

Suggested Script for introducing the brochure, *Recycling: Good for the Environment/Good for the Economy* (accompanies PowerPoint presentation)

Introduction to Presentation

“Before we start [or “Before we close”], I’d like to take a few moments to share a new brochure with you. It was designed to help better educate the public about the benefits of what we’re doing to recycle hundreds [or “thousands”] of tons of material each year before it goes to our landfill [or name of landfill the jurisdiction uses], and to thank you for your significant contribution to additional diversion and the state’s long-term goal of ‘zero waste.’”

As you know, in [name of jurisdiction] we’ve invested a lot of time and money to recycle [“hundreds” or “thousands”] of tons of material each year in order to meet the State’s 50 percent diversion requirement.

Most people would consider this to be good for the “environment,” but few would think of recycling as being good for the local economy.

This new brochure describes why recycling programs are good for the environment **and** good for the economy.

It was provided by staff from the California Integrated Waste Management Board’s Office of Local Assistance and the Recycling Business Assistance Branch, with data from studies by the University of California and the National Recycling Coalition.

Before I pass it around, I’d like to show you a very short PowerPoint presentation, which highlights a couple of key points in the brochure.

After that, I’d like to show you a five-minute video showcasing a successful business that makes new products out of recycled material...diverting waste from disposal, and creating jobs and sales tax revenue.

Show Power Point Presentation

Slide #1: This is the new brochure that was developed by the California Integrated Waste Management Board for use by local policymakers. The purpose of the brochure is to help us to better educate the public about the environmental and economic benefits of recycling.

Slide #2: As we all know, recycling has environmental benefits. In fact, the brochure reports that recycling statewide saves enough energy to power 1.4 million homes.

Slide #3: The brochure also reveals that the recycling industry is just as important to California’s economy as the movie and video industry.

Slide #4: You can see that the investment in recycling made by local governments and the private sector pays significant dividends.

Slide #5: Oceanside Glasstile is a company that takes used material and makes a profitable new product out of it. The company turns crushed glass bottles into beautiful glass tiles for homes and offices. Oceanside Glasstile is one of many companies that have taken advantage of the Waste Board's Recycling Market Development Zone loan program, having received a 10-year, \$1.4 million loan at 5.3 percent interest to buy needed equipment. Oceanside Glasstile diverts 1,000 tons of glass annually from landfills and employs 26 workers.

Slide #6: Founded in 1986, Looney Bins is an award-winning and rapidly growing construction and demolition (C&D) debris hauling and recycling company with locations in both the City of Los Angeles and Los Angeles County Recycling Market Development Zones. Looney Bins found a market niche by contracting with local Hollywood movie studios to deconstruct movie lots containing wood, cardboard, metal, plastic, and other salvageable items. Looney Bins then sells and/or donates the recovered materials.

In 1999, the Waste Board's Recycling Market Development Zone (RMDZ) program made its first low interest loan to Looney Bins for the purchase of a wood grinder, ancillary equipment, and working capital. This enabled the company to expand into grinding wood and drywall into mulch. By 2003, the company had grown considerably and is now capable of processing all types of C&D debris, including asphalt, brick, wood, drywall, cardboard, concrete, carpet, scrap metal, roofing shingles, and other similar materials. Eighty percent of what is brought in will be diverted from landfill disposal. Material diversion is expected to reach 50,000 tons of C&D annually. Looney Bins employs 45 staff.

Slide #7: With help from the Waste Board's RMDZ program to purchase equipment, Golden By-Products phenomenally increased tire recycling from 8 to 20 tons per hour. In March of 2003, Golden By-Products Inc. requested and received an RMDZ loan in the amount of \$1,375,000. Loan proceeds enabled the company to expand its recycling efforts. That same year, Golden began crumb rubber production to meet the demands of developing markets including nuggets for loose fill, agricultural soil amendments, rubberized asphalt, and molded rubber products.

With an innovative idea, and help from the RMDZ program, Golden By-Products diverted 38,644 tons of tires from landfills and employed 65 people in 2003--and the numbers are growing.

Slide #8: A study conducted by the University of California showed that recycling has twice the economic impact of disposal. This study is available through the CIWMB.

Slide #9: In summary, recycling not only diverts waste from landfills, but it creates business opportunities, new jobs, and taxable sales.

Slide #10: Recycling is also good for our local economy. As you can see, our local programs create business opportunities and sales tax revenue. These businesses employ local residents, paying wages that are spent in our community.

Slide #11: In conclusion, the brochure shows that recycling has both economic and environmental benefits.

Show video about one of the businesses..

“Now I'd like to show you a quick five-minute video.”

Answer questions.