

# MATERIALS MANAGEMENT ADVISORY COMMITTEE

## Meeting Notice:

**Who:** Materials Management Advisory Committee  
Open to the Public

**When:** Tuesday, March 23, 2021 1:00 pm – 3:00 pm

**Due to the COVID-19 outbreak, this meeting will be held remotely. Members of the public are welcome to attend by using any of the connection options listed below.**

**Attendance via WebEx is preferred to enable participants to view the presentation, raise their hands, or vote by chat.**

Meeting number (access code): 289 611 329

Meeting password: J3MrppCgW28

Thursday, March 23, 2021

1:00 pm

[Join meeting](#)

### Other ways to join:

- **Join from a video system or application**  
Dial [284128695@illinois.webex.com](mailto:284128695@illinois.webex.com)  
You can also dial 173.243.2.68 and enter your meeting
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- Dial [286820866.illinois@lync.webex.com](mailto:286820866.illinois@lync.webex.com)
- Need help? Go to <http://help.webex.com>
- **Join by Phone** (loses some content and functionality)  
[+1-312-535-8110](tel:+1-312-535-8110) United States Toll (Chicago)  
[+1-415-655-0002](tel:+1-415-655-0002) US Toll  
[Global call-in numbers](#)



# *Statewide Materials Management Advisory Committee*

**Meeting Agenda**  
**March 23, 2021 1:00 pm**  
**Illinois Environmental Protection Agency**  
**By Teleconference: (312) 535-8110**  
**Access Code: 289 611 329**

1. Introductions (5 minutes)
2. Approval of Past Minutes (5 minutes)
3. Motion to Adopt Recommendations to the General Assembly (60 minutes)
  - a. Education and Outreach Recommendations
  - b. Market Development Recommendations
4. Subcommittee Updates (30 minutes)
  - a. Measurement Subcommittee Update, *Suzanne Boring and James Jennings*
  - b. Local Government Subcommittee Update, *Jennifer Jarland and Jessica Miller*
  - c. Infrastructure Subcommittee Update, *Walter Willis and Sunil Suthar*
5. Old Business (10 minutes)
  - a. State training requirements
6. New Business (10 minutes)
7. Adjournment

## Materials Management Advisory Committee

Meeting February 23, 2020

1. Introductions: quorum met at 1:00 PM, Jennings called the meeting to order.

Committee members present: McKeen, Mummel, Westerfield, Pai, Griffith, Jarland, Pausma, Willis, Kaar, Monte, Cowhey, Holcomb, Disbrow, Sauve, Dyer, Stone, Rivas, Murphy

IEPA employees present: Jennings, Miller, Buis, Metz, Froidcoeur, Fry, Ferree, Suthar, Foxworth, Boring

Public: Marta Keane, Liz Kunkle, Rose Naseef, Megan Walton Conway, Joseph Hooker, Christina Seibert, Benjamin Krumstok, Liz Kunkle, Lynn Dyer, Wilson Mora

Absent: Gale, Tazelaar, Laird

2. Approval of Past Minutes: No corrections. Jarland moved to approve January meeting minutes; Disbrow seconded. Motion passed unanimously.
3. Discussion of Materials to Target for Diversion Methodology. Pai led group discussion on the proposed methodology for identifying materials to target for diversion. Group discussion on defining relevant terms included in the methodology document. Pai requested members review the document, which is on Box, and provide feedback in advance of the March meeting.
4. Discussion of Diversion Goals Methodology. Pai led group discussion on options for identifying diversion goals. Those options include material specific objectives, program based objectives, back casting objectives based on implementation of the Committee's recommendations, objectives based on similar program enhancements in other jurisdictions, and regional scenarios that accommodate unique elements of specific areas of the state. Group discussion on the utility of setting material specific objectives. Willis suggested proceeding with a collective diversion target of 40 percent by 2025; 45 percent by 2030; and 50 percent by 2035. Group discussion of this proposal and how targeting specific materials could enable the state to achieve these targets. Group committed to reviewing the documents Pai prepared and provide comments before the March meeting.
5. Subcommittee Updates:
  - a. Education & Outreach: McKeen led group discussion of Education & Outreach subcommittee update. The subcommittee contemplates voting on its recommendations during its March meeting. The final version will be sent to the full committee one week before we vote.
  - b. Local Government: Jarland led group discussion of Local Government subcommittee update.  
<https://docs.google.com/document/d/1cvTVKNKudPGRdqpos9kqsD6MpzQVTQbh/edit#heading=h.gjdgxs> Jarland provided an overview of the outstanding items necessary to assist counties in writing their solid waste plans. The subcommittee is targeting the April meeting to finalize its recommendations to send to the entire Committee.
  - c. Market Development: Jennings led group discussion of Market Development subcommittee update. Group contemplates voting on its set of recommendations during the March meeting and sending a final version of those recommendations to the entire Committee for adoption.
  - d. Infrastructure: Willis led group discussion of Infrastructure subcommittee update. Reviewed fourth version of the document. Primary recommendations include grant funding for MRFs, compost facilities, and possibly others. Want to develop asset map for

## Materials Management Advisory Committee

Meeting February 23, 2020

food recovery. Have maps for compost sites and transfer stations. Need everyone to look at these maps and these lists. Recommended building four HHW facilities in central and four in southern Illinois- there's a high hurdle to permitting and getting everything done for one. Trying to create funding for state and for county.

6. Old Business. None.
7. New Business. None.
8. Adjournment. Willis motions to adjourn, McKeen seconds. The meeting adjourned at 2:50 PM.

## **Motion to Adopt Recommendations to the General Assembly**

**Proposed Motion Language:** The Committee include in its report to the General Assembly that findings and recommendations adopted by the Education and Outreach Subcommittee.

**Summary of the Issue:** Public education on the proper means to divert recoverable materials from landfills is a critical element in a successful statewide sustainable materials management structure. The Education and Outreach recommends the General Assembly support such a statewide education campaign by appropriating the Illinois EPA sufficient funds to develop and implement a statewide marketing campaign, survey materials recovery facilities to confirm the universe of acceptable and unacceptable materials, and convey contemporaneous information on the state of recycling, composting, and other materials management strategies to impacted units of local government. Additional details on the Education and Outreach Subcommittee's findings and recommendations are attached.

**General Assembly Plan Element(s) Addressed:** 415 ILCS 15/4.5(j)(6); 415 ILCS 15/4.5(j)(7); 415 ILCS 15/4.5(k)(5); 415 ILCS 15/4.5(k)(6).

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### **Recordkeeping**

**Date of Consideration:** March 23, 2021

**Summary of Discussion:**

**Resolution:**

**Votes in Favor:**

**Votes in Dissent:**

**Abstentions:**

The Education and Outreach subcommittee conducted several well-attended virtual meetings to analyze strategies on educating the public about reducing waste, recycling, composting, and proper disposing of items comprising the waste stream. The subcommittee researched waste diversion programs in multiple states and met with the Florida Department of Environmental Protection (DEP) to learn about its *Rethink. Reset. Recycle.* Program (Attachment A). The subcommittee also met with professionals from the U.S. EPA Region 5 to discuss local, regional, and national strategies. In addition, representatives from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) gave a presentation to the subcommittee on its highly regarded *Know It Before You Throw It* statewide campaign.

Based on these events, the Education and Outreach subcommittee offers the following recommendations for inclusion in the Materials Management Advisory Committee final report.

**1. The Illinois General Assembly should appropriate one million dollars annually from the Solid Waste Management Fund to the Illinois EPA to finance education and outreach activities for a statewide waste reduction<sup>1</sup> campaign.** These activities include engaging with a marketing firm, updating and maintaining content on a website, and providing resources and support to local communities. A group of impacted stakeholders, including the Illinois EPA, representatives of local government, the environmental community, and the regulated community, should identify and evaluate additional future funding sources by 2026.

**2. The Illinois EPA should engage with a marketing firm to develop a statewide waste reduction campaign.** A marketing firm should create a slogan, a logo, and an overall design for a website, flyers, and other materials that will deliver a simple and consistent message to all areas and sectors of the state. After rolling out the campaign, the Illinois EPA should utilize the marketing materials to introduce specific waste reduction strategies (i.e. reduce, reuse, repair, compost, recycle) in phases.

To maximize engagement and consistency throughout the phases, the campaign should:

- Emphasize the environmental, health, and economic benefits of reducing waste
- Address waste from residences, businesses, schools, organizations, institutions, and municipalities
- Build on the work of the Illinois Task Force on Reducing Recycling Contamination and Increasing Diversion Rates to increase proper recycling and decrease contaminants in the recycling stream
- Use language that encourages consumers to analyze their discarded items and consider the value of these “resources”
- Provide actions individuals and organizations can take to reduce consumption, engage in green consumerism, reuse, repair, compost, recycle, and locate proper disposal outlets for additional unwanted materials

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<sup>1</sup> Waste reduction refers actions taken before waste is generated to either reduce or completely prevent the generation of waste. It includes the combined efforts of waste prevention, reuse, composting, and recycling practices.

**3. The Illinois EPA should convey updated messaging and resources related to the statewide waste reduction campaign either on its existing website or on a separate, newly created website.** This is a cost-efficient action that will provide a central location for residents, businesses, municipalities, and community organizations to find information easily. Several states have successfully utilized separate websites to increase the accessibility of information and reduce confusion with other state agency objectives (Attachment B).

Incorporating suggestions from the marketing firm, the website should, at a minimum, include:

- The slogan, logo, and overall purpose of the waste reduction campaign
- General information on waste reduction, recycling, and composting, including FAQs
- A list of solid waste coordinators for each county
- Information on how to host one-day waste diversion events (Attachment C)
- Resources for organizations seeking to reduce waste (Attachment D)
- Descriptions of proper waste management practices to discourage illegal dumping, burning of trash, and other environmentally harmful activities
- Map(s) of statewide recyclers/drop-offs so consumers know where they can take electronics, bulbs, scrap metal, etc.

**4. The Illinois EPA should provide graphic design support and toolkits that allow county-level waste coordinators to tailor messages for their communities.** There is variation across the state regarding the proper end of life handling of specific materials. Working with haulers, materials recovery facilities, compost facilities, and county waste coordinators, the Illinois EPA should develop customizable flyers and social media kits branded with the statewide campaign logo. An example of a customizable document is the recycling flyer created by the Illinois Task Force on Reducing Recycling Contamination (Attachment E). It allows governments to specify items acceptable in local recycling programs while retaining the format developed for use across the state.

**5. The Illinois EPA should conduct a yearly survey of materials recovery facilities (MRFs) and compost facilities to obtain updated information about materials accepted in different parts of the state.** The Illinois EPA should provide the information to all county solid waste coordinators and use data collected to update the website, flyers, and toolkits on an annual basis. The survey data from the MRFs and compost sites should be linked to the geographic area that utilizes the MRF and/or compost site.

**6. The Illinois EPA and county solid waste coordinators should communicate regularly about evolving technologies, laws, and waste diversion practices.** The Illinois EPA should maintain a contact list of county solid waste coordinators and send them quarterly electronic newsletters that include information on programmatic updates and other relevant information. In addition to disseminating important information, a newsletter may encourage county coordinators to report back valuable information. This ongoing dialogue will be an important component of creating a uniform waste diversion effort.

**7. The Illinois EPA should employ multiple strategies and forms of communication to convey waste reduction messaging to diverse populations across the state.**

These strategies should include:

- Utilize best management practices related to education and outreach, e.g. mix of printed and online communications tools, clear instructions using visual cues and multiple languages (Attachment F)
- Address needs of variety of audiences, including diverse and underserved populations, and certain commercial and institutional establishments
- Leverage free resources available to recycling coordinators
- Show examples of what other communities and states are doing (Attachment G)

**8. The Illinois EPA should pursue partnerships with organizations that can further the goals of the state's waste reduction campaign.** Partnerships will help sustain the state's waste reduction efforts into the future. For example, in Florida, a coalition of businesses and associations hosts the state's recycling website. To reduce food waste, Florida DEP is evaluating partnerships with nonprofit organizations, which would allow for sharing of educational resources and expanding the reach of the campaign.



## Attachment A

### MMAC Education and Outreach Subcommittee Notes from 11-6-20 video call with Florida DEP

#### Florida DEP staff

- Karen Moore - Waste Reduction for over 20 years, mostly in recycling
- Chris Perry - Education and Outreach, 4 years at FL DEP; previously worked in marketing and communications in the private section
- Suzanne Boroff - Been at FL DEP just under 20 years; recycling activist; manages data for recycling rates; knowledge of recycling markets

#### FL recycling goal

- FL legislature had set a statewide recycling goal of 75% by 2020. FL DEP had to report to the legislature on how the goal was to be reached.
- Counties have reporting requirements on recovered materials (SW, combustion)
- In 2019, the state had a diversion rate of approximately 51% (42% recycling and 9% combustion); 2020 data won't be complete until April 2021, reported in summer 2021
- Contamination of single stream recycling was identified as an impediment
- Waste haulers had reached out to FL DEP
- Formed the Florida Recycling Partnership, a coalition of businesses and associations dedicated to improving Florida's recycling rates
- First phase - Back to basics, focus on core recyclables - Get recycling rate of aluminum cans from 18% to 75%; improve the rates on glass, plastic, paper, and items that have a market

#### Marketing campaign

- Put out RFP to design firms and conducted a review process
- Rewarded marketing contract to a Tallahassee firm
- Created logo that was distinctly identifiable, kept message simple, developed style guide
- Used WordPress; Mailchimp plug-ins
- Allow for customization to address differences across the state (i.e. glass, plastic bags).
- Partnered with MRFs and industry
- Funding (\$50,000-\$60,000) came from MRFs throughout the state (26 of them)

#### Next steps

- Phase 2 - Address core contaminants -- tangles, plastic bags, toys, etc.
- Phase 3 - Focus on preparation of recyclables - empty containers, no grease, etc.
- Phase 4 - Target food waste; partner with NRDC on Save the Food campaign

#### Ongoing education and outreach

- Applying his expertise as a graphic design professional, Chris customizes web banners, posters, information for social media, etc
- Chris provides ready-made materials to support local efforts

- Chris communicates regularly with county recycling coordinators
- Chris spends about 10-15% of his time on routine implementation of waste reduction initiatives, but it can be closer to 50% of his time when there is a new program/phase being developed.
- Conduct workshops, webinars, statewide campaigns (i.e. Food Waste week)
- Florida Recycling Partnership hosts the WordPress website and pays associated fees
- Partnerships are the key to sustaining the programs
- MRF feedback has been anecdotal, positive
- Residential curbside collection was the focus of this initiative
- There was no funding for pilot programs (new phases), so partnerships are important

#### Examples shown by Chris

- Back to Basics – branded poster explaining the statewide campaign (see below)
- Let's Break it Down – branded flyer telling local community that cardboard should be flattened
- Keep them Clean and Dry – branded flyer to address bottles that weren't being emptied
- Don't Try This at Home – branded flyer urging people to keep plastic bags out of recycling bins/carts and to take them to appropriate local retail stores
- Don't Try This at Home – branded flyer reminding people that greasy pizza boxes are not allowed in bins – recycle only the top
- Photos showed bottles and cans without labels to avoid favoring brands
- Participates in Wrap Recycling Action Plan (W.R.A.P.) - [plasticfilmrecycling.org](http://plasticfilmrecycling.org) - American Chemistry Council website for films
- Smaller and mid-sized communities (75,000-200,000 people) might need more assistance than larger communities that already have sophisticated programs

#### Other

- Placing the spreadsheet of county coordinator contacts on the website is very useful
- Having a separate website makes implementation easier: [floridarecycles.org](http://floridarecycles.org)
- With additional funding, can do more advertising -- at the movies, on billboards, etc
- Campaign helped increase recycling, establish infrastructure
- No Precycling messages yet
- Next phase? Recycled content, procurement of sustainable materials/life cycle analysis
- New Florida workgroup started through Florida Recycling Partnership (not a legal mandate)
- Continue with a weight-based goal? There is some dissatisfaction with weight-based goals, so considering options. White paper to be submitted to the DEP.
- FL does not have a lot of curbside compost programs; has not been a lot of interest

Branded poster for statewide use during the first phase of the campaign, which was to focus on core recyclables



# Florida has a curbside recycling problem.

Floridians are contaminating curbside recycling bins with materials that are not meant to be there — mainly plastic bags; tangles, like cords and hoses; and clothing.

Let's **RETHINK** what we recycle and **RESET** our behavior to focus on recycling the basics at curbside.

## Back To The Basics

Focus on recycling these items in your home curbside bin:

- Aluminum & Steel Cans**  

- Plastic Bottles & Jugs**  

- Cardboard & Paper**  


**When in doubt  
— throw it out!**

rethink. reset.   
**recycle.**  
FloridaRecycles.org

Branded flyers created by the Florida DEP staff during later phases of the campaign.

They allow local governments to address issues specific to their communities.



## Attachment B

### Websites for state campaigns

**California** created CalRecycle, a department within the California Environmental Protection Agency that maintains the website [calrecycle.ca.gov](http://calrecycle.ca.gov). It offers a wealth of resources for diverting materials from landfills. U.S. EPA Region 5 professionals suggested using California's toolkits as a model. CalRecycle's stated mission is to "inspire and challenge Californians to achieve the highest waste reduction, recycling and reuse goals in the nation."

**Michigan** created a website called [recyclingraccoons.org](http://recyclingraccoons.org) as part of its *Know It Before You Throw It* campaign, which playfully utilized raccoons as recycling mascots.

**Florida** initiated an educational campaign called *Rethink. Reset. Recycle.* to reduce recycling contamination. It includes a separate website, [floridarecycles.org](http://floridarecycles.org), designed to educate residents about the basics of curbside recycling. The website contains a description of the problem, instructions on proper recycling, a video, and FAQs. It also invites recycling coordinators to sign up for resources, including digital and printable web banners and fact sheets and a social media kit. In addition, the website directs residents to contact their county recycling coordinators and links to a spreadsheet with contacts for each county.

## Attachment C

### Resources for hosting one-day waste diversion events



Toolkit for planning community recycling events



[Guide on how to collect pumpkins for composting](https://scarce.org/downloads/pumpkin-smash-guide/)  
[scarce.org/downloads/pumpkin-smash-guide/](https://scarce.org/downloads/pumpkin-smash-guide/)

## Attachment D

### Waste Reduction Resources for Businesses and Organizations



#### Illinois Sustainable Technology Center [Services \(includes waste audits\)](#)

[istc.illinois.edu/cms/One.aspx?portalId=427487&pageId=487380](http://istc.illinois.edu/cms/One.aspx?portalId=427487&pageId=487380)

#### [Case studies](#)

[istc.illinois.edu/cms/One.aspx?portalId=427487&pageId=429210](http://istc.illinois.edu/cms/One.aspx?portalId=427487&pageId=429210)



#### Healthy Schools Campaign

#### [Toolkit for Reducing Food Waste in Illinois Schools](#)

[healthyschoolscampaign.org/dev/wp-content/uploads/2020/04/Food-Waste-Reduction-Toolkit-4.6.20hires.pdf](http://healthyschoolscampaign.org/dev/wp-content/uploads/2020/04/Food-Waste-Reduction-Toolkit-4.6.20hires.pdf)

#### RECYCLING WORKS: A Toolkit for Reducing Waste in the Workplace



#### [Illinois Toolkit for Reducing Waste in the Workplace](#)

[Willcountygreen.com/assets/1/AssetManager/2010%20Workplace%20Recycling%20Toolkit%20-%20FINAL.pdf](http://Willcountygreen.com/assets/1/AssetManager/2010%20Workplace%20Recycling%20Toolkit%20-%20FINAL.pdf)



#### US EPA

#### [Preventing waste small business guide](#)

[epa.gov/p2/why-should-you-care-about-preventing-waste-small-business-guide](http://epa.gov/p2/why-should-you-care-about-preventing-waste-small-business-guide)

Attachment E

Customizable flyer that was developed by the Illinois Task Force on Reducing Recycling Contamination and Increasing Diversion Rates

Representatives from materials recovery facilities, haulers, waste and recycling associations, and governments across Illinois joined the task force to encourage proper curbside recycling.

Coles County

## RECYCLING GUIDELINES YES!

**METAL**  
Steel & Aluminum Containers and Foil

**GLASS**  
Containers, Bottles & Jars Only  
Discard Lids & Caps

**PAPER**  
Cardboard (Flattened), Office Paper, Newspaper, Magazines, Shredded Paper

**PLASTIC**  
Containers, Bottles, Tubs, Jugs & Jars Only  
Replace Lids & Caps

Put material in bin  
**Loose, Clean & Empty!**

## NO!

**Not in Bags!**

- No Plastic Bags or Plastic Wrap
- No Clothing (Textiles or Shoes - Donate instead)
- No Big Items (Electronics, Wood, Propane Tanks, Scrap Metal, or Styrofoam - contact CCRPADC\* for other options)
- No Tangles (Ropes, Hoses, Wire, Cords, Chains, or Hangers)
- No Shredded Paper (contact CCRPADC\* for other recycling options)
- No Styrofoam (egg cartons, caps, packing peanuts, or take-out containers)
- No Cartons (Juice, Milk, Frozen Food)
- No Food, Liquid, Diapers, Batteries, or Needles
- No Glass (Containers, Bottles, or Jars)

These Guidelines represent the common items accepted in most recycling programs in Illinois. For greater detail on specific items or programmatic variations, reach out to your local authority.  
\*For more detail, including recycling and reuse programs beyond the bin, visit [www.co.coles.il.us/CCRPAD/index.html](http://www.co.coles.il.us/CCRPAD/index.html) or contact CCRPADC at 217-348-0521 or [snmmuel@co.coles.il.us](mailto:snmmuel@co.coles.il.us)

Coles County Regional Planning & Development Commission

## RECYCLING GUIDELINES YES!

for Howard's Disposal

**PAPER**  
Cardboard (Flattened), Office Paper, Newspaper, Magazines, Shredded Paper

**PLASTIC**  
Containers, Bottles, Tubs, Jugs & Jars Only  
Replace Lids & Caps

**METAL**  
Steel & Aluminum Containers and Foil

Put material in bin  
**Loose, Clean & Empty!**

## NO!

**Not in Bags!**

- No Plastic Bags or Plastic Wrap
- No Clothing (Textiles or Shoes - Donate instead)
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Coles County Regional Planning & Development Commission

Lake County

## RECYCLING GUIDELINES YES!

**METAL**  
Steel & aluminum containers and foil

**PAPER**  
Cardboard (Flattened), office paper, newspaper, magazines

**GLASS**  
Bottles & jars only

**PLASTIC**  
Bottles, tubs, & jugs only

**FOOD & BEVERAGE CARTONS**

Clean & Empty  
LEAVE CAPS & LIDS ON

## NO!

**Do Not Bag Recyclables**

- No Plastic Bags or Product Wrap (Return clean to retailer)
- No Tangles (Hangers, hoses, wire, cords, ropes or chains)
- No Food, Liquid, Diapers, Batteries, or Needles
- No Big Items (Electronics, wood, propane tanks, scrap metal or styrofoam - for other options, visit [swalco.org](http://swalco.org) for our online "Where Do I Recycle This?" guide)
- No Clothing, Textiles or Shoes (Visit [swalco.org](http://swalco.org) for a list of Clothing & Textile or Reuse-A-Shoe collection drop-off sites)

To find out more about recycling in Lake County, Illinois, or what you can do with items not accepted in your recycling cart (including other recycling and reuse programs), visit [swalco.org](http://swalco.org) or contact SWALCO at 847-377-4900.  
January 2020

SWALCO

## DIRECTRICES PARA EL RECICLAJE ¡SI!

**METAL**  
Envases de acero/aluminio y papel de aluminio

**PAPER**  
Cartón (aplanado), papel de oficina, periódico, revistas

**VIDRIO**  
Botellas y frascos solamente

**PLÁSTICO**  
Botellas, jarras y recipientes de plástico solamente

**ENVASES DE CARTÓN PARA ALIMENTOS Y BEBIDAS**

Limpio y VACÍOS  
DEJE LAS TAPADERAS PUESTAS

## ¡NO!

- No bolsas ni envolturas de plástico (Limpie y regrese estas al comerciante donde las obtuvo)
- No a los artículos que se enredan (Ganchos, mangueras, alambres, cordones, cuerdas y cadenas)
- No comida, líquidos, pañales, baterías ni agujas/jeringas
- No artículos grandes (Electrónicos, madera, tanques de propano, desecho metálico, o unteal)
- No artículos de ropa, textiles ni zapatos (Visite a [swalco.org](http://swalco.org) para una lista de los sitios de colección de ropa, textiles, o sitios de colección de zapatos para reutilización)

Para conocer más acerca del reciclaje en el Condado de Lake, Illinois, o informarse sobre qué hacer con los artículos que no pueden ser depositados en su contenedor de reciclaje (incluyendo otros programas de reciclaje y de reutilización), visite a [swalco.org](http://swalco.org) o póngase en contacto con SWALCO al número 847-377-4900.  
January 2020

SWALCO



## Attachment F

### Suggested strategies to convey waste reduction messaging

- Target people of different ages, including school-aged children, adults, seniors
- Deliver messages using visual cues, such as clip art, to reach people who speak different languages or people who tend not to spend time reading text
- Provide text-based messages in different languages, where needed. State government can provide translation services.
- Offer toolkits for counties, cities, schools, businesses, and nonprofit organizations. All materials should promote a universal message but be customizable.
- Remind organizations that printed materials are more effective for some populations, such as rural communities or senior citizens
- Keep messages clear and engaging. For example, Kane County has illustrated the volume of recyclables collected at a community event by showing the number of train cars the waste would have filled.
- Exercise caution when setting diversion goals, which can lead to “wishcycling” and increased volume of single-use “recyclable” items being purchased
- Create training materials for custodial professionals
- Encourage local governments/haulers to provide stickers for lids of recycling receptacles
- Ask the producers of Kraft bags to print composting instructions on yard waste bags

## Attachment G

### Examples of educational efforts



#### [Waste Management Virtual MRF tour](#)

[youtube.com/watch?app=desktop&v=YOQD6jKAXaQ&feature=youtu.be](https://www.youtube.com/watch?v=YOQD6jKAXaQ&feature=youtu.be)



#### [Waste Management Recycling Information](#)

<https://www.wm.com/us/en/recycle-right>



#### [Cambridge, MA recycling contamination video](#)

[youtube.com/watch?v=tabMxnrPSNE&feature=emb\\_logo](https://www.youtube.com/watch?v=tabMxnrPSNE&feature=emb_logo)



#### [Will County, IL educational games](#)

[willcountygreen.com/education/games.aspx](http://willcountygreen.com/education/games.aspx)

## **Motion to Adopt Recommendations to the General Assembly**

**Proposed Motion Language:** The Committee include in its report to the General Assembly that findings and recommendations adopted by the Market Development Subcommittee.

**Summary of the Issue:** A coordinated statewide effort to support the markets for materials diverted from landfills is critical to maximizing the impact of the state's materials management efforts. To that end, the Market Development Subcommittee recommends the General Assembly support a new grant program for entities developing new or enhance opportunities to recover materials that may become waste and return those materials to the economic mainstream by establishing a Market Development Advisory Board providing recommendations on projects to the University of Illinois, appropriating sufficient funds to support the Market Development Advisory Board and enable the Illinois EPA to develop and maintain an asset map reflecting the known entities that reuse, repurpose, or recover materials that could otherwise be sent to landfills. The Market Development Subcommittee also recommends that the General Assembly amend the Illinois Procurement Code to ensure purchases of materials containing recycled content and use of compost in procured projects are each tracked. Additional details on the Market Development Subcommittee's findings and recommendations are attached.

**General Assembly Plan Element(s) Addressed:** 415 ILCS 15/4.5(j)(6); 415 ILCS 15/4.5(j)(9).

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### **Recordkeeping**

**Date of Consideration:** March 23, 2021

**Summary of Discussion:**

**Resolution:**

**Votes in Favor:**

**Votes in Dissent:**

**Abstentions:**

# Market Development Subcommittee Findings and Recommendations

## Market Development Subcommittee Findings

- 1. A coordinated statewide market development grant program is a critical component of a successful long-term materials management strategy.** The markets for recycled feedstock and compostable materials are one of the primary drivers of landfill diversion in Illinois and nationally. Recyclables are commodities. Recognizing that, it is important to have measures in place which will create a valuable feedstock to manufacture new products and goods with a reduced environmental impact. Likewise, organics are commodities that have significant landfill diversion potential, provided a strong market for compost exists. Low prices of virgin materials have the potential to impair efforts to expand landfill diversion of recyclables without offering similar environmental benefits to successful materials management strategies. Similarly, organics are also dependent on end markets, compete against other products, and present other transportation challenges to virgin materials with similar uses. To counter this reality, most states have financed market development opportunities within their jurisdictions. These programs are designed to support innovative endeavors that exhibit the potential to stabilize and grow the markets for recycled materials and compost. Since 2013, Illinois has not been among that population of states.
- 2. In recent years, state landfill tipping fee revenues have been sufficient to support a state-administered market development grant program, but future revenues are uncertain.** Historically, the Solid Waste Management Fund has been the primary mechanism used to support the State of Illinois's recycling and composting grant programs. Between State Fiscal Years 2016 and 2020, the Solid Waste Management generated approximately \$20 million annually in revenue. Appropriations from the Solid Waste Management Fund exceeded \$15 million only once during that time. The Solid Waste Management Fund is projected to have a surplus of approximately \$7 million at the end of State Fiscal Year 2021. Accordingly, funds appear to be available to annually support a market development grant program without impairing existing State operations supported by the Solid Waste Management Fund or increasing tipping fees. However, it is not clear whether those revenues are sustainable long term. The success of recycling and composting market development initiatives may decrease the volume of landfilled materials, which would result in lower state tipping fee revenues. In addition, the COVID-19 pandemic has resulted in budget shortfalls, which may result in some or all of the excess balance in the Solid Waste Management Fund to be swept to partially offset deficits in the General Revenue Fund.
- 3. Minimum recycled content policies are an important element of market development and ultimate landfill diversion.** Numerous public and private entities are making efforts to enhance the use of minimum recycled content in adopting policies and procurement practices. These efforts include targets for minimum recycled content levels for a variety of products. If successful, these initiatives could markedly increase the demand for recycled materials and start to shift the economic calculus of materials management. To date, many of these initiatives have been implemented. However, based on publicly available data, it appears additional work may be necessary for some of these initiatives to achieve their goals.<sup>1</sup> Numerous organizations track the performance of these initiatives, including some public entities. To that end, there is value in the State of Illinois monitoring the status of these programs and engaging stakeholders within the state that have such initiatives when rendering policy decisions regarding minimum recycled content.

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<sup>1</sup> <https://resource-recycling.com/recycling/2020/11/10/major-packaging-users-hit-6-2-average-recycled-content/>

## Market Development Subcommittee Recommendations

### **1. Establishment of materials management market development advisory board**

The General Assembly should establish by law a materials management market development advisory board (advisory board) at the University of Illinois. The advisory board should be tasked with reviewing applications for financial support from entities that are developing new, or enhancing existing, opportunities to recover material that would otherwise become waste and return those materials to the economic mainstream. The advisory board should be comprised of two members of the Illinois General Assembly, of different parties, and the following individuals appointed by the Governor or his or her designee:

- one representative of the University;
- one representative of the Illinois Environmental Protection Agency;
- one representative of the waste industry,
- one representative of the recycling industry;
- one representative of residential recycling programs in Illinois;
- one representative of the composting industry;
- one representative of the construction and demolition debris recycling industry;
- one representative of the environmental community;
- one representative of local government;
- one representative of manufacturers located in Illinois;
- one representative of retailers located in Illinois;
- one representative of manufacturers that use recycled materials in their production process; and
- any additional experts necessary to adequately evaluate submitted applications.

The advisory board should seek input from other relevant experts, as needed, to evaluate the potential for individual applications to result in the expansion of markets to divert materials from Illinois landfills. Based on its review of submitted applications, the advisory board should recommend one or more projects to the University and Illinois EPA for funding based on the individual project's likelihood of enhancing the market in Illinois for one or more materials that would otherwise be landfilled. Projects the advisory board recommends to the University and Illinois EPA should be subject to an applicant financial match of at least fifty percent of the project's total cost. The advisory board should identify and endeavor to secure grant funding for awards issued from private sources or partnerships to the greatest extent possible. To the extent private funding is not available, the grants approved by the University and Illinois EPA should be supported by an appropriation of at least \$1 million annually from the Solid Waste Management Fund. This appropriation should be in addition to all other appropriations from the Solid Waste Management Fund that support other state programs. In 2026, or five years after the implementation of the award program, whichever is later, the University and the Illinois EPA should evaluate whether another funding source is necessary to sustain the award program.

### **2. Identify and Support Entities that Encourage Material Reuse Industrial Materials Exchanges**

#### **a) Reuse Asset Map**

The General Assembly should appropriate sufficient funding to allow the Illinois EPA to develop and support a website and map that identifies entities within Illinois that accept and reuse or repurpose difficult to divert materials. The map should include the identified entities' contact information and a disclaimer that individuals and businesses should contact the mapped entity before bringing any materials to the site. The mapped entities should include, but not be limited to, food pantries, manufacturers that utilize

recyclable products in their production, and reuse stores. The website should include an option that allows public or private organizations to request placement on the roster of sites, subject to the Illinois EPA's discretion. The website should be updated, at least annually, using readily available public information and direct outreach to entities identified on the website at the time of the update.

b) Exploring Public-Private Partnerships

The State of Illinois should promote existing industrial materials exchange services that connect entities within Illinois that generate usable materials to other entities that use those materials to mitigate landfilling of salvageable items. These promoted services may include privately and publicly funded platforms that enable materials generators to list the type, volume, quality, and location of available items and communicate directly with individuals and organizations that seek those items. The State of Illinois should evaluate the effectiveness of the promoted industrial materials exchange services to determine if establishing an independent service would be beneficial. If the State of Illinois determines it is necessary to develop an independent service, the State of Illinois should consider examining partnerships with private entities to establish a materials exchange service that addresses any voids in the existing state network. To the greatest extent possible, this service should be hosted and maintained by non-governmental entities.

**3. Government procurement tracking enhancements**

The General Assembly should amend the Illinois Procurement Code to require state agencies to track: purchases of materials that are subject to minimum recycled content requirements, use of compost on state construction projects, and exceptions made from those purchasing requirements. Central Management Services (CMS) should promote to the executive agencies the policies set forth in Section 45-20 of the Illinois Procurement Code to ensure the state maximizes its procurement of materials that meet minimum recycled content thresholds. In addition, CMS should annually compile and publish the volume and type of products subject to minimum recycled content requirements purchased, the total expenditures for these purchases, and an itemized list of exceptions to the purchasing requirements on the Procurement Policy Board website. On January 1, 2026, or four years after amendments to the Procurement Code take effect, whichever is earlier, Central Management Services and the Illinois EPA should convene a committee of representatives of state agencies subject to the amended tracking provisions to evaluate recycled content product purchasing habits and make recommendations to the General Assembly of any needed improvements to maximize the ratio of state government purchases of products made from recycled items.