

Material MATTERS

A newsletter of the Illinois Recycling Association

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Electronic Products Recycling and Reuse Act Signed by Governor

GARY MIELKE

Illinois became the 16th state to adopt a comprehensive electronics recycling law when Governor Blagoyevich signed SB 2313 into law on September 17, 2008. The law includes a 2012 landfill ban and will require product manufacturers to develop a system to ensure that these products are recycled or re-used.

How It Happened

The new law takes full effect in 2012 and is the result of three years of intense effort by several parties. The State's first step was to appoint a commission to study the concept. The Commission's output was a thorough report, spearheaded by David Ross of the Dept. of Commerce and Economic Opportunity (DCEO).

Building on the Commission report, the Chicago-based Environmental Law and Policy Center (ELPC) drafted proposed legislation. ELPC staff Joe Shacter and Mel Nickerson were the principal authors of the

Materials Banned from Illinois Landfills:

Landscape Waste	1990
Lead Acid Batteries	1990
Appliances	1994
Tires	1995
Motor Oil	1996
Electronic Products	2012

original bill, and shepherded the bill through 2 years of intense legislative activity.

The bill's principal sponsor was Senator Susan Garrett (D-Lake Forest) who was steadfast in her support of the concept and patiently guided the bill through myriad negotiations. The primary House sponsor was Rep. Elaine Nekritz (D-Des Plaines). The final bill ended up with 30 Senate sponsors and 33 House sponsors.

IRA also played several roles in the eventual success of the proposal. Former IRA President Rod Fletcher of Urbana convened

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◆ E-Products Recycling and Reuse Act (cont. from page 1) ◆

a coalition of IRA members representing the electronics industry. This coalition provided funding for a lobbyist early in the legislative process.

Responding to a concern about whether there was sufficient market capacity to handle all the electronics in the State, Fletcher also secured a DCEO grant which IRA used to hire a consultant to prepare a market assessment. This study documented sufficient processing capacity.

How It Works

The Illinois approach is based on a statewide recycling goal of 2.5 pounds of products per capita. Each product manufacturer will then be assigned a specific proportional goal. For example, if the total state goal is 32 million pounds of material, a large television manufacturer may be responsible for perhaps 5 million pounds. A small manufacturer of printers may be responsible for only 300,000 pounds.

It is expected that manufacturers will engage recycling companies to obtain the quantity of products necessary to meet their goals. Only products from residential uses are eligible. Collectors are limited to accepting no more than 10 devices at one time from individual members of the public.

Each manufacturer's goal is based on its share of "Covered Electronic Devices" (CEDs) sold or recycled in Illinois. However, manufacturers may also count "Eligible Electronic Devices" (EEDs) toward their goal (see table for list of CEDs and EEDs).

The law also provides incentives for product reuse, donation to not-for-profits, and collection in rural areas.

The key players in implementing this law include:

- ◆ The Illinois Environmental Protection Agency will act as the program administrator. The Agency will collect registration fees, determine annual recycling goals for manufacturers, monitor compliance, report violation to the Attorney General's office, and prepare a report evaluating the program in 2013
- ◆ Manufacturers of are required to pay an annual \$5,000 registration fee to the Agency. Each company will be assigned a recycling goal, based on a complicated formula, and then is required to recycle at least 60-75% of its goal or pay a \$0.70 per pound penalty.
- ◆ Recycling companies will pay a \$2,000 annual registration fee to the Agency and must comply with environmental and safety standards specified by the Act.
- ◆ "Collectors" may include recycling companies, local governments, or other entities. They must register with the Agency and submit an annual report specifying the location and weight of products collected.
- ◆ Retailers will be required to provide consumers with recycling information.
- ◆ Consumers are prohibited from disposing covered electronic devices. Violations of the landfill ban are punishable by a \$100 fine.

Concerns

The 50 page law may produce several unexpected situations as it is implemented. Two initial concerns are the initial 2.5 pounds per capita recycling goal and the exclusion of small businesses and not-for-profits from participating in sanctioned collection programs.

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◆ E-Products Recycling and Reuse Act (cont. from page 2) ◆

Several people have voiced concerns that the 2.5 pound goal may be too low. For example, Kane County has a current population of 493,735, so its proportionate share of the statewide goal would be 1.2 million pounds per year. Existing collection programs in Kane collect about 1 million pounds per year, and the County estimates that it is capturing only 20% - 33% of available equipment. So, there may be as much as 3 million to 5 million pounds of material in Kane which is banned from disposal and needs recycling.

Once manufacturers acquire their required 1.2 million pounds, they have no reason to collect any additional amounts. 2-4 million pounds of material would then be "orphaned." Consumers can't dispose it in the garbage, and the "official" recycling program won't accept it.

One scenario that would solve this situation is that unscrupulous recyclers would collect the material at no charge, cherry-pick valuable components, and ship the remainder overseas where documented environmental damage is common.

What Products are Included?

Covered Electronic Devices (CEDs)

"Any computer, computer monitor, television, or printer that is taken out of service from a residence in this State." CEDs do not include electronic devices which are part of a motor vehicle, appliance, or diagnostic, monitoring, or control equipment.

Eligible Electronic devices (EEDs)

Includes mobile telephone; computer cable, mouse, or keyboard; fax machine, MP3 player; PDAs; video game consoles; VCRs, DVD players; zip drives, and scanners.

Timeline: From Concept to Implementation

August 2005 Gov. Blagojevich signs PA 94-0518, creating the Computer Equipment Disposal and Recycling Commission.

April 2006 Commission issues report.

Fall 2006 Bill drafted by Environmental Law and Policy Center.

December 2006 IRA hosts meeting with members in the electronics recycling industry. A coalition is formed to hire a lobbyist to support legislation.

January 2007 SB 1583 and HB 433 introduced.

September 2007 IRA coordinates "Assessment of Infrastructure" report with funding from DCEO to assess market capacity.

February 2008 SB 2313 introduced by Susan Garrett (D-Lake Forest).

April/May 2008 SB 2313 passed by Senate and House.

September 2008 Signed into law by Governor as Public Act 95-0959.

April 2009 Manufacturers must register (\$5,000) with State.

August 2009 Initial market share report due from television manufacturers.

April 2009 Recyclers must register (\$2,000) with State.

August 2010 Initial market share report due from computer manufacturers.

April 2011 Collectors submit first annual report to State.

April 2011 First annual report due from Manufacturers.

January 2012 Landfill Ban for television, monitors, computers, and printers.

A Message from the President

KRIS KAAR

At our Board meeting in August the IRA Board adopted the following 2008 - 2009 Goals. We keep these goals in mind as we work to serve our organization.

- ♦ Promote recycling initiatives via communication and educational events
- ♦ Serve as a resource for recycling data and statistics
- ♦ Provide a special fund-raising event in addition to the Annual Conference
- ♦ Increase membership to 275 members by the Annual Meeting
- ♦ Produce a minimum of 4 Newsletters as educational and communications tools
- ♦ Diversify revenue sources

The IRA Board has been working on providing a variety of education and professional networking events for this year, which culminates with our Annual Conference in Bloomington on June 1 through 3, 2009. This issue of our newsletter brings you updates of some of these efforts, including our plans for next year's conference and some of the DCEO - funded research and education activities on which the organization is currently focusing.

One of the most ambitious research projects the IRA has ever undertaken, the Commodity/Waste Generation and Characterization Study (CWGC) is currently underway. Through a grant from Illinois Department of Commerce and Economic Opportunity, the IRA is coordinating an update of current waste generation and disposal rates in the State of Illinois. We are looking forward to reviewing the study results and discussing how we can apply this knowledge to creative recycling and resource conservation practices and industries. Rod

Fletcher, our project manager, is providing regular updates of the project's progress. We encourage everyone to look for Rod's reports in our newsletter and check our website for any interim news.

The DCEO grant rounds are also in progress, with opportunities to apply for grants either in the traditional grant round or the electronics recycling grant round. We encourage our members to look to this continuing and valuable resource made available from DCEO.

Finally, we invite members to consider becoming more involved in our organization. Several of our standing committees, especially Conference, Fund Raising and Membership Committees, provide opportunities to offer your own special skills and interests and moreover contribute to the success of this year's programs. If you have any questions or would like to participate, please contact Mike Mitchell, or a member of the Executive Board, who are serving as the Committee Chairs this year.



IRA | ILCSWMA | SWANA
Greening Illinois Together

Illinois Recycling and Waste Management
Conference & Trade Show

June 1-3, 2009
DoubleTree Hotel
Bloomington, Illinois

illinoisjointconference.com

◆ From the **Executive Director**

MIKE MITCHELL



Save the date on your calendar right now: June 1-3, 2009 is the Illinois Recycling and Waste Management Conference & Trade Show at the DoubleTree Hotel in Bloomington. This will be a joint partnership between IRA, ILCSWMA and the Land of Lincoln Chapter of SWANA under the theme of "Greening Illinois Together." The joint conference committee is actively planning the details for what promises to be another great event in the heart of Central Illinois. The biggest news so far is that we have secured Annie Leonard, the author of "The Story of Stuff" and one of Time Magazine's Environmental Heroes of 2008, to be our Keynote Speaker. In the weeks and months ahead, we will be planning session topics, speakers and events. If you have any suggestions or if there is any topic you want covered, please let us know. Feel free to call or email me directly with any ideas you have.

Greening Your Organization

Is your municipality, county, agency, institution or business looking to go Green or Greener? Join us in DeKalb on January 14 for a one day workshop that will give you the tools and information you need to get started on or go further down the Road to Green. Information and registration at <http://www.illinoisrecycles.org>.

Digital Graphics and Virtual Tours

In December, IRA's website will undergo a major makeover and be enhanced with dozens of downloadable graphics and half dozen virtual tour videos of recycling facilities in the state. The graphics will be useful for

adding to your brochures, websites, and flyers to promote your recycling programs. The videos will be a great resource for teachers, students and anyone else who wants to see recycling in action right from his or her home, office or classroom.

Coming in 2009

Stay tuned for upcoming announcements of our 2009 programs including multiple Electronics Recycling seminars focusing on the implementation of the new State law, another Greening Your Organization Workshop, and an updated Best Operational Practices Training later in the year. We also anticipate producing a web based Workplace Recycling Toolkit and instructional videos on both Workplace Recycling and Composting.

Illinois Recycling Association "Material Matters" Newsletter Ad Rates

	Members	Non-Members
Full Page	\$200.00	\$250.00
Half Page	\$150.00	\$200.00
Quarter Page	\$100.00	\$150.00
Business Card	\$75.00	\$100.00

Contact:

Mike Mitchell

708-358-0050

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INTERNATIONAL  PAPER

Recycling

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Commodity/Waste Generation and Characterization (CWGC) Study

ROD FLETCHER

The CWGC Study is underway! This study is the first commodity/waste generation and characterization study ever to be conducted statewide for Illinois. Earlier this year, as a part of IRA's vision to develop a strategic recycling plan for the state, IRA solicited a request for proposals to conduct the study. Camp, Dresser and McKee, Inc. (CDM) submitted the preferred response and IRA submitted a grant proposal to the Department of Commerce and Economic Opportunity for funding.

The purpose of the study is to provide reliable data estimates and an understanding of the types and quantities of materials being generated, the generating sectors, the quantities of materials being recovered, and those potentially recoverable, those that are otherwise disposed, and to provide a useful planning tool for governmental jurisdictions. DCEO funding became a reality this summer and reflects their commitment to advance recycling within the state.

The Study is comprised of 3 tasks. First is to determine the estimated generation of Illinois' MSW by generating source - residential and institutional, commercial and industrial with the following deliverables: pounds per capita per day (PCD) - differentiating urban and rural values; by IEPA's seven regions in aggregate; by County; statewide in aggregate; and a comparison of findings to national data. CDM is teaming up with Franklin Associates to perform this task.

In task 2, CDM will be performing sampling and characterization work at 19 disposal facilities throughout the state to: (1) determine the aggregate composition of Illinois' MSW disposed statewide, and in

each of IEPA's seven regions according to 82 material categories; (2) for each region and for the State as a whole, differentiate and compare MSW composition of defined material categories disposed from the residential, industrial/commercial/institutional (ICI), and C&D generation sectors; (3) for each region and the State as a whole, differentiate and compare MSW composition of defined material categories generated and disposed from urban and rural areas by residential, commercial and C&D generation sectors; (4) determine the estimated recovery rates by material types, and in gross aggregate, being recovered; (5) identify key opportunities for diversion, recovery (including composting) or reuse of specific types of disposed material categories; and (6) identify the types and quantities of disposed materials generated from residential, commercial and C&D sectors that could be recoverable and the estimated value of those materials based upon Midwest markets.

Task 3 calls for the development of an interactive web-based planning guide that allows users to obtain commodity/waste generation, disposal projections and identify estimated values and recovery opportunities for commodities for their particular jurisdictions based on data gathered and results from tasks 1 and 2. CDM will be teaming with Cascadia Consulting Group to develop this tool. The guide will be based on unique data for each jurisdiction, which will be built into the projections model for counties, and can also be entered in by the user for jurisdictions smaller than counties. Unique data inputs for each county or jurisdiction, which will be the basis for information projections will in part include:

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◆ CWGC Study (cont. from page 7) ◆

number of single family or owner occupied housing, or multifamily tenant housing data; number of employees in the ICI sector for various industry/commercial groups; and other factors such as persons/household, median age, household income, education level, etc. Outputs of the model will be disposal and generation profiles unique to that locale. For instance: residential generation data (quantity and composition) based upon population and household data; residential waste disposed (quantity and composition); ICI generation data (quantity & composition) based on unique employment/business profiles; and ICI disposal data (Q&C) based on unique employment/business profiles.

All in all, this will be a comprehensive study and there will be many end uses for the data obtained. The results can be used for strategic planning, future legislative initiatives, evaluate the effectiveness of recycling or other recovery efforts, re-target educational efforts, provide guidance as to direction of future grants, provide up-to-date data for SWPRA responsibilities, and determine the value of commodities being landfilled are among just some of the benefits.

Perhaps the most rigorous challenge, the sampling task, will be completed in the first week of November. The final report will be complete by March 31, 2009. We look forward to seeing the results!

◆ SPOTLIGHT ON DCEO ◆

The Illinois Department of Commerce and Economic Opportunity (DCEO) is issuing this Request for Application (RFA) for the Illinois Recycling Grants Program and encourages all eligible entities to submit an application.

Traditional Recyclables: DCEO is soliciting applications for the purposes of increasing the self-sufficiency of Illinois' recycling industry, the creation and/or retention of employment opportunities, diverting post-consumer recyclable commodities from Illinois landfills, and increasing the quantity of materials recycled in Illinois.

Electronics: DCEO is seeking applications for the purposes of diverting computers, cathode ray tube (CRT) devices and electronic equipment from Illinois landfills for reuse and recycling, increasing the quantity of materials recycled in Illinois, and increasing the self-sufficiency of Illinois' recycling industry.

The Department encourages the submission of joint projects or applications that address regional or multi-jurisdictional recycling approaches or needs from any combination of two or more governmental, for-profit, or not-for-profit organizations.

Projects that demonstrate the public economic benefit of job creation and/or job retention, especially projects within economically disadvantaged areas, and those providing work opportunities for physically and mentally disabled individuals are given extra consideration under this program.

Both RFAs can be found on either IRA's or DCEO's websites (<http://www.illinoisrecycles.org> or <http://www.illinoisrecycles.com> respectively). Completed applications are due by December 22, 2008.

Welcome New IRA Members

Arthur Bentz

AMB Roofing

Lisa Disbrow

Waste Management

William Franklin

Midwest Computer Recycling Inc.

Thomas Garza

Steven Holland

Jerry Hoskins

Affordable Computers

Jess Hunter

Tech Support of Springfield

Corey Kirshhoffer

CLK Systems, Inc.

Yvonne McGinnis

Stadium Seat Trash Bag LLC

Sherman McLawhorn

Devine Owens Electronic Recycling

Kate Taylor

See online membership directory for contact information.

Member Spotlight: Real Time Freight

Real Time Freight is a proven technology leader in the freight transportation industry. Their complete offering of web-based solutions streamlines communication amongst all participants involved with freight transportation. With Real Time Freight, comprehensive and time-sensitive load information is communicated to all available carrier firms in real-time.

Real Time Freight is demonstrating their commitment to the environment by partnering with more green-conscious customers, and introducing their proven cost-saving technology to scrap and solid waste processing firms. Recycling companies will be able to save time and save money through the Real Time Freight load board.

Designed to streamline and enhance the management of freight transportation, the Real Time Freight solution currently provides 1,000's of companies with significant business advantages. Members of the Real Time Freight community gain efficiencies with the web-based solution that connects all traffic

managers directly to freight carriers. The result is a simplified and enhanced process for truck finding and carrier confirmation through a centralized and closed-loop communication system.

The system can be used to improve a recycling company's management of their own dedicated carriers, or these firms can post their truck loads to the spot market network, where over 12,000 trucking companies are searching for freight to fill their empty trucks. By performing all load communication through the closed-loop, online system, recycling companies can eliminate hours of phone time each day, while building a history of data that will improve decision making capabilities going forward.

These efficiencies lead to lower transportation costs and increased margins for the recycling company. To learn more, visit <http://www.realtimetype.com> and click on the green Shipper section, or call 1-800-720-7837.

◆ Viewpoint: Commercial Waste Franchising (Pro) ◆

By: C. Brooke Beale

Solid Waste Agency of Northern Cook County

Implementing a comprehensive and effective commercial recycling program throughout a community is a very difficult task.

Governments have at their disposal (no pun intended) various mechanisms such as requiring business to recycle through mandatory recycling ordinances, requiring business to have a recycling plan or assisting businesses in developing recycling programs on an individual level. While these all have a varying affect on recycling, none have provided the success that has been seen in the residential sector.

Why is this? Well, requiring businesses to recycle (such as Chicago and Kane County) has provided limited success because businesses realize increased costs when recycling is mandated and many find ways to avoid the mandate. Requiring recycling plans and recycling assistance are good first steps but only truly committed businesses that currently recycle will implement these plans. In order to truly implement an effective commercial sector recycling program, all business must have access to affordable and accessible recycling options, which is similar to how residential recycling programs started and grew to be extremely effective.

One of the newer techniques to implement an effective and comprehensive commercial sector recycling program is to develop a commercial solid waste and recycling franchise, as provided under Illinois law. Under this model, all business would receive the same solid waste services that they receive from their current providers, and businesses that do not have recycling services would receive a base level of recycling included in their solid waste service costs.

This base level of recycling can be tailored to each community's needs and a 95 gallon toter is usually sufficient for the vast majority of businesses, while business requiring more extensive recycling services can purchase any level of service to meet their needs.

The benefits of a commercial waste franchise are: lower solid waste costs through greater efficiencies and route density, elimination or reduction of outrageous fuel surcharges, stabilized annual escalators, increased recycling, and reduction of greenhouse gases through the reduction of the number of heavy trucks traversing through the community.

A commercial waste franchise allows the hauler to provide a base recycling service to all businesses in a community for no or little cost. Recent commercial franchises awarded in Evanston, Highland Park, Hoffman Estates, Mt. Prospect, Niles and Wilmette have included free recycling for all commercial accounts, in effect providing recycling access to 100% of the businesses. This is one of the most compelling and positive benefits of commercial franchising and one that the recycling community should vigorously support.



◆ Viewpoint: Commercial Waste Franchising (Con) ◆

By: Lisa Disbrow
NSWMA

The National Solid Wastes Management Association (NSWMA) is concerned about the City of Chicago's proposed plan to implement an exclusive commercial waste franchise for the city.

While the City's plan would significantly impact the waste industry directly, it would also have negative repercussions for businesses in Chicago and threaten the existence of independent recyclers in the Chicago area.

Currently, all businesses and high-rise residential buildings have the right to choose a hauling company based on their specific waste removal and recycling needs. In addition, each hauler offers competitive, tailored services for all of our customers, including recycling.

What concerns us about the City's plan is:

The City's research is faulty. The City of Chicago points to 14 cities as successful examples of commercial waste franchise, when in fact only seven of those do. In addition, not one of the top 10 largest U.S. cities have a commercial waste franchise program.

The City's priorities are questionable. At the same time the City is proposing a commercial waste franchise (and essentially de-privatizing commercial waste hauling), they are considering privatizing residential waste (see Chicago Sun-Times, 8/26/08).

The City is now considering other options to address recycling in Chicago. For many months, the City has spoken to organizations and business associations about the franchise plan. There is not one affected business or

organization that supports the City's plan, including the Building Owners and Managers Association (BOMA), who actually conducted a survey to businesses about waste costs and recycling needs. As of mid-October 2008, the City has openly stated the need to look at other options:

"Suzanne Malec-McKenna, the commissioner for the Chicago Department of Environment, emphasizes that the plan is meant to spur serious discussion and is by no means final. 'It's a model that's been floated as a possibility,' she says. 'I think it'll end up being a hybrid of a range of models that have worked before it's done.'" (Chicago Reader, October 13, 2008)

"Malec-McKenna says the city's currently looking at different ways to recycle in high rises. That includes a pilot program in one neighborhood..." (WBEZ-FM, October 14, 2008)

NSWMA hopes the City will continue to consider other options for waste hauling and recycling needs in Chicago outside of the commercial waste franchise plan. There are too many specialized services and too many different business and residential needs for a city the size of Chicago, which is why no other major U.S. city has adopted such a plan.

We also hope to continue our dialogue with the City about recycling, and we look forward to doing so once the commercial waste franchise plan is off the table.

Recyclemania 2009 - Sign Up Now

RecycleMania is a friendly competition and benchmarking tool for college and university recycling programs to promote waste reduction activities to their campus communities. Over a 10-week period, schools report recycling and trash data which are then ranked according to who collects the largest amount of recyclables per capita, the largest amount of total recyclables, the least amount of trash per capita, or have the highest recycling rate. With each week's reports and rankings, participating schools watch how their results fluctuate against other schools and use this to rally their campus communities to reduce and recycle more.

The registration period for 2009 is officially open. The 2009 competition will start January 18 and extend through March 28. Schools wishing to participate in the 2009 competition can register at <http://www.recyclemaniacs.org>.

As more colleges and universities look to institute sustainable practices on campus, RecycleMania is receiving increased attention as a barometer of a school's efforts. Newsweek included a paragraph on RecycleMania in its August 18, 2008 college issue. RecycleMania is used as factor in the Princeton Review's new 2008 sustainability index of colleges and universities. Kaplan and Peterson's college guides are also referring to RecycleMania to highlight campus greening efforts.

RecycleMania is supported by the U.S. Environmental Protection Agency's WasteWise program and the National Recycling Coalition (NRC), and is coordinated as a project of NRC's College and University Recycling Council (CURC).

The Coca-Cola Company is a major sponsor of RecycleMania.

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The IRA is a statewide professional association comprised of business, government, educational institution, non-profit and individual recyclers that provide for the exchange of information and ideas on resource conservation through re-use, recycling and waste reduction. To advertise or submit articles for publication, contact the IRA office:

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National Recycling Coalition