

# Recycle Roundtable Meeting

December 15, 2020

Cassidy Campbell,  
Senior Environment & Development Planner

[ccampbell@nctcog.org](mailto:ccampbell@nctcog.org)



North Central Texas  
Council of Governments  
Environment & Development

# 1. Welcome

# Procedures for Online Meeting

---

- Today's presentation is posted on the Recycle Roundtable website.

<https://www.nctcog.org/envir/committees/resource-conservation-council/recycle-roundtable-subcommittee>

- Please sign in using the chat box by typing your name and the entity you are representing.
- Please state your name and the entity you are representing when you ask a question or provide a comment.
- Please keep your microphone on mute when not speaking.

# Presentation

---

## 2. US Plastics Pact

Rachel Kipar, The Recycling Partnership, will provide an overview of the [U.S. Plastics Pact](#), an initiative that aims to ensure that plastics never become waste by eliminating the plastics we don't need, innovating to ensure that the plastics we do need are reusable, recyclable, or compostable, and circulating all the plastic items we use to keep them in the economy and out of the environment.



Established 2020

Led by: The Recycling Partnership, WWF US, Ellen MacArthur Foundation





# THE NEW PLASTICS ECONOMY VISION

- 1** **Elimination of problematic or unnecessary** plastic packaging through redesign, innovation, and new delivery models
- 2** **Reuse models** are applied where relevant, reducing the need for single-use packaging
- 3** All plastic packaging is **100%** reusable, recyclable, or compostable by design
- 4** All plastic packaging is reused, recycled or composted **in practice**
- 5** The use of plastic is fully **decoupled** from the consumption of **finite resources**
- 6** All plastic packaging is free of **hazardous chemicals**, and the health, safety, and rights of all people involved are respected



see [full vision](#)

## One common vision of a circular economy for plastics...



**...shared and committed to  
by 450+ organisations  
globally...**



**.. implemented locally through  
Plastics Pacts around the  
world...**



# GLOBAL NETWORK





# The U.S. Plastics Pact

# The plastics waste challenge is too big and too important to address alone.

**The U.S. Plastics Pact will unite business, government, and nonprofit leaders to:**

- Set the national strategy to realize a circular economy through national targets
- Develop the roadmap to reach the targets and stimulate progress through collaborative action-oriented workstreams
- Measure and report progress with accurate and timely data
- Empower action for businesses, government and the entire value chain
- Catalyze effective policy to accelerate progress



# U.S. Plastics Pact Targets

The U.S. Plastics Pact will ignite system change to realize a circular economy in the U.S. by setting the national strategy and coordinating collective action:



**Define a list of packaging that is problematic or unnecessary by 2021 and take measures to eliminate them by 2025**



**100% of plastic packaging will be reusable, recyclable, or compostable by 2025**



**Undertake ambitious actions to effectively recycle or compost 50% of plastic packaging by 2025**



**Average of 30% recycled content or responsibly-sourced bio-based content by 2025**

Through these targets, the U.S. Plastics Pact will reduce the use of non-renewable virgin plastics and minimize negative impacts on the environment.

# Everyone has a Role in the U.S. Plastics Pact

**Business** – Lead by example, support the Pact, share expertise, and activate workstream

**Nonprofit** – Lead actions, unite efforts and guide process

**Federal Government** – Provide counsel, unite efforts, and conduct multi-stakeholder engagement

**State Government** – Legislative expertise, project support and research

**Local Government** – Conduct pilot projects, amplify best practices, and engage citizens







# U.S. Plastics Pact Founding Activators



Welcome, New  
U.S. Plastics  
Pact Activators

# Value Chain Engagement



# Be an Activator of the U.S. Plastics Pact

Businesses, Governments, & NGOs all play a critical role in stimulating the transition to a circular economy in the U.S. and are considered core Activators of the U.S. Plastics Pact.

	Benefits	Responsibilities	2020 Annual Pact Fees (Sept 1, 2020 to March 31, 2021)*	
<b>For-Profit Activators</b>	<ul style="list-style-type: none"> <li>Demonstrate dynamic industry leadership</li> <li>Create new cross-value partnerships with businesses, NGOs, and governments to catalyze progress toward national targets</li> <li>Align actions with current business goals &amp; investments</li> <li>Help shape the Pact's national strategy &amp; workstreams</li> <li>Recognition as a U.S. Plastics Pact Activator in PR &amp; Events</li> <li>Early access to research and innovation</li> <li>Access to expert advice on sustainable plastics strategy</li> </ul>	<ul style="list-style-type: none"> <li>Actively support collective progress toward the targets</li> <li>Be an active member participating in regular meetings &amp; workstreams as desired</li> <li>Pay membership dues</li> <li>Report annually</li> </ul>	Large (\$1B+)	\$50,000
			Mid-Size (\$101M - \$1B)	\$25,000
			Small (\$1M- \$100M)	\$10,000
			Start-up (< \$1M)	\$2,000
<b>Non-Profit Activators</b>	<ul style="list-style-type: none"> <li>Demonstrate dynamic leadership</li> <li>Create new cross-value partnerships with businesses, NGOs, and governments to catalyze progress toward national targets</li> <li>Help shape the Pact's national strategy &amp; workstreams</li> <li>Resource and best practices sharing network opportunities</li> <li>Implement actions on-the-ground across workstreams</li> <li>Recognition as a U.S. Plastics Pact Activator in PR &amp; Events</li> <li>Early access to research and innovation</li> </ul>	<ul style="list-style-type: none"> <li>Actively support collective progress toward the targets</li> <li>Be an active member participating in meetings &amp; workstreams as desired</li> <li>No dues</li> <li>Report annually</li> </ul>	Government	\$0 (commitment to action)
			NGOs, Universities	\$0 (commitment to action)

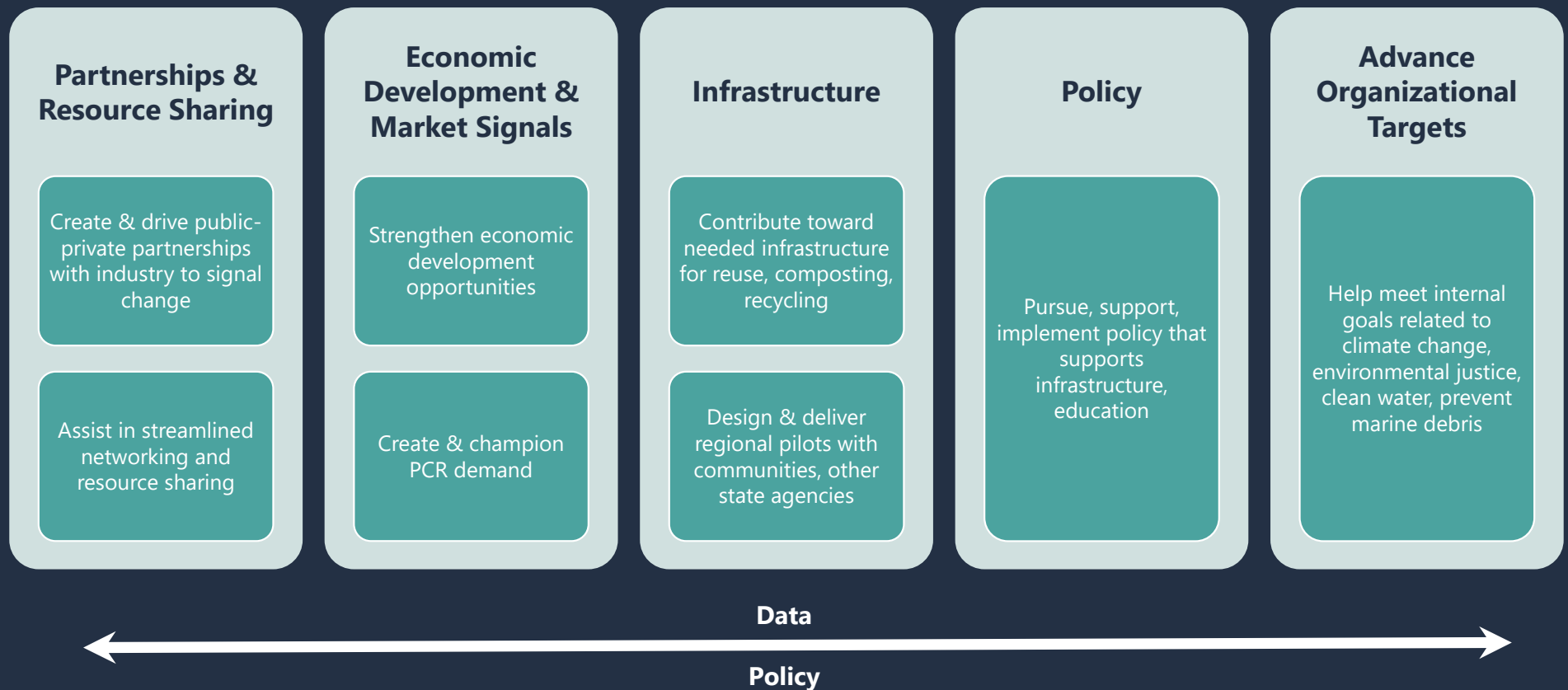
\*A pro-rata fee structure will be offered to Activators joining mid cycle



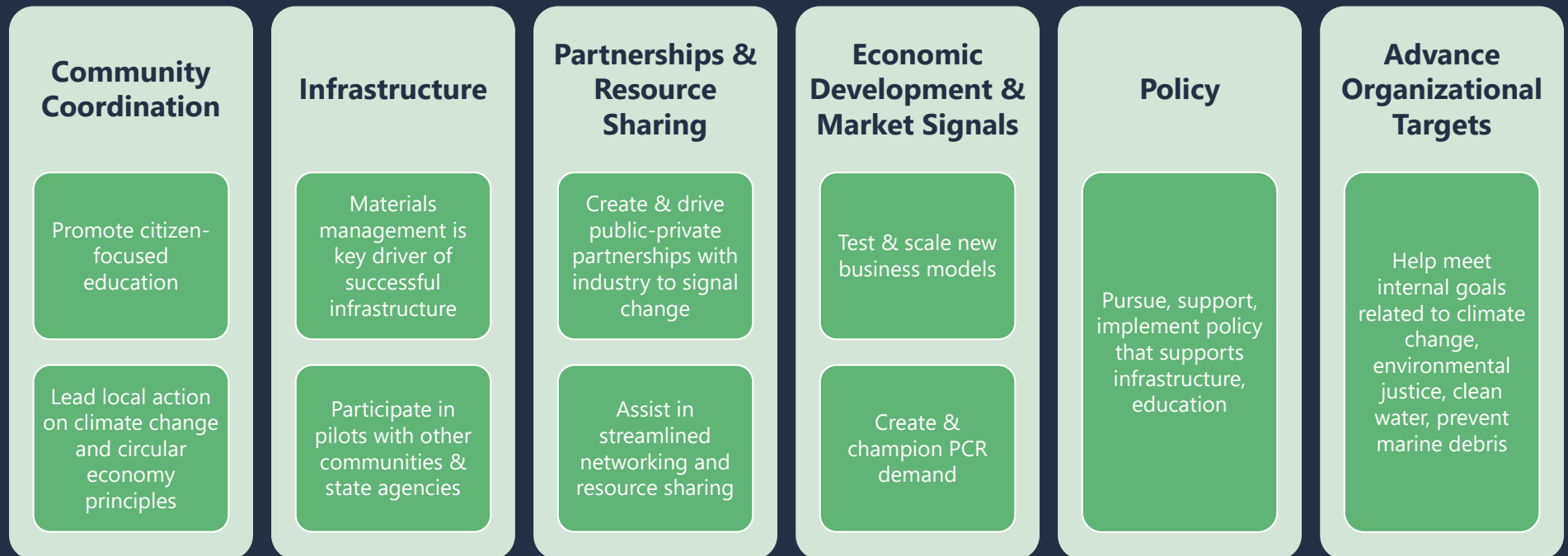
# Pact Governance



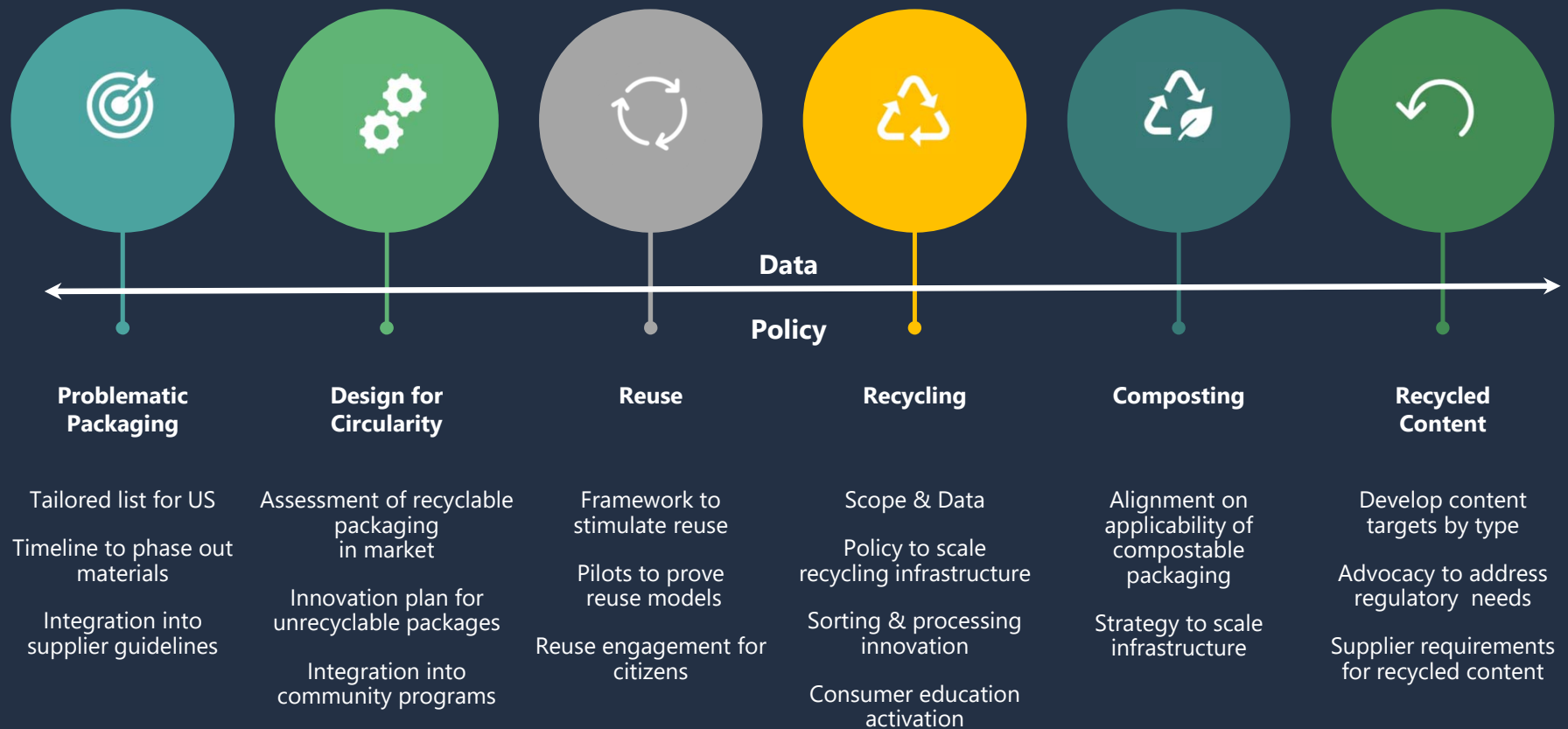
# State Government Involvement



# Municipal Government Involvement



# Phase 1 Workstreams and Actions



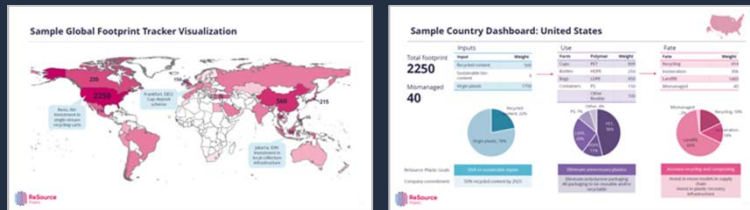


# WWF's ReSource Plastic Footprint Tracker



## What is it?

A methodology/tool for companies to measure and track their global plastics footprint

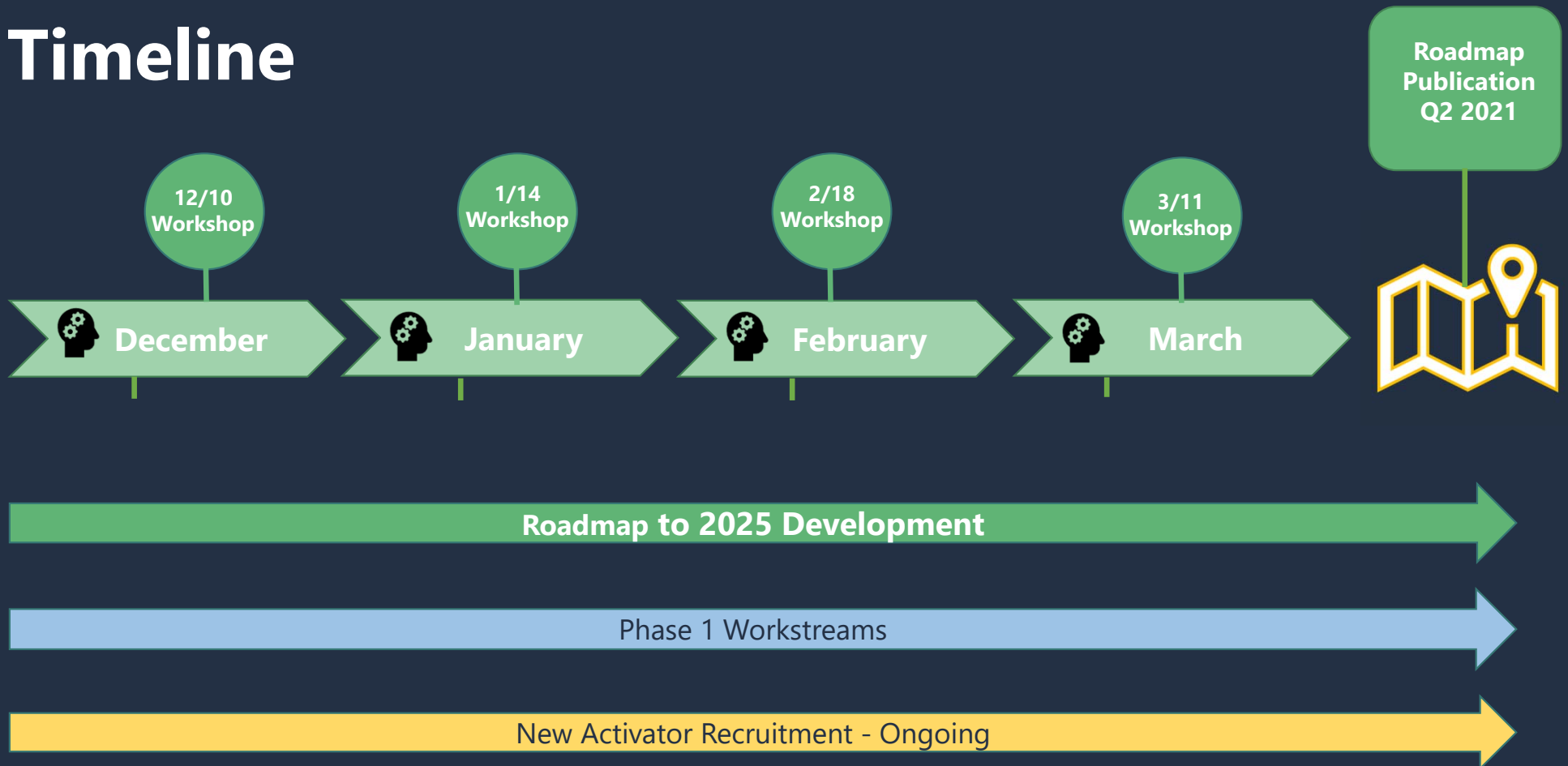


- Company data inputted into tool will be confidential; outputs calculated against all targets will be reported publicly as a part of the Pact yearly progress report
- No additional cost for Tracker use

## How it is relevant for the Pact?

- ReSource's Footprint Tracker tool provides a consistent accounting methodology that allows companies to consistently measure their footprint and report progress to the U.S. Pact year over year
- Includes both quantitative and qualitative methods for measuring in-supply chain activities and 'beyond supply chain' activities, such as innovation and technology, employee/consumer engagement, investments in waste management, clean-ups, and more
- NGOs and not-for-profit activators will only report against the qualitative method, the Beyond Supply Chain survey

# Timeline



# Next Steps



**Complete signatory  
documentation**



**Begin participating in Pact  
activity right away!**



**Be part of the  
National Launch &  
Roadmap Publication**

Stay in touch:  
[takeaction@usplasticspact.org](mailto:takeaction@usplasticspact.org)  
[www.usplasticspact.org](http://www.usplasticspact.org)





# Discussion Topics

---

## 3. *Know What to Throw (KWTT) Campaign.*

b. **KWTT Quiz Level 2.** NCTCOG will provide an update on the KWTT Level 2 Quiz.

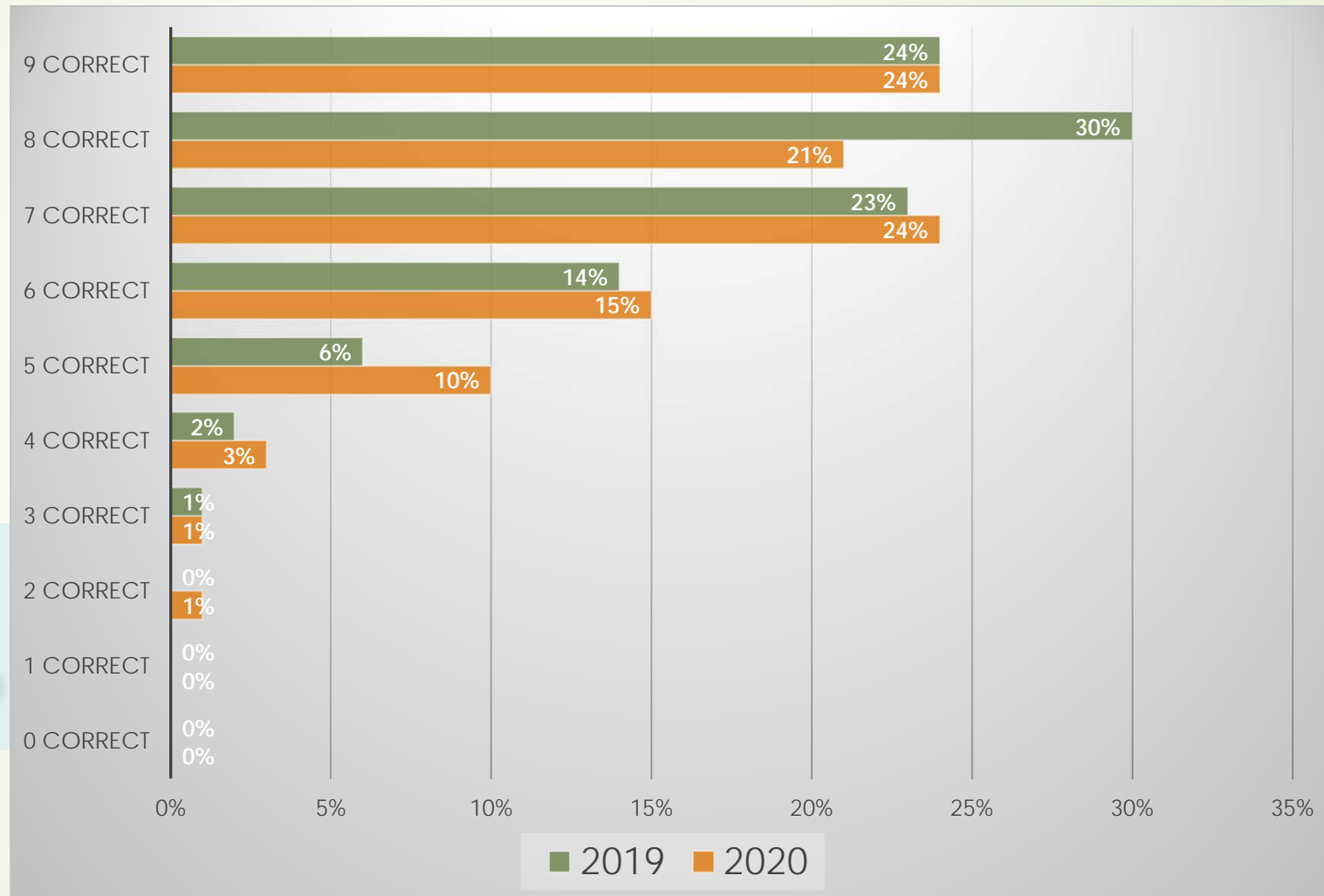
# Know What to Throw Quiz – Level 1 (reset)

8/1/2020 – 9/18/2020

- 181 Starts
- 135 Completions

## Most Incorrect Questions:

- Rinsing Items
- Plastic Bags
- Metals
- Styrofoam



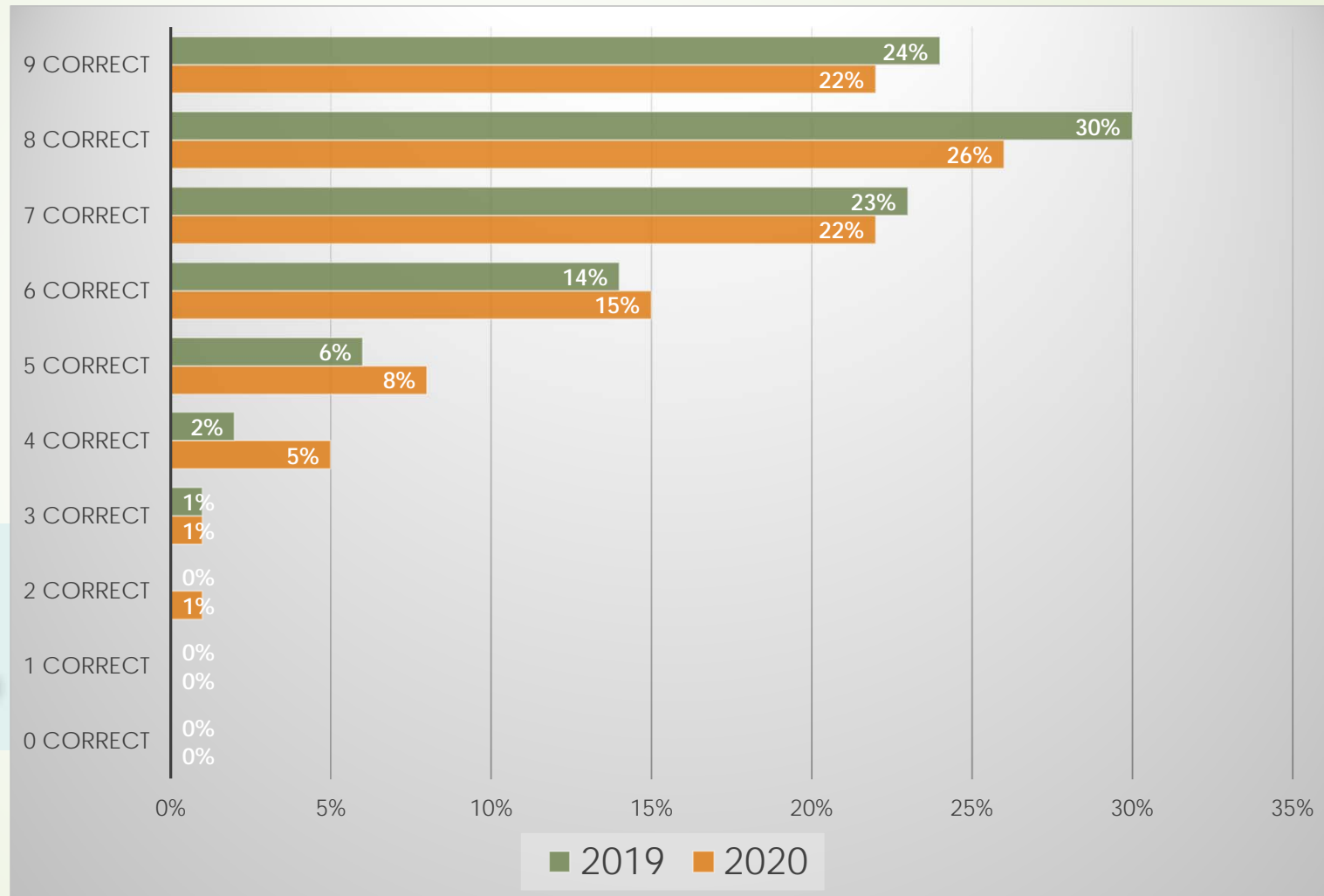
# Know What to Throw Quiz – Level 1 (reset)

8/1/2020 – 12/2/2020

- 768 Starts
- 556 Completions

## Most Incorrect Questions:

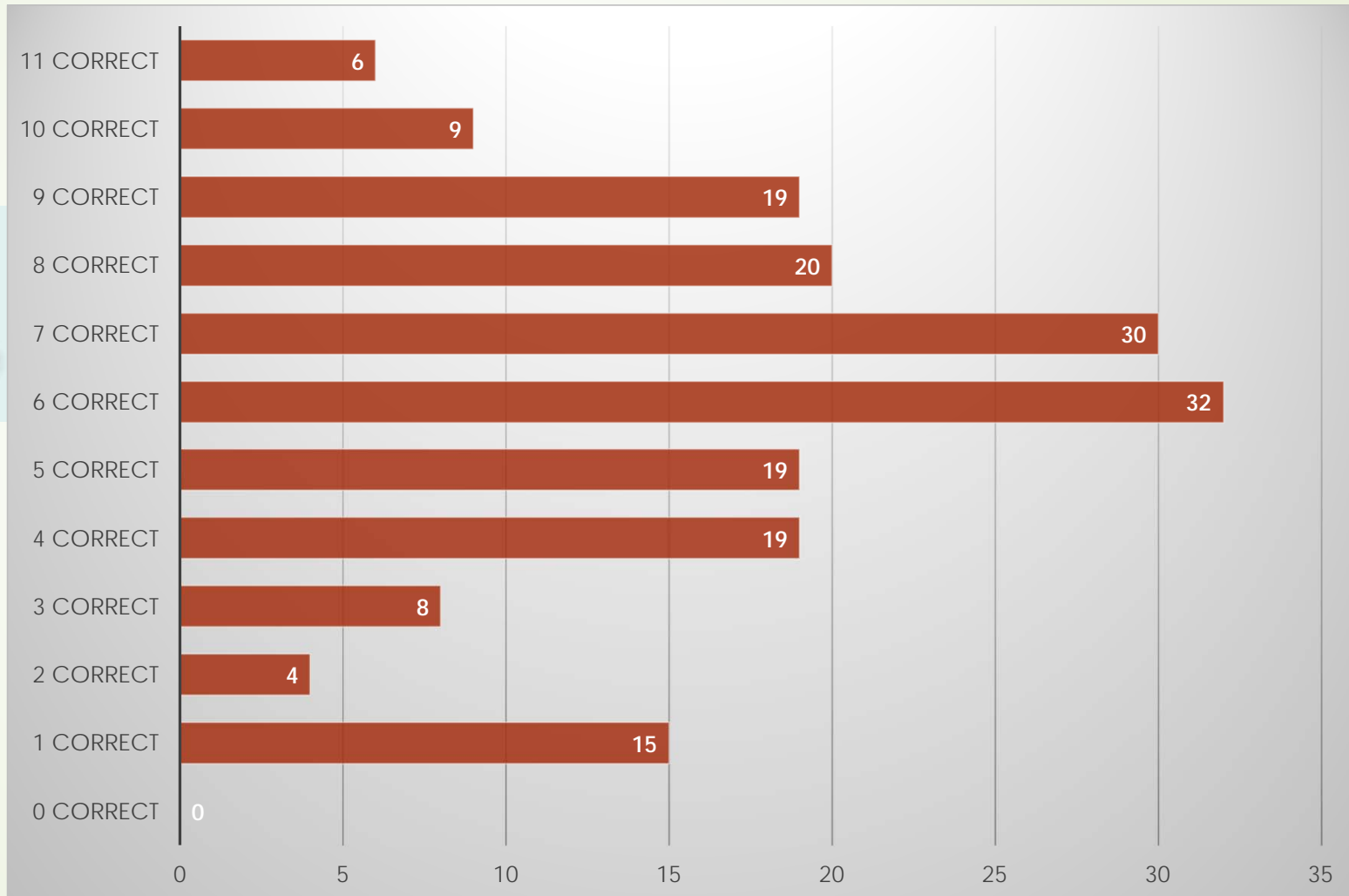
- Rinsing Items
- Plastic Bags
- Metals
- Styrofoam



# Know What to Throw Quiz – Level 2

8/1/2020 – 9/18/2020

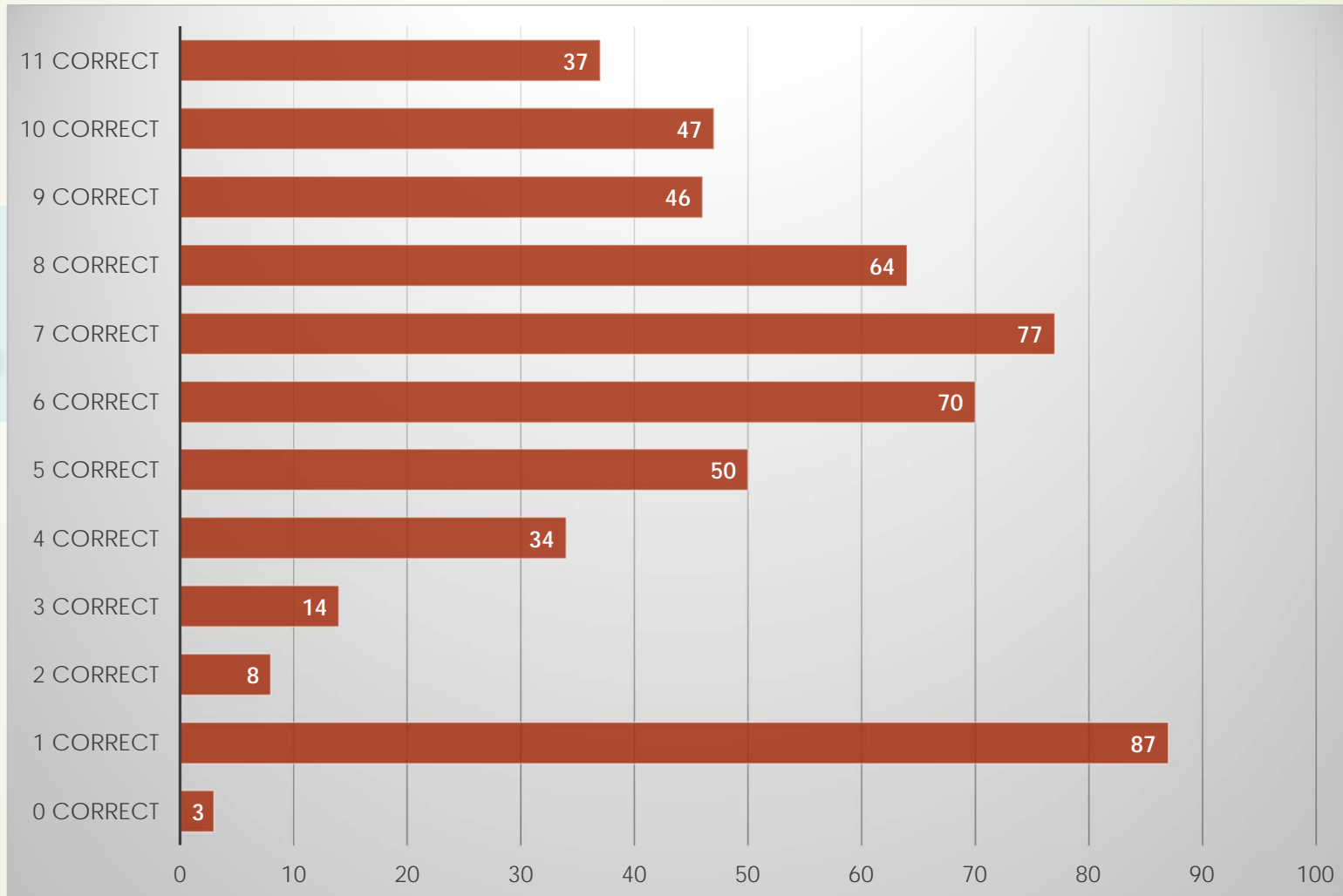
- 276 Starts
- 166 Completions



# Know What to Throw Quiz – Level 2

8/1/2020 – 12/2/2020

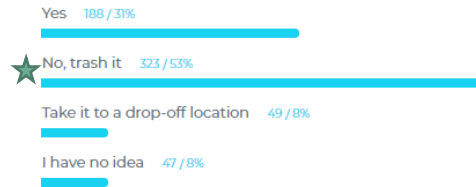
- 672 Starts
- 453 Completions



# Know What to Throw Quiz – Level 2

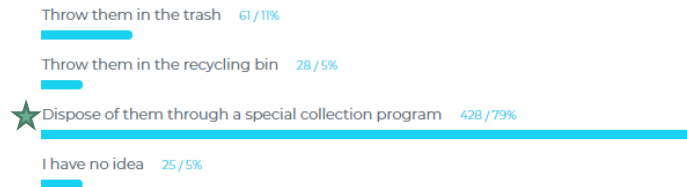
## Question 1

Can all wrapping paper go into the recycling bin?



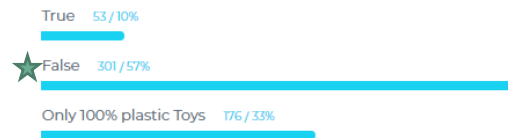
## Question 2

What should you do with fluorescent lightbulbs?



## Question 3

True or False, plastic toys can go into the recycling bin.



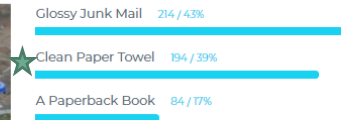
## Question 4

Should plastic bags go into the recycling bin?



## Question 5

Which of these items are NOT able to be recycled curbside?



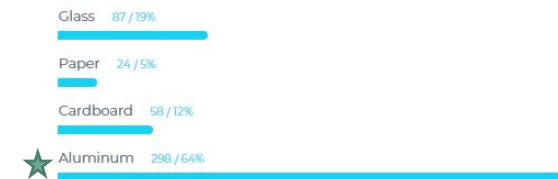
## Question 6

Shredded paper is technically paper, so it's recyclable in your curbside program, right?



## Question 7

Which item is the most valuable (has had the highest monetary value per ton) for the recycling industry?



# Know What to Throw Quiz – Level 2

## Question 8

Are shopping receipts recyclable?



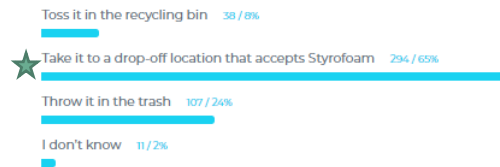
## Question 9

Can a glass bottle be recycled if it is not clear? (i.e wine bottles, beer bottles, etc.)



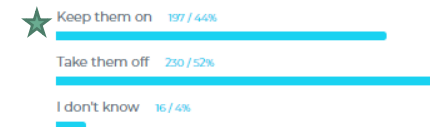
## Question 10

What can you do with Styrofoam packing material?



## Question 11

Should you keep the plastic bottle caps on or off when recycling plastic bottles?



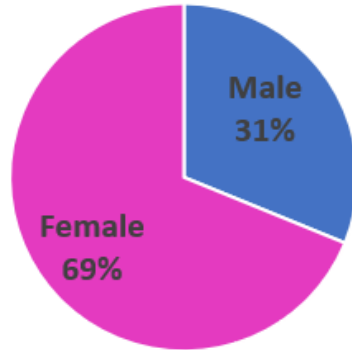


# Quiz Taker Demographic Data

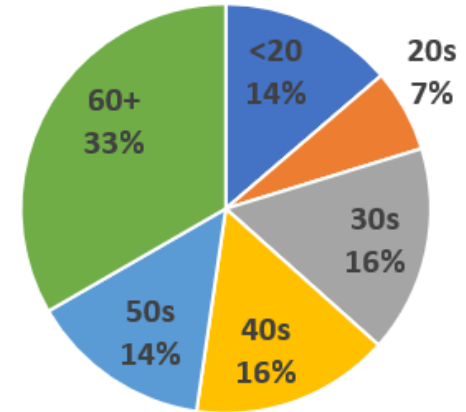
## Total

179 Responses

Ninja Training Quiz Taker Reported Gender



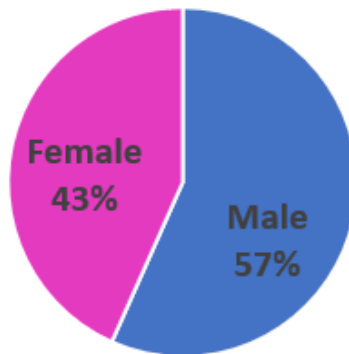
Ninja Training Quiz Taker Reported Age



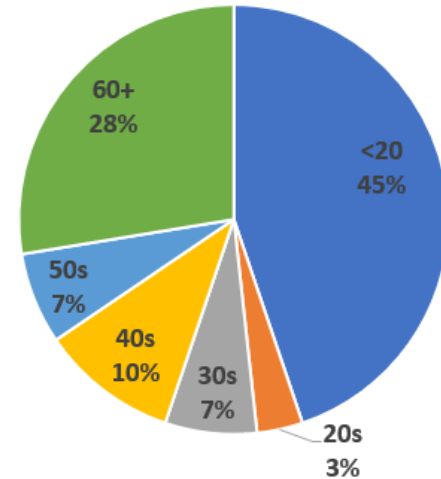
## Less than 50% Correct

34 Responses

Ninja Training Less than 50% Correct - Gender



Ninja Training Less than 50% Correct - Age



# Discussion Topics

---

## 4. Solid Waste Standard Operating Procedures (SOP)

How many cities have written Solid Waste SOPs (employee recycling guidelines, recycling crew pick-up procedures, etc.)? Are any willing to share them for other cities to use as a template?

# Discussion Topics

---

## 5. NCTCOG Updates

- a. COVID-19 Solid Waste Management Conference Calls
- b. Waste Characterization Study #3
- c. EPA Trash Free Waters Grant
- d. EPA Supporting Anaerobic Digestion in Communities Grant
  - a. <http://conservenorthtexas.org/event-archive>
- e. 87<sup>th</sup> Texas Legislature
- f. *Governmental Entity Recycling and Purchasing of Recycled Materials* (Senate Bill 1376) toolkit
- g. Recycle Town Hall – EPA Event – Recording posted here:  
<https://www.youtube.com/watch?v=uIZ2s4H3haQ>

# Discussion Topics

---

## 6. Future Agenda Items & Request for Presentations

## 7. Roundtable

## 6. Next Meeting Date :

---


**Wednesday, March 31, 2021 at 1:30 p.m.**

Location: Virtual - Microsoft Teams

## Join the Campaign And Help Amplify the Message

- Like and Share TimeToRecycle's posts on all social media platforms
- Create your own social media posts and tag TimeToRecycle
- Update your entity's website and link to [www.TimeToRecycle.com](http://www.TimeToRecycle.com)
- Include information in newsletters and utility bill inserts
- Use customizable templates for flyers and other assets found [here](#).
- Join NCTCOG's [Email Distribution List](#) to get updates about the campaign

DO YOU **KNOW** WHAT TO THROW?

 Facebook.com/RecycleNorthTexas

 @TimeToRecycle

 TimeToRecycle

 ItsTimeToRecycle

 [www TimeToRecycle.com](http://www.TimeToRecycle.com)



## Contact

### Cassidy Campbell

Senior Environment & Development Planner

[ccampbell@nctcog.org](mailto:ccampbell@nctcog.org)

817.608.2368

### Elena Berg

Environment & Development Planner

[eberg@nctcog.org](mailto:eberg@nctcog.org)

817.608.2363

### Hannah Allen

Environment & Development Planner II

[hallen@nctcog.org](mailto:hallen@nctcog.org)

817.695.9215

## Connect



Facebook.com/nctcogenv



@nctcogenv



nctcogenv



youtube.com/user/nctcoged



EandD@nctcog.org



nctcog.org/envir