

# PLANNING FOR A CIRCULAR FUTURE

PRODUCERS IN THE LOOP: Driving the circular economy through responsible recycling



# MICHIGAN RECYCLING COALITION

Fostering sustainability by **leading**, **educating**, and **mobilizing** businesses, governments, nonprofits, and individuals to advance their own and collective resource use and recovery initiatives in Michigan.





NEXT TIME... TRY RECYCLING GREENPEACE

# RENEW FUNDING SECURED IN 2018 PA 588



**\$24 MILLION**

- Grants
- Contracts
- Planning
- Permitting
- Inspections



**MICHIGANDERS  
SPEND \$  
TO MANAGE WASTE  
EACH YEAR**

**1B+**



**WE'RE PAYING TO LANDFILL**

**\$600M**

OF MATERIAL  
THAT COULD BE  
RECOVERED FOR  
RECYCLING  
EACH YEAR



# Recycling in the U.S. Is Broken. How Do We Fix It?

by Renée Cho  
March 13, 2020

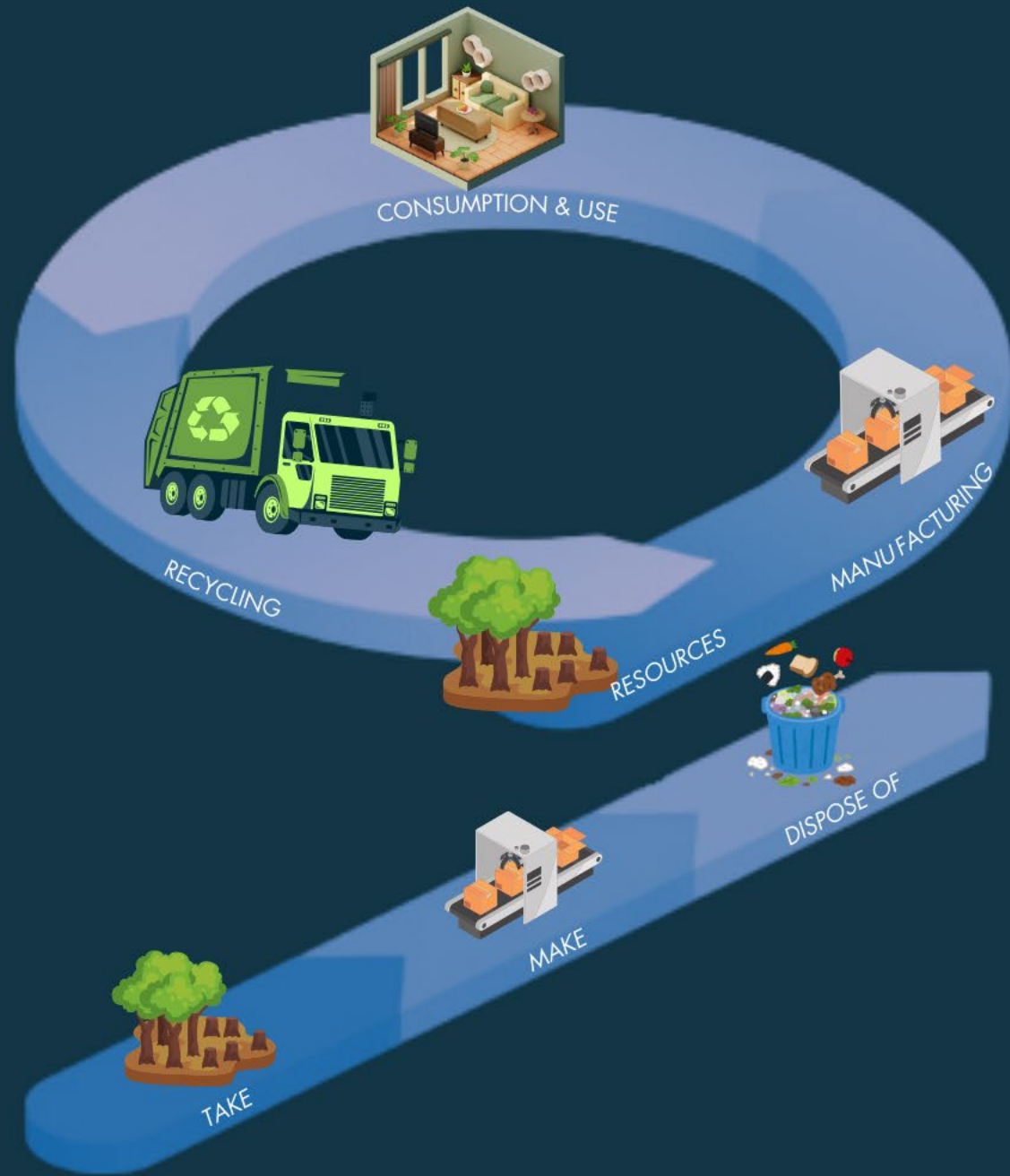


Photo: EPA

Recycling was designated as an essential service in 2020

The global recycling system is valued at over \$200B per year

Project Drawdown estimates that recycling between 2020 and 2050 will reduce emissions by 5.5 to 6.02 gigatons of carbon dioxide, equivalent to taking over one billion cars off the streets for one year







**COPPER MINE**



Yield: 12 lbs/ton  
Mining + Smelting

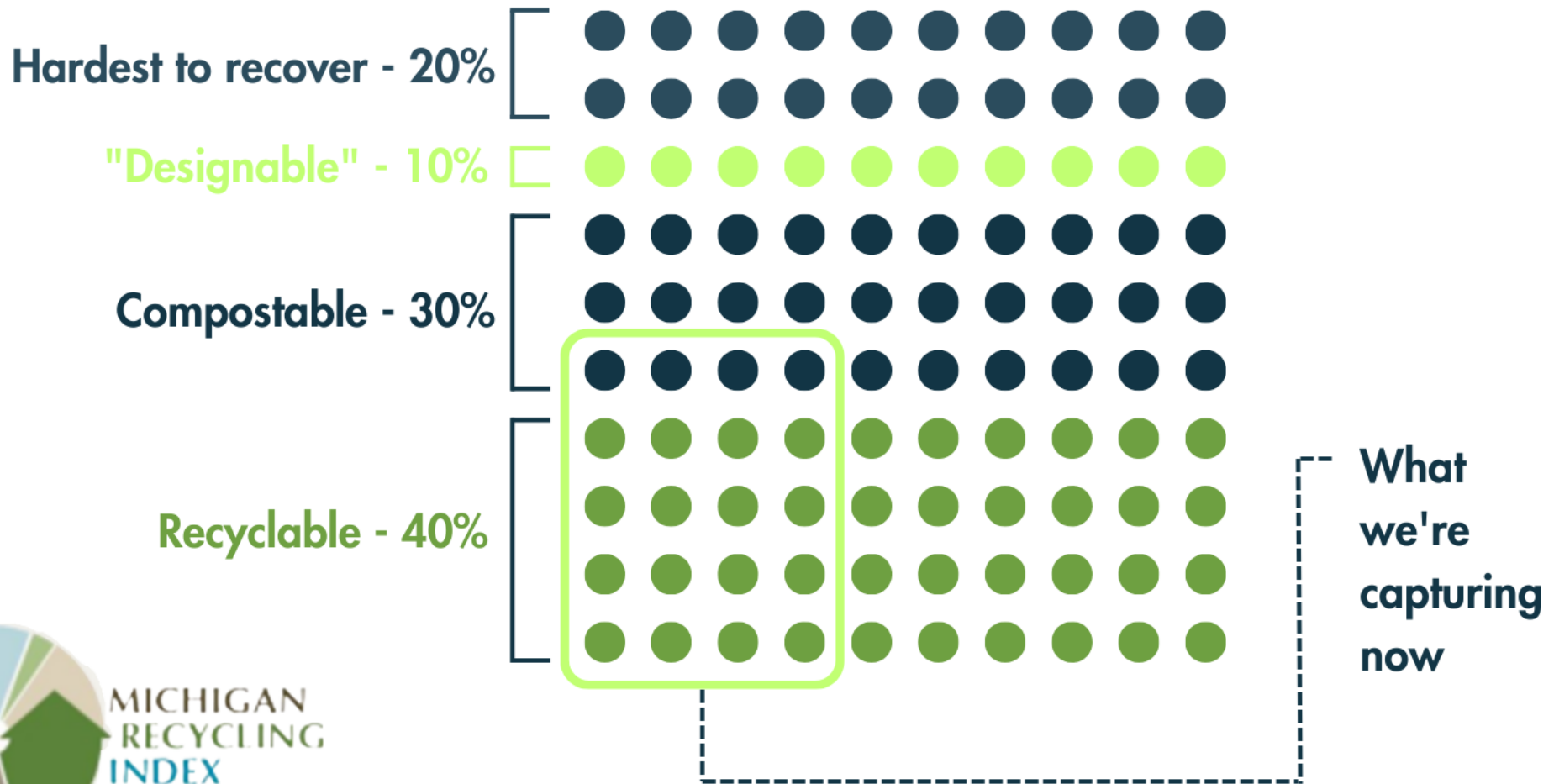
**ELECTRONICS PROCESSOR**



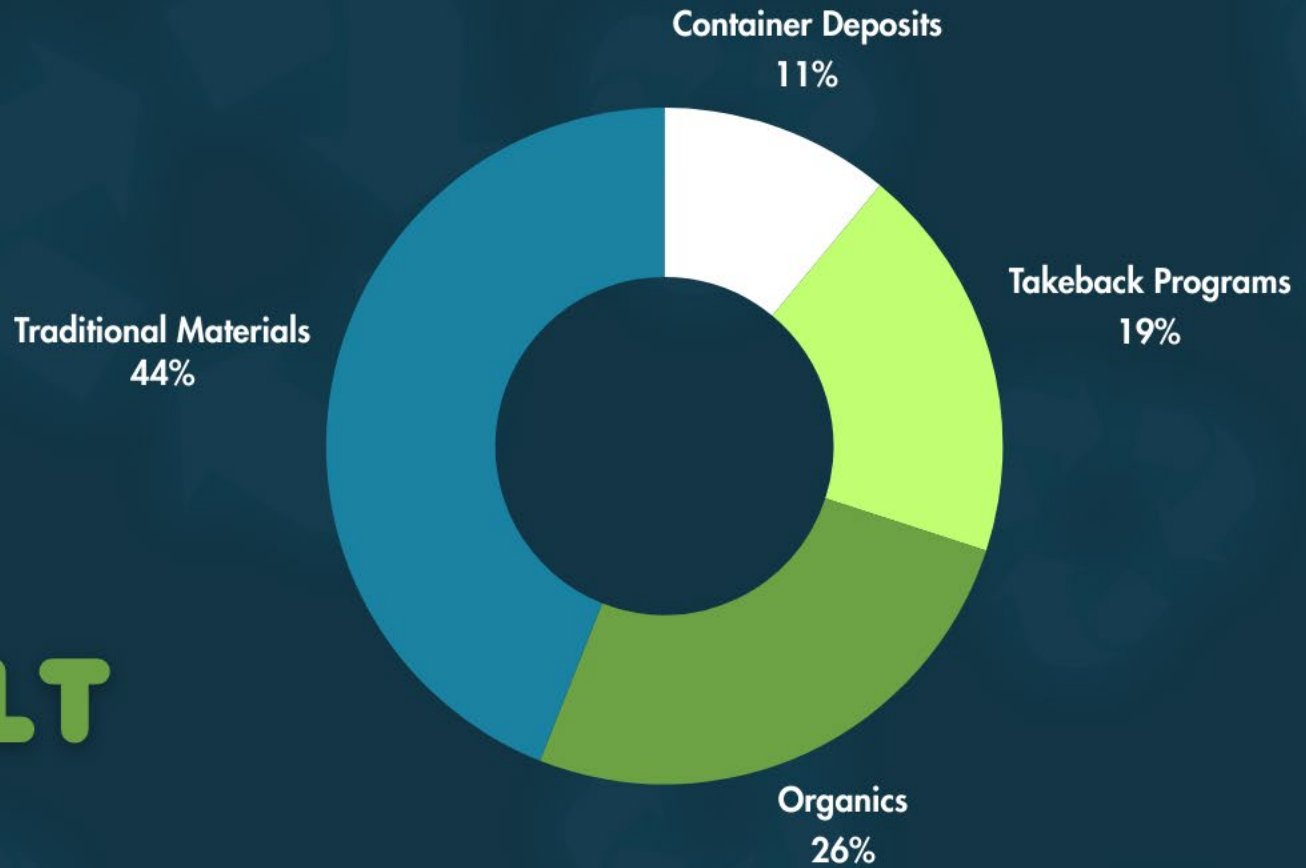
Yield: 100 lbs/ton  
Dismantling + Smelting



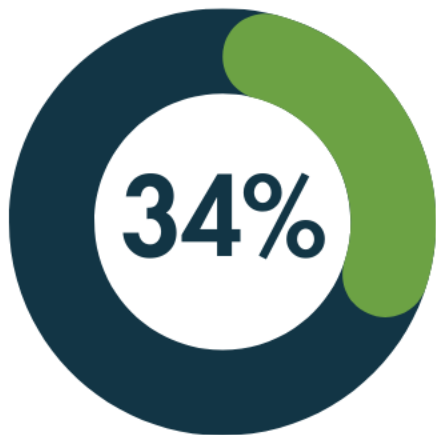
# WE RECYCLE ABOUT 23% OF OUR MSW STREAM



**MORE THAN  
HALF OF  
MICHIGAN'S  
RECYCLING  
RATE IS A  
DIRECT RESULT  
OF STATE  
POLICY!**

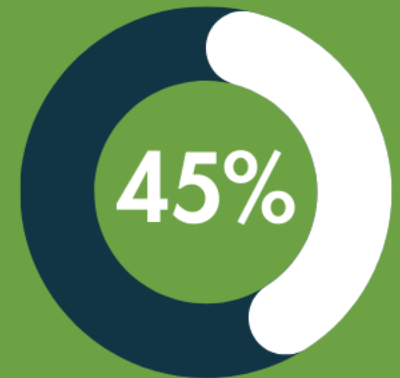


# MICHIGAN NOW

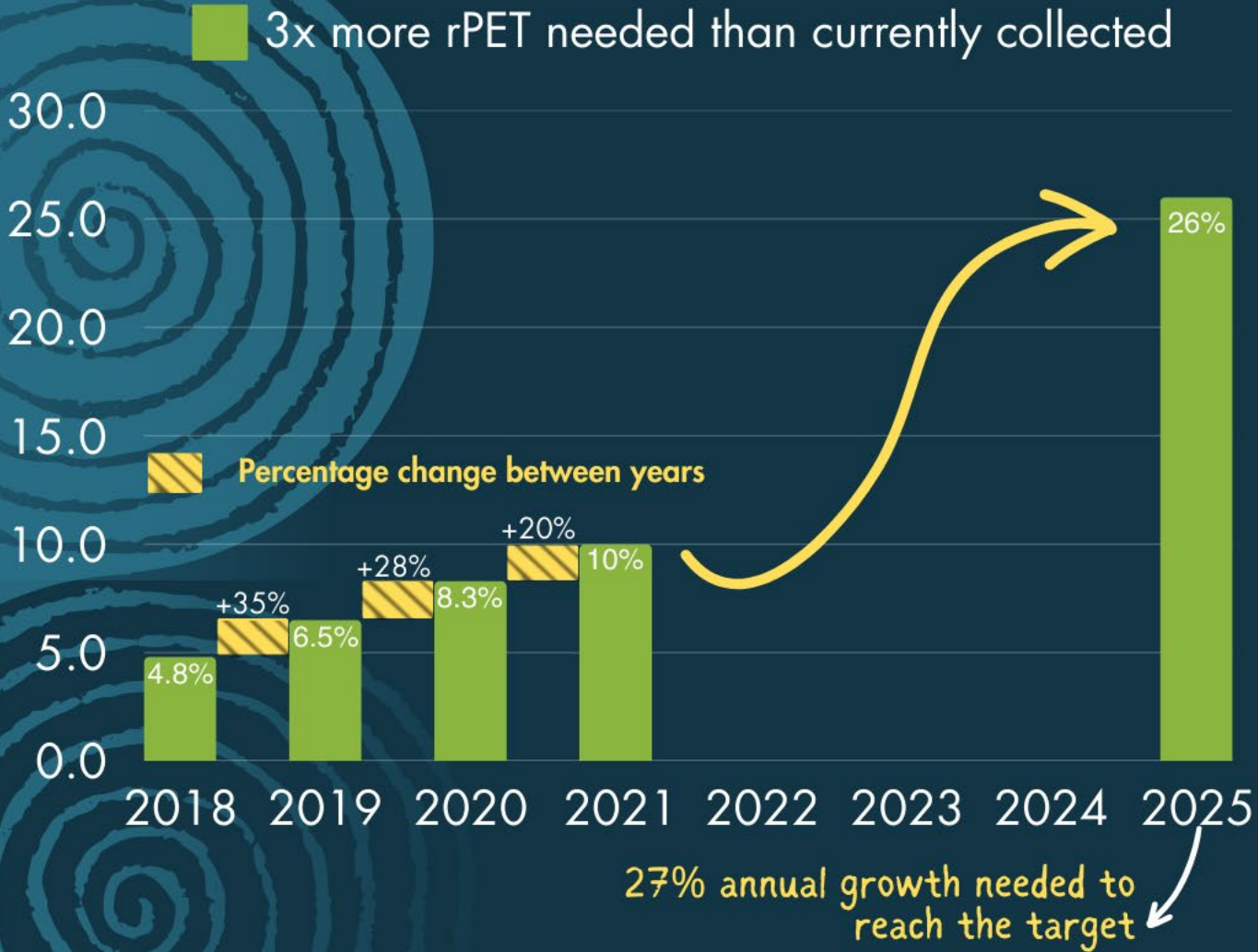


# MICHIGAN'S POTENTIAL

- 138k employed in recycling
- \$9.08B in annual labor revenue from recycling
- Recycling will create \$33.8B in economic output



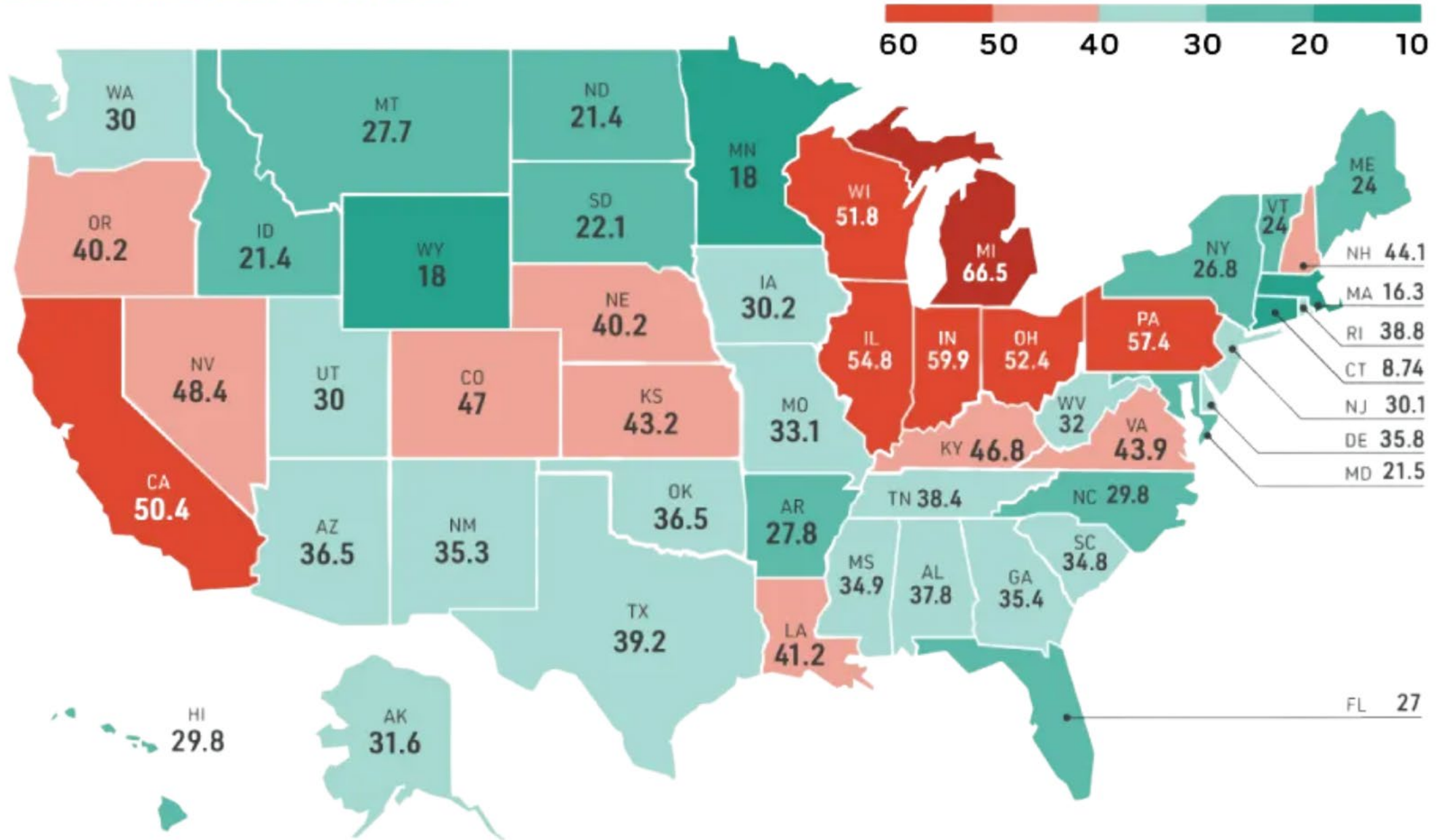
# SUSTAINABILITY GOALS DRIVE BRANDS TO DO MORE...



## ...BUT THERE'S A SUPPLY GAP IN RECYCLED PLASTICS

# TONS OF WASTE IN LANDFILLS PER PERSON, BY STATE

Source: EPA, United States Census Bureau



**RAISING  
THE  
LANDFILL  
TIP FEE  
SURCHARGE**



# DISPOSAL CAPACITY

County planning has become a way to expand landfills.



# MATERIALS MANAGEMENT CAPACITY

It's time to prioritize productive uses of discarded materials.





# GOALS



**Remove policy preference for disposal**



**Assure capacity & siting - zoning & host approval**



**Preserve local right to limit landfill expansion**



**Re-engage local governments in planning & programs**



**Update regulations, tools & fees**



**Support diversion programming & infrastructure**

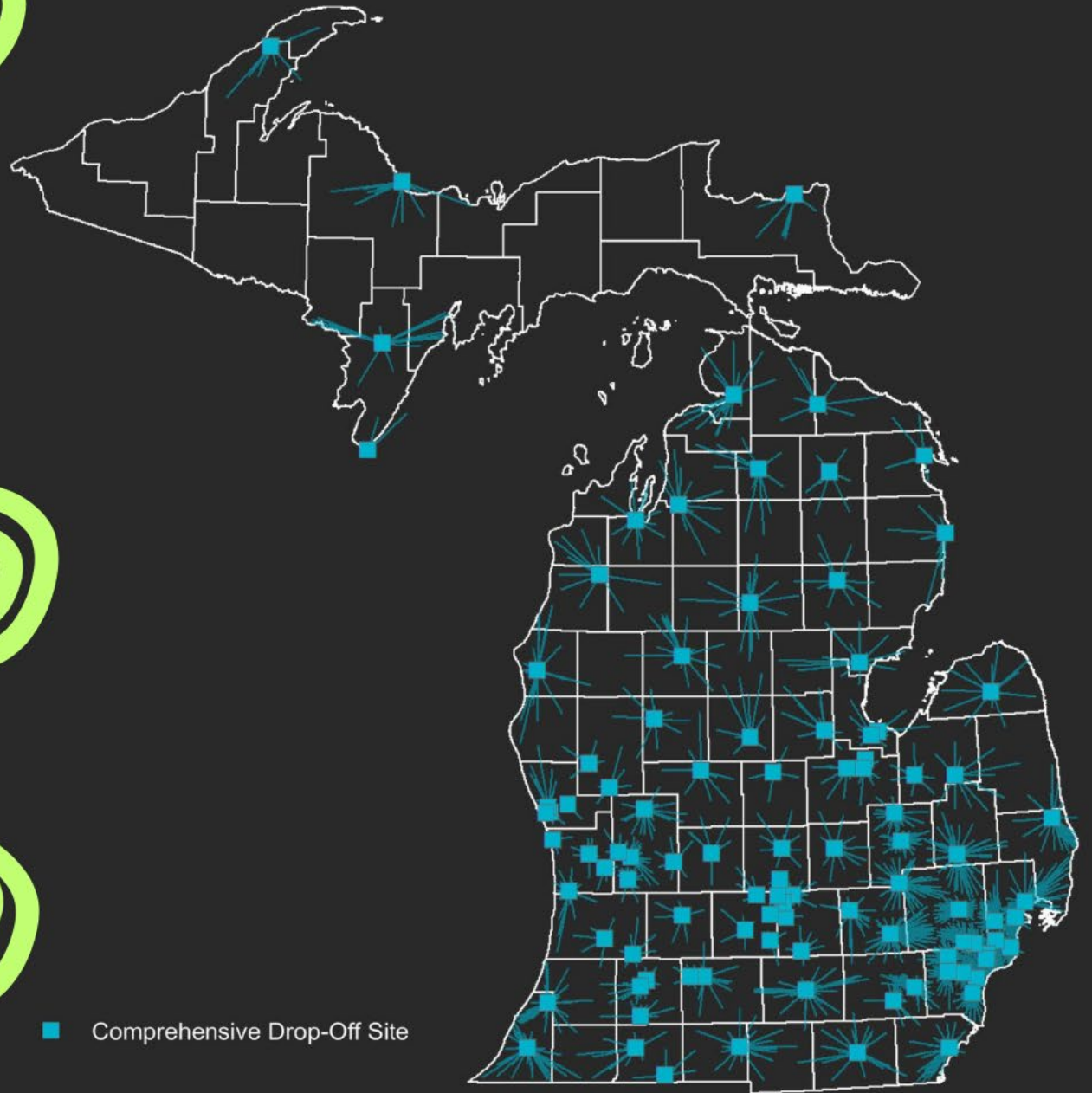
**MUNICIPALITIES  
ARE THE  
PRIMARY  
CURBSIDE AND  
DROP-OFF  
SERVICE  
PROVIDER**



# WHY DROP-OFFS?

1/2 of Michigan's materials fall outside of what's captured in traditional programs

Adding 100 super drop-offs would reach 98% of the population but even more drop-offs are needed to make recycling convenient



**COMMONLY ACCEPTED MATERIALS**

**MATERIALS OF OPPORTUNITY**



Glass



Cardboard



Cartons



Plastic Jugs



Aluminum



Steel Cans



Mixed Paper



Plastic Bottles



Organics



Household  
Hazardous Waste



Textiles



Electronics



Plastic Films



Polystyrene



Tires



Batteries

# EXTENDED PRODUCER RESPONSIBILITY

A **policy approach** that makes **producers responsible** for the **impacts** of their products along the entire lifecycle.

- More material to support local manufacturing



- Ease
- Clarity
- Consistency

- Reduced contamination
- Increased trust

# EPR IS APPLIED WIDELY ACROSS THE US

## BEVERAGE CONTAINERS

CA, CT, HI, IA, ME, MA, MI NY, OR, VT



## CARPET

CA, NY



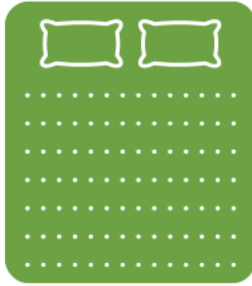
## MERCURY SWITCHES

AR, IA, IL, IN, LA, MA, MD, ME, NC, NJ, RI, SC, UT, VA, VT



## MATTRESSES

CA, CT, RI, OR



## FLUORESCENT LIGHTING

MA, ME, VT, WA



## RECHARGEABLE BATTERIES

CA, IA, MD, MN, NY, NJ, ME, VT\*, DC\*  
(\*includes alkaline)



## ELECTRONICS

CA, CT, DC, HI, IL, IN, ME, MD, MI, MN, MO, NJ, NY, NC, OK, OR, PA, RI, SC, TX, UT, VT, VA, WA, WV, WI



## CELL PHONES PESTICIDE CONTAINERS SHARPS

CA



## MERCURY THERMOSTATS

CA, CT, IA, IL, MA, ME, MN, MT, NH, NY, PA, RI, VT



## PHARMA

CA, WA, NY, OR, MA, ME, IL



## PAINT

CA, CO, CT, DC, IL, ME, MN, NY, OR, RI, VT, WA



## SOLAR PANELS

WA, Niagara County, NY



## TIRES

CT



## PACKAGING AND PRINTED PAPER

CA, CO, ME, OR, MN



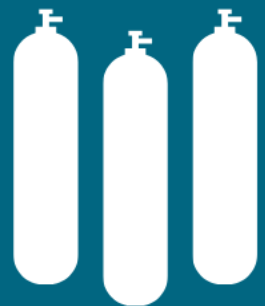
## HOUSEHOLD HAZARDOUS WASTE

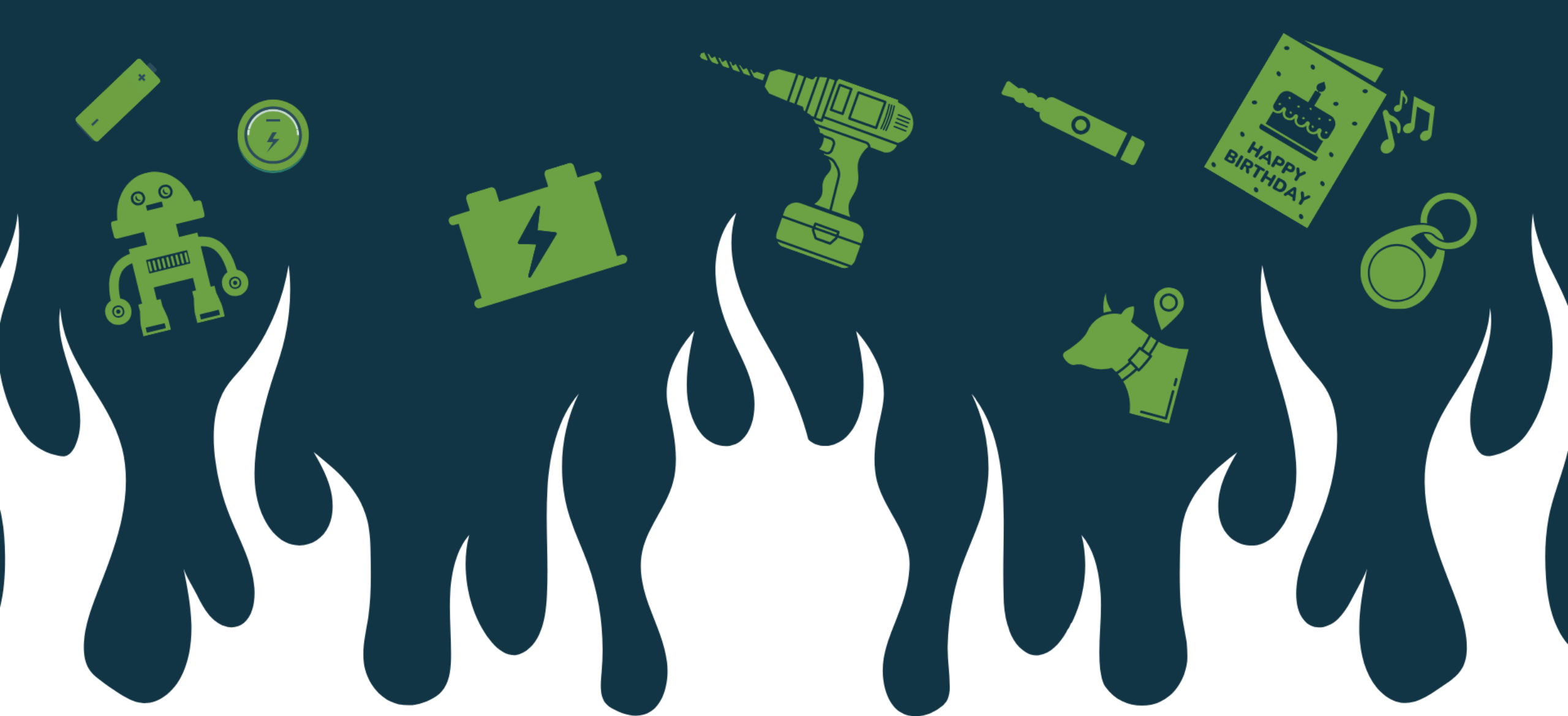
VT



## GAS CYLINDERS

CT, VT





# THE BATTERY PROBLEM

“

We **support EPR** because it's an effective way of **investing** in recycling infrastructure and helping **improve recycling rates**.

Having the necessary infrastructure to collect, sort and recycle packaging materials is crucial to ensuring no packaging ends up as waste in the environment. As we continue to innovate and find ways to extend the use of packaging materials as a resource, **EPR is a holistic way to help drive a circular economy.**

”

**MOLLY FOGARTY**  
**HEAD OF CORPORATE & GOVERNMENT**  
**AFFAIRS AND SUSTAINABILITY**  
**NESTLE**







**EPR for Packaging 2023**

-  Being developed or framework legislation only
-  Mandatory EPR for packaging



# EPR FOSTERS SYSTEM INTEGRATION



Moves producers to apply **supply-chain thinking** to the **recycling system**

Shifts end of life **responsibility** to those with **control over product design**

**Relieves** burden on local governments by **internalizing end of life costs** in product costs

**Incentivizes** circular design through policy & economics

# WHY MICHIGAN? WHY NOW?

1

2018  
FUNDING



2

2022 MODERNIZED  
SOLID WASTE  
POLICY

3



Reduce financial  
burden on  
communities



County plans  
inform needs  
assessment



Internalize end-  
of-life costs of  
products



Promote Circularity  
in Michigan's  
economy



# OVER 500 COMPANIES PAY FOR CANADA'S RECYCLING PROGRAMS

3M Canada 7-Eleven Canada Inc. A1 Steak Sauce Adidas Ajax All-Bran Amazon Fulfillment American Eagle Inc. Apple Inc. Aquafina Arby's Restaurant Inc. Argo Corn Starch Aunt Jemima Barq's Root Beer Bath and Body Works Bayer Inc. Bed Bath & Beyond Ben & Jerry's Benjamin Moore Best Buy Betty Crocker BIC INC. Bisquick Bissell Canada Black & Decker Blistex Ltd. BOSE LIMITED Breyers Bridgestone Firestone Burberry Inc. Burger King Cabela's Retail Cadbury Campbell's Company Canon Inc. Cap'N Crunch Capri Sun Caress Carnation CASIO CHANEL Inc. Cheerios Cheetos Chex Chips Ahoy! Clorox Company Coach Stores Coca-Cola Coffee-Mate Colgate ConAgra Foods Inc. Corn Flakes Corn Pops Costco Wholesale Cottonelle Cracker Jack Craftsman Crate & Barrel Inc. Crayola Cuddle Down Ltd. Dairy Queen Inc. Danone Inc. Dart Inc. Dasani Dell Dentyne Dial Dickies Disney Store Inc. Dole Foods Company Dollar Tree Stores Domino's Pizza Doritos Dove Dr. Pepper Dreyer's Ice Cream Duracell Canada Inc. Dyson Canada LTD. ECCO Shoes Inc. Eddie Bauer Eggo Waffles Electrolux Home Energizer Ensure Equifax Canada Inc. Estee Lauder Ltd. Ethan Allen Inc. Fancy Feast Fanta Fiji Water Canada Ltd. Five Guys LLC Foot Locker Friskies Frito Lay Canada Frosted Flakes Fruit of the Loom Inc. Fruit Snacks Fujifilm Goodyear Google Corporation Green Giant Haagen-Dazs Hallmark Halls Hasbro Corporation Heinz Hellmann's Hershey Canada Inc. Hills Foods Ltd. Home Depot Honeywell Hormel Foods Corp. HP Huggies IKEA Supply AG illy Espresso Canada Irish Spring JELD-WEN Jello- Jimmy Dean Jockey Company John Deere Canada Johnson & Johnson Karo Corn Syrup Keen Outdoor Kellogg Canada Inc. KFC Keurig Canada Inc. Kimberly-Clark Inc. Kix Kleenex Klondike Kodak Canada ULC Kohler Canada Co. Kool-Aid Kraft Heinz McCormick Co. Land O'Lakes Inc. Lays La-Z-Boy Limited LE CREUSET INC. Lean Cuisine LEGO Inc. Lever 2000 Levi Strauss & Co. LG Electronics Life Cereal Lowes Lucky Charms Lunchables Mars Canada Inc. Masonite Canada Master Lock Mattel Canada Inc. Maxwell House McDonald's Microsoft Corp. Midas Minute Maid Miracle Whip Moen Molson Coors Mondelez Canada Inc. Motorola Mobility LLC Mountain Dew Mug Root Beer Nabisco Nature Valley Nescafe Nesquick Nestea Nestle Canada Inc. New Balance Newell Rubbermaid Nike NIKON CANADA INC. Nintendo of Canada Nordstrom Retail Noxzema Nutri Grain Ocean Spray Old El Paso Oreo Oscar Mayer Palmolive Panasonic Inc. Party City Canada Payless Shoesource Peditasure Pepsi Perrier Pfizer Canada Inc. Phillips Electronics Pillsbury Planters Nuts Poland Spring Popeyes Pop-Tarts Post Foods Corp Powerade Prince Pasta Procter & Gamble Inc. Progresso Purdue Pharma Purina ONE Q-tips Quaker Oats Quiznos Restaurant Raisin Bran Ralph Lauren Red Bull Reebok Rice Krispies Ritz Crackers Rold Gold Rolex Canada Ltd. Ruffles Rust-Oleum Brands S.C. Johnson & Son Ltd. San Pellegrino Sabra Canada Inc. Samsonite Canada Inc. Samsung Electronics Santitas Sara Lee Scott Sealy Sephora Serta Division Sharp Electronics Shop Vac Siemens Canada Limited Silk Simmons Inc. Sketchers USA Canada Inc. Smarties Smartwater Smucker Foods Soda Stream Softsoap Sony Electronics Texas Instruments The Dow Chemical Co. Tiffany & Co. Tim Hortons Timex Group Inc. Toblerone Toll House Tom's of Maine Toshiba of Canada Ltd. Tostitos Chips Total Cereal Totino's Toys 'R' Us Tresemme Trident Triscuit Trix Tropicana Tupperware Inc. Tyson Uline Corporation Unilever Inc. US Cotton Vaseline Valveeta Vitamin Water Wal-Mart Corp. WD-40 Company Weight Watchers Wendy's Wheat Thins Wheaties Whirlpool LP Whole Foods Williams Sonoma Wrigley Canada Xerox Ltd. Yamaha Motor Yoplait

Recyclers don't  
manage waste...

...Recyclers produce  
*FEEDSTOCKS* for  
manufacturing new  
products



# WHY IS RECYCLING IMPORTANT TO ELECTED OFFICIALS?





Innovations & Tech Solutions



NEXTCYCLE  
MICHIGAN

Organic Material Solutions



Supply Chain Solutions



Public Entity Led Solutions



Where do you fit?  
Take the quiz!





# CHARTING<sup>THE</sup> COURSE

43<sup>RD</sup> ANNUAL RECYCLING &  
ORGANICS CONFERENCE

**EGL**E

MICHIGAN DEPARTMENT OF  
ENVIRONMENT, GREAT LAKES, AND ENERGY

**mrc**  
michiganrecyclingcoalition



*Learn  
more &  
Register*

Join us May 13-15  
Muskegon Convention Center

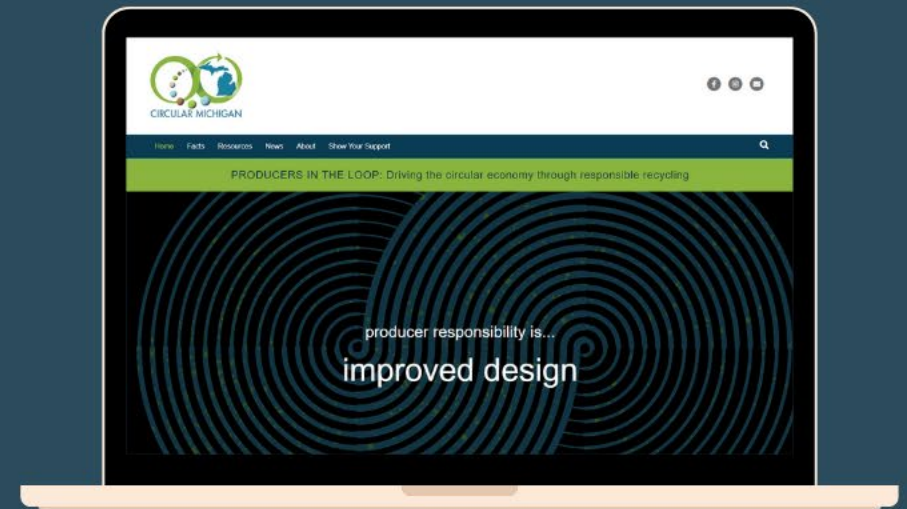
# THANK YOU!



Learn about MRC:  
[michiganrecycles.org](https://michiganrecycles.org)

## QUESTIONS?

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517.974.3672



More Resources:  
[circularmichigan.org](https://circularmichigan.org)