



Zero Waste
Business
Conference
Atlanta-2014

Atlanta Recycles

- History
- Mission and Goals
- Steering Committee Representation
- Resources that set the Groundwork
- Recent Successes
- Future Areas of Focus

Atlanta Recycles' History

- Formed in January of 2005, Atlanta Recycles is a coalition of governmental, corporate, and environmental entities with a shared mission to promote recycling and improve the collection infrastructure for recyclable materials in the Atlanta area.

Mission, Goals and Vision

- **Mission:** To promote Atlanta as a national leader in environmentally responsible living by fostering a culture of sustainable practices through resource conservation, recovery and recycling.
- **Vision:** *Together, we are turning the City of Atlanta into a zero waste city.*
- **The Mayor has set a goal for Atlanta to become one of the top tier sustainable cities in the nation.**
Goal to reduce, reuse and recycle the City's residential waste -
 - 30% by 2013
 - 50% by 2015
 - 90% by 2020.

Steering Committee Representation

The Turner Foundation	State of Georgia: Department of Community Affairs- Environmental Management	EPA Region 4	City of Atlanta: Department of Public Works
State of Georgia: Department of Natural Resources- Land Protection Division	City of Atlanta: Office of Sustainability	City of Atlanta: Department of Aviation	City of Atlanta: Neighborhood Planning Units
Atlanta City Council	Keep Atlanta Beautiful	Atlanta Public Schools	Georgia World Congress Center
Coca Cola Recycling	Global Green USA	Elemental Impact	Central Atlanta Progress
Georgia Conservancy	Commodities Council	Delta Airlines	Emory University
Georgia Recycling Coalition	Goldsmith Resources	Sustainable Atlanta	BOMA
Midtown Alliance	Pratt Industries	Academia Environmental Council	Waste Pro

How do we reach these goals? – Collaboration with Partners

- Commission Studies
 - **Airport Waste Characterization**
- Develop Toolkits
 - **Multi-family Recycling Toolkit**
 - **S2ORT Toolkit for Organics**
- Develop Draft Policies
 - **Recycling Materials Management Policy Recommendations**
- Develop/Support Programs
 - **ZWZ**
 - **Eco-Districts**

Residential Recycling Success

- Educated City on Increased Recovery at Home by Utilizing Incentives and Larger Bins
- Worked with partner to sponsor Pilot Program using larger wheeled Recycling Carts and retail coupon based incentives for 10% of City
- RESULT: Metrics supported the roll out of the program to the entire City in 2012/2013

Residential Recycling Success

- Atlanta Recycles understood the importance of education when rolling out a new recycling collection campaign
- RESULT: Identified a grant from CVP (Curbside Value Partnership) that provided \$75,000 worth of Public Relations and outreach materials to the City

CARTLANTA

- cartlanta.org

Successes at Atlanta Public Schools

- Adopted the same type of collection system as at home – single stream
- Adopted use of compostable trays

- RESULT: Meeting the Mayor's Goals and Preparing for future goals which will include composting

Successes at City Buildings

- Introduced same type of single stream recyclables collection at City Buildings, Fire Stations, Police Departments and Recreation Facilities.
- RESULT: Consistent types of recyclables collected at homes, schools and City buildings and in the same manner.

Future Successes

- Hartsfield Jackson International Airport
 - Conducted a waste characterization study by the EPA over 5 years ago
 - Encouraged consistent Single Stream collection approach
 - Provided grant at end of 2013 for purchase of single stream containers in atrium/security area
- RESULT: Recycling containers co-located throughout the airport in two months with the Atlanta Recycles' logo

Future Commodity Focus

- Non-traditional Recyclables
(Furniture and Fixture Reuse from Deconstruction, Household Hazardous Waste, Textiles)
- Construction & Demolition Recycling
- **New businesses and job creation**

RESULT: Less waste going to landfill and permanent locations and/or drop-offs centers for these items

Future Commodity Focus

- Compost of Organics
 - Support of New Compost Rules in Georgia
 - **New businesses and job creation**

RESULT: Less waste going to landfill and the creation of a beneficial reuse of food scraps via anaerobic digestion, soil amendment or other higher use.

Affecting Change in Recycling

- Leadership Buy-in
- Collaboration
- Education
- Coordination
- Perseverance



