



# A Non-Profit's Role in Realizing the Value of Recycling



# KAB in a Nutshell

- Formed in 1953 as public messaging organization
- Became affiliate-based in early 1980s
- Today: 600 affiliates, 22 statewide affiliates
- 60% connected to state or municipal government
- Mission: Engaging individuals to take greater responsibility for improving their community environments
- Areas of focus: Litter prevention, community greening, waste reduction/recycling



# Why Communities Affiliate

- **Programs, tools and resources**
- **Credibility of national organization**
- **Networking**
- **Training & education**
- **Grant opportunities**

**Affiliates are autonomous, independent, and self-directing**



# We've been here for a while

**Waste reduction and recycling have been part of our mission for over 25 years**

- Focused on public education
- 1980s research on “Recycling to the Year 2000”
- “Waste in Place” primary curriculum heavy on recycling/composting
- Programs and cause marketing partnerships

**One in three affiliates are Recycling Coordinators**



# What are today's driving factors?

- **Access**
- **Participation**
- **Global Markets**



# Access

## According to Municipal Waste Management Association

- 74% of Americans have access to curbside recycling
- 59% of these curbside programs are “single stream”
- 92% of the population has access to “some sort of recycling.”

## That’s at home... what about “on the go?”

- Only 12% of public spaces have recycling receptacles



# Participation

**National DIVERSION rate is 34% (23% materials, 11% compost) of MSW - obviously, lots of material is “slipping through the cracks.”**

**National participation rates in recycling programs average 50% (with great variability)**



# Access & Participation

## Growth Areas

Office Buildings

Retail Establishments

*On-the-Go*

New Materials

Incentives (PAYT,

RecycleBank)

## Barriers

Gov't Budget Crisis

Infrastructure Cost

Convenience

Technology

Education

Generational and  
cultural messaging



# Global Markets

- **Globalization has changed the recycled commodity market.**
- **The global consumer is increasingly aware of environmental impact of products.**
- **Carbon pricing changes the economics of raw vs recycled commodities.**



# Addressing the Challenges: Existing KAB Efforts

- **Curbside Value Partnership**
- **America Recycles Day**
- **Bin Grant Programs**
- **RecycleMania**



# Curbside Value Partnership

Became a KAB program in January '09

## Goals

- Bring more diverse and sustainable funding
- Help communities grow participation in their recycling programs
- Help communities measure this growth to make better decisions



# Curbside Value Partnership

## Results

- Have partnered with over 40 communities
- Average results (as of 2009):
  - 23% increase in recycling volume
  - 18% increase in participation
- Increasing store of data on successful implementations
- Very successful media results and campaigns



# America Recycles Day

## Newly acquired by KAB.

- Event templates
- Grants for coordinators
- Collaterals (Pencils, banners, ad materials, etc.)
- Great results in 2009! Based on 22% responding:
  - 2,372 Events
  - 6,800 Organizations involved
  - Over 7,700 media placements / mentions
- Bigger and better in 2010!



# Bin Grant Programs

- **Provide bins and consultation directly to communities that request them.**
- **KAB administered Nestle Waters program in 2009.**
- **Currently administering Coca-Cola program in 2010**



# RecycleMania

- KAB is leading sponsor for 2010
- Serving as “administrative home” for program management
- Continuing partnership with EPA/Waste Wise
- Over 600 schools competing NOW through March (20% increase over 2009)



# Looking Forward

- **Build and strengthen existing programs**
  - Diversify and increase funding
  - Expand access/adoption to more of the recycling community
- **Expand Partnerships to include State/Regional Recycling Organizations**
- **Seek new opportunities for growth and presence**
  - Public Space Recycling
  - Reaching a younger, more diversified audience

