



SUMMARY OF THE 'LET'S RECYCLE RIGHT' BILL 2020

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A QUICK GLANCE -- BENEFITS OF THE 'LET'S RECYCLE RIGHT' BILL:

Most municipalities and organizations in the U.S. have already invested in a recycling infrastructure and the public is willing to recycle wherever they are – however, the costly contamination in the recycling stream (a.k.a. garbage thrown in recycling bins) prevents recycling from being economically viable and reduces the demand for the materials. The solutions in the *Let's recycle right!* (LRR) Bill have already been developed, paid for, and are **proven** to solve the costly contamination issue entirely. The solutions in the LRR Bill makes recycling and using the recycled commodities, both economically viable and desirable.

Without cost to the federal government, the contamination issue in the recycling system can be solved quickly with the LRR Bill. Passing the LRR bill will:

1. generate billions of dollars of revenues for municipalities and government agencies ([click to read this FORBES article about this](#)) during a time when municipalities most desperately need a source of revenue;
2. create immediate jobs that have a low-COVID-19 risk;
3. create reusable resources within the U.S.;
4. prevent waste from going into oceans and waterways; and
5. reduce and mitigate the impending effects of climate change.

BACKGROUND: THE ROOT CAUSE OF THE RECYCLING COLLAPSE Imagine if every single school, business, airport, stadium, park, etc. had to design their own stop signs, speed limit signs, and road safety signs. Imagine what that would do to public safety, distribution of goods, and the economy? Thanks to federally legislated standardized road signs, hundreds of millions of people are able to drive safely simultaneously wherever they go, regardless of whether the driving rules are the same or different.

Did you know that throughout the U.S., every single school, business, airport, stadium, park, etc. is responsible for designing their own labels for their recycling bins? And each municipality has been designing their own labels for residential recycling carts, adding to the confusion. In fact, even when the rules are the same, the labels look entirely different from one bin to the next throughout the U.S. As a result of hundreds of thousands of different looking labels on recycling bins, the public is confused, apathetic and even skeptical about recycling – which has caused people to throw millions of tons of garbage in recycling bins. The chronic costly contamination has destroyed the economics, quality, and demand for the recyclables – and has led to a global collapse of recycling markets. And the collapse is





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expediting the depletion of finite resources, increasing harmful CO2 emissions, and has increased the amount of waste going into oceans 27% in the past 24 months.

THE "LET'S RECYCLE RIGHT" BILL SOLVES THE RECYCLING AND WASTE CRISIS: Much like the standardized road signs solved a road safety and economic crisis, the "Let's recycle right!" Bill (LRR Bill) involves five developed, paid-for, tested and PROVEN integrated solutions to solve the recycling and waste crisis. The LRR Bill includes, federally legislating the use of:

1. society-wide standardized labels for recycling bins which make it possible for the public to be able to recycle properly wherever they are – much like standardized road signs allow the public to be able to drive properly wherever they are. The standardized labels display the specific recycling rules using a fully developed and nationally proven standardized methodology and format, including colors, fonts, terminology, and images.
 - o The society-wide standardized labels consistently prove to increase recycling levels 50-400% and decrease the costly contamination, *often nearly eliminating the contamination entirely.* And the more the standardized labels are seen on recycling bins throughout society, the less contamination there will be region to region and across the country. By significantly decreasing or eliminating the costly contamination, recycling can begin to thrive economically allowing the recycled commodities to compete with the quality and pricing of virgin commodities – which in turn increases the demand for the recycled commodities.
 - o There are already more than nine million standardized labels in use throughout the U.S., including in federal applications such as the National Parks (Denali/Yosemite/Grand Teton), state applications such as Rhode Island, in municipalities, thousands of businesses, nine thousand K-12 schools, airports, sports stadiums, hospitals, etc.
 - o The standardized labels on recycling bins are proven to override the confusing and often misleading labeling on packaging. The standardized label solution has already been developed, paid for, tested and proven throughout the U.S., and therefore requires funding from the federal government.





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2. *The two award-winning PSA campaigns "Let's recycle right!" CELEBRITY campaign and "Dear Humans" OCEANS and SEA LIFE campaign are developed and in use nationally. The PSAs are currently seen on ABC, CBS, FOX, and NBC TV stations in 60 of the largest cities in the U.S. – and the full page PSA ads are seen in numerous magazines such as Forbes, People, InStyle, Wired, Inc., Sports Illustrated, Rolling Stones, Vanity Fair, etc.– and other multi-media ad spaces. The PSA campaigns communicate the national best practices for reducing waste and recycling right — and when modified for local use, they can also communicate the specific recycling rules for each community. These campaign ads also introduce the use of the society-wide standardized labels for recycling bins, which provide the recycling rules in a consistent format to help the public.*
3. *The in-home "Let's recycle right!" templated tools coincide with the standardized labels on the residential recycling cart. These tools are provided to municipalities to provide to households to help people recycle properly at home.*
4. *The best practices recycling toolkit which helps businesses, schools, airports, etc. create successful recycling programs in their buildings.*
5. *The award-winning, K-12 education curriculum which was created by students and founders of ONE MORE GENERATION (OMG) Olivia and Carter Reis, helps students understand the importance, benefits and how-tos of waste reduction and proper recycling/composting, and provides best practices that coincide with the society-wide standardized labels for bins.*



TEN YEARS OF PROOF AS THE #1 SOLUTION TO FIX RECYCLING:

The standardized label solution for recycling bins has been in use for more than a decade and has proven to increase recycling levels 50-400% and reduce contamination significantly – in many cases, often nearly entirely. The society-wide standardized label solution for recycling bins is referred to by the New York Times as "one of the top environmental fixes taking root today," is deemed a "world-changing solution" by Ashoka Global Innovators, and has recently been listed as "one of the top ten solutions to reverse climate change" by the co-author of Project Drawdown.

WAS THE CREATION AND THE METHODOLOGY FOR THE STANDARDIZED LABELS VETTED: Yes, eleven years ago the creator of the society-wide standardized labels, Mitch Hedlund, invited 40 industry leaders to vet the solution and vet the designs. After the review and feedback from the industry, and reviewing feedback from consumers, students, parents, and national school administrators, the standardized labels for recycling bins was launched nationally.



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WHO PAYS FOR THE SOLUTION:

The award-winning society-wide standardized label solution is free to the government: The society-wide standardized label solution has already been developed and pilots and testing has been done for more than ten years. Therefore, there is no development costs for federal, state, or local governments. This is entirely free to the government with the passing of the "Let's recycle right!" federal legislation.

The cost of printing the standardized labels for recycling bins is a minimal expense that can be absorbed by the recycling hauling companies as they provide the appropriate (MRF approved) standardized labels to their customers. The recycling hauler can either pay for the printing of the standardized labels that they provide to their customers, or they can include the one-time cost of printing the labels into the contract fees of their customers, which would be almost undetectable if spread over the course of a year's contract. For instance, the one-time cost of providing 100 standardized labels to be applied to the recycling bins with a school would be less than \$50.

If the recycling haulers or the recycling department of the municipalities were to cover the cost of printing the labels, the financial upside of the value or reduced costs associated with processing clean and non-contaminated recyclables collected, would far-outweigh the original cost of printing and applying the society-wide standardized labels on their recycling bins. A municipality can make hundreds of thousands and sometimes millions of dollars of the recyclables they sell, when recycling is no longer contaminated. Compared to the minimal one-time cost of printing and applying the standardized labels on their recycling bins to eliminate public confusion and costly contamination, the financial and environmental and social return on investment is dramatic.

The award-winning PSA campaign is free to the government: The celebrity led national "Let's recycle right!®" PSA campaign and the "Dear Humans™" PSA campaign and all of the related assets and intellectual property for those campaigns, have already been paid for. And the ads are currently placed

HERE'S HOW THE SOLUTIONS ARE IMPLEMENTED:

Implementing the society-wide standardized labels for recycling bins: Each recycling processing facility (a.k.a. material recovery facility - MRF) would design the society-wide standardized labels for their MRF territory to represent the recycling rules of their facility using the federally legislated society-wide standardized label methodology. The MRF-ordained standardized labels for residential carts and for public space, business



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space recycling bins and recycling dumpsters would be printed, distributed and applied to bins, carts, and dumpsters by the recycling haulers that deliver the recyclables to that MRF.

- ***Distribution of the standardized labels for school, business or institutional settings:*** The recycling hauler for a school, would provide up to 100 standardized labels on average to a school that they provide recycling services to. That school would be responsible for adhering the standardized labels to the recycling bins within that school. The recycling hauler would have the matching standardized label displayed on the recycling dumpster in the back of the school.
- ***Distribution of the standardized labels for residential settings:*** The recycling hauler for single family or multi-family housing would adhere the MRF-ordained detailed standardized label on the residential recycling carts and the multifamily housing dumpsters. The recycling haulers would also provide an 'in-home' version of the standardized labels to each household to keep in their kitchen for easy reference.

The National "Let's recycle right!" and "Dear Humans" PSA Campaigns: These PSA campaigns are already created and in use as full page ads in magazines such as: People, InStyle, Sports Illustrated, Forbes, Vanity Fair, Rolling Stone, Inc., Wired, Family Circle, etc. — at no cost. The TV commercials are already in use at no cost in 60 of the largest cities in the U.S. on ABC, CBS, NBC, and FOX stations and the ads have been displayed on digital billboards with the largest electronic billboard company in the world – all at no cost. This PSA campaign and the celebrity involvement is all available for free to the government with the passing of the "Let's recycle right!" federal legislation. These campaigns have proven repeatedly to create impactful and measurable environmental and financial benefits. The campaigns share national best practices to reduce waste and recycle right – and they are directly related to the society-wide standardized label solution for recycling bins.

The PSA ads can also be modified to include local VIPs and the ads can be modified to be used locally to convey specific messages about localized recycling best practices.

The National K-12 Curriculum for Students and Schools: Two students who are international recycling icons and founders of the nonprofit One More Generation, Olivia and Carter Ries, have created award winning K-12 curriculum that helps students, school faculty and parents understand the importance of reduction and recycling right. The curriculum works with the society-wide standardized labels for recycling bins – and it provides specific best practices to help students understand how to improve their impact on the environment. This curriculum has already been developed and tested – and it has received numerous awards for its efficacy.