



**michiganrecyclingcoalition**

## 2011 STATE OF RECYCLING IN MICHIGAN: A WAY FORWARD

*The State of Michigan has recognized that recycling is important to Michigan's economy, its quality of life and its environment but also that public and private recycling in Michigan has underperformed. Without leadership and investment by the State of Michigan, our state cannot fully benefit from the economic and environmental returns that recycling can yield.*

*This document was developed to define the costs and benefits of Michigan establishing a best-in-class recycling program. Herein, the Michigan*

### Report Highlights

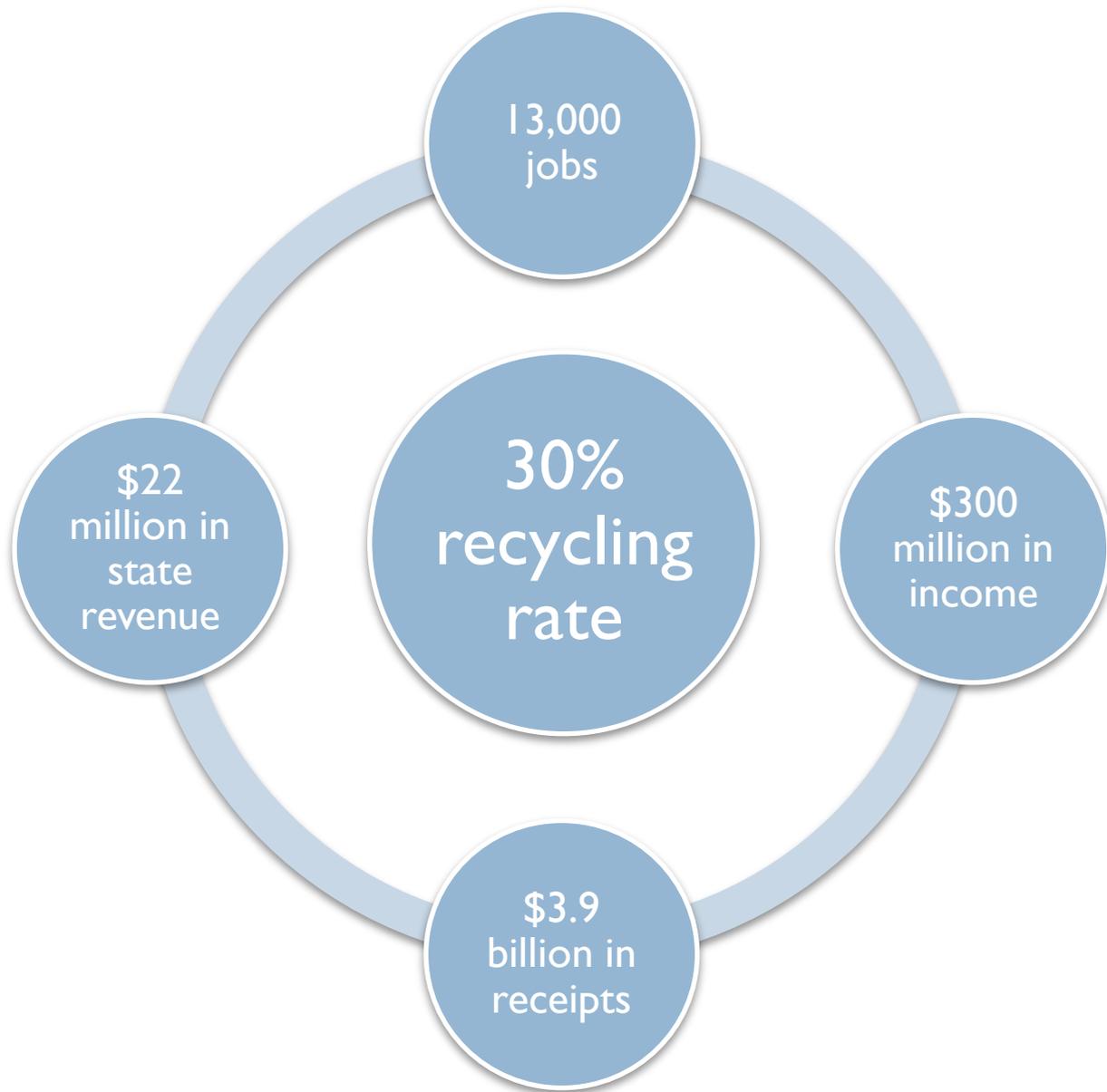
- Recycling benefits the environment and the economy.
- Michigan is woefully behind other states in its recycling efforts.
- Best-in-class programs throughout the United States provide state-level funding and the resources necessary to achieve success.
- The State of Michigan Solid Waste Policy establishes a waste utilization goal of 50% by 2015.
- An investment in recycling by the State of Michigan to achieve that goal will yield a significant return on that investment, from both an economic and environmental standpoint.
- Residents overwhelmingly support

# The Goal & Benefits

**The Goal  
50% waste  
utilization**

*2007 Michigan Solid Waste Policy*

- **4.9 million tons  
of landfilled  
resources**
- **\$492 million in  
raw material value**

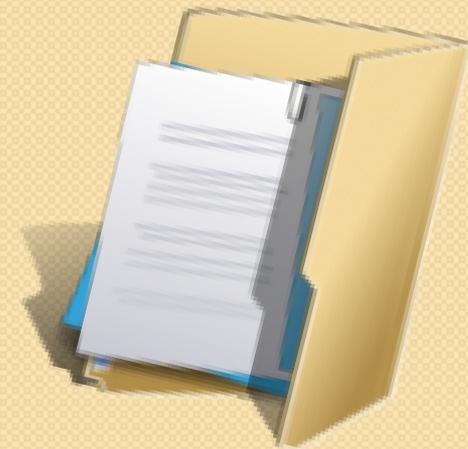
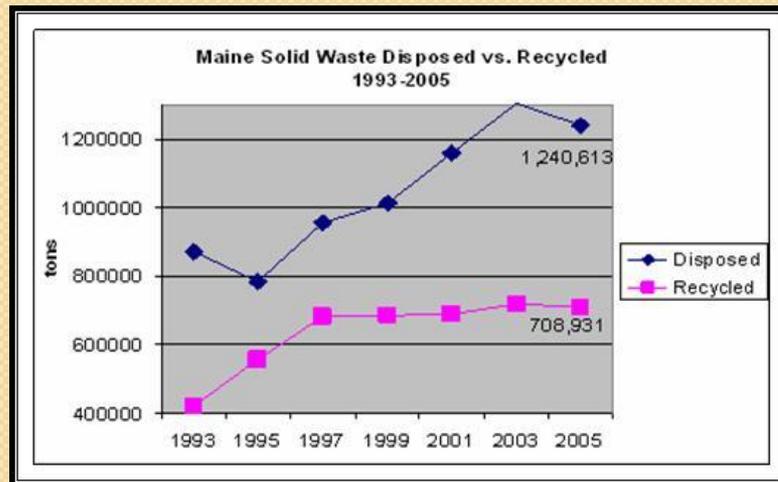


**What would it take to get us to 50%?**

# A WAY FORWARD

## MEASUREMENT AND DATA COLLECTION

- Estimated Annual Cost: \$321,000



# A WAY FORWARD

## EDUCATION AND TECHNICAL ASSISTANCE

- Estimated Annual Cost: \$542,000



# A WAY FORWARD

## MARKET AND ECONOMIC DEVELOPMENT

- Estimated Annual Cost: \$1,400,000



# A WAY FORWARD

## COUNTY SOLID WASTE PLANNING

- Estimated Annual Cost: \$3,438,000



# A WAY FORWARD

## STATE SOLID WASTE POLICY ADMINISTRATION

- Estimated Annual Cost: \$150,000



# A WAY FORWARD

## COMMUNITY SERVICES & INFRASTRUCTURE

- Estimated Annual Cost: \$69,500,000



# The Equation

**Cost \$76 million, 6 programs**

**Benefit \$492 million, material value**

**=**

**6.5 fold return on investment**

**How do we pay for it?**

# Funding

- MRC Report also identified potential funding mechanisms for a program
  - Landfill surcharge
  - General fund
  - Changes to Michigan Bottle Bill
  - Sustainability Fee

# The Bottle Bill

- Half-back bottle deposit fee
  - \$.10 deposit high recovery, \$.05 goes back to program
  - Still returned to retail outlets, no redemption centers
  - Burden of comprehensive recycling on beverages

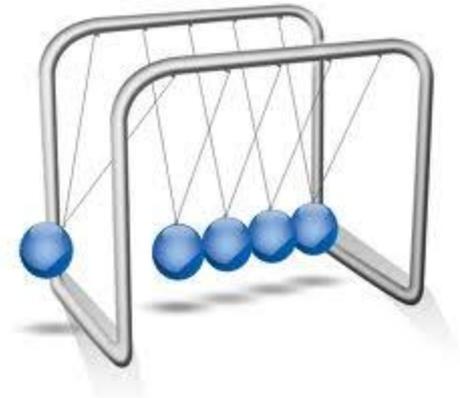


# An Innovative Idea

- Sustainability Fee
  - \$.02-.05 fee on retail transactions over \$2
  - Connects consumption with waste
  - Michigan Recycling Partnership
    - Michigan Grocers, Retailers, Food & Beverage, Food Dealers, Dairy, Beer & Wine Wholesalers, Small Business, Soft Drink, American Beverage, Coca-Cola, Kraft.....
    - Penny Plan several years ago, with support from Chamber of Commerce, Manufacturers, Municipal League.....
  - Estimated to raise \$22-44 million per \$.01, but we don't know

# Gaining Momentum

- Legislature asks DEQ for recommendations about funding solid waste program and state SW policy
  - Sustainability fee
  - Changes to bottle bill
  - Dedicated increase to income or sales tax
  - General fund



# Another Funding Opportunity?

- **Product Stewardship**
  - Voluntary
    - Trade associations & brand owners stepping up to provide services
  - Mandatory – EPR
    - Government requires brand owners to provide or pay for services



# MRC - Making Momentum



- Grassroots marketing plan
- Media plan, with KAB & Ad Council messaging
- Legislative development strategy

# Building the Movement

- **Carry the message, recycling is good for Michigan's economy – it's worth the investment**
  - **Share information & tools with key decision-makers in communities**
  - **Attract key stakeholders to the effort**
  - **Funding to support marketing and media outreach**
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