIN THE ROUTE!

In the U.S. 21% of landfill volume, 18% of cropland, 21% of freshwater, and 19% fertilizer is used to grow, harvest, and distribute food that is never consumed ([Refed.com](#)).

The [Commercial Food Compost Program](#) is a collaboration between the IRC, two universities, Ray's Trash, and GreenCycle to populate a commercial food waste collection route for large scale generators in Indianapolis. The goal of this program is to reduce food waste, educate food service providers, and create a local closed loop system, and ultimately grow the infrastructure for similar programs across Indiana.

The Commercial Food Compost Program is still seeking participants.

Reach out to IRC Program Manager, [Emily Jackson](#) or Ray's Trash Sales Rep, [Suzi Denton](#) for more information on how to be a part of this program! Hauling subsidies for interested entities are available for a limited time.



FEATURED Programs



GOT YOUR PLATE?



GET INVOLVED



EVENT BIN RENTAL

TARGET Circle

VOTE FOR THE IRC AT YOUR NEXT TARGET VISIT!

We are honored and excited to announce that we have been chosen to participate in a special charitable giving campaign, sponsored and funded by Target. And you have the chance to help direct a portion of Target's donation to us!

Now through April 7, vote for us through the Target Circle program to help determine how Target's donation will be divided up. Find out more about Target Circle [HERE](#).

We're asking our supporters to help us make the most of this incredible opportunity. Every vote counts to help us receive a portion of available Target funds as we continue our mission of strengthening the circular economy in Indiana.

Don't forget, as you accrue more votes, you can vote multiple times during the campaign! Thank you for your support, and we encourage you to share your support for us (and your thanks to Target) on social media throughout the duration of the voting!



RESOURCE RECYCLING CONFERENCE Grants

The Recycling Partnership, in association with Resource Recycling, Inc., is pleased to announce the fourth annual Steve Thompson Memorial Grant, giving free travel, accommodations and registration for the 2019 [Resource Recycling Conference](#) that will be held in New Orleans August 26 - 28, 2019 to the chosen winners.



[APPLY NOW](#) to bring your recycling program to the next level while building the national network of recycling professionals. Grant applications are due by Monday, April 1.

MEMBER *Spotlight*



A SUSTAINABLE PARTNERSHIP

Anyone who sees Kroger as just a grocery company misses a lot. In the past year and a half, Kroger launched its Zero Hunger|Zero Waste plan. It is our campaign to end hunger in Kroger communities by 2025. Ambitious? Yes. So is our commitment to sustainability.

Your groceries often come to us in cardboard boxes and we don't want that cardboard collecting in a landfill. Such material is roughly half of what our stores recycle today. But half isn't good enough. That's why Kroger is determined to eliminate waste and ensure that the packaging we collect is recycled and becomes something useful again.

Kroger also encourages its customers to shift to reusable grocery bags. The company will eliminate such bags in the years ahead. In our division alone, that change will remove 300,000 pounds of plastic bags from the waste stream every month. We will divert even more as Kroger becomes a Zero Waste company.

Kroger announced the launch of the [Zero Hunger | Zero Waste Innovation Fund](#) and its first open call to support the company's bold and ambitious plan designed to end hunger in its communities and eliminate waste across the company by 2025. Kroger invites eligible innovators to submit a letter of intent, starting today through March 4, 2019, for ideas and solutions to prevent food waste.

Kroger understands, as the Indiana Recycling Coalition does, the importance of being good stewards of our natural resources. The choices we make will affect the lives of every Hoosier and ripple around the world. With the IRC, Kroger hopes to help families live better and make sure the planet thrives for future generations.

If you would like to learn more about the Kroger plan, please visit sustainability.kroger.com.

NEW & RENEWING *Members*

RENEWING MEMBERS

[Allen Co. Department of Environmental Management](#)
[Boone Co. SWMD](#)
[Browning Investments](#)
[Butler University](#)
[Chip Wood PNC](#)
[Closed Loop Recycling](#)
Emily Jackson
Jessica Choder
John Dane
[Hendrix Co. SWMD](#)
[Hoosier Beverage Association](#)
[Dubois Co. SWMD](#)
[Fulton Co. SWMD](#)
[Green Bottom Line, Inc.](#)
[Greencycle of Indiana](#)
[Green Wave Computer Recycling](#)
[Indiana HHW Task Force, Inc.](#)
[KC Recycling Depot/KCSWMD](#)
[Knox Co. SWMD](#)
[Kruse Carpet Recycling](#)
[Meijer](#)
[Newfields](#)
[Northwest Indiana SWMD](#)
[Omnisource Corporation](#)
[Rush Co. SWMD](#)
Danni Schaust
Alice Schloss
Dean Smith
Ann Stack
[Porter Co. SWMD](#)
[Vanderburgh Co. SWMD](#)
[Wabash Co. SWMD](#)
[West Central SWMD](#)
[WUR SWMD](#)

NEW MEMBERS

[Blackwood Solutions](#)
[Dumpsters.com](#)
[Indianapolis Zoological Society, Inc.](#)
[Junk Car Medics](#)
[Monroe Co. SWMD](#)
Michelle Santarossa

GOVERNORS AWARD *Nominations*

(IDEM)Governor's Awards for Environmental Excellence

Nominations will be accepted from 8:00 AM EST January 28, 2019 until 5:00 PM EDT on April 1, 2019.

Do you know of an organization that is remarkable in its efforts to protect the state of Indiana's environment? If so, consider nominating them for the Indiana Governor's Awards of Environmental Excellence.

The Indiana Department of Environmental Management (IDEM) is now accepting nominations for the 2019 Governor's Awards for Environmental Excellence. For more information visit the [official page online](#).



EDUCATIONAL *Trainings*

MARCH

INDIANAPOLIS TRAINING

Fundamentals of plastics for a More Sustainable World

Versatile, durable and affordable, plastic materials are inescapably embedded into every aspect of our daily activities. Yet the impact of end-of-use waste and evolving expectations across the plastics value chain are putting pressure on the industry for change. This workshop explores the fundamentals of the plastics industry and the possible actions to achieve a more sustainable model for the future.

Fee: \$495

Discount Code for \$70 off: IRC2019

Date: Tuesday, March 26, 2019

Location: Eiteljorg Museum, White River State Park, 500 W. Washington Street, Indianapolis, IN 46204

[REGISTRATION AND MORE INFORMATION](#)

STAY CONNECTED



[Join Our Mailing List!](#)