



BREAKOUT DISCUSSION

New Mexico, June 11, 2019

Facilitated by Kelly Domino, and Sarah Pierpont



TIMELINE

- 1:30 – Exercise Description and Overview
- 1:45 - Discussion Round 1 (select your solution)
- 2:10 – Discussion Round 2 (define broad action)
- 2:30 – Discussion Round 3 (define specific action steps)
- 2:50 – Discussion Harvest & Next Steps
- 4:00 – Finish / Networking

How We Got Here

- 2018 Regional Workshops
 - Portland, OR
 - Atlanta, GA
 - St. Louis, MO
 - Chicago, IL



DISCUSSION GUIDELINES

- Cross Pollinate! - Sit at a table with people that you don't know
- Participate in three rounds of conversation in groups of 8-10 around questions that matter
- Stay at the same table for each round
- Record ideas that emerge during each round - use worksheet to summarize
- Use materials to inspire and depict thoughts - doodle, write, sketch
- Ensure everyone has an opportunity to share
- Introduce yourself

GRAB YOUR PHONE IT'S TIME FOR A POLL!

How to join

Web



- 1 Go to **PollEv.com**
- 2 Enter **RECYCLE123**
- 3 Respond to activity

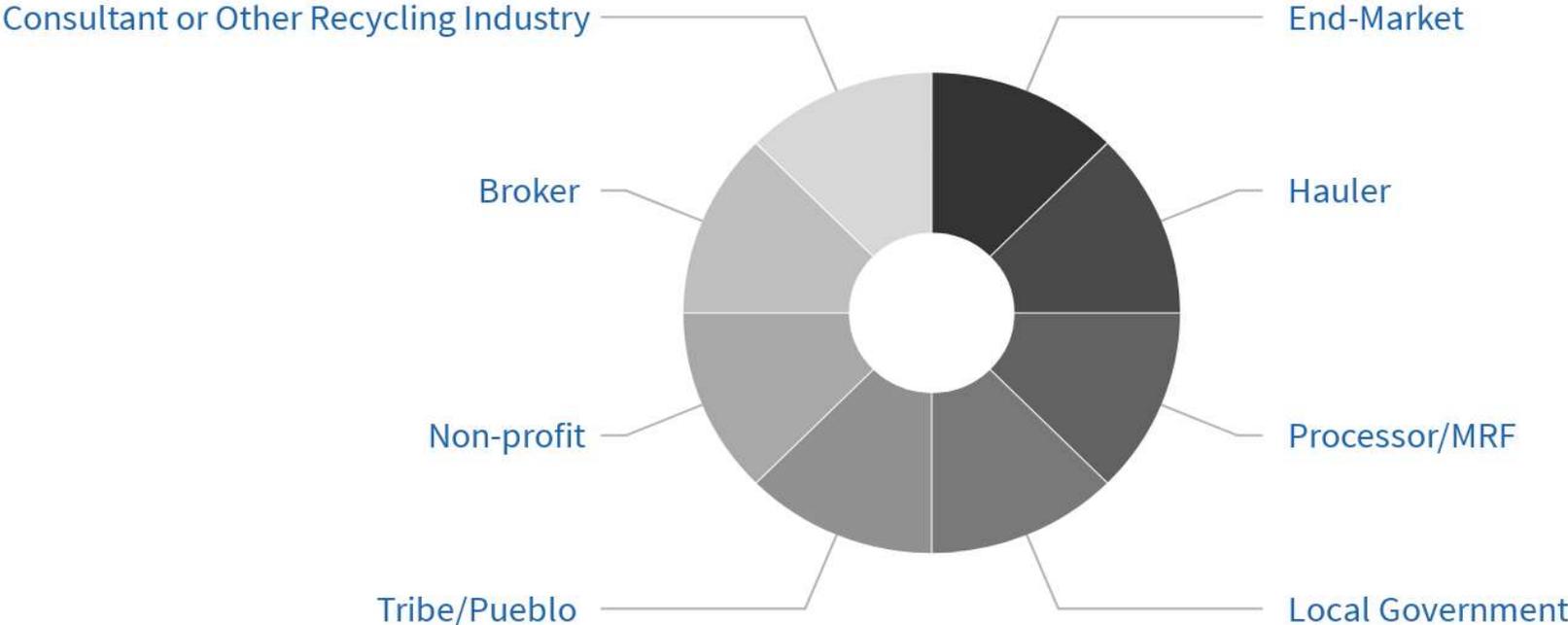
Text



- 1 Text **RECYCLE123** to **37607**
- 2 Text in your message

Which best describes you/your industry?

- End-Market **A**
- Hauler **B**
- Processor/MRF **C**
- Local Government **D**
- Tribe/Pueblo **E**
- Non-profit **F**
- Broker **G**
- Consultant or Other Recycling ... **H**



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Use one word to describe the most important focus area to improve recycling markets

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What is your top recycling concern?

Quality of Recyclable Material
(Contamination)

Stagnant Recycling Rate (Supply
of Recyclable Material)

Limited Recycling Processing
Infrastructure (MRFs)

Lack of Recycling End Markets

Lack of Regional Cooperation

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ROUND 1



What recycling solution would be your top priority?

For example:

- Sustain existing programs
- Divert organics
- Develop local niche recycling markets
- Funding mechanism & rate structuring



ROUND 1



1-2-4-ALL

1. Refer to the list of solutions generated through previous workshops
2. Review the list on your own.
3. Share your priority with the person next to you. Arrive at a consensus.
4. Have your group of two join with another group of two. What is similar or different in your choices? Arrive at a consensus solution.
5. Select someone from your group of 4 to share with the large group. Arrive at a consensus.
6. Table facilitator share top priority for the table.

Which of these focus areas will have the greatest impact for recycling ?

Increase Funding
for Recycling

Local and State
Recycling Policy

Improving Quality

Increasing
Infrastructure

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ROUND 2



What broad action is necessary to bring about this solution?

For example: Solution is increase supply of marketable materials

Broad Action: Increase recycle rate, address contamination, target specific materials



ROUND 3



What specific action step can be taken to advance this broad action?

For example, if Broad Action is: Increase recycle rate, address contamination, target specific materials

Specific Action step: i.e. recycling coordinator – tailor communication campaign to key materials; reach out to counterparts in other cities to learn best practices

**Choose an Accountability Partner

DISCUSSION HARVEST

Share insights from your solutions groups: some of the key action steps discussed and who else would need to be involved?

First let's hear from the room.....



What would be your recommendations for the most important next step?

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DISCUSSION NOTES

Dana's Group – education, end markets, online depository for asset inventory – what is out there, for example – Earth911 or partnerships and networks across the US, changing word from “waste” to “assets”, material exchange, incentives sort of like Wikipedia, RFP concept for innovation – project or asset that not sure what to do with to find a home for it.

Joan's Group – Independent thinker group, settled on one solution as engaging manufacturing corporations to better understand each other, having a petition so consumers/residents can communicate with manufacturing companies, toolkits and videos from manufacturers to understand where materials go, why it's sorted, etc, helping manufacturers understand they can improve kinds of material used in their packaging to help manage a product at the end of its life, procurement departments developing criteria in RFQs to give preference to suppliers with environmentally friendly policies, mandates for everyone else, voting with your wallet, reducing single use plastic consumption, struggled with idea of EPR everyone liked it a lot, but how does that fit in

Juliana's Group – Focusing in on quality as top issue, two approaches 1) education and outreach – inspired by bottle means jobs campaign from SC, contamination hasn't seen a change recently – how do we change that, hit them in the pocket book mentality, eg. PAYT specifics on how to do that was discussed but no solution yet, working towards steps to move towards that solution – eg fees and fines – how do we implement that. San Antonio has a \$25 fee if blue bin is contaminated and \$50 if there's a diaper

Chantal's Group – education, public awareness required, discussion of need to hold producers responsible, but also noted that EPR was difficult to pass at state level – what sort of EPR could be done with out state legislation? Possibly a “shame campaign” that notes the brands that make up litter or waste in a waste audit or litter abatement, requested behavior/actions need to be attainable at individual level, group liked the “two more bottle” campaign from SC – something similar, discussion of zero waste and need to remember “reduce and reuse”

Dave's Group – Transportation distances and rural nature of areas – utilize I25 education campaign grant to be catalyst for Rio Grande Recycling corridor, get municipalities to specialize in one material that they can develop a value added process, utilize grant to formalize whole statewide efforts

Genevieve's Group – Rural members in group, best thing to do would be to return to the basics in terms of education of communities, acknowledged different goals for urban vs rural communities, not all messaging needs to be the same, developing appropriate messaging based on rural verses urban, commonalities include why do we recycle – to create jobs to keep environment clean, etc., have messaging be repetitive, every six months or quarterly to drive it home, hear same simple message over and over – radio, social media, newspaper ads, presentations in the schools

Susan 's Group – Facilitating a materials marketplace, identify problematic materials that need markets, start with the MRF – what do they need help marketing, what are their barriers, potential barriers to processors and end users, specific steps – talking to the state to get their data, business lists from local government, develop surveys to identify material flow, general stake holder public at large feedback, Issue RFI to find innovative solutions

Melissa's Group – Tucson, Abq, El Paso, in group, common theme – need for regional collaboration, define what a region is – a MRF shed? How can we collaborate within our region at different levels – regional recycling council, statewide level and also intrastate (SW region), regular meetings, all key players present, regular progress, nothing happens in a vacuum, not everyone wants to take responsibility but all need to be a part of the solution

Who else should be a part of this discussion? (use one word)

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**Having participated in today's NRC End Markets Workshop –
what are your key takeaways from the whole day?
(speakers, solutions, actions?)**

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NEXT STEPS

- **Statewide Recycling Education Effort**
 - South Central Solid Waste Authority awarded \$125,000 to develop statewide, branded message to encourage New Mexicans to recycle right. Primary targeted area will be curbside recycling communities along the Rio Grande Corridor, with secondary targeted area in rural, drop off communities
- **Quarterly Webinar**
 - The New Mexico Recycling Coalition will host quarterly webinars to discuss regional market development progress in the southwest. The first webinar will be in early fall.
- **Buy Recycled Platform**
 - The NRC is hosting two new tools within that can help businesses and institutions close the loop: The Buy Recycled Products Directory <https://recyclemoreplastic.org/buyrecycled> and PlasticsMarkets.org.

THANK YOU FOR PARTICIPATING!

See you at another NRC Markets Workshop:

Resource Recycling Conference

AUGUST 26 – 28 SHERATON NEW ORLEANS

NRC Market Development Workshop
3:30 - 5:30 P.M.

State of Texas Alliance for Recycling Conference (STAR)

OCTOBER 7th WYNDHAM RIVERWALK HOTEL- SAN ANTONIO, TX

NRC Market Development Workshop

