



Preserving Resources,  
Preventing Waste

# The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Winter, 2017  
*WasteWise...improving your bottom line and the environment  
through waste reduction, recycling and recycled product procurement.*

## Study Shines Light on Recycling's Positive Economic Impact

Recycling is not only an environmental success story, but also an economic success story. Undoubtedly, the recycling industry plays an important role in our national and state economy. Recycling creates jobs and generates billions of dollars annually in economic activity.

The economic benefits of the recycling industry were recently in the spotlight when the United States Environmental Protection Agency (USEPA) released an update to its national Recycling Economic Information (REI) report in October, 2016. This study analyzed the number of jobs, wages and tax revenues attributed to recycling in the United States. According to the REI update, recycling and reuse activities in the United States in 2007 accounted for:

- 757,000 jobs (0.52% of the U.S. economy)
- \$36.6 billion in wages (0.62% of the U.S. economy)
- \$6.7 billion in tax revenues (0.90% of the U.S. economy)

Furthermore, the REI report found that on a national average, there are "1.57 jobs, \$76,030 in wages and \$14,101 in tax revenues" for every 1,000 (US) tons of recyclables collected and recycled. Construction and demolition materials recycling provided the largest contribution to all three categories considered (jobs, wages and tax revenue), followed by ferrous metals, and non-ferrous metals (aluminum). This report is available online at [https://www.epa.gov/sites/production/files/2016-11/documents/final\\_2016\\_rei\\_report.pdf](https://www.epa.gov/sites/production/files/2016-11/documents/final_2016_rei_report.pdf).

At the state level, the recycling and reuse industry employs approximately 27,000 people in New Jersey and adds almost \$6 billion annually to the New Jersey state economy. (U.S. Recycling Economic Information Study Prepared for The National Recycling Coalition by R. W. Beck, Inc.).

## Surveys Highlight Need for More Education on Basics of Recycling

According to two recent national surveys, Americans need more information about local recycling requirements and about the recycling process itself. The Institute of Scrap Recycling Industries survey found that 44% of Americans say that detailed information about recycling is not readily available to them and that they have to seek it out. Not knowing how, what or where to recycle is troubling because it results in recyclable materials being tossed in the trash, as well as non-recyclable trash being mixed in with recyclable materials, thereby contaminating the recycling stream.

Keep America Beautiful, a non-profit that works to end littering and improve recycling, also conducted a survey on recycling in the United States and found that many Americans are skeptical about recycling. In fact, 33% of respondents indicated that they are skeptical that the recyclable materials put out at the curb actually get recycled. These findings show the importance of educating people about the recycling process itself and the manufacture of goods made from recycled feedstock.

**May 10, 2017 – Next meeting  
of the New Jersey WasteWise  
Business Network!**

## Did You Know...

- RePatriot Flag of Pittsfield, MA manufacturers American flags using 100% post-consumer PET plastic. Each RePatriot flag uses between 9 -18 PET plastic bottles. For more details, visit [www.repatriotflag.com](http://www.repatriotflag.com).
- Solar panel recycling took another step forward with the recent launch of a national solar photovoltaic panel recycling program led by the Solar Energy Industries Association (SEIA). Working alongside major solar manufacturers and installers, SEIA has established a network of recyclers that can responsibly manage end-of-life solar photovoltaic panels. For details, visit <http://www.seia.org/seia-national-pv-recycling-program>.
- France has become the first country in the world to ban disposable plastic cups and plates. The country's new law requires all disposable tableware to be made from 50% biologically-sourced materials.
- Wedding dresses made with recycled and sustainable materials are now available in H&M retail stores and online. Materials used in the dresses include recycled linen, Denimite (a fabric made out of recycled worn-out denim) and beads and rhinestones made from recycled glass.
- Astroscale is a Japanese company with a vision of being the first trash collection company dedicated to cleaning up debris that is floating in space. The thousands of pieces of debris floating in the Earth's orbit represent a serious threat to operating satellites and spacecraft. The company plans to launch a craft in 2018 that will enable it to track and intercept pieces of debris.
- The Real Junk Food Project is a network of cafes and shops in the United Kingdom that sell unsold, but still edible, food from supermarkets and restaurants, letting customers pay as much they like. Learn more at <http://therealjunkfoodproject.org/>.
- Coca-Cola European Partners has unveiled a new bottle that uses 32% less plastic than its previous design and features a "twist" design that makes it easier for consumers to crush the bottle.

## Use the New Jersey WasteWise Logo to Promote Your Program!



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Members of the New Jersey WasteWise Business Network should use the NJ-specific WasteWise logo on all their recycling/waste reduction/sustainability promotional and educational materials. Using the logo will help you spread the WasteWise message to those inside, as well as outside, your organization. Contact Steve Rinaldi at [Steven.Rinaldi@dep.nj.gov](mailto:Steven.Rinaldi@dep.nj.gov) for details.

## Online Shopping Fuels Growth in Corrugated

A recent survey by analytics firm comScore found that consumers are now purchasing more goods online than in stores! This trend has resulted in a significant increase in the generation of corrugated cardboard in the residential sector. This in turn has made for a strong global recycling market for this material. In fact, 10.6 million tons of this material was exported from the U.S. for recycling in 2015. Not surprisingly, measured by pricing, the "Old Corrugated Containers" commodity grade was one of the recycling success stories of 2016, having risen in value through most of the year.

### ***New Jersey WasteWise Business Network***

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<http://www.nj.gov/dep/dshw/recycling/wastewise/brbn03.htm>

[www.epa.gov/wastewise](http://www.epa.gov/wastewise)

*Editor: Steven Rinaldi - Printed on Recycled Paper*