



Recycl-IN News

A Quarterly Publication of the Indiana Recycling Coalition

Issue No.2003-2 April/May/June

Unplugged and Recharged Recap

By Melissa Kriegerfox, IRC Board Member and Terry Duffy, IRC President

This year's Indiana Recycling Coalition's conference was quite a success. The evaluations from those that attended and exhibited provided positive feedback. Attendees praised the conference for many reasons. Some of these included:

- ◆ The sessions in general were very well received. The conference also featured the kickoff of the E-Scrap Action Program (ESAP) and the full day of sessions on electronics issues. These were seen as an important step toward solving this growing problem in Indiana.
- ◆ The ESAP kickoff and the conference featured a large number of nationally known speakers:
 - Ray Anderson of Interface Flooring Systems
 - Scott Cassel of the Product Stewardship Institute
 - Barry Connell of the Center for Environmental Solutions
 - Kate Krebs of the National Recycling Coalition
 - Martin Seaman of the Oakland County Waste Resource Mngmnt. Division
 - Tom Watson of the King County Solid Waste Division

- ◆ The effort to use locally and/or organically grown food for conference meals (although some negative comments were generated when the hotel served chicken as a "vegetarian" dish on the second day of the conference.

Other highlights

From the "fiesta siesta" welcoming reception to the tour of the Crossroads greenhouse, this year's conference was a great mix of education and fun (where else could you tour a greenhouse that runs on methane generated at a landfill, and swing at a piñata on the same day?)

This year's auction was the best ever. Attendees were awed by our amazing selections! Pam Byers, Amanda Hennessy and Jeff Miller did a great job of soliciting donations and organizing the auction. And the "three Jeffs" (Myers, Miller and Abercrombie) amazed and amused the bidders with their performance during the live auction. This year's auction raised \$2,612 which is \$112 OVER our goal! Thanks to everyone who donated and helped make this a success.

At the conference, we also hold the annual meeting, and get the re-

sults of the board of directors election.. This year, we said "goodbye" to several board members who retired from the board, and welcomed the new board members who will take their places. (See information on page 4)

Not all the news about this year's conference was good. Overall attendance and exhibits were down this year due to the economy and tight travel budgets. This reduced the IRC's income from the conference to an amount below what we had anticipated. While a financially successful conference is

(Recap- continued on page 8)



Jeff Miller, Jeff Abercrombie, and Jeff Myers take control of the Annual IRC Auction.

What You'll Find Inside...

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Current IRC/NRC Members

The IRC continues to feature current 2002-2003 members within our membership sectors. This issue highlights the state and federal government sector members:



Thanks to the IRC Sustaining Members May 2003 thru 2004

Silver Member

Indiana Dept. of Environmental Management

Bronze Members

AAA Environmental, Inc.
East Central Recycling
Envirocycle Inc.

Indiana Dept. of Commerce
NuGenesis

Waste Management of Indiana, LLC

Silver Sustaining Member:
Indiana Dept. of Environmental Management



Platinum, Gold, and Silver Sustaining Members have their logo displayed in every issue of Recycl-In News. Bronze Members do not receive this benefit.

Illegal Dumping



Don't Let People Trash Our State!

For information on Illegal Dumping, or to report a site, visit the IRC's website at www.indianarecycling.org

The Indiana Recycling Coalition is a Not-For-Profit Corporation

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Meggan Walker, (G) Franklin, IN
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A= At-Large Sector
G= Government Sector
B= Business Sector
P= Public Interest Sector

IRC Conference Keynote: We Can Change!

By Dean Smith, Director, East Central SWMD

After I registered and received my conference materials, I did what everyone else does; I looked at the various sessions to plan my day. The title of Tom's address caught my attention: "Being Part of the Future: The Personal, the Environmental and the Absurd in a Wired World". What a long title, but a very interesting topic!

Tom Watson currently lives in Seattle and works for the King County Solid Waste Division, managing projects in the Division's Waste Prevention and Recycling section, as well as coordinating the National Waste Prevention Coalition. However, some of you may remember Tom from his stint as a writer and contributing editor for Resource Recycling magazine. His wit and writing style were enjoyed by many. Tom grew up in Indiana and began his talk by reminiscing about some of his memories of the Hoosier state. He still misses things like fireflies and the Indiana State Fair.

Why should we be part of the future? Tom believes there are some things in our society that are "broken" and we have to try to fix them. For ex-

ample, on many environmental issues, activists, corporations, and government are often at odds with one another. There needs to be a system of checks and balances among these groups. Secondly, some attitudes toward recycling, waste reduction, and other environmental issues need changing. He pointed out that public attitudes can change. He cited smoking, seat belt usage, and racial attitudes as examples. He then told us how Seattle's recycling program has evolved over the years since it started.

How can we bring about change? The best thing we can all do is "use what you got". No matter where you work, or what you do, you can do something! For those that work in government, we all know how slowly things can move. We must try to break through that. Governmental entities have to move faster to effect change. Non-profit groups have an advantage of using the social element, and can move a little faster. Businesses are reality based, but have the ability to move faster. Activists can push the envelope and capture media attention that often times gets things moving. All of these groups need to learn to work together better for the good of the environment.

Tom then gave his opinion on a couple of specific issues. With E-waste, we need to use people's attitudes toward

reducing toxics. Also, we should be doing more with plastic bags. They seem to be everywhere and other countries are ahead of us in dealing with them. But one of the biggest environmental issues we are faced with in the United States is consumption. We must somehow find a way to reduce America's love affair with consumerism. That will be a difficult task.

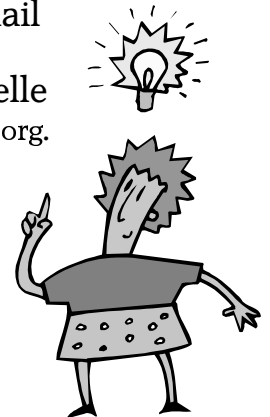
He continued by comparing the popular phrase "We're all in this together" to a quote by Lily Tomlin, "We're all in this alone". We each have to be leaders. Not necessarily the head of a business or organization, but we can all lead in whatever we do. He mentioned a book he has read, authored by Joseph L. Badaracco, Jr. entitled Leading Quietly. It lists three qualities of a good leader: restraint, modesty, and tenacity. To improve our leadership abilities, he recommended reading this book.

He thanked the IRC for inviting him to speak and giving him the opportunity to visit Indiana again. He then commended everyone for our current efforts and encouraged us to keep doing what we're doing. Then in his continuing quest for knowledge, he ended his talk by asking us questions!



At the Welcome Reception, Jim Parker reuses a piñata by turning it into a hat!

If you have ideas for improving next year's conference, please email
Melissa A. Kriegerfox at
mkrieger@mcswmd.org or Michelle
Cohen at info@indianarecycling.org.



E-SCRAP ACTION PROGRAM KICKS OFF WITH SUCCESSFUL STAKEHOLDER MEETING AND PRESS CONFERENCE

By Amanda Hennessy & Julie Rhodes

The Indiana Recycling Coalition led Indiana through its first step towards identifying and implementing E-Scrap solutions by kicking off the E-Scrap Action Program (ESAP) with a press conference and initial stakeholder meeting.

The kick off press conference, held at the Virtual Scavengers Project (an Indianapolis based non-profit electronics refurbishing and reuse program), included short statements from Terry Duffy (IRC), Scott Cassel (Product Stewardship Institute) and Lori Kaplan (Indiana Department of Environmental Management) regarding the timeliness and importance of this project. The press conference was covered by Channel 6 (Indianapolis), WIBC, WFYI and WFIU. After the press conference Virtual Scavengers staff wowed attendees with a short tour.

The first stakeholder meeting was a huge success. Over 30 attendees from a variety of sectors (including state and local government agencies; large, medium and small business; electronics equipment manufacturers; electronics

recyclers and reuse organizations; and scrap metal brokers) were present. Motivating presentations were made by Martin Seaman of Oakland County Michigan and Scott Cassel of the Product Stewardship Institute. Seaman outlined the efforts that Michigan went through as they explored and came up with a statewide solution for the electronics scrap issue. His insight will be very helpful as the IRC's ESAP project moves forward in a similar process. Scott Cassel provided a national perspective on the issue of e-scrap, by sharing information on how states are pursuing legislation, regulation and consensus based processes to drive product stewardship in electronics scrap management. He also provided a synopsis of the National Electronics Product Stewardship Initiative and the challenges facing each stakeholder in that process in coming to consensus on how a national electronics management system can work. A roundtable discussion then ensued with each participant introducing themselves, their organization and their most pressing concern or issue with electronics scrap management.

The concerns raised by the attendees showed that this project is needed and will benefit Indiana. Issues raised included: cost and liability associated

with management of electronics scrap, increased need of information availability – both on awareness of the issue and awareness of management options, the possibility of legislation as a solution (both support and opposition to legislation were raised), and the importance of finding workable solutions through the stakeholder process. Attendees were overwhelmingly committed to working toward solutions that meet the needs all sectors. The discussion was lively and encouraging.

The second of this series of stakeholder meetings will focus on identifying current electronics scrap management pathways. The meeting will be held on July 15 from 9:30 a.m. – 12:00 p.m. at TechPoint on Indianapolis' northwest side. For additional information on getting involved, check out the IRC web page or contact the IRC at 1-877-283-9550.

An electronics email list serve is also being started. This list serve will be used to share pertinent updates on electronics scrap management, timely electronics news, and upcoming stakeholder meetings. To be included on the list serve please send your email address with a request to be added to the Indiana E-Scrap list serve to the IRC by emailing info@indianarecycling.org.

THANK YOU! THANK YOU! THANK YOU!

The IRC would like to recognize the following individuals who served as board members in 2002/2003, and have recently left that role:

- Melinda Antell, Johnson Co. Solid Waste Management District
- Kristin Brier, formerly of the West Central Solid Waste Management District
- Michele Gosnell, At-Large member
- Liz Raynor, City of Indianapolis, Office of the Mayor
- Julie Rhodes, Indiana Rural Community Assistance Program
- Kevin Russell, Synthesis Incorporated

Their service and unflagging support of waste reduction, reuse, and recycling in Indiana greatly benefited the IRC! We thank them for taking the time to help shape and implement the programs of the IRC, in several cases over multiple years. We wish them the best!

And Welcome To Our New Board Members...

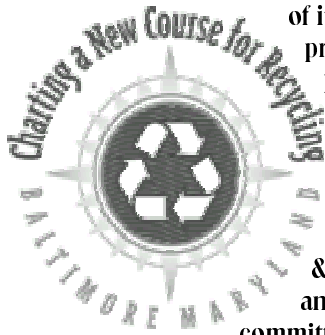
Larry Boyle
Mark Dix
Meggan Walker

John Crooks
Brook Edwards

Tiffany Sorge
Sue Studebaker

National Recycling Coalition's 22nd Annual Congress & Exposition

September 14-17, 2003 • Baltimore, Maryland



NRC's Annual Congress & Exposition is the largest gathering of its kind for recycling professionals in the public, private, and nonprofit sectors. From local recycling coordinators and state and federal policymakers, to corporate leaders and environmental activists, the Congress & Exposition provides educational and networking opportunities for everyone committed to maintaining and expanding successful waste prevention, recycling, reuse, and composting programs.

Attend the 22nd Annual Congress & Exposition to Take Advantage of These Exciting Opportunities:

- Scores of Educational Sessions and Workshops on All Aspects of Our Field
- Tours of Cutting-Edge Facilities and Program
- Networking Opportunities and Social Events to Make Those Important Connections
- Plenary Sessions with Engaging Speakers and Thought-Provoking Discussions
- Exposition Hall Filled with the Latest Recycling Equipment, Technology, Services and Products.

For more information on the Annual Congress & Exposition, including a registration form, program information, and travel tips, visit NRC's website at www.nrc-recycle.org and click on the Annual Congress & Expo button. You can also request information by calling (202) 347-0450



ATTENTION!

If you are planning on attending the NRC Congress, it is strongly advised that you book your hotel accommodations quickly. Rooms are filling up fast!

Reduce, Reuse, Recycle, and RENEW Your IRC Membership!

If you have not yet renewed your membership for 2003/2004, "You are invited to renew your membership today". Please fill out the membership form and return it to us to ensure that you continue to receive the newsletter and other membership benefits.

IRC and NRC MEMBERSHIP FORM — (Membership good through March 1, 2004)

NAME _____ TITLE _____
 ORGANIZATION _____
 ADDRESS _____
 CITY, ST, ZIP _____
 PHONE _____ FAX _____ E-Mail _____

ALL BUT \$15 OF YOUR MEMBERSHIP CONTRIBUTION IS TAX DEDUCTIBLE.

Annual Membership Contribution Levels—for both IRC & National Recycling Coalition Membership

<input type="checkbox"/> Large Business (over 20 employees)	\$275	<input type="checkbox"/> Local Government	\$130
<input type="checkbox"/> Trade Association	\$275	<input type="checkbox"/> NFP/Citizens Group	\$ 80
<input type="checkbox"/> State Government	\$275	<input type="checkbox"/> Individual	\$ 20
<input type="checkbox"/> Small Business (20 employees or less)	\$130	<input type="checkbox"/> Full-time Stud./K-12 Educator	\$ 20

(Individual memberships will not include any affiliation and will be accepted from personal accounts only.)

My membership contribution is enclosed. I have also enclosed an additional contribution of \$_____ to help with the work of the IRC.

Please make checks payable to: **Indiana Recycling Coalition**, P.O. Box 7108, Bloomington, IN 47407-7108.

IRC now accepts payment by your personal or corporate credit cards too!

Mastercard Visa Card # _____ Expiration Date _____

Name on Credit Card (print clearly) _____

Sign Here To Approve Credit Card Charges _____

Doing Well By Doing Good

By Lisa Laflin, IRC Board Member

Ray Anderson of Interface Inc. was the luncheon speaker for the second day of the IRC conference. Ray is a leading advocate of sustainable business practices, and the IRC was fortunate to have the opportunity to hear first hand about Interface's programs and goals.

Ray Anderson is the founder, Chairman, President, and CEO of Interface, Inc., which is headquartered in Atlanta, Georgia. Interface manufactures and sells, in domestic and international markets, free-lay carpet tiles, broadloom carpet, and interior fabrics for use in office, healthcare, commercial and institutional facilities. Interface also manufactures and markets Intersept®, a proprietary anti-microbial chemical, other specialty chemical products, and architectural products, including access flooring.

Ray has been in the flooring business for 30 years. In 1994 he was asked by an interior designer, "what are you doing for the environment?" In order to get their business, Ray and Interface had to be able to give a suitable answer to that question. Ray came upon a book by Paul Hawken entitled "The Ecology of Commerce" and it turned his life around. He became convinced that business and industry are the main cause of "environmental death." So, he brought his people together and chal-

lenged them to become leaders of sustainability. He gave them 2 days to come up with a plan to make Interface not only sustainable, but to go beyond that and actually give back to or restore the environment.

The obvious question was how? So they started to take a look at how Interface interacted with all of their partners. All of the pieces of the business; process, people, and capitol are all interconnected. The general model of the industrial system is take, make, waste, and is all driven by fossil fuels. Once they had a good idea of what exactly they currently doing in terms of that general model, they started to look at the prototype of what they wanted to be. The goal is to leave "0" eco-footprint, and then move on to restoration.

Ray uses the model of Mt. Sustainability. There are 7 phases to this mountain.

1. Eliminate Waste. After 6 years Interface has cut their waste in half and in the process saved \$209 million dollars. The savings paid for the process.
2. Produce benign emissions. Instead of filtering out the emissions, they developed products that produce no emissions. Interface has shut down 36% of their smokestacks.
3. Use renewable energy. Interface has worked on efficiency so that they could reduce their need for energy. They contract for "Green Power" now and the objective is to use 100% renewable energy. They currently make the only "solar-made" carpet in the world.

4. Close the loop on material flows through either compost-able materials or materials that can be captured and reused. The backing on their carpet is 100% recycled. They use 100% recycled PET as a material and are reducing the need for virgin material.
5. Transportation – Interface is working on an alternative fuel vehicle fleet, but in the meantime, they plant 1 tree for every 1500 miles traveled.
6. Sensitivity hook-up. This is a culture shift. Interface now challenges their customers and suppliers to help them "get up the mountain."
7. Re-design of Commerce. The goal is to take a service economy to the next level where the product itself becomes the service, creating products that are easily disassembled and ultimately close the loop.

So, the overall goal of Interface has become to take nothing from the earth, to mine the landfills, waste nothing, create no harmful emissions, replace fossil fuels with renewable energy, and emphasize the service of the product. If all goes according to plan, Interface will reach the "top of the mountain" by 2020. In closing Ray challenged everyone to "do well by doing good," and to join Interface's efforts to support a Second Industrial Revolution that is based on this motto.

Ray's book "Mid-Course Correction" is available for purchase and explores these and many other ideas in depth.

Shop For Recycling!



If you shop at Marsh, remember to register your Fresh IDEA card and 1% of your purchase of Marsh-brand products will be donated to the IRC. Register by entering IRC's Express Code (351806971) at www.marsh.net or at the customer service counter at your local store.

New Year's Resolutions

By Terry Duffy, IRC President

The IRC's year is basically focused on our annual conference and board elections in May. As a way of getting the new year off to a good start, the IRC board traditionally has a retreat in the weeks immediately following the conference. This year, newly elected and returning board members, and IRC executive director Michelle Cohen gathered at the Brown County Public Library to get acquainted, make some plans and figure out who is going to do what.

This year's retreat began with an overview of the IRC activities. Michelle Cohen had prepared a chart which:

- listed eight categories for IRC activities (conference, education/outreach, etc.)
- showed the net impact of each category on the IRC's budget (the conference produces income—

education/outreach is an expense.)

- showed the percentage of the executive director's time that is taken up by each category (21% for conference, 12% for education/outreach)

The complete chart will accompany the information on the IRC's 2004 budget in a future issue.

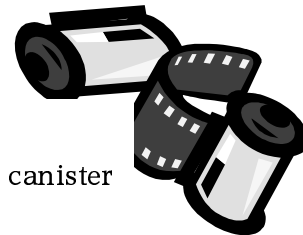
Most of the remaining time was spent discussing whether and how the IRC should create a business plan. (As a result of discussions at the retreat two years ago, the IRC developed a stewardship model to guide the way we do projects. The E-Scrap Action Program is the first project under the stewardship model. The basic question we started with at the retreat was: "Can a business plan help the IRC implement the stewardship model, and make the IRC a more effective organization?")

All agreed that a business plan would be useful in implementing the stewardship model. It was also noted that a business plan would be helpful in fundraising, in developing the IRC's annual budget, and even in selecting new projects. Thus, those attending the retreat began the process by working through a brief outline of the planning process. By the end of the discussion, it was decided that we should find a business plan template that suited the IRC's needs, and that we recommend that the board create a "business plan task force" at the next board meeting.

The business plan will be developed over the next few months. Anyone with experience or interest in business planning is welcome to join this process by contacting the IRC office. IRC members will receive progress reports on the IRC's web site, via e-mail, and in future issues of the newsletter.

Reusing Film Canisters

The following ideas come from www.makestuff.com



Traveling Toothbrush Protector - Cut a hole in the cap & insert your toothbrush in it. Put the canister over it & seal to keep the fuzzies out of your toothbrush while traveling.

Rattling Insides for Toys - Put a jingle bell or beans or other "rattles" in the canister & seal tightly with tape or hot glue. You can now insert this into a stuffed animal or toy you are making while you are stuffing it for added fun.

Tooth Fairy Treats - My father is a photographer, and as children growing up, we always put our teeth for the tooth fairy in them. The "tooth fairy" had no trouble finding them in the dark, and 'she' always put the money back in the canister, and then there was no disappointment from lost treats in the morning.

Stargazer - Cut out patterns of stars and tape to bottom of film canister. Using a safety pin or straight pin, carefully punch holes into the canister. You can then remove the pattern and tape it to the outside or just put the name of the constellation on the outside. Hold up to light to see "stars". You can make a necklace by punching a hole in the lid and threading yarn through.

Stamp Dispenser - My favorite hint is to cut a slit down the side of the canister and use it to store and dispense a roll of stamps.

Smell Experiments - As a kindergarten teacher, I use film canisters for sensory experiments involving smell. I put a cottonball soaked with vanilla, lemon, vinegar, etc., in the canister, put the cap on it. Then I open it up and the children have to guess what the smell is. The smell lasts forever.

Waterproof Container - Hot glue a strong color cord to the top and use as a waterproof necklace at the beach, boating or while jogging.

Activity Alley

Activity Alley is researched and contributed by Meggan Walker, IRC Board Member and Education Coordinator at the Johnson Co. SWMD.

e-bytes

EPA launched a Plug-In To eCycling campaign in January, 2003. This program is a partnership of manufacturers, retailers and public sector agencies who are helping to build the electronics recycling infrastructure. The campaign hopes to provide assistance with organizing collection events and share outreach and educational tools. A Toolkit for implementing collection events is also available. For additional information check out the web site at www.plugintorecycling.org.

Electronics Product Stewardship Canada is working towards developing an electronic recovery system for Canada. EPS leaders are looking around the globe for potential e-scrap management options. Negotiations between industry and provincial governments appear to be leaning toward an advanced recycling fee concept for the four western provinces. EPS Canada is also working on an assessment of the Canadian

e-scrap recycling capacity and an e-scrap vendor qualification program. Dell responded to the lack of participation in their take back program by initiating a tour of one day free collection programs in five states. Equipment collected at these events was either refurbished and donated locally or taken apart and recycled. The collection events saw such great consumer participation that organizers expanded the outreach by adding ten additional events. Dell has high hopes for the program and believes that they can turn the program into a viable business.

California is once again taking the lead in environmental regulation. The California Senate passed legislation that would require electronics manufacturers to set up a free and convenient recycling system for waste electronics. The recycling system would have to be approved by the California Integrated Waste Management Board and would have to address collection, transportation, processing and recycling. Under the bill, the

exportation of e-scrap is banned and the recycling rate of e-scrap must reach 90% by the year 2010. Manufacturers can pay a fee to the state waste board equal to the cost of collecting, processing and recycling their electronics sold in the state as an alternative to establishing their own system. The bill also prohibits state agencies from buying from manufacturers that do not comply with the law. The bill will now move to the state Assembly.

In addition, Santa Cruz County, CA is considering an ordinance that would require retailers to take back TV's and monitors for recycling.

E-bytes contributed by Julie Rhoades and Amanda Hennessey



Creative Themes Needed for 2004 IRC Conference in Bloomington!

Win \$75 Submit a phrase and an idea for accompanying illustration to be used on conference and promotional materials. Draw a mock-up or include a written description. Submissions will be accepted via email to info@indianarecycling.org, fax to 812-988-9947, or mail to IRC, P.O. Box 7108, Bloomington, IN 47407. Deadline is Friday, August 8, 2003. Winner receives \$75 off a one day or full conference registration to the 2004 conference! The Conference Committee will select a winner at the August 21, 2003 board meeting.

Volunteers Needed!

Volunteers are needed to help set up and take down the big green recycling bins at the Indiana State Fair, August 5th or August 18th. If you can help, please contact Michelle at info@indianarecycling.org or at 877-283-9550.

(Recap continued from page 1)

vital to maintaining the health of the IRC, the loss of this projected income will not effect the IRC's ongoing current activities. (It will, however, have to be factored into the budgeting process for the next fiscal year.)

All in all "unplugged and recharged" was quite a success. We launched a major statewide electronics initiative, featured a number of prominent speakers and offered a number of top quality conference sessions

We look forward to seeing you in Bloomington in 2004!

Be Bold, Take Chances, Expose Yourself, and They Will Love You For It

By Rudy Osenbaugh, IRC Board Member

The headline is the end quote from Barry Connell's plenary speech given at the IRC's 14th annual conference this past May. If you missed Connell's speech, then you missed a great opportunity to hear how the American public's perceptions and attitudes regarding environmental issues have changed over the past 20 to 30 years.

Better yet, Connell provided the audience with some ideas for understanding their clients' attitudes. The practitioner can then use that understanding or knowledge about their clients' attitudes to design more effective environmental programs.

Barry Connell is the Executive Director of the non-profit Center for Environmental Communications in Newburyport, Massachusetts. The Center conducts research and educational projects in waste management, works to limit exposure to products or wastes that may degrade human health or environmental quality, and promotes public policies and private investment in services or technologies that maximize resource conservation and pollution prevention.

Connell gave an historic overview of some modern public relations campaigns that have been conducted since the 1940s to present day. These campaigns, based on information received from polling the public about their attitudes, were the beginning of 'behavioral change.'

While many people are uneasy about using advertisements to change behavior, Connell reiterated several times that working to change the behaviors of others is ethical. It is driven by the desire and need of our society to do something in a consistent fashion, no matter the environmental issue at hand.

Connell stated, "Twenty years ago, the American public's attitudes toward the environment were not well characterized. They didn't know much about environmental issues, but that didn't keep them from expressing their opinions.

They had perceptions, and it is people's perceptions that drive their behavior, and not necessarily the knowledge or the accuracy of the publicized information that should be in people's minds." There are reasons for this, and Connell talked about some of them, and illustrated how practitioners can use knowledge about those perceptions to shape the public's behavior.

Some of Connell's messages for the environmental practitioner are very briefly and randomly noted here:

- Devote some resources annually to analyzing and changing the behavior of your clients. Find out what they generally think about the environment (what motivates them to participate or not) and how their thoughts compare with the printed/published information about them.
- Based on that comparison, design your program to make it easier for them to do the things you want them to do—those activities that benefit them, the community, and the environment as a whole. One Web site strongly recommended by Connell, www.cbsm.com, is a "community based social marketing campaign." It is an attractive alternative for delivering programs to change environmental behavior.
- It is important to personalize the relationship in order to overcome some of the social barriers that have been identified by the research. Expose something personal about yourself to them; become one of them—we are in this together.
- Maximize resources by advertising an event you want the public to participate in no more than 5 to 7 days prior to the event. You must now provide the information at a time when the public can incorporate it into their lives.
- Both professional photography and graphic design costs are dollars well spent when it comes to projecting a particular image to your clients. These image helps to crystallize a perception/attitude in their mind.
- As a program manager, you must communicate with the public; but give them different ways to understand what you are doing. You must present your mes-

sage (info about your program) in several ways so everyone can process that information in the way that works best for them (reading, hearing, or actually doing something). Give them not only the written program brochures, but use other means whenever possible. Radio is the best buy in media, and the demonstration route provides a visual connection to what your program is really doing, and can cross over cultural barriers that can exist in diverse communities.

- People personalize risk. Even though they understand the numbers and technology of the science, if the risk impacts their children, you cannot win the argument. The power of numbers to persuade people has declined. So, in the end, it is not the data, but the trust you develop with them that is important.
 - Environmental protection crosses a variety of lines: age, gender, economic, education, and political persuasion, so these are not the barriers to getting folks to participate.
 - "Sustainability" is a concept the public believes is important for the environment. When couching an argument, sustainability is a general principle on which you can depend.
 - Leverage your institutional affiliation. You are the government and once again their friend (based on research that the credibility of governmental authority declined over many years, but since 9/11, that credibility has increased again). It can impact how the public perceives you and whether they'll do what you want them to do.
 - As recycling professionals, be proud of what you are doing because it is very important. Don't take a back seat to anybody and don't turn your recycling efforts down a notch. If you do, it only sends the message that recycling isn't important. If it wasn't important, you wouldn't be spending your lives doing it.
- Again- be bold, take some chances, expose yourself personally to your clients, and they will love you for it, and they will recycle in the end.



Indiana Recycling Coalition
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Calendar of Events

July 9, 2003	9:30 a.m.	Southern Indiana Recycling Initiative (SIRI) Meeting. Meeting held at Overlook Restaurant, Leavenworth, IN.
July 15, 2003	9:30 a.m.-12:00 p.m.	ESAP Stakeholder Meeting. Meeting held at Intech Park Conference Center, INTECH One, 6325 Digital Way, Indpls. IN 46278. See page 4 for details.
August 6-17, 2003	Mark Your Calendar!	Indiana State Fair. Volunteer to help set up or take down the green recycling bins, August 5th or August 18th. For more info, contact Michelle, at info@indianarecycling.org or 877-283-9550.
August 13, 2003	10:00 a.m.	Northern Indiana Recycling Initiative (NIRI) Meeting. Meeting held at Fulton County Solid Waste District in Rochester, IN.
September 14-17, 2003	Mark Your Calendar!	National Recycling Coalition's Annual Congress & Exposition. Held this year in Baltimore, Maryland. Visit NRC's website for details www.nrc-recycle.org
November 15, 2003	Mark Your Calendar!	America Recycles Day: Indiana, Day of Celebration! Find out how you can become involved with this year's campaign. Contact Kristen Brier, 1-800-988-7901. You can also pledge to recycle online at www.americarecyclesday.org