

## Oregon E-Cycles program sees higher-than-expected collection totals in 2009

The Oregon E-Cycles Program collected 18.9 million pounds of materials in its first full year – far exceeding initial expectations and amounting to more than five pounds of electronic waste per Oregonian.

“We suspected there was a lot of pent-up demand for these kinds of services,” said Kathy Kiwala, Oregon Department of Environmental Quality (DEQ) project lead for Oregon E-Cycles. “Given that e-waste is the fastest-growing waste stream in America, coupled with the rate at which people purchase new electronics, it’s not surprising there’s a glut of e-waste just waiting to be recycled.”

Kiwala said that when DEQ and electronics’ manufacturer representatives were setting up the free recycling program two years ago, they estimated first-year collection amounts at 12.2 million pounds, or 3.3 pounds per person. Given Oregon’s already strong dedication to recycling, program planners thought that many Oregonians would already have taken advantage of existing opportunities to recycle out-of-date electronics. But apparently residents still had plenty of electronics

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Sustainable Oregon 2010 CONFERENCE



presented by

Association of Oregon Recyclers

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to recycle. The June 12, 2009 switch to digital-only broadcasting also may have spurred people to get rid of older televisions.

### **2010 law: No e-waste in the garbage**

For 2010, DEQ anticipates collecting more than 21 million pounds of electronics. The estimate is based in part on the impact of a new law that went into effect Jan. 1, 2010, making it illegal to dispose of computers, monitors and televisions in the garbage or at landfills.

Under the law that created Oregon E-Cycles, anyone may recycle up to seven computers, monitors and televisions at a time – free of charge – through Oregon E-Cycles collectors. The program does not cover computer peripherals such as keyboards, mice, speakers, printers, scanners or other types of electronics or appliances. All brands of computers, monitors and TVs, regardless of working condition, are accepted for free recycling through Oregon E-Cycles. The manufacturers pay for the services.

### **The impact of e-waste recycling**

Oregon DEQ statistics demonstrate the benefit of e-waste recycling. The nearly 19 million pounds of e-waste collected statewide in 2009 means that nearly 1.2 million pounds of lead were kept out of landfills and incinerators, and greenhouse gases equivalent to the annual emissions of more than 34,000 cars were prevented.

### **Tools and more information**

Information about outreach and information tools available to solid waste collectors and government

agencies was published in the Oct. '09 AOR newsletter. Check the Dec. '09 newsletter for information about enforcement. (All newsletters are posted on the AOR website, [www.aorr.org](http://www.aorr.org), under the "AOR" heading.) Complete information is on DEQ's website, [www.deq.state.or.us/lq/ecycle/index.htm](http://www.deq.state.or.us/lq/ecycle/index.htm).

ECONOMIC GAIN THROUGH ENVIRONMENTAL INNOVATION

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## Getting to know the 2009 Recycler of the Year awardees

*The eight individuals and businesses recognized with 2009 Recycler of the Year awards exemplify innovation, creativity, passion and dedication.*

### **RECYCLER OF THE YEAR EDUCATION / PROMOTION Waste Reduction Educators Action**



**“Saving Little Pieces of Our Earth” educational video by WREAC**

**H**ow many times has a friend, neighbor, work colleague or member of your own family asked you how stuff gets recycled? Wouldn't it be great to just show them a video that tells the story of how materials collected from our homes and businesses get processed and manufactured into new products?

Such a video exists, thanks to the hard work of a group of committed educators. In creating the “Saving Little Pieces of Our Earth” DVD, the Waste Reduction Educators Action Committee – or WREAC – put a great teaching tool in the hands of other educators, governments, and anyone who wants to teach or learn about how recycling works.

#### **Sharing ideas, working together**

For over 15 years, WREAC members have gathered monthly to share ideas, collaborate on projects and

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**Award** *continued from previous page*

address common recycling and solid waste issues. Many times the group's "Don't reinvent the wheel" philosophy means that programs and strategies already developed by one jurisdiction can be retooled and reused in another part of the state. This saves staff time, resources and money.

Sometimes, however, a great new idea comes along needing all hands on deck to bring it to fruition. Creating "Saving Little Pieces of Our Earth" was just such a project. The 13 ½-minute DVD uses video, graphics and narration to describe how common curbside recyclables travel through a MRF and eventually become new products. The video also highlights the practices of reduce, reuse and buy recycled. Long-time AOR member Charlotte Becker provided narration.

Six WREAC members volunteered to do the heavy lifting to create the program: Amy Wilson (formerly of Metro), Bailey Payne (Marion County), Martha Keane (formerly of Newberg Garbage), Eileen Stapp (Clackamas County Recycling Partnership), Sue Shade (Beaverton School District) and Jan Rankin (City of Gresham). These WREAC members are or were regional Oregon Green School coordinators for their jurisdictions.

It took two years of effort and the financial support of Marion County, Metro and Oregon DEQ to bring this excellent educational tool to our members, neighborhood groups and schools.

**DVD proves effective with the public and kids**

Eileen Stapp notes that even though the DVD was originally developed for use in schools, it has become an integral part of waste reduction education throughout Oregon and is used in multi-family, commercial and residential programs for adults. It has also been posted on a multitude of

websites and even Facebook sites, including garbage and recycling collection companies' websites. Eileen says that colleagues in Washington are modifying the program for use in their state.

Government staff and educators who work with adults and children have remarked on the effectiveness of the program.

"If a picture is worth a thousand words, I would say this video is worth tens of thousands of words and does a fantastic job of telling our story," wrote Karen Guillén-Chapman in her letter supporting nomination of WREAC for the Recycler of the Year honor.

Karen says the images, illustrations and script describe the recycling process in an interesting and compelling way. "I've enjoyed having conversations about recycling with Gresham residents after showing the video," she writes. "I can see it in their faces; it's like a light bulb turns on in their heads. They get it, and they can see how their recycling habits make a difference!"

Laurie Aguirre, a second grade teacher and Environmental Coordinator at Forest Ridge/OLE Charter School, says the DVD has been helpful in teaching students. "As a leader of a Premier Oregon Green School, part of our responsibility is to educate our community about conservation in multiple areas. 'Saving Little Pieces of Our Earth' is a strong visual representation of the part of the waste stream we recover. This helps my students to understand the importance of considering the use of our natural resources, and provides a jump-off point for the discussion of responsible consumerism."

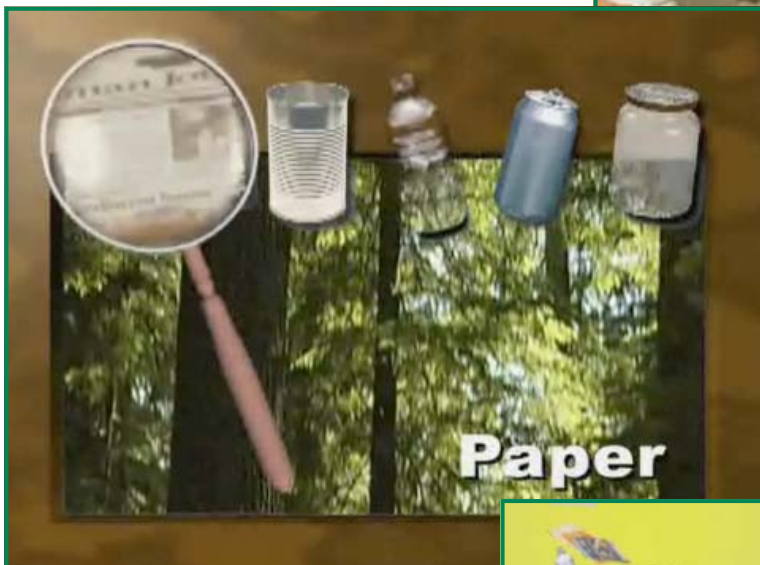
When it comes down to it, how the kids respond is

# Recycler of the Year Awardees

## Award *continued from previous page*

most telling: "I want to go to a MRF!" "The slurry looks like a smoothie made of paper." "I always wondered about my Dr. Pepper cans!" "Adults will learn not to just throw away plastic in the trash." "This will help grown-ups understand how important it is to recycle and not use up all our natural resources."

You can view the program on the [Marion County](#) or [Metro](#) website, or order copies from DEQ by calling 503-229-6724.



Scenes from WREAC DVD "Saving Little Pieces of Our Earth"

## Sustainable Oregon 2010 Conference

*June 17 – 19, 2010*

Salem Conference Center  
Salem, Oregon



Lodging is at The Grand Hotel in Salem. You may call to make a reservation toll free at 877-540-7800. Remember to say you are with AOR to get the discounted rates. Check the AOR website frequently for more details in the months ahead.

## **P**lastics Recycling 2010 Conference – Austin, TX March 2-3

Resource Recycling, Inc., publisher of [Plastics Recycling Update](#) and [Resource Recycling](#), invites you to attend the premier plastics recycling conference of North America. More info at [www.plasticsrecycling.com](http://www.plasticsrecycling.com).

## **R**esidential Recycling Conference – Chicago, IL March 23-24

Discover who's speaking, who's exhibiting and more at the Residential Recycling Conference. A full agenda is also available at [www.residentialrecyclingconference.com](http://www.residentialrecyclingconference.com). The Residential Recycling Conference is brought to you by Waste & Recycling News and Republic Services Inc.

## **G**reen Drinks – Various locations in Oregon

Every month people who work in the environmental field meet up at informal sessions known as Green Drinks. In Oregon, Green Drinks get-togethers are held in the following cities: Ashland, Bend, Eugene, Hood River, Lincoln City, Medford, Newport, Portland, The Dalles. Find the links for dates and locations in your city at [www.greendrinks.org/index.php?country=USA&state=OR](http://www.greendrinks.org/index.php?country=USA&state=OR).

# The Recycling Bin

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## News and events from around the state and country



### Senator Hass seeks solution to plastic bag plague

Oregon State Senator Mark Hass announced in early February that he was dropping his bid to ban plastic bags at checkout counters throughout the state (SB 1009), but said the proposal initiated “a much-needed discussion.” San Francisco and 11 other U.S. cities have banned plastic bags, and Washington, D.C. debuted a nickel fee on single-use bags Jan. 1. The issue is likely to come up in next year’s full legislative session, said Senator Jackie Dingfelder, D-Portland, the committee’s chairwoman. Thanks to all the members who provided testimony and subject-matter expertise to support the Senator’s efforts.



### University of Portland halts bottled water sales

If you’re thirsty at the University of Portland, find a drinking fountain. Or bring your own water. The campus no longer sells it in plastic bottles. It’s the first campus on the West Coast – at least publicly – to ban the sale of single-use plastic water bottles, according to the non-profit consumer group, Food & Water Watch. Read Carrie Sturrock’s article

(The Oregonian/PDX Green, February 12, 2010) here. (Note: David Allaway, DEQ solid waste senior policy analyst, led extensive research that compares a wide range of environmental impacts associated with bottled and tap water. You can read more in the Dec. ’09 AOR newsletter and on DEQ’s website, <http://www.deq.state.or.us/lq/sw/wasteprevention/drinkingwater.htm>.)



### City of Portland to pilot curbside food scraps collection

Portland is ramping up to collect all food scraps (including meat, dairy and bakery items) in residential curbside yard debris carts for recycling into compost. Details of the pilot program are still being ironed out, but the pilot will likely include about 2,000 homes served by several haulers. Depending on results, the program would then expand to Portland’s 145,000 single-family and duplex homes. The City currently collects yard debris every other week. In this phase of exploration the City will continue collecting curbside recyclables weekly and switch the collection of yard debris/food to weekly. Garbage will be collected every other week.

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**Recycling Bin** *continued from previous page***“Green Police” ads**

An automobile manufacturer riffs on green behaviors in two “Green Police” ads that aired during the Super Bowl. Do the ads work to sell cars? Do they help or hurt waste-conservation efforts and messages? Check them out at: <http://www.youtube.com/watch?v=Ml54UuAoLS0> and <http://www.youtube.com/watch?v=sXO85LeOPKo>. Then, check out the Plastics blog on the AOR website to see what Patty Moore and others have to say about the ads.

**Watchdog website ranks best/worst airlines for recycling**

U.S. airlines generate over 880 million tons of waste, 75 percent of which could be recycled, but only 20 percent is. According to a new report, “What Goes Up Must Go Down: The Sorry State of Recycling in the Airline Industry,” Delta, Virgin America, Virgin Atlantic and Southwest are doing the best job of recycling, and US Airways is doing the worst job. The report urges consumers to make their travel purchase decisions with airlines’ recycling records in mind. Read more at [ResponsibleShopper.org](http://ResponsibleShopper.org). There was also an article in the February 23, 2010 New York Times called “Leaving the Trash Behind,” that quotes Stan Jones (Port of Portland Aviation Environmental Compliance Officer) and refers to successful recycling efforts at Portland International Airport (see Sept. ’09 AOR newsletter).

**Battery recycling up 7 percent**

According to a story in E-Scrap News, Call2Recycle recently announced its 2009 collection totals of 6.1 million pounds of rechargeable batteries, a 6.9 percent increase in overall collections, which it attributes to “increased efforts by major retailers, including Home Depot, Apple Computer, RadioShack, Lowe’s,” and groups such as the Interstate All Battery Center and RONA (RONA, Inc. is Canada’s largest retailer of hardware, gardening, and home renovation products). The aforementioned organizations collected 20 percent more batteries in 2009 than in the previous year.

**Survey shows holiday shoppers supported local businesses**

According to the Institute for Local Self-Reliance, a national survey indicates more holiday shoppers deliberately sought out locally owned businesses last November and December. The survey of 1,800 independent businesses found holiday sales for independent retailers were up an average of 2.2%. That contrasts with the Commerce Department figures showing that overall retail sales were down 0.3% in December and up 1.8% in November. The survey also found independent retailers in cities with active “Buy Local” or “Think Local First” campaigns reported stronger holiday sales than those in cities without such campaigns. These campaigns have been launched by local business alliances in more than 100 cities and towns. Read more on the institute’s website.

## Board briefs

**W**ith the close of the special session, we're turning our attention to the regular session in 2011. This will be the next opportunity to update the bottle bill to reflect the recommendations made by the 2008 bottle bill task force. If you would like to be involved in this effort, please contact me at [jesse@aorr.org](mailto:jesse@aorr.org).



**C**all for Recycler of the Year nominations: Do you know of an individual or organization that did something innovative, showed leadership in waste prevention and recycling, who deserves to be recognized? In March, I will solicit nominations for the 2010 Recycler of the Year Awards, which will be awarded at our Sustainable Oregon conference. Consider now who deserves recognition. Nomination documents will soon be posted on our website.

**A**OR has sponsored a table and is selling seats at the upcoming Oregon League of Conservation Voters Dinner for the Environment. This is the 13th annual event, and is a great opportunity to celebrate pro-environment candidates and initiatives. This year's event is scheduled for Friday, April 23, at the Oregon Convention Center in Portland. If you would like to buy a seat at our table, please contact Betty Patton at the AOR office. Consider sponsoring one or more seats as a professional or personal gift.

**W**e have closed our books for 2009. We did remarkably well at spending and earning as anticipated. The board has approved the 2010 budget, and we're starting the year with healthy reserves. We had a great forum this year, and will look to the summer conference to maintain the general strength of the organization.

**J**erry Powell updated the board on developments with three national organizations. Keep America Beautiful (KAB) has launched a number of new programs, including an initiative in which the organization ties up with selected state recycling organizations in undertaking projects aimed at boosting recycling collections. The National Recycling Coalition (NRC) is struggling to repay \$500,000 in debt, and will sponsor a fundraising gala in the summer. Recycling Organizations of North America (RONA) has launched a membership solicitation campaign among recycling businesses and organizations, such as AOR. (Jerry serves on the RONA board.) All three organizations are taking part in preliminary plans for a national recycling conference in 2011, following the conference set for late October 2010 in San Antonio that Jerry's firm is sponsoring.

## Upcoming Board Meetings

*Open to all members*

### March

**Date:** Monday, March 22

**Time:** 3:00 p.m.

**Place:** Metro, 600 NE Grand Avenue, Portland

**Agenda:** Conference preparations, new website and blogs, national affiliation, etc.

**RSVP:** Please RSVP at [mail@aORr.org](mailto:mail@aORr.org)



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