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SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Robert M. Hitt III
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
Tuesday, July 21st, 2020
10:00 AM – 12:00PM

Meeting ID: 932 9003 3801
<https://zoom.us/j/93290033801>
+1 646 876 9923 US (New York)

RMDAC

Kristen Brown, WasteZero
Tina Huskey, Mumford Industries
Norman Chandler, Republic Services
Bill Laursen, Universal Environmental Services
Dr. Andy Spicer, USC Darla Moore School of Business
Wes Westbrooks, BMW
Carol James-Gilchrist, Sonoco Recycling
Allison Brockman, City of Greenville
Chris Fisher, GlassWRX SC
Joseph McMillin, Atlas Organics
Brad Dutton, Dutton Polymers
Vic Carpenter, Kershaw County

ABSENT

Angel Lara, Southeast Recycling Resources
Tyler Smith, Michelin
Chad Prescott, Mid Carolina Steel

GUESTS

Glen Odom, Retired
Ali Briggs-Ungerer, Association of Plastics Recyclers, APR Demand Champions
Marc Fetten, GreenGas USA
Ashely Teasdel, SC Department of Commerce

STAFF

Anna DeLage, SC Department of Commerce
April Chaffins, SC Department of Commerce
Chantal Fryer, SC Department of Commerce

CALL MEETING TO ORDER

Wes Westbrooks motioned to call the meeting to order at 10:03 AM.



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MINUTES

The May 2020 RMDAC meeting minutes were approved.

Wes Westbrooks introduced speakers.

Ali Briggs-Ungerer presented information on Association of Plastics Recyclers (APR)'s Demand Champions Programs

Ali: APR is an international trade association with members from all of the industry. APR's primary goals are increase supply, enhance quality, expand demand, and community value. For residential recycling to be successful, there needs to be a market for materials. The APR Recycling Demands Champion Program worked towards increasing demand in the market. Companies who are committed to plastic recycling use their purchasing power by pulling curbside recyclables through the marketplace, purchasing products containing PCR, creating demand, funneling money to reclaimers, and investing in sortation. The more companies that rely on Post Consumer resin, the more recycling will be valued. How do companies participate? Step 1: Sign a commitment letter. Step 2: Identify PCR Items to purchase. Step 3: Purchase and report on those items. Reporting requirements are setup to prevent greenwashing. Really great first year with participation from 10 companies, the following year 20 companies participated, then 40 companies. In 2019, there were 25.9 millions pounds of postconsumer resin used. Northeast Recycling Council (NERC) and APR created a separate program for public entities; any non-federal public entity including state, regional, and local governments, as well as, public and private schools, colleges, and universities. The government is the biggest purchaser of products in the US, and it's purchasing sends strong messages about PCR. Within this program, there are two tiers of participation: Champions and Advocates. Champions commit to purchasing products made with PCR, while Advocates commit to work over the coming year to identify containing products they can purchase, leading to becoming a Champion. On APR's website there are a lot of different resources including a directory of vendors that use PCR, fact sheets, roadmaps towards buying PCR, and more.

APR's PCR Certification Program Overview: PCR certification program started around 20 months ago because brand owners and reclaimers were not communicating effectively. Both sides of the industry were saying there was a problem with reporting. Certification is for flake, pellet, and regrind. We are using a clear and consistent definition of PCR. It levels the playing field by having multiple, credible third-party certifying companies. It increases the accessibility & confidence of PCR applications. The way the program works: APR endorses third-party companies to conduct certifications(endorsement is good for three years), plastic reclaimers hire APR endorsed companies to conduct certification, and APR promotes the program and certified PCR from APR members. There are four companies APR has endorse so far and they are AM Testing & Services, GreenCircle Certified, SCS Global Services, and UL Verification Services. This program is open to everyone, not only members of APR; however, APR only promotes available PCR from its members. It does not include post-industrial or pre-consumer.



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There is a five-person technical support group that discuss problems/solutions with the program. There is a directory for certified PCR on APR's website.

Q&A with Ali

- Andrew Spicer: Is price driving some of this with oversupply? Are you seeing price of recycled plastic going down?
 - o Some of our reclaimers have done more business which makes me think pricing has dropped, but I do not have price data in front of me.
- Anna Delage: We have a whole team that goes out to manufacturers, from your perspective, what would be on your wish list for us to help our manufacturers incorporate more PCR in our products.
 - o We would help promote them and you could point them towards our directory of certified PCR.
- Chantal Fryer: Are there any SC companies on your Champions List?
 - o I do not know off the top of my head, I would have to look. It is not always the companies that you would expect.

Chris Fisher presented on GlassWRX SC

Wes: Next up is Chris Fisher, and If you don't mind muting yourself if you are not talking. Chris is the President and CEO of GlassWRX SC, located in Beaufort, SC. The company will make value added advanced materials from foam glass aggregate products. The building is solar powered and operations are expected to begin mid-2020, as equipment is installed.

Chris: GlassWRX will begin operations January 1, 2021, that is their new projected goal. Chris has been working with Darla Moore School of Business since the Spring semester, which has been absolutely amazing. The report they did, and then he did two more sections with the school. They helped us identify where the glass is and best way to bring the glass in statewide, and then working into the states of Georgia and North Carolina. He has also contract with them for two more sessions in the Summer to work on the national layout of GlassWRX US and identify new plants, 30 new plants, that are going to happen. Darla Moore School of Business is a great resource, if you have a chance to work with that school, it's invaluable. The Gamecock Consulting Club has been very helpful also. The school has identified enough glass in the state to put three kilns in Beaufort to run the operation. It's just a matter of stopping it from going into the landfill.

Q&A with Chris

- Anna DeLage: How did you get in touch with this group at the Moore School and if we wanted to similar projects, do you have a good contact?
 - o Chris Fisher: We have a great contact right there. Dr. Gene Ramsey was one of our doctors on staff at the Savannah River Site, made the connection. Dr. Jeff Savage is running the program we're working with.



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- Dr. Andy Spicer: There is supply chain, marketing, consulting. It kind of depends on what you're wanting to do, and those various groups. There is a lot of students not doing anything right now, so it'd be better to go through the existing program.
- Wes Westbrook: What kind of glass, particular type of glass are you in desperate need of, or is it any glass?
 - Any glass aside from lightbulbs and windshields. We are working with Shark to take care of the windshield problem, but we can't take any lightbulbs. We can't take any ceramics either. All other mixed glass, it doesn't have to be separated.
- Carol James Gilchrist: But not MRF glass, right?
 - Chris Fisher: We are working on that. I would prefer to take the glass on the front end, but we may have a solution for that in the next 5 to 6 months, to cleaning.
 - Chantal Fryer: Amp Robotics might be able to help. We have a contact that might be able to help you.
- Chantal Fryer: Are there incentives to increase the amount of glass recovered.? It's the carrot or the stick. How do we get companies, bars, restaurant, and other to recover that glass at the point of generation, rather than have it go to the landfill?
 - We talked to several lobbying groups in the state and we're trying to work out the best way to put the carrot out. The tax incentive, we can't put a burden on any restaurant or resort at this point. So we've got to find the carrot to get the bottles out of the waste stream. That's what we're still working on. There is support for the carrot, not the stick. Figuring out the wording is what we're working on.
- Carol James Gilchrist: Have you talked to Art with Richland County?
 - I have, things are moving forward in that way. We think that county be a hub for the whole part of Columbia, in working with Sonoco and Richland County on that.
- Anna DeLage: There are a few counties that have recently stopped their glass collection, Clarendon, Saluda, and I believe Sumter County. I'm wondering, if there not recycling it now, could there be an opportunity to get that material into a bunker. That's something to consider.
 - Absolutely, it's just a huge opportunity. Like with Norm, we could set up drop sites. We are having more success with drop sites, than anything else.
- Allison Brockman: If there were drop off sites, would you all manage those or would you require the municipalities manage and transport the glass to you?
 - We would like to hire a third party like Republic or Waste Management to come in and manage that.

Marc Fetten presented on GreenGas USA.

Wes: Marc Fetten founded GreenGas USA to pursue a lifelong passion of reshaping industrial and residential energy consumption.

Marc: Our main business is to capture fugitive methane. Methane is a highly destructive greenhouse gas and capturing the methane has a very high environmental impact. We can



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monetize this gas and sell it to companies that are interested in helping the environment. We compress the gas into energy for companies that do not have the capability. In order for this to work, is to build an injection site. This way we can sell this gas to anyone in the country. We can sell this energy in areas of the companies where it is more valuable. There is a beneficial margin in all places along the market. We have had to find voluntary users right now and finding users in other states is vital.

Dominion Energy is partnering to make this injection site. We go to a gas source, compress and transport it, then we go to a fueling station or we put it into a pipeline where industrials can use it. Currently working on a program that would allow residential use. This injection site will be built in Georgetown. By putting this at the end of Dominions pipeline system, we are creating capacity in the most constrained part of the system. Dominion will be able to increase gas capacity in the state without creating more pipeline, this will be a great way to do things to help the environment without having to build too many more pipelines. In Southeastern North Carolina there is a lot of biomethane material available and Dominion has invested 700 million dollars here already. Only about 60% of the raw gas can be used in the pipelines and so money has to be invested to separate the gas. This project alone would offset the CO2 from every home within 8 miles and then some.

Q&A with Marc

- Kristen Brown: Do you foresee transporting by rail soon?
 - o Yes, if we have a project that is large enough to use rail we absolutely would use it. It can be difficult to find flexibility with the railroads because we need it to move quickly.
- Chantal Fryer: Do you work with landfills?
 - o We would certainly work with landfills. We are currently working with a small landfill, but most larger landfills are turning their materials for local energy.
- Norman Chandler: Could you send me more information because we are cogenerating gas right now and we are generating quite a bit.
 - o Switching to other trucks with C&G fleets would be beneficial for you and we can talk more.
- Chantal: This could be a workforce need for maintenance of C&G fleets. I think this is all a game changer for South Carolina.

Anna DeLage presented on RMDAC Report/SC Recycling Markets Directory.

Anna: Quarterly report was sent out last week and it covers all the work that was done recently. We have done so much over the last quarter and we want to focus on what we have ahead of us. If you have any questions from the report, we can talk about it.

Let's transition over to our recycling markets development tool. We have been transitioning our Green Resource Index into an online mapping tool in order to make requests more efficient. We have taken over the GRI from DHEC and changed it from a pdf to an interactive tool that can be



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updated. It is renamed to the “SC Recycling Markets Directory.” I will send you all the link to take a look. We have been trying to find good data and a layout from other similar tools to make the best directory as possible. You can search by category and also use the mapping tool. We can go from equipment manufacturers to processors and transporters. One of the main things that I would encourage you to do is to go in and play with it and see what works for you and what doesn’t. We will do a full launch in August. We would love to hear feedback so that we can fix it in time.

Andrew: Thank you guys, this is the best thing you can do for market development and this is wonderful. I was thinking of next steps and I have ideas. I hope you get a lot of good feedback.

Anna: We are putting together an ally list right now where we can make sure we have this information.

Chantal Fryer presented on the Materials Marketplace.

Chantal: This tool is out of Texas and we have been looking at it. This marketplace allows you to assign a cost for materials and you can find more info about it. Similar to our platform, you can search for materials and locations and find materials. What we feel is the opportunity here is that we can use this tool for our hard to recycle materials. This is an opportunity for companies to go to the next level and recycle even more. This also allows staff to monitor when the material gets posted and if it is not getting sold, market matching can happen. This is a nice platform to consider and we wanted to share and see what your thoughts are on pursuing something like this.

Q&A

Wes: I like the idea. We saw this at a conference last year and I like it.

Norman: This would open a lot of opportunities to move materials.

Kristen: I think it is great.

Andrew: I think it would be great to combine the two from a marketing perspective. You could quantify matches to get data.

Chantal: As administrators, we could gather a lot of data on materials frequently requested.

Anna DeLage presented on RMDAC – Schedule for the Year.

We have shifted to online meetings and zoom has been successful. We are planning on doing a zoom call in September. What are your thoughts for the retreat? Originally, we thought in-person retreats could be possible and maybe shifting it towards January.

Andrew: I don’t think anyone really knows. I think we need to be flexible and should keep going on with zoom until people feel safe.

Wes: We still can’t travel or have onsite visits, so I think we should just continue zoom.



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Anna: We could shift to the spring and we have options so continuing to be flexible is the best way to proceed. We will keep it open for now and can always make it virtual. There are ways that we can handle a November meeting in a different way. Your feedback is helpful, thank you.

MARKET UPDATES

Plastics, Brad Dutton: It is very rough. PET has gotten better in July from June, but it is a struggle right now. At the end of the day, I am optimistic because it is better than it was. I am hoping each week it gets better and we get out of this sooner rather than later.

Oil, Bill Laursen: Oil is gradually increasing. This morning oil is 42 dollars per barrel which is up and predictions are that it will increase. SC remains as one of the cheapest states in the country for gas. As always, the upstate is the cheapest. Everything is heading in the right direction.

Paper, Carol James-Gilchrist: Had another drop of 20 dollars per ton, making it 70 dollars per ton. Mixed paper has stayed the same at 15 dollars per ton. We consistently have seen drops in the last 3 months. Forecast is that it will continue to drop.

Recycling, Tina Huskey: Not much of an update. Depending on which sector determines how much work there is.

Carpet, Glenn Odom: Nylon 66 is still in high demand. PET is still a challenge. We have discontinued local collection of the municipalities because the economics were not working. I have been in discussion with CARE to see if we can get ID guns to work with them to at least get Nylon 66.

Higher Edu., Dr. Andy Spicer: Nothing to report at this time.

General Public, Kristen Brown: Residential trash and recycling are both up because everyone is home. Recycling percentages are higher. Bottle bill states have suffered. Green bags with a scanner have been popular to count the bottles and give money to the participant.

Solid Waste, Norman Chandler: Since businesses are opening/closing it is difficult to see where the waste is going. Residential waste is high since everyone is home. It will be interesting to see how solid waste changes when things get back to normal.

OLD BUSINESS

Mackenzie Coon: Secretary of Sustainability for USC. Working on getting a sustainability pledge from University leadership, as well as gathering energy and waste audit information. Also, working on finding a way to continue sustainability on campus even through COVID.



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Rock Hill Recycling Program

- Chantal: Elizabeth Morgan is the recycling coordinator at rock hill and their recycling program is on the chopping block. A local activist put together a group to advocate for saving recycling in Rock Hill. We have written a letter advocating for residential recycling and that they support the local MRFs. Wes and our marketing team have submitted it to Elizabeth and will show it in council in August.
- Anna: This conversation will probably happen a lot as budgets are getting looked at for next year.
- Wes: Would CRA involvement help?
- Chantal: Activism and local business will need to show pushback. Creating a top 10 reasons why you should recycle is an idea to target city and council officials.
- Kristen: I think you need a fact sheet it will be very helpful. With pay as you throw, it is always important to turn the paradigm on recycling towards the positives about the magnitude of recycling and jobs it creates in our state. Using the ups and downs from the past 30 years will help to show that the industry will definitely bounce back even though it is a hard time. Showing that the messaging is difficult to take away materials and then eventually ask for them back causes public confusion.

NEW BUSINESS

Chantal: Announced recent promotion to Deputy Director of Business Services at the SC Department of Commerce.

NEXT STEPS

- Send Norman's contact information to Marc Fetten.
- Regional Workforce Advisors: Maintenance of C&G Fleets/Training to Technical Colleges?
- Send Recycling Markets Directory link to RMDAC board.
- Materials Marketplace (Move forward?) market with Recycling Markets Directory.
- Rock Hill Recycling Program:
 - o Touch base with Elizabeth Morgan (Chantal & Wes)
 - o Create fact sheet (Kristen Brown)

ADJOURN

The RMDAC board meeting was adjourned at 12:11 pm.

The next RMDAC meeting will be held via conference call September 15, 2020 at 10:00am.