

# Curbside Recycling

Gavin Hecker



Recycling has been  
around for thousands of  
years



- Today packaging represents about 65% of all household trash
- Ability to mass produce cheap lightweight materials
- The “throw away” society

Our Products

# Lunchables®

Cracker Stacker™ Lunch Combinations



The first Earth Day in 1970 formally introduced Americans to the idea modern recycling



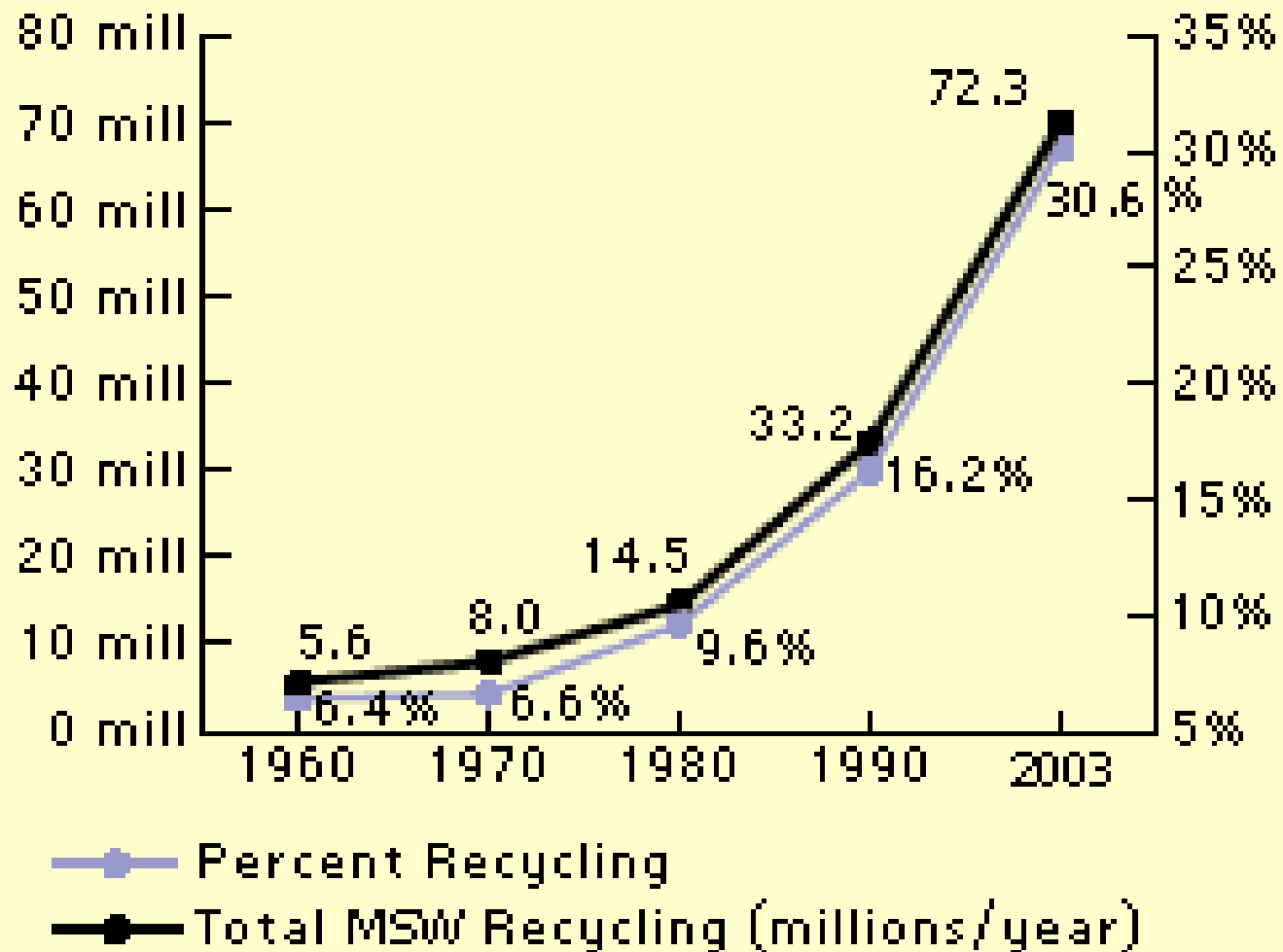
<http://www.planetpals.com>

# 1987 New York garbage barge fiasco



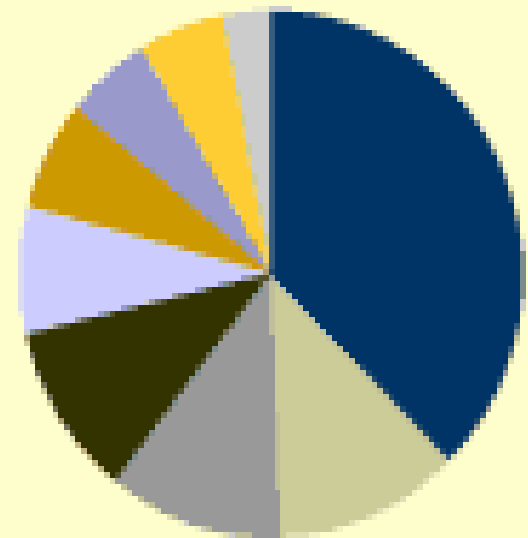
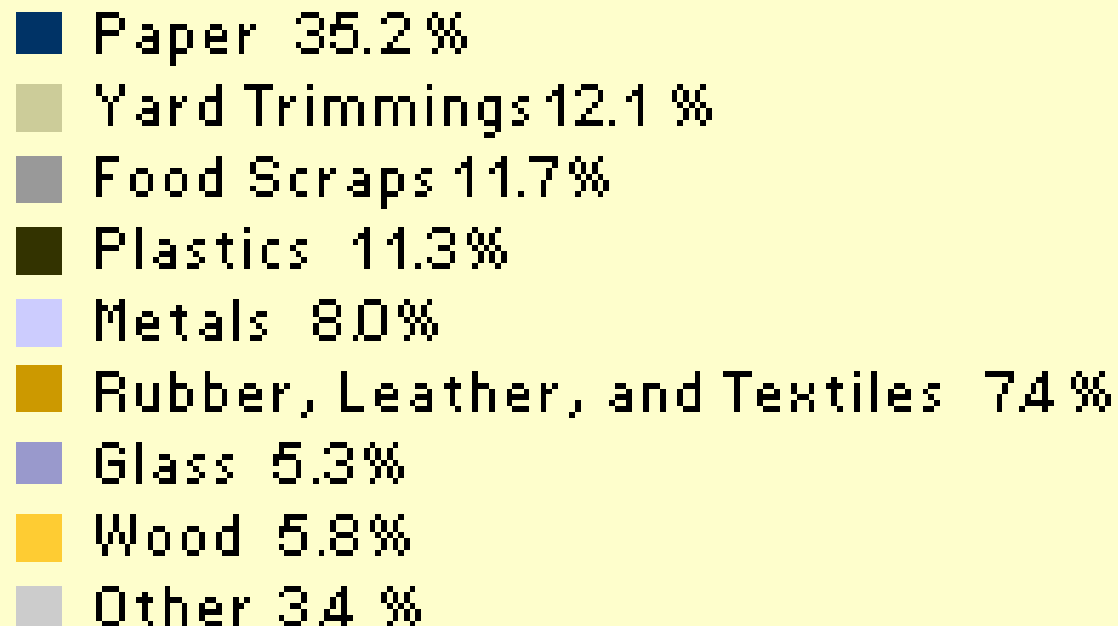
- Twenty years ago, only one curbside recycling program existed in the United States
- By 1998 9,000 programs were in full swing throughout the States
- As of 1999, 480 materials recovery facilities had been established

## MSW Recycling Rates 1960-2003

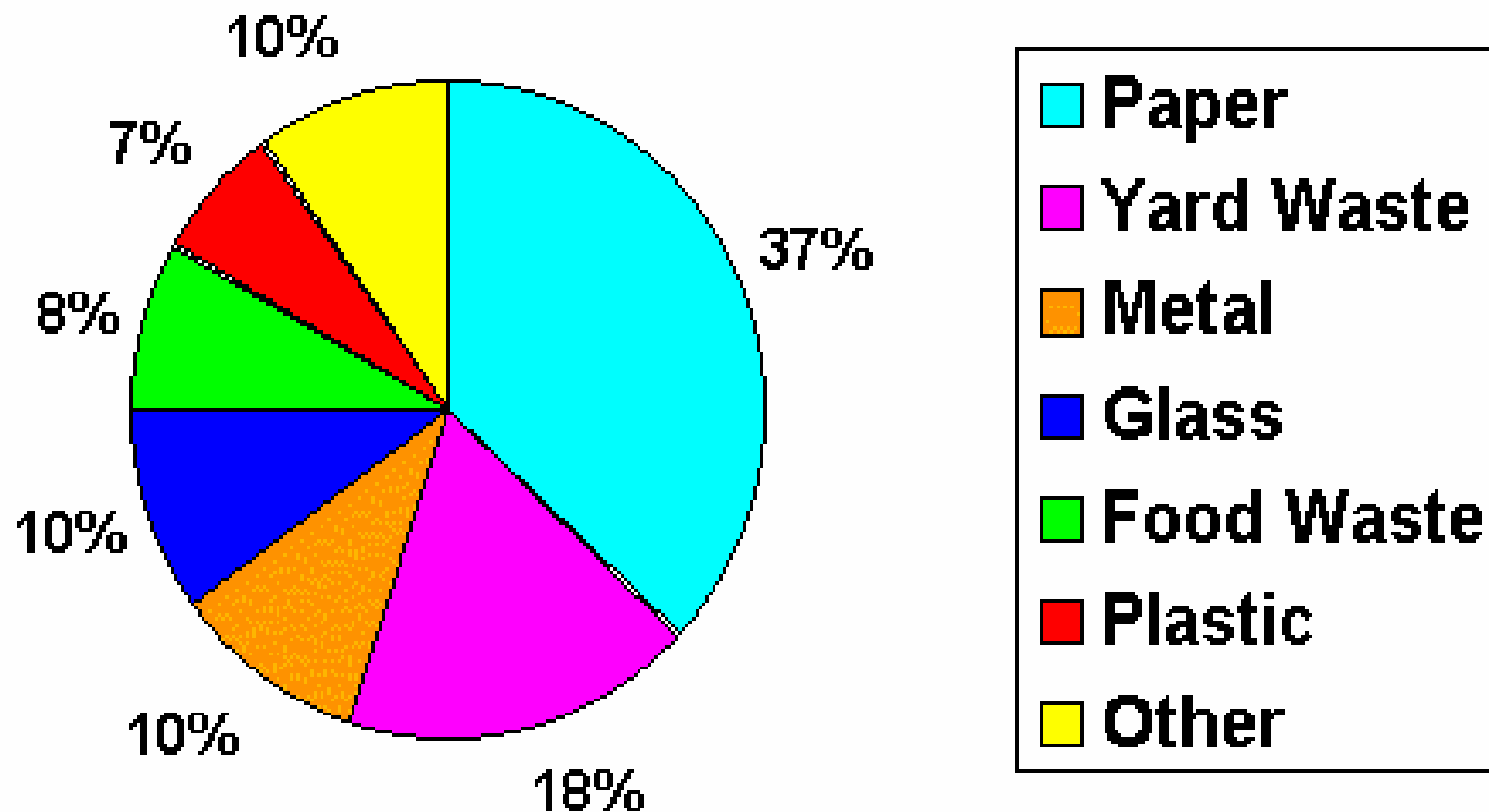


- Recycling saves
  - Money
  - Landfill Space
  - Energy Resources
  - Raw material resources
  - Time
  - The environment

## 2003 Total Waste Generation— 236 Million Tons (before recycling)



# Compositon Of An Average Dump



- 2004 Diversion Rates
  - Philadelphia 6%
  - San Francisco 67%
- EPA National Goal 35%

Philadelphia spent \$40 million in landfill fees  
For about 750,000 tons of garbage

Doubling Philadelphia's diversion rate to 12% would save  
The city more than \$2.4 million per year

Recycling one can saves the equivalent energy of one half gallon of gasoline, or enough energy to run a TV for 3 hours



There is no limit to the amount of times a can can be recycled



2200 pounds of cans

[http://www.ctmetal.com/recycling\\_photos.htm](http://www.ctmetal.com/recycling_photos.htm)

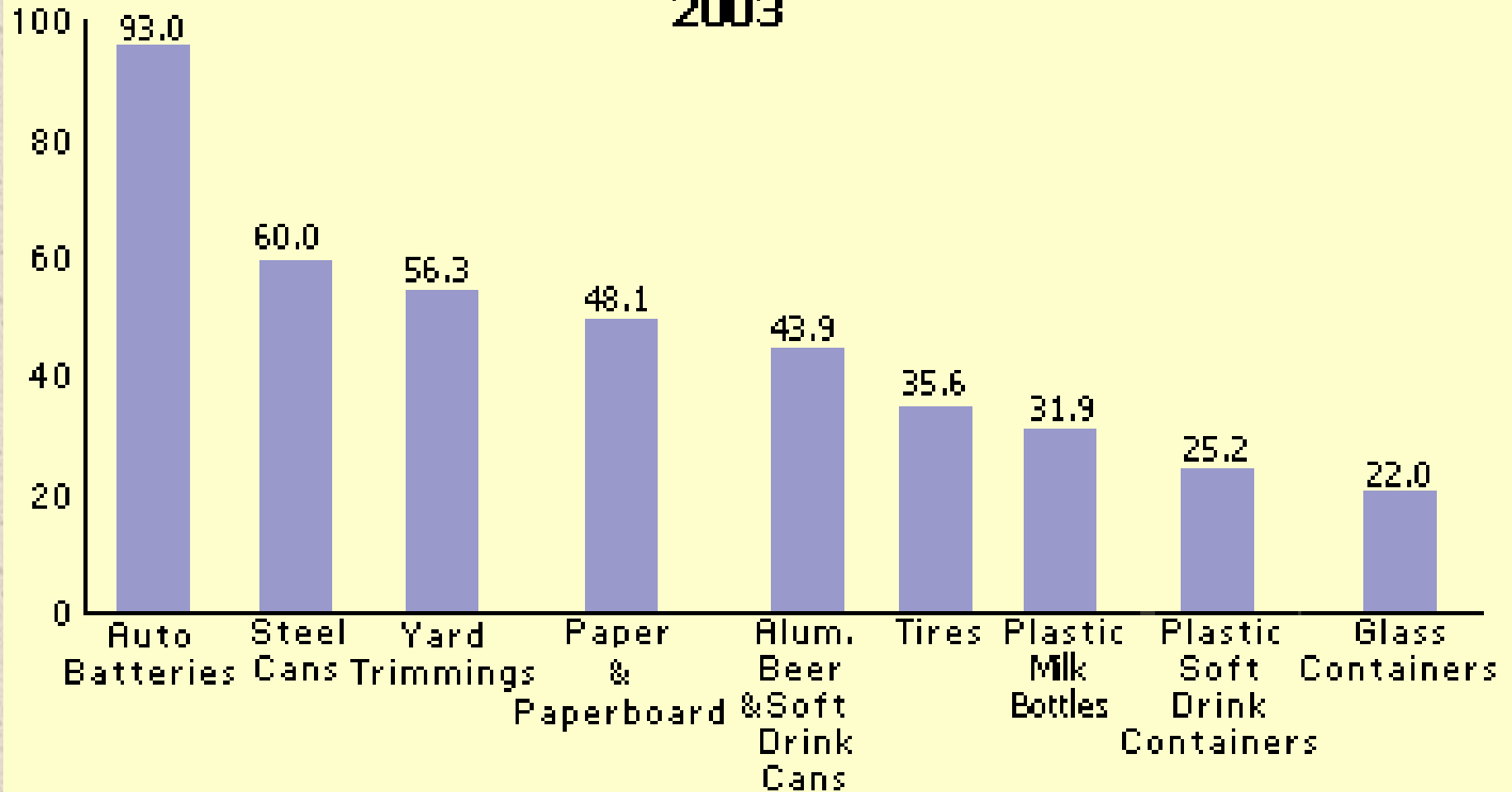
- Each ton (2000 pounds) of recycled paper can save 17 trees, 380 gallons of oil, three cubic yards of landfill space, 4000 kilowatts of energy, and 7000 gallons of water
- 64% energy savings, 58% water savings, and 60 pounds less air pollution



- Energy saved in recycling one glass bottle can run a 100-watt light bulb for four hours. This results in 20% less air pollution and 50% less water pollution than when a new bottle is made from raw materials



## Recycling Rates of Selected Materials 2003



- Curbside recycling is easy, and it's the law
- Three step process
  - Home collection
    - Dual stream
    - Single stream
  - Process and break down sorted materials
  - Purchasing recycled products



**Philadelphia  
Recycling Office**

Don't trash a good thing. **Recycle**

**215-685-RECYCLE  
(215-685-7319)**







Benches made from recycled plastic



Glassphalt



Recyclable material



Made with recycled material



Purchasing recycled products is a necessary step in completing the recycling loop

# How do we increase recycling rates?

## -Education

- Teach children at home and in school

## -Making it easy

- Recycling should be automatic

- Single stream approach

## -Incentives

- Recycle Bank <http://www.recyclebank.com/>

## -Penalties

- Pay as you throw

- Enforcement of laws