



Henry McMaster
Governor

SOUTH CAROLINA
DEPARTMENT OF COMMERCE

Harry Lightsey
Secretary

Recycling Market Development Advisory Council (RMDAC) Meeting
Thursday, November 19th, 2021
10:00 AM – 11:30PM

Meeting ID: 959 5365 5639
<https://zoom.us/j/95953655639>
+1 646 876 9923 US (New York)

RMDAC

Wes Westbrooks, BMW
Tina Green, Mumford Industries
Norman Chandler, Republic Services
Dr. Andy Spicer, USC Darla Moore School of Business
Chris Fisher, GlassWRX SC
Brad Dutton, Dutton Polymers
Carol James-Gilchrist, Sonoco Recycling
Elizabeth Morgan, City of Rock Hill
Vic Carpenter, Kershaw County

ABSENT

Angel Lara, Mid-Carolina Steel
Chad Prescott, Mid Carolina Steel
Ronnie Grant, Retired
Kristen Brown, WasteZero
Joseph McMillin, Atlas Organics

GUESTS

Glenn Odom, Retired
Bob Gedert, National Recycling Coalition
Mary McClellan, Carolina Recycling Association

STAFF

April Chaffins, SC Department of Commerce
Ashley Jenkins, SC Department of Commerce
Terrell Prested, SC Department of Commerce



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CALL MEETING TO ORDER

Wes Westbrooks motioned to call the meeting to order at 10:00 AM.

MINUTES

The September 16th RMDAC meeting minutes were approved.

Wes Westbrooks: welcomed the guests and introduced Bob Gedert.

Bob Gedert presented information on the American Recycling Infrastructure Plan.

Bob: There are two infrastructure bills, the bipartisan bill that was passed by the US Senate and House and signed by President Biden on Monday of this week, and the Build Back Better Act that is still being constructed. I am going to talk about what is in the framework of the act and what we can do to influence putting recycling into that process and that conversation.

The first infrastructure bill recycling program grants:

- 1) Consumer recycling education grants, \$15 million per year for five years 2022 to 2026, coming through the EPA.
- 2) Save our Seas Act 2.0, \$75 million (\$15 million/year for five years), will be defined by the EPA over the next six months.
- 3) Trash-Free Waters Grants, \$75 million (\$15 million/year for five years), for funding to clean up our waterways of plastics pollution and to prevent plastic pollution in the oceans. These are for the internal waterways throughout the US.

Funds will be released for these three grants at the end of 180 days. I encourage you to be in contact with the grant administrators at your EPA regional office to see when they will plan on having workshops, as they usually have workshops.

- 4) Household Battery Recycling and Labeling Guidelines, not a direct grant program, \$10 million over 4 years. The EPA will be working with the battery manufacturers over a period of two to three years to develop a nationwide battery recycling program and they'll be looking for communities to pilot the program

The first infrastructure bill also includes the following:

- 1) Electric Vehicle Battery Recycling through R&D grants from U.S. Department of Energy that will equate to \$200 million over a five-year period. They are predicting about 10 grants from this \$200 million pool. They are looking for battery recycling locations around the nation. They want to encourage the EV industry to grow.
- 2) Electric Vehicle Battery Processing and Manufacturing this will equate to \$3 billion dollars for four years.
- 3) Agriculture Reuse in Construction and Products, a USDA Grant for \$2 million per year from 2022 to 2023, that is to be used for taking the spoils of agriculture that can be reused and reusing them for construction and products industry.



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- 4) Brownfields Reauthorization & Refunding with larger dollar values.
- 5) Superfund Reauthorization & Refunding with larger dollar values.

Build Back Better Bill

This bill will provide \$200 million for five years to be used for waste reduction, organics infrastructure, and recycling data collection, and will go through EPA.

We are also watching two additional bills in Congress: **1) Break Free from Plastic Pollution Act**, which is sponsored by Sen. Merkley and Sen. Lowenthal, and **2) The National Bottle Bill**, which is a portion of the break free from plastic Pollution Act that Sen. Lowenthal plans on introducing as a separate piece of legislation in January 2022.

NRC Infrastructure Activities

We launched our campaign on Earth Day in April and worked on what we call an American Recycling Infrastructure Plan that we initiated in July. On July 15th, we sent the 50 initiatives outlined in the American Recycling Infrastructure Plan to congressional staff and media. This plan is valued at \$8.6 billion in its first year over and \$18.3 billion dollars over three years. There are 16 waste reduction, 11 reuse, 16 recycling, and eight composting initiatives. The proposed plan includes 10 grant programs to local governments, 10 grant programs to small businesses, MRF retrofit and upgrades grants program, and federal department allotments with small business contracts.

Sample Initiatives:

- 1) **Waste Reduction:** Eliminating single use plastics in the federal contracts and replacing them with reusable products, a federal pay as you throw contract wherever there is a waste hauling contract, refillable bottle program grants to all federal land, and federal grant national park systems comprehensive procurement guidelines through the US EPA.
- 2) **Reuse:** All infrastructure products projects that are funded by the Federal Government to utilize reuse systems and wherever there are federal cafeterias to have reusable food ware systems, eliminate single use plastics in the federal contracts and replace with the reusable, and have federal centers where there are reuse warehouses.
- 3) **Recycling:** Fund \$38 million residential curbside contracts in areas of need around the country where there is no curbside recycling fund, MRF redesign and redevelopment in areas of the country where there is no single strain, MRF activity standards on plastic chain chasing arrows so that we eliminate the consumer confusion about what is recyclable and what is not, create a national standardization on the use of the chasing arrows, recycling in federal contracts, but on the waste contracts of adopting a national beverage container deposit legislation.
- 4) **Compost:** Building demand for compost in federal contracts, tax credits for farmers that donate food, guidance on food donations safety for the health departments, and encouraging the passage of the compost act which is valued at \$2 billion.



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How to pay for all of these initiatives?

- 1) Tack on a \$20 per ton fee at landfills and incinerators across the country that would generate \$3.6 billion per year each year to fund these programs, so you are taxing the wasters to pay for these new programs, and it shifts the economic calculations and makes reuse, recycling, and compost more economic in comparison to a more expensive disposal system.
- 2) Create a national tax on single use products, those products that are unable to be reused, recycled, or composted. We would use the designation from the Plastic Pact of non-recyclable or non-reusable. The revenues would be dedicated to this plan's plastics initiatives, so there should be a designated use for the revenues from this plan.

If implemented these initiatives could create 250,000 jobs across the country in the first year and the greenhouse gas reduction potential is a reduction of 155 million metric tons of carbon dioxide equivalent. That is based on only a 50% capture rate for 180 million tons currently discarded in landfills and incinerators, which we believe is an attainable goal there.

What can you do?

Write and call your local US Senator and US Representative to request that some or all of the components of the American Recycling Infrastructure Plan be included in the larger infrastructure package. Mention that recycling should be a concept that is included into the Infrastructure Package. Remind them that that recycling brings jobs to the local economy. Key Representatives: Nancy Mace, Joe Wilson, Jeff Duncan, William Timmons, Ralph Norman, James Clyburn, and Tom Rice.

Andrew: Are there good models on consumer education? If so, where do we find them and implement them? What might a grant look like and what is needed or gaps in that area?

Bob: I have been impressed with the state of Washington and some of their work on consumer education. I brag a little bit about the city of Austin and some of their work on consumer education. There are some good models out there. We were inconsistent across the nation, as I look at national models. We have strengths in different communities on consumer education, but we are educating the public differently across the nation, and we need national standardization of recycling. When people move from one community to another the standards are the same.

Andrew: It is very hard to standardize across the nation, even across the state. It seems a very strange industry, where you get a lot of local players and not a lot of global players. I am sure even all your talk about political change runs into these jurisdictional issues. What is the future of the recycling industry? What makes it so hard and difficult to coordinate and lobby collectively?

Bob: The industry is grown through regional markets developments because we are trying not to rely on international markets. There are different program elements in different regional markets and it is complicating the national standardization. Our answer is to get rid of the complexities of



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different end markets. We need to find five or six consumer products and standardize the message to the consumer, and then add the extras from each program. Can we standardize the top five recyclables and have the same message across the nation, and then add on the regional differences on top of that? We are not that well-coordinated nationwide yet, but I can see that happening in the next two or three years.

Ashley: I know Lithium recycling is a huge topic with EV batteries. You are looking for the battery recyclers. You need the manufacturers. How is the funding going to be dispersed? Will EPA be handling that funding and businesses have to apply for the grant. Do you have an idea of how that would work? Would it go through a government agency or does the business have to apply for themselves?

Bob: The EV battery grants will go through the US DOE and residential recycling grants will go through the US EPA. First, they will have to develop the grant rules. This is sometimes done in full public view. For instance, the US EPA will have workgroups and they are more transparent. You will be able to see how they work in the development of the rules and can be involved with input. The US DOE is a little more closed door in the development of rules. You have to follow their website and be fairly close to some of their department's staff to find out what is happening. Then, they will do a broadcast announcement and businesses will have to apply directly to the DOE for the EV grants. The infrastructure grant package does have an extensive list of eligible entities. Each of the packages have eligible entities listed. The DOE and the US EPA could add to the list, but they cannot subtract from the list. They are instructed to release these grants within 180 days; an unusually short period of time. The unusual parts of the Federal Government are that if you are a private sector, and not government, you have to go through some hoops to get registered as a vendor with the with the Federal Government in order to apply for grants. You can go to the Department of Energy grants website and they will lead you to how to register. I would recommend doing that long before the grants are released, so that the private companies are ready to leap into a grant application process and be registered when the grants are announced. I do not know how much time there will be once a grant is released.

Mary McClellan presented on CRA Legislation Day.

Mary: We have a save the date out for "Recycling Day at the State House." We have booked The Palmetto Club on February 9, 2022 and have booked that date with the State House organizers. A big thank you to Rob Smith, a principle lobbyist for NuCor. He has really supported us in having this event and allowed us to use his membership for booking the Palmetto Club, so it is extremely cost effective. When we do that there is no fee for rental. We just have to pay for the food and beverage, and a few ancillary costs like AV and some other things.

Here is our agenda for legislative day:

1:30-2:30 p.m. – Set up – We decided to do an evening reception with the Legislators and really focus our efforts on getting some key representatives to come to our reception after their session



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adjourns. That way we will not have as many kinds of logistical concerns to deal with, as far as people walking back and forth between different buildings.

2:30-3:00 p.m. – Attendees Check In

3:00-4:30 p.m. – Presentations – I call it a prep document for the attendees to really get in the spirit of promoting recycling to our representatives and helping educate them. We would like to have a state of recycling presentation and we have invited Will Sagar from SERDC to help us with that, as well as the folks on this call from SC DOC. I know you guys have been working on looking at some potential policies to push just within South Carolina to help support our industry. If we have that ready, we can discuss that with the group. We also want to talk about how people that are attending can communicate with the representatives effectively. Then, we have also asked Rob Smith to put out some feelers to see if any members of the Legislature would be interested in speaking to our group specifically.

4:30-7:30 p.m. – Reception and Networking with Legislators – Our plan is to produce some informational materials. This is the most important thing we can do, get the members' attention on recycling and the economic impacts of recycling in South Carolina. We have to compete with a lot of different causes that the members pay attention to. They are pulled in a lot of different directions and so we need to have a really clear, concise message for them about the positive economic impact and we cannot neglect the environmental impact of recycling.

We would like to have a flyer printed that was created by our Commerce friends. We would update this, if possible. We will share a map of our members and other industry companies in South Carolina as well to show the distribution and locations of all of these wonderful companies in our state. I believe in South Carolina there is over 300 recycling businesses. We would also like to show our association's reach. Then, we want to have some district specific recycling information for the attendees based on where they are from and have that available for them to share with their particular representative, either at the event, if that representative attends, or before or after, if they can email it or call the office of their specific representative to discuss the importance of recycling in their district. If we have a joint policy recommendation that everyone can get behind that will be included as well. There is also talk about a potential resolution or proclamation that is similar to what we have done in years past. This is where the legislature declares the day recycling day at the statehouse and it is in their record and on their docket when they are in session. Even if we could not be there in during the sessions to watch, I think it is worthwhile to have that record of our attendance and our attention on this.

We have invited Your Bottle Means Jobs, SERDC, RMDAC, Palmetto Pride, and Sustain SC to partner with us. This will involve them helping with planning, helping get on board with any policy, recommendations, and assisting with displays, pop up banners, and materials to send it on with legislators.



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There are four sponsorship levels. It is important to make these sponsorships approachable for small businesses, so that they can participate and get their logo on everything, on our website, and in front of the legislators.

\$250 Crescent Contributor
\$500 Grand Strand Giver
\$750 Santee Supporter
\$1,000 Palmetto Partner

We have not been in front of the legislature in South Carolina for three to four years, so there has been a good amount of turnover from the relationships we had in the past. We really need to work on re-establishing those relationships and getting our issues in front of them. We need to get as big of a group as we can, and I hope that you will help us with attending and promoting the event because the more bodies are there, the more impressive and more impact we have.

In the past, we have not come with a specific policy recommendation in mind for the legislature. Often, when I have been speaking to legislators both in North Carolina and South Carolina, they say I love to recycle, we recycle at home, and we always put all our bottles and cans in our bin. What can we do to help you? I think that it is really important that we have a unified answer to that, so that we can actually ask for what we need, get some support, and get some things done. It is one thing to go and educate about how great recycling is for South Carolina, but we need to move it forward and we have that power to do that. We really need to figure out what we want to ask for and it can be done. It might not be done this year, it might not be done next year, but persistence and continuing to build the relationships and having the clear ask is going to pay dividends down the road. That is why I have been pushing that idea and I know you have probably been talking about that a lot with Ashley and some other folks, so I think that is really important. If we cannot get it done this year, you know at a minimum we want to show up, we want to have a presence, and continue to work on a good policy strategy and recommendation to bring forward. I will stop there and see if there are any questions.

Tina: Are there specific committees or committee members that we need to target to make sure they attend?

Mary: Yes, I do think we need to target the Agriculture Committee and the committee that is planning legislative day is working on the best way to really target those folks. It is a multi-pronged approach where one part is the members of their districts need to invite them personally to attend the reception and meet with them. Also, we have our own strategy of how to promote the event with them, to the entire body, and those specific committee members. I think it is a lot of invitations and communication with them personally that will help us get them there.

Tina: Can you provide our group with the list as well? So, we can see if any of us fall into those same areas, and that way we can touch on them more than once. That would be helpful to.



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Mary: Definitely, and we will do that and that is in the works.

Mary: Our plan is to open registration by December 1, so that we can go ahead and start getting those registrants in, figure out what districts people are in, and compare that to that list of representatives that we want to target.

RMDAC UPDATES

Legislative Day: Tina: We have narrowed it down to a couple of things.

1. A cardboard mandate for municipal landfills. We are trying to put limitations on it. That way, if you are in a small town with a population under "X", this mandate may not affect you, or if a company that has less than 100 employees, this may not affect you. For those who would be above those bottom lines, there would be a mandated standard for recycling cardboard. We feel that you do not have to over educate on cardboard and we believe that with some of the paper companies that we have in South Carolina, we can actually get some corporate support for that as well. Carol was going to bring somebody in on our next meeting to see where Sonoco would be with that type of support.
2. Data reporting. We think that there would be support, but maybe not so much for corporations and companies. Again, with a size breakpoint on it to report their recycling efforts directly to DHEC. It is twofold as far as the effectiveness of that one being it would show our recycling increases and we will have real numbers going forward to be able to go to the legislature and say that this is how much of this we actually have.

We are working on those two. We are trying to narrow down and we have looped DHEC in on these to get their recommendations and feedback.

Carol: It was my understanding that we were going to get together the wording and make sure we had everything together as far as what we wanted to present to Roger who is our Corporate Communications Director and then present that to him. I think we were going to maybe do that by the next meeting.

Marketing Material: Ashley: RMDAC needs marketing material, so we want to open up the discussion, what does materials would you like to have? What colors? Do you have a tagline? You want your pictures on a card? Would you like a QR code to be able to go directly to the Annual Report? We definitely want to get RMDAC out there. RMDAC does a great job, but we have to get the market marketing material. What do you guys see in the future and we definitely want to push forward with this.

Wes: Is there a standard we have to adhere to because we are under the Commerce banner?

Ashley: Yes. We will work with MarComm, that is our communications outreach specialist team, and they will come up with all the graphics. We just need to present the ideas and say this



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is what we want, these are the colors we are thinking about, and this is what you as a team wants. They will come up with something and will present it to us for feedback. Any ideas?

Wes: I think we should have a fact sheet or photo of RMDAC members. I think it is key to put a face to a name to a committee that they either have or have not heard of. Such as, what we saw in the last video, they did not know who we were or what we did. It should have the markets, in my opinion.

Andrew: We need a slogan or something like that “just recycle it.” I think the unusual thing about this committee is the markets component that in our name and that we are in the Commerce department. I heard in the past that we have spoken to other states about embedding recycling within a jobs and market creation, innovation framework. Innovation and jobs and market seems to be the line that I think would resonate the most.

Tina: I think Andy is correct.

Elisabeth: I think if you go with something like innovations, jobs, and markets if you can somehow tie in with a graphic.

Ashley: Does RMDAC want a logo?

Wes: Yes. Something that is us, not just Commerce department.

Elisabeth: Like recycling with like an industry type and jobs, maybe with those chasing arrows.

Tina: We can definitely use South Carolina blue, but I think we need to throw another color or two in there to differentiate us. You can get 100 things with a palmetto tree on it, and still not know who it is.

Mascot Recycling Challenge: Ashley: University of North Carolina Wilmington had over 5,000 engagements with their social media posts. NC State ended up recycling over 240,000 plastic bottles from that time period. South Carolina came up short, so North Carolina took both of the wins. They will be presented a medal and an award at the Carolina Recycling Association Conference. We appreciate CRA, as they will be sponsoring and awarding four students, two students from each of the winning schools. They will get the award and they also will be able to share and experience CRA. It is been a great challenge with great participation, as you guys can see.

Materials Marketplace: Ashley: As you know, last time we had a whole conversation and we did a poll to find out if this is something that we needed. Most of the RMDAC board members said yes, this is definitely something that we need for our state. We did have a few say no, I do not think this will be beneficial. We took that information back to Richard at DHEC and he says let’s move forward and see what we can do. SWIX, the Southern Waste Information Exchange, was



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this platform and they have been running since the 90s. It is been a very great platform that they have been using. It is run by Gene, he is their solid waste director there in Florida. He does all the vetting, information intake, and posting. We had a meeting with myself, April, Richard and Gene from SWIX. It went very well. After that meeting, Richard wanted to do a partnership with SWIX. It is moving forward and what will happen is South Carolina will have our own landing page. They will work with SWIX to have a landing page and it will go right there to the waste exchange. They do not have any problems with anyone having the site or people putting up inappropriate information. They do not get in involved with the exchange. They put it up there and they allow the companies to handle all the exchange when it comes to the material. It is projected to start working on the next phase of that landing page in January. The whole project will be announced Earth Day 2022. Richard wants to move forward and DHEC is going to put up the first five years of the money for the contract, but the waste exchange platform will be hosted on the Commerce page.

CPRC Update: Ashley: CPRC was a great event. I hope some of you guys were able to attend. That was November 10th. We had a great lineup, great speakers. It was a half day event that had over 118 registered and about 80 people that attended that virtual webinar. North Carolina and South Carolina are going to come together after Thanksgiving for a roundtable to see how to be better, gather all the questions that we have, and see make sure that we can implement it for North and South Carolina.

RMDAC DISCUSSION

2022 Meeting Dates & Locations: April: You should all have the meeting date for 2022. On the locations, I know there is already a discussion about a new resurge with COVID all over the news, due to the fact of going into the holiday season. However, being optimistic, if we could go back to meeting in person and meeting at facilities, is there any particular industry or plants that you guys would like to try to visit?

Wes: I will check with BMW.

Glenn: How about Nucor Steel? We were going to go there last year, but it got canceled due to COVID.

Chris: You are welcome in my plant anytime you like.

April: We still have you down for the retreat next year.

Andrew: I actually cannot make Tuesdays and Thursdays next semester, so I do not know what that does so we can talk offline.

Ashley: Palmetto Synthetics, that is in Kingstree, South Carolina.



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2022 Focus: April: Are there any items you would like staff to take on in 2022, in addition to the branding and the legislative day?

Tina: I think that if we drill down on those two things and make them important and really work them through it will take us through 2022.

EPA National Strategy: Ashley: EPA just released the national strategy. We will send out links to the whole national strategy and an executive summary. That is a quick two-sheeter about how it is going to look and how they are going to phase it out. We will also send the link to sign up for an implementation plan.

EV Batteries: Ashley: I will send a link out to a video about EV Batteries and the new “Lithium gold-rush.”

MARKET UPDATES

Paper: We are seeing a little shift in paper which is typical for this time of the year. The holiday season does bring in additional cardboard which does usually drive the market down a little bit. It is down in November, \$10 per ton to \$185. Mixed paper went down \$10 as well to \$100 per ton. We are seeing an increase in coated book and sorted office paper waste. Our tissue mills are needing the material pretty badly right now, so that market is continuing to stay high and increase. They are looking at December for our cardboard and mixed paper grades to drop again possibly \$5- \$10 per town.

Glass: Clear flint separated, with no contamination, is \$50 per ton. Amber is \$30 per ton. Separated Green is \$7 per ton. Mixed glass is a negative \$20-\$30 per ton. Single stream glass is negative \$40 to negative \$80 depending on your trucking or which landfill is closer.

Solid Waste: Landfills are hanging in there and doing well. The biggest thing we need is for fuel to back off and for steel producers and stop going up 32% and 33% per clip. It is creating quite the struggle on buying new equipment for customers, but outside of that landfills are well.

Carpet: Nylon 66 is in high demand, but short supply. Nylon 6 is in strong demand right now and price is stable. Polypropylene carpet, polypropylene general, is much higher. It is stabilized some, but it is still high and they are actually using recycled polypropylene carpet now. PET carpet is still a challenge.

Plastics: The PET side is running as full as it can. Most industrialized facilities are internalizing as much waste as they can and having it processed outside. There are still little imports coming in due to high cost rate. There is a limited amount of recycled fiber on the market, simply because there is not any imports coming in, of region. And all the virgin guys are running full, at least those that can get PTA are running as full as can be.



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Recycling: Everybody is still working. Polyethylene and polypropylene, there is a lot of virgin material that is going to be coming back on the market. There is going to be a dramatic drop in the value of recycled polyethylene and polypropylene. That will have some impact and then on the flip side of that there is a push for more recycled content, so companies will have to decide whether they are going to pay for which ones more economical, but that that price drops are going to be impressive over the next couple months.

OLD BUSINESS

None.

NEW BUSINESS

Glenn: This company I mentioned earlier, want to do a presentation for the January meeting. All his contact information is in the brochure. I am pretty sure it is the gentleman that I have been in contact with, so if it is not I will make sure his name and everything is in there, so just let him know.

ADJOURN

The RMDAC board meeting was adjourned at 11:33 am.

The next RMDAC meeting will be on January 11, 2022.