The MATERIAL VALUE of PARTNERSHIP

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Executive Director

NERC Fall Meeting 11.6.14
The Curbside Value Partnership is a 501(c)(3) organization that currently administers three distinct programs.

**CVP CONNECT**

Outreach support for smaller communities

**CVP Classic**

Targeted community social marketing campaigns

**THE RECYCLING PARTNERSHIP**

Leveraging grants and technical assistance

Over a decade’s experience in more than 35 partner communities
OVERCOMING BARRIERS to CREATE A SYSTEMS SOLUTION

Public Entities’ Needs and Concerns

Private Industries’ Needs and Concerns

Shared Opportunities
**DEC 2013**
Stakeholders from eleven southeastern states came together at SERDC Paper and Packaging Symposium in Atlanta.

**JAN 2014**
SERDC 120 (a 120-day discovery program) set out to clarify opportunities and intentions. Ideal candidate cities were identified for program development.

**JULY 2014**
Curbside Value Partnership launched The Recycling Partnership to strategically improve recovery throughout the US.
The Recycling Partnership

LASTING IMPACTS
One time contributions, self-sustaining improvements.

PARTNERSHIP
Seeding private dollars to unlock a larger public match.

STRENGTHENED SUPPLY CHAIN

STRATEGY
Creating a systems solution to a systems problem.

APPLIED KNOWLEDGE
Technical assistance as well as education and outreach.
We promote six best practices to assure strategic success from curb to market:

**Six Aspects of Healthy Recovery**

1. Committed Communities provide ample access and opportunity for expansion
2. Public-Private Partnerships coordinate across sectors
3. Supportive Policy recognizes the value of the recovery supply chain
4. Robust MRF Processing creates quality bales through dependable flow of clean material
5. Strong End Markets drive demand and appealing price
6. Thoughtful Outreach boosts participation, reduces contamination
First 10 Potential Cities

- Birmingham, AL
- Bowling Green, KY
- Charleston County, SC
- Columbia, SC
- Fayetteville, AR
- Florence, AL
- Jackson, MS
- Louisville, KY
- Richmond, VA
- Roanoke, VA
Projected increases in three possible city partners

<table>
<thead>
<tr>
<th>City</th>
<th>Projected Increase</th>
<th>Projected lbs/hh</th>
<th>Current lbs/hh</th>
</tr>
</thead>
<tbody>
<tr>
<td>Florence, AL</td>
<td>123%</td>
<td>350</td>
<td>157</td>
</tr>
<tr>
<td>Columbia, SC</td>
<td>500%</td>
<td>450</td>
<td>75</td>
</tr>
<tr>
<td>Richmond, VA</td>
<td>90%</td>
<td>450</td>
<td>237</td>
</tr>
</tbody>
</table>
Using the Healthy Recovery Components to determine city tasks:

Access
Ensuring all households with curbside collection are served by large roll carts.

Champion Building
Growing support from local and state elected officials and the private sector.

System Solution
Addressing the entire supply chain, ensuring use of best management practices.

Education and Outreach
Increasing participation and reducing contamination.
Over 10 years, that equates to:

<table>
<thead>
<tr>
<th>WATER saved</th>
<th>86m Gallons</th>
<th>236m Gallons</th>
<th>338m Gallons</th>
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<tbody>
<tr>
<td>ENERGY saved</td>
<td>.46m MBTUs</td>
<td>1.2m MBTUs</td>
<td>1.8m MBTUs</td>
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<tr>
<td>CO²e saved</td>
<td>37,000 metric tons CO₂e</td>
<td>100,000 metric tons CO₂e</td>
<td>143,500 metric tons CO₂e</td>
</tr>
<tr>
<td>ECONOMIC value</td>
<td>$1.6m</td>
<td>$4.5m</td>
<td>$6.5m</td>
</tr>
</tbody>
</table>

Florence, AL    Columbia, SC  Richmond, VA
Why do we think the approach will work?

Over a decade’s experience in more than 35 partner communities

And growing support
Why do we think the approach will work?

In 2012/2013
19 CITIES in NC
switched to carts

Material Recovery
increased from
106,000 to 157,000 tons/yr.*

And 15 of the 19 cities began collecting cartons

Building upon strong outreach, technical assistance, and policy.
It’s go time…

- 2014
  - Q3: Finalize contracts with city partners
  - Q4: Complete technical & marketing resources in Bins to Carts Module
  - Q4: Confirm 2015+ national scale approach

- 2015
  - Q1: Ongoing technical assistance, champion building
  - Q1: Measure initial project outcomes

- Q2+: Grow

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RecycleCurbside.org
Visit our website for more information as well as:

- Tools
- Resources
- Webinars
- Newsletters
- And more!

Connecting public-private partnerships for stronger recycling

We have a proven track record that utilizes public-private partnerships to improve recycling at the local level. Our approach? Make recycling easier for Americans. We support community recycling programs in their efforts to be more accessible and more efficient. Our work engages the full recycling supply chain: from local government to industry end markets, haulers, material recovery facilities, and converters.

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