

**Notes
Council on Recycling
August 7, 2013**

**DNR Central Office Room G09
101 S. Webster, Madison 53707**

<p>Council Members Present: Rick Meyers, George Hayducsko, Joe Liebau, Neil Peters Michaud, Charles Larscheid (phone), Council Members Absent: Jim Birmingham, Matt Fischer DNR: Cynthia Moore, Brad Wolbert Invited Speakers: Paul Gardner, Recycling Re-Invented Public: Kimberly Ake, Elisabeth Olson, Claudia Alvarez, Waneta Kratz, Amanda Schienbeck- DNR; Sharon Ehrhardt (Jefferson County), Wayne Wegner (Bemis Corporation), Danielle Jones (WEDC), Joe Van Rossum (UW Extension-SHWEC), John Anderson (Senator Miller office), Roger Springman (Private consultant)</p>	
Call to order	Call to order at 9:12 am
Approval of Minutes (May 1, 2013)	Motion to approve as submitted made by George Hayducsko, seconded by Neil Peters Michaud and passed on voice vote with no opposition.
Introductions/Announcements- Chair Rick Meyers General introductions by member of the public	See list of attendees above.
DNR Update	The Responsible Unit and MRF annual reporting process has been proposed as an agency Lean 6 Sigma project, with the objective of gaining efficiencies in timely submittal of complete annual recycling reports.
Recycling and Business - Neil Peters Michaud	<p>Status of coordinated letter from Council and WEDC to restore financial assistance and incentives for recycling related investments. The focus would be on restoration of a revolving loan program which would be self-sustaining in the long term and could finance an aggressive recycling goal through “urban mining” of recyclables currently disposed of as waste.</p> <p>No action on the letter, but WEDC has directed Danielle Jones to work with Council on recycling and industrial growth. WEDC is looking for defined actions and outcomes of the Council and how WEDC might fit into these plans. The Council would need to establish a stakeholder/industry group; this group would need to incorporate if looking to obtain WEDC funding assistance. Starting points for stakeholder involvement could be through WasteCap and AROW.</p> <p>Action: revise draft letter to reflect comments by Danielle (Neil Peters Michaud as lead).</p>
Extended Producer Responsibility for Packing and Printed Paper – Paul Gardner, Recycling Reinvented	<p>Presentation:</p>  <p>PackagingEPR_Gardner_08072013.pptx</p> <p>Industry demand for packing and printed paper (PPP) exceeds supply, manufacturers are not getting the quality they need and the local and</p>

	<p>state government recycling programs that typically manage recycling programs are constrained by financial limitations. The market-based producer responsibility approach, modeled on successful programs in Canada and Europe, is designed to improve collection efficiencies and quantities of recyclable PPP. The approach targets household and away-from-home PPP under a system where consumer brand owners, and not households, pay for recycling and no visible fee is applied to the product. Efficiencies are gained because the brand owners are able to apply best practices on a large scale, unlike what currently occurs through independent municipal recycling program. The basic principles for EPR are that government action is necessary to eliminate free riders and an industry “stewardship” organization administers the recycling program and handles all monies and fees. Recycling Reinvented, a non-profit organization, has commissioned an-depth examination of the costs and benefits study to answer questions of stakeholders, policy makers and brand owners. The working papers are available at www.marketbasedrecycling.com.</p>
<p>Plastic Recycling Subcommittee Update - George Hayducsko</p>	<p> CORPRSUPdate_Hayducsko.ppt</p> <p>The Council on Recycling established a stakeholder process to development recommendations for actions to increase recovery of used plastic for productive use. The cornerstone to this process was the creation of 3 stakeholder workgroups- bottles, non-bottle rigids and film/bags. Each workgroup has met several times and are coming upon their final meetings during which the recommendations to be forwarded to the Council will be determined. For more information on the workgroups and meeting times, please see the Plastics Recycling webpage.</p>
<p>Public Comments</p>	<p>Sharon Ehrhard.</p> <ol style="list-style-type: none"> 1) AROW’s Product Stewardship committee is interested in exploring EPR type programs for paint and mattress recycling. 2) The PS committee is also considering a letter to Rayovac urging them to take responsibility for management of end-of-life single use batteries. 3) The PS committee will likely ask for Council support if AROS decides to take action. 4) Neil Peters Michaud suggested inviting a representative of Call2Recycle to a next Council meeting. Call2Recycle is a brand owner financed non-profit organization committed to environmentally sound recycling of rechargeable batteries and cellphones.
<p>Other Business</p>	<p>Seeking COR endorsement letter of support to minor changes in the Responsible Electronics Recycling Act (HR 2791) which has been reintroduced for House action. The changes are: (Neil, please add these).</p> <p>Motion made by Neil Peters Michaud for the Council to revise the initial letter of support sent by the Council to reflect Council support of the recent changes to the bill and send after approval by the Council board.</p> <p>Motion seconded by Joe Liebau.</p>

	Action: Neil will make the changes and route for Council approval.
Next meeting	Cynthia will send out a doodle for dates weeks of October 14 and 28.
Adjourn meeting	Motion to adjourn the meeting by Neil Peters Michaud, seconded by Joe Liebau and passed on voice vote with no opposition.