



Shift Happens

In just the short time that has passed since our last newsletter, I've noticed something shift. It would perhaps be difficult to detect unless you're in the sustainability world and paying attention. But there's a sense that those of us in the recycling and circular economy field have moved beyond feeling stuck or frustrated from the fallout of China's National Sword. And there's also a sense that the broader population is waking up, taking action, and paying attention. Indications of action, positive momentum, and hopefulness are everywhere and on every scale.

I see it in the plain-and-simple yet visually appealing "recycle this, not that" [national media stories](#), created with assistance by our [partners](#), that are going viral. I hear it when I talk to influencers involved in our Indianapolis Circular Economy Initiative who want to fix recycling in Indianapolis - not as an end game, but as a means for pursuing the broader circular economy in Indiana (more on this below). And I witness it when the Wal-Mart + TerraCycle [car seat recycling program](#) exceeded its expectations and capacity and had to end 9 days early.

But I feel it when I watch Greta Thunberg, the 16-year-old climate activist from Sweden, deliver [a powerful speech](#) at the UN Climate Action Summit in NYC. And I really feel it when I attend the [Youth Climate Strike in Indianapolis](#), the local version of a global movement started by Greta.

This "awakening" has been underway since that [poor ocean turtle](#) took a straw to the nose and the gruesome video of its removal went viral. It's taken awhile for it to build momentum. But it has been the kind of solid foundational progress that a movement with staying power needs. It's long overdue, and it's unstoppable. That's right folks, even the China Ban can't impede its progress. Ironically, it may have accelerated it.

The IRC - our mission, our programs, and our advocacy voice - are all part of this movement. Our leadership, combined with your support, is an unstoppable force for good here in Indiana. I invite you to join us - whether in daily habits, [membership](#), or [donorship](#) - in strengthening the circular economy in Indiana. Because the whole world and all future generations **literally need us ALL** to participate in this movement.

Sincerely,

Allyson Mitchell
Executive Director

IRC'S *Strategic Plan*

As a result of our recent strategic planning process, the IRC has adopted the new [2019-2022 Strategic Plan](#). We are excited about our new mission, priorities, and strategy and the many opportunities to strengthen existing partnerships and build new ones as we pursue a bold vision for Indiana.

OUR MISSION

The mission of the Indiana Recycling Coalition is to *strengthen the circular economy* in Indiana through waste reduction, reuse, recycling, and composting.

OUR VISION

Waste: *Eliminated*
Resources: *Captured*
Nature: *Restored*

As you will see in the plan, the IRC has chosen to take a more holistic view of the materials world by aligning our mission with the concept of the circular economy. The circular economy includes recycling but also embraces an expanded view of the role of materials and our relationship with them. Our favorite [definition of the circular economy](#), from the Ellen MacArthur Foundation, describes it as a framework for an economy that is restorative and regenerative by design. It is based on three principles:

- Design out waste and pollution
- Keep products and materials in use, and
- Regenerate natural systems.

A linear economy utilizes a system of take, make, use, and dispose. Resources are extracted, products are produced and used, and waste is disposed of either in a landfill or by incineration. This system is vulnerable to supply risks, price volatility, and environmental & social externalities.

A recycling economy captures some materials and diverts them from disposal, but nonrecycled materials are still disposed of in a landfill or incinerator. Even some recycled materials are eventually disposed of, depending on the lifecycle of the new product they are used to create.

The circular economy takes a regenerative approach that eliminates or at least minimizes the concept of waste. Products are designed to be reused, repaired, or rebuilt. Energy is supplied from renewable sources and leakage is minimized. Top efficiency is achieved when maximum value is utilized from all materials in use.



INDIANAPOLIS CIRCULAR ECONOMY *Initiative*

Also within our new [Strategic Plan](#), you will note a Strategy Statement that states the IRC's priority of working with the City of Indianapolis to support achieving the Thrive Indianapolis Waste & Recycling goals. The IRC is calling this the Indianapolis Circular Economy Initiative; the internal name for an effort that will eventually evolve to a public-facing education & advocacy initiative and be distinctly branded from the IRC.

The main objective of this initiative is to improve Indianapolis' waste & recycling practices in alignment with the [Thrive Indianapolis goals](#) - not as an endpoint but as a catalyst for strengthening the circular economy in Indiana. As a statewide organization, the IRC is especially intentional about taking on this local initiative in a way that utilizes our strengths, creates new opportunities for advocacy, leverages our national partners, and benefits our members and partners across Indiana. The Indiana Recycling Coalition (IRC) is heavily invested in helping the state achieve its goal of a 50% recycling rate. Currently, the state's recycling rate is 16.8%. We recognize that to achieve this goal, Indianapolis, the largest city in the state, must have a robust and sustainable recycling program.

The campaign strategy team has formed and is in the outreach & strategy formation stage. We are simultaneously building new relationships with institutions, major employers, and thought leaders in Indianapolis engaged in improving quality of life in Indianapolis while defining a new vision for Indianapolis' waste & recycling future that is both bold and achievable.

The industry stakeholder team will be forming soon. If you are part of Indiana's recycling and circular economy industry, you'll be hearing from the IRC in the coming months with an invitation to participate in this effort. Have questions or want to be involved? Reach out to Allyson Mitchell: allyson@indianarecycling.org

30TH ANNIVERSARY *Celebration*



CLICK HERE TO DONATE!

The Indiana Recycling Coalition (IRC) is celebrating its 30th anniversary with a year-long campaign that aims to celebrate the past, present, and future of the organization. To celebrate our present, we've set a fundraising goal of \$30,000 to achieve by June 2020. Our 2019 Conference attendees set us off on strong footing toward that goal by helping us raise nearly \$3,000 in just a few days! **You can donate anytime by texting the word RECYCLE to 444999 or by clicking the link above.** Your donation is tax deductible. Thank you for supporting the IRC and our mission to strengthen the circular economy in Indiana!

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!



CALL FOR SPEAKERS

The IRC is now accepting speaker submissions for The 2020 Conference! Speakers of all backgrounds, interests, and expertise are encouraged to submit proposals - simply fill out the form [HERE](#).

CALL FOR EXHIBITORS

The Trade Show is a great way to extend your brand recognition, meet prospective partners, and share

your ideas and products with attendees. If you're interested in exhibiting please email [Jean Miller](#).

CALL FOR NEW SPONSORS

If you'd like to support Indiana's premier sustainable materials management conference, please email [Jean Miller](#).

To view the 2019 Conference recap, [CLICK HERE](#).

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!



In Franklin for the Grand Reopening Event for the [Johnson County Recycling Center \(JCRC\)](#).



Speaking at [WHIN](#) Partners Annual Meeting in Lafayette



WHIN partners & WHIN staff at the [Pulaski Recycling Center](#) in Winamac for press event on Aug. 23.



Speaking to legislators in Indianapolis about the circular economy at the [Hoosier Beverage Association's](#) Annual meeting, as part of a panel with [IDEM's](#) Commissioner, City of Indianapolis' [Office of Sustainability](#), and [The Recycling Partnership](#)



At the Youth Climate Strike at the Indiana Statehouse



Visiting Lisa Carpenter at the [Shelby County SWMD](#)



Speaking at the [AISWMD](#) Annual Retreat about creating and managing volunteer programs, at Brown County State Park.



Visiting Sandy Whitehead at the [Dearborn County SWMD](#)

BEST WISHES TO *Emily Jackson (Em J)!*



IRC's Program Manager, **Emily Jackson**, left the IRC at the end of September for an amazing, once-in-a-lifetime opportunity to live abroad! Emily - who you know as EmJ - is living in Spain for three months, immersed in a new culture and language while contemplating her next career endeavor. We are incredibly grateful for the three years she spent at the IRC, and she's left an indelible mark on our organization. From planning the Annual Conference to taking IFSI to the next level and managing multiple grants and projects simultaneously, everything she touched benefitted from her project management/ninja skills. She will continue to manage the WHIN Grant as a part-time remote contract employee during her absence. We celebrate all her accomplishments, personal and professional, and wish her the best of luck in her new adventure!

Indiana SUSTAINABILITY DEVELOPMENT PROGRAM (ISDP)

Applications are now being accepted for partner organizations for IU's [Indiana Sustainability Development Program](#) (ISDP). The 2020 program will connect students with businesses, nonprofits and local governments wishing to implement sustainability-related projects. Through a partnership with IU's Environmental Resilience Institute, this Program will offer the opportunity for local government partners that have completed greenhouse gas inventories to develop a strategy to reduce emissions.

Interested in hosting an undergraduate or graduate student to help your organization tackle its sustainability challenges? [Applications](#) will be accepted until Friday, December 13th.

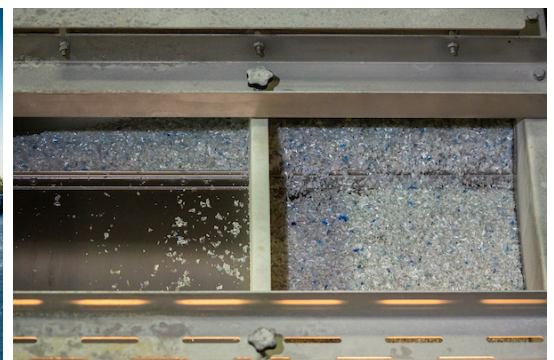
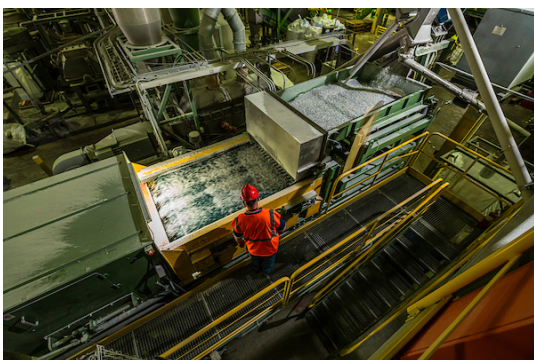
INTERN *Spotlight*



Hello! My name is **Dylan Patterson**, and I am in my last year at IUPUI studying Sustainability Management and Policy through the O'Neill School of Public and Environmental Affairs, along with pursuing certificates in Sustainable Technology and Architecture Design Software through the Purdue School of Engineering and Technology. I was originally introduced to the IRC as an intern for the IUPUI Office of Sustainability through IRC's scholarship program that allowed me to attend the IRC's annual conference back in June. That conference was eye-opening to the issues of waste we see in Indiana and reinvigorated the passion for sustainability I found when starting at IUPUI. My main role as the Recycling Intern is to aid in updating the RecycleSearch database - a tool for Indiana residents to locate where they can recycle specific household items - as well as aiding in other projects such as the Indiana Food Scrap Initiative. One of my

favorite first impressions I got was realizing how much work is accomplished with how few individuals there are in the office. It is always refreshing to be surrounded with like-minded individuals who truly care about advancing a cause, and I am super excited to be a part of the team!

SPONSOR *Spotlight*





DAK Americas (DAK), an Alpek Polyester Business, is one of the largest PET bottle recyclers in North America and the largest producer of virgin PET Resin in the Americas. DAK expanded its PET recycling initiatives into Indiana with the February 2019 acquisition of the former Perpetual Recycling Solutions facility in Richmond, IN. DAK shares the mission of the IRC to increase recycling across Indiana and to prevent valuable reusable resources from going to landfill. Growing its production of recycled PET (rPET) in Indiana allows DAK to meet the increased demand for recycled content by major consumer brand companies and consumers. This commitment to increasing recycled content in products that are produced and consumed across Indiana supports the efforts of the IRC with the creation of tight region circular economies where materials can be produced, consumed, recycled and reused over and over again.

"DAK is excited to work with the IRC to reinforce these shared goals of increasing recycling and creating circular economies in Indiana "stated Jon McNaull, Vice President - PET Resins. "The acquisition of the Richmond site adds 100 million lbs/yr (~45,000 tons/yr) of high quality rPET and demonstrates our ongoing commitment to offer sustainable rPET product offerings to the market." The addition of the Richmond, IN facility allows Alpek Polyester to expand its focus on sustainability initiatives. DAK and Alpek Polyester are committed to recycling and renewable raw materials and recycle PET to produce over 115,000 tons/year of rPET flake and pellets across the Americas including the Richmond capacity.

DAK is a leader in meeting the market place needs for PET in the carbonated soft drink and bottle water packaging markets, hot-fill packaging, refillable products and custom packaging markets. In addition to the Richmond, IN recycling facility, Alpek Polyester has additional food-grade PET recycling capacity in Pacheco, Argentina (near Buenos Aires) and a fiber-grade PET recycling joint venture facility in Fayetteville, NC, USA. Alpek Polyester operates 14 facilities in five countries with over 4,700 Employees and is the largest producer of virgin PET resins in the Americas and second largest in the World. Its Monomer business is the largest producer in the Americas of Terephthalic Acid (PTA), the primary raw material used to create PET Resins and Polyester Fibers. The Polyester Fibers business is the second largest producer of Staple Fiber in the Americas and also produces Polyester Filament across the Americas. **For more information contact:** info.us@alpekpolyester.com

PROGRAM *Highlights*



IRC member David Johnson showing off his IRC vanity plates

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

Have you had trouble getting the recycling plate? We are collecting evidence of these incidents to give feedback to the BMV. If this has happened to you, please email jean@indianarecycling.org with the following information: **BMV branch, approximate date, and brief description of what happened. Thank you!**



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 group leaders if you'd like be a part of the food waste

solutions for Indiana! To view group leaders, visit us on our [IFSI page](#) on our website.

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](#).

AMERICA RECYCLES *Day*



America Recycles Day
NOVEMBER 15

Each year on November 15, millions of people across the United States take part in America Recycles Day (ARD), a day which was created to raise awareness about recycling and the purchasing of recycled products.

What are your plans for ARD 2019?

- Find an event in your area [HERE](#).
- Make sure you register your ARD event [HERE](#).
- Take the American Recycles Day pledge [HERE](#).

When you publicize your event on social media, tag the IRC (@INRecycling) and we will share it to help you spread the news!

IRC's ARD 2019 Event in Indianapolis

On November 15, 2019, the IRC is co-hosting an ARD event with two of our Indianapolis Circular Economy Initiative partners - the City of Indianapolis' Office of Sustainability and Keep Indianapolis Beautiful, Inc. More details about this event can be found [HERE](#).



NEW & RENEWING *Members*

[City of Carmel Utilities](#)

Jenny Androne
Brett Bloom

[Historic Irvington Community Council](#)

[Kruse Carpet Recycling](#)
Lindsay McGuire

Nate Butler
[Clayton Homes Wakarusa](#)
[Deaconess Hospital](#)
Ryan Franz
[Hirons](#)

Jean Miller
[MOKB Presents](#)
[Our Lady of Lourdes](#)
[Tri-Power Recycling](#)

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

Join or renew today - rates increase in 2020!

STAY CONNECTED



Join Our Mailing List!