Responsible Recycling Task Force

Meeting #8 – November 15, 2018
Agenda

- **10:00 - 10:05:** Welcome & Introduction
  (Julie Colehour)

- **10:05 - 10:35:** Creating Demand for Recycled Content: Target and the Demand Champions
  (Kim Carswell)

- **10:35 - 11:50:** RRTF Final Outcome – Recommendations Report Review
  (Julie Colehour)

- **11:55 - 12:00:** Wrap Up & Next Steps
  (Julie Colehour)
Task Force Goals

• **Short Term Goal:** To help identify near-, mid- and long-term actions in response to reduction in export markets for mixed recyclable materials due to China National Sword policies.

• **Longer Term Goal:** To help establish commitment across the region to responsible recycling and domestic sorting/processing of curbside recyclables.

• **Outcomes:** Prepare a report with actionable items and recommendations for future action by all; if possible, develop interim tools for communications and other topics that are more immediately available.

• **Role of Task Force:** Not to make decisions, rather to learn about the problem, understand activities that are being implemented elsewhere and opportunities for change. They will provide guidance on next steps that will be brought back to county advisory committees and decision makers.
Revisit Previous Meetings

• Approve 10/26 Meeting Minutes
Target + Packaging + Sustainability

Kim Carswell
Director of Packaging, Target
Our journey

• Why we are doing this work?

• What information has shaped our thinking?

• What are we doing?

• What are we looking at next?
Rising Consumer Expectations

84% of millennials will consider a brand’s values before making a purchase. 
*Fortune 2015*

91% of consumers expect F&B brands to take actions to increase the recycling of their packaging. 
*Carton Council of NA 2016*

More than 50% of consumers globally – are likely to be more loyal to brands that are responsible, ethical and sustainable. 
*Accenture*

40% of ‘aspirational consumers’ want to choose brands that “have a clear purpose and act in the best interests of society”. 
*Globescan, 2016*

More than half of Americans are inspired to choose green retailers, and 75 percent say they do so now more than they did five years ago. 
*Optoro, 2017*

52% of consumers have taken it upon themselves to boycott a brand that doesn’t share their values — political, environmental or otherwise (eg. #grabyourwallet). 
*Optoro, 2017*

57% of shoppers have made a purchase in the past year because of a retailer’s commitment to sustainability. 
*Optoro, 2017*

66% of Millennials are willing to pay more for sustainable product offerings. 
*Nielsen 2015*
Packaging is the first thing a consumer sees and the last thing they touch.

Kelly Murosky - 7th Gen
Consumers believe recycling is one key thing they can actually DO to help the planet

94% of consumers expect to recycle

90% of consumers believe recycling is important

95% of consumers believe recycling helps the environment

91% of consumers expect food and bev brands to take actions to increase the recycling of their pkg
Millennials + packaging

84% consider a brand’s public and implied values before making a purchase.

Millennials want to buy into something not buy something.

Very skeptical - 1/3 are not sure what they place in their recycling bin is actually recycled.

We all have evolving customers who are becoming more purpose driven.
Recycling in the U.S. is facing significant challenges today.

Over $11 B of recyclable pkg ends up in landfill every year.

Less than 75% of Americans have access to curb side recycling.

Packaging is a physical manifestation of a brand that becomes branded litter.

The business case to recycle needs our help.
Imagine this...

You LOVE Target even more for how it helps you make the world a better place!

You and your family become active participants in reducing waste and making the world better.

You see Target products all around you that are made from recycled packaging.

Target reuses your recycling & packaging.

Your garbage bin is tiny and your recycle bin is huge.

You are not confused about what to recycle. You recycle all your packaging and feel good!
GOALS

TARGET’S SUSTAINABLE PACKAGING GOALS:

- Source all owned brand paper-based packaging from sustainably managed forests by 2022
- Work to eliminate expanded polystyrene from our owned brand packaging by 2022
- Add the How2Recycle label to all owned brand packaging by 2020 (where space allows)
- Support The Recycling Partnership’s mission to improve how more than 25% of the U.S. population recycles by 2020
- Create more demand for recycled packaging by creating three new end markets for recycled materials by 2020
Where is Target engaging in industry?
RECYCLING REQUIRES COLLABORATION

Empowering consumers with How2Recycle® and helping brands design for recycling.

Engaging communities and MRFs to grow access and improve recycling rates.

Testing and designing new technologies for expanded recyclability.

Guiding brands to design for recyclability and utilize recovered plastics in new products.
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Through making this independent and voluntary commitment, these companies recognize that:

- Consistent, reliable demand for recycled plastic is critical for recycling to be mature, vibrant and sustainable.

- A strong “demand-pull” for recycled plastics is needed to maintain and continue the building of a robust plastic recycling supply chain.

- APR Recycling Demand Champions commit to purchase new volume PCR through “work in process” (WIP) durable goods, or other applications for PCR, and thereby play a prominent role in expanding the market for mixed residential plastics, driving investment, increasing supply and producing more high quality PCR. This campaign also includes any and all NEW applications for PCR.
APR Demand Champions 2018
We recently signed the Ellen MacArthur Foundation’s New Plastics Economy (NPE) commitment to address the challenges with plastics.

We launched a Global Commitment to address plastic waste and pollution at its source.
The vision has six key points:

- Elimination of problematic or unnecessary plastic packaging through redesign, innovation, and new delivery models is a priority
- Reuse models are applied where relevant, reducing the need for single-use packaging
- All plastic packaging is 100% reusable, recyclable, or compostable
- All plastic packaging is reused, recycled, or composted in practice
- The use of plastic is fully decoupled from the consumption of finite resources
- All plastic packaging is free of hazardous chemicals, and the health, safety, and rights of all people involved are respected.
ACC WRAP Program

• Target offers bag/film recycling in all of our 1800 stores across the US

• We are included on the WRAP website as locations to recycle bags and film

• We are looking at ways to use this material in new ways
Key takeaways

• As a retailer and brand owner find out what your consumers expect and want

• Listen and learn

• Share your learnings and keep learning 😊

• Collaborate

"Do the best you can until you know better. Then when you know better, do better." —Maya Angelou.
# Regional Policy Alignment

- **Coordinated efforts by local government and organizations in King County in support of Responsible Recycling.**

## Goal: Clean & Marketable Feedstocks

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<tr>
<th>Recommendation</th>
<th>Actions to achieve</th>
<th>Implementing Parties</th>
<th>Timeframe</th>
<th>RR Framework relevance</th>
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| A. Local governments and their service providers should require that the collecting, sorting and processing of recyclable materials does not contribute to environmental pollution or endanger human health and safety and that materials are clean and suitable for remanufacture before being exported. | **#1:** Update City and County Recycling Contracts and Codes to:  
• Prioritize that sorting and processing take place in the US or Canada  
• Require that no mixed bales that contain non-recyclable materials are exported  
• Require downstream due diligence, document sale to end market  
• Consider risk sharing on commodity prices | King County/Cities/Haulers | Begin in 2019 | Short-term | Domestic Processing and Markets |
| | **#2:** Measure real recycling by tracking and documenting MRF residuals monthly. | King County/Seattle/Haulers | 2019 | Short-term | Measure Real Recycling |
| | **#3:** Track recyclable materials market price and conditions on a monthly basis. | King County/Seattle/Haulers | 2019 | Short-term | Measure Real Recycling |
| | **#4:** Conduct periodic MRF materials characterization studies | King County/Seattle/Haulers | 2019 | Measure Real Recycling |
| | **#5:** Develop a methodology for documenting the chain of custody to monitor adherence to recognized environmental and human health and safety standards. | TBD | TBD | Short-term | Domestic Processing and Markets |
| | **#6:** Develop a consistent process for evaluating and granting surcharges/waivers | King County/Cities | TBD | Short-term | Regional Policy Alignment |
| | **#7:** All regional curbside programs should remove plastic bags and shredded paper from the recycling bin.  
• Coordinate the process and messaging for removing these materials from the curbside recycling system  
• Amend recycling contracts if required | King County/Cities/Haulers | 2018-19 | Short-term | Quality vs. Quantity & Regional Policy Alignment |
### Harmonized Recycling Programs and Messaging

**Goal**: Coordinated efforts by local government and organizations in King County in support of Responsible Recycling.

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| B. All regional curbside programs should use consistent messaging about what is recyclable and not recyclable in the curbside recycling bin | #1: Continue the Communications Consortium  
• Develop and implement consistent, regional messaging around “empty, clean and dry”  
• Develop messaging for removing materials from the curbside bin and other future changes to the system.  
#2: Develop criteria and a process for adding/removing materials in the curbside recycling programs. Discuss annually at SWAC & MSWMAC.  
• Include a process to evaluate the benefits and costs for when there is a cost associated with collecting/sorting/processing a recyclable material (example: #3-7 plastics).  
#3: Establish a mechanism to continue coordination with the City of Seattle on harmonization of materials and messaging | King County/Seattle/Participating Cities/Haulers | 2019-20 Short-term | Harmonized Messaging & Quality vs. Quantity  
King County/Seattle | 2019 Short-term | Quality vs. Quantity & Recycling is Not Free  
King County/Seattle | 2019 Short-term | Harmonized Messaging |
## Local Recycling Infrastructure

### C. Our region should support the development of our local recycling infrastructure to build resiliency, create local jobs, minimize greenhouse gases from transportation and production, and increase the ability to document and measure real recycling.

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<td></td>
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<td>#1: Prioritize that sorting and processing take place in the US or Canada</td>
<td>TBD</td>
<td>2019-20 Mid-term</td>
<td>Domestic Processing and Markets</td>
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<td>• Conduct a pilot program to process #3-7 plastics at viable sorter/processors, such as Renewlogy and Merlin Plastics to test the feasibility of sorting and processing plastics domestically.</td>
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<td>#2: Support legislation that encourages local recycling infrastructure and market development (such as the WA Recycling Development Center legislation).</td>
<td>King County/Cities</td>
<td>2019 Short-term</td>
<td>Create Demand for Recycled Feedstock &amp; Regional Policy Alignment</td>
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<td>#3: Increase resources to assist with development of markets for paper, plastic and compost.</td>
<td>King County</td>
<td>2019-21 Mid-term</td>
<td>Recycling is not Free</td>
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## Increased Demand for Recyclable Materials

### D. Our region should create demand for products made with recyclable commodities.

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<td></td>
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<td>#1: Establish procurement ordinances that require the purchase of products made with post-consumer recyclable materials.</td>
<td>King County/Cities</td>
<td>2020 Mid to Long-term</td>
<td>Create Demand for Recycled Feedstock</td>
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<td>#2: Establish recycled content legislation that requires that certain products be made with a certain amount of recyclable materials.</td>
<td>TBD</td>
<td>2020 Mid to Long-term</td>
<td>Create Demand for Recycled Feedstock</td>
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### Responsible Recycling Policies

**Goal:** Our region should support, create, and advocate for policies that establish a statewide system of responsible recycling.

**E.** Our region should support, create, and advocate for policies that establish a statewide system of responsible recycling.

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<td>E.</td>
<td></td>
<td>Seattle/ King County/ Cities</td>
<td>2019 Short to mid-term</td>
<td>Recycling is Not Free Regional Policy Alignment</td>
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<tr>
<td></td>
<td>#1:</td>
<td>Support and refine Plastics Stewardship legislation.</td>
<td>King County/ Cities</td>
<td>2019 Short-term</td>
<td>All</td>
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<td></td>
<td>#2:</td>
<td>Advocate for Responsible Recycling policies.</td>
<td>TBD</td>
<td>TBD</td>
<td>Domestic Processing Infrastructure</td>
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<td>#3:</td>
<td>Support legislation that promotes the use of innovative technologies/processes to help develop and build local recycling infrastructure.</td>
<td>King County/ Cities</td>
<td>2020 Mid-term</td>
<td>Recycling is not Free &amp; Domestic Processing and Markets</td>
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<td>#4:</td>
<td>Explore the feasibility of beverage stewardship/deposit legislation/programming in Washington similar to the ORBC model.</td>
<td>King County/ Cities/ Other Stakeholders</td>
<td>2021-24 Short &amp; Mid-term</td>
<td>Quality vs Quantity Regional Policy Alignment Recycling is not Free Harmonized Messaging</td>
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|      | #5:            | Develop a comprehensive, statewide stewardship policy approach that helps achieve a funded, robust and harmonized curbside recycling system throughout Washington State.  
  • Study Recycle BC stewardship system to understand how elements could be applied to Washington state to address issues of financing, consistency of programming/messaging, and contamination. | King County/ Cities/ Other Stakeholders | 2019 – 2020 Short-term | Quality vs. Quantity Regional Policy Alignment |
|      | #6:            | Support Reusable Bag legislation (bag ban) to reduce the amount of plastic bags entering the system | King County/ Cities/ private sector | 2019 – 2020 Short-term | Quality vs. Quantity Regional Policy Alignment |
|      | #7:            | Advocate for the WRAP bag/film recycling program statewide to capture remaining bags/film. | King County/ Cities/ private sector | 2019 – 2020 Short-term | Quality vs. Quantity Regional Policy Alignment |
**DESIGN FOR RECYCLING**: Supporting the development of products and packaging that contain recycled content or are recyclable in the current recycling system.

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| Improved Upstream Design                  | F. Local government and organizations should engage producers in developing product messaging and package design that supports a system of responsible recycling. | #1: Engage with the Sustainable Packaging Coalition and their How2Recycle brands to help educate brands and package designers on
  - The types of packaging that can and cannot be sorted and processed.
  - Promote the use of recycled feedstock in packaging
  - Promote materials that are less toxic and more recyclable (no PVC plastic for example) | TBD                  | TBD                | Create Demand for Recycled Feedstock |
|                                          | #2: Establish recycled content legislation that requires that certain products be made with a certain amount of recyclable materials. |                                                                                        | King County/Cities  | 2020 Mid to Long-term | Create Demand for Recycled Feedstock |
| NEW G. Local government should partner with national groups like the Demand Champions to get local companies to commit to purchase new products made with recycled materials thereby expanding the market for recycled materials, driving investment, increasing supply and producing more high-quality recyclable and recycled materials. | #1: Work with the Demand Champions program to develop a plan for engaging King County companies in the program |                                                                                        | King County/Seattle/Cities | Short-term | Create Demand for Recycled Feedstock |
Wrap Up & Next Steps

• Action items and next steps
  • Final report draft will be sent to RRTF after Thanksgiving for full review

• Next meeting:
  **Date:** December 14, 11:00am – 1:15pm
  **Location:** King Street Center, 8th Floor Conference Room
  **Lunch** will be served!
## Future Meeting Schedule

<table>
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<tr>
<th>Date</th>
<th>Topics Covered</th>
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<tr>
<td>April 30</td>
<td>Task Force Introduction; Responsible Recycling Framework</td>
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<tr>
<td>June 1</td>
<td>What’s in the Bin?</td>
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<td>June 18</td>
<td>Contracts, Waivers, Surcharges</td>
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<tr>
<td>July 18</td>
<td>Domestic Processing Infrastructure: Fiber &amp; Plastics</td>
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<td>August 24</td>
<td>Working with Producers</td>
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<td>September 19</td>
<td>Policy Approaches in Support of Responsible Recycling</td>
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<td>October 26</td>
<td>Recycling Systems and New Technologies</td>
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<tr>
<td>November 15</td>
<td>Creating Demand; Recommendations and Final Outcome Draft Review</td>
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<tr>
<td><strong>December 14</strong></td>
<td><strong>Final Outcome Document Review</strong></td>
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