

US EPA ARCHIVE DOCUMENT

## EPA Disclaimer

**Notice:** This document has been provided as part of the U.S. Environmental Protection Agency Sustainable Materials Management Web Academy (formally RCC) Recycling and Solid Waste Management Educational Series. This document does not constitute EPA policy or guidance and should not be interpreted as providing regulatory interpretations. Inclusion within this document of trade names, company names, products, technologies and approaches does not constitute or imply endorsement or recommendation by EPA. Information contained within this document from non-EPA presenters has not been screened or verified. Therefore, EPA has not confirmed the accuracy or legal adequacy of any information provided by the non-EPA presenters and used by EPA on this web site. Finally, links to non-EPA websites are provided for the convenience of the user; reference to these sites does not imply any official EPA endorsement of the opinions, ideas, data or products presented at those locations nor does it guarantee the accuracy of the information provided.

# Coca-Cola Recycling



**Outside the Venue**

**November 17, 2011**

# Agenda

## Game Plan

- Move the Middle
- Identify Key Locations for Material Recovery
- Three Keys to a Successful Program
  - Recycling Bins
  - Consumer Messaging Materials
  - Material Recovery & Metrics
- Corporate Engagement
- Examples

## KEY TAKEAWAYS

- Convenient Access to Recycling bins
- Messaging with a Call to Action
- Reputable Material Recovery



# Move the Middle Make Recycling Normal

Recycling bins must be Available and Convenient to reach middle 60% of Consumers

Move Opportunistic Recyclers to Action

True Browns  
19%



No feeling of obligation to recycle

Potential Greens  
39%



Indifferent attitude

Think Greens  
19%



Think it is important, but won't go out of their way to act

Behavioral Greens  
23%

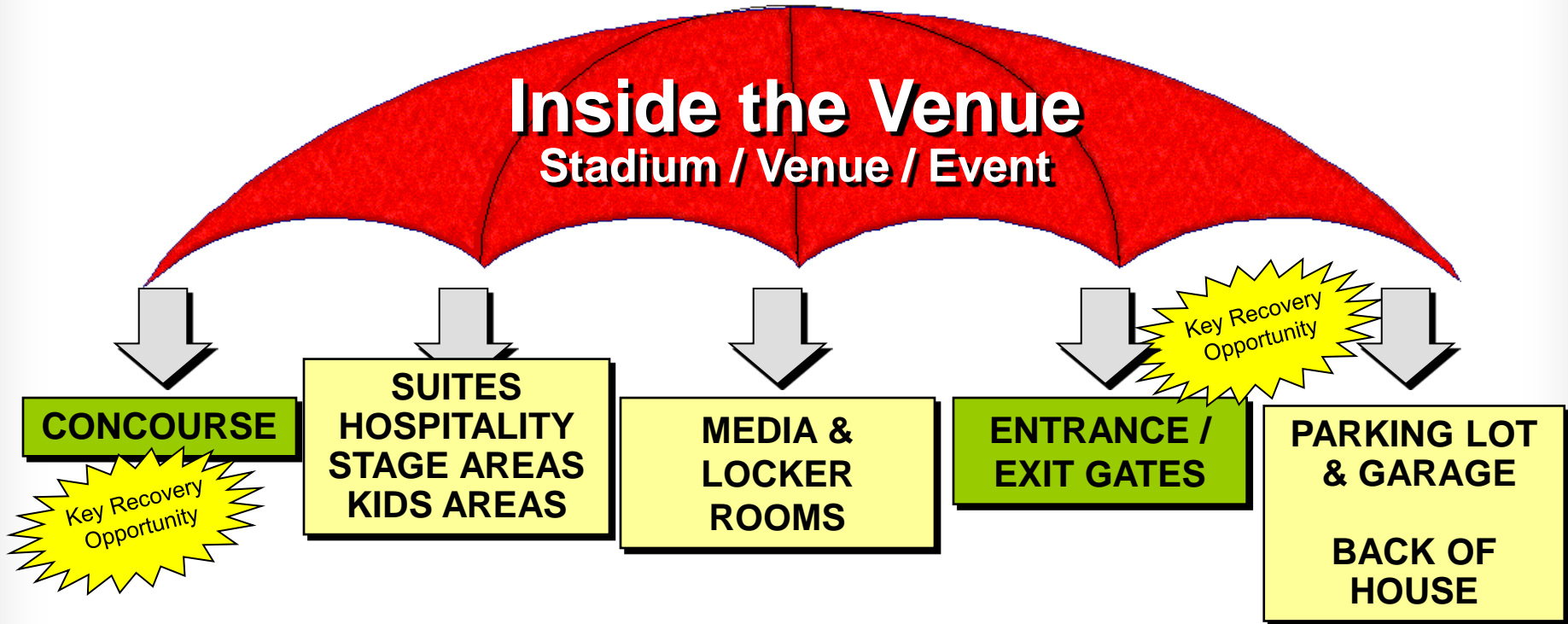


Think, act and live green



# “CONSUMER” Recycling Opportunities

Where are Bottles and Cans Consumed or Discarded?



- Convenient Consumer and Back of House Access
- Always place a recycling bin NEXT to a trash can
- Using a different colored bag for recycled material can help keep material separated



# "Outside the Venue" Recycling

Where are Bottles and Cans Consumed or Discarded?

ALWAYS place recycling bin NEXT to trash can to reduce contamination

## Outside the Venue Stadium / Venue / Event

Recover Corrugated

**Pedestrian Corridors**

**Tailgating Areas**

**Parking Lots  
Entry / Exit**

**Vendor Staging Areas  
- Set up**

- Host Hotel
- Volunteer Areas
- Transportation
  - Pick up
  - Shuttles

- Place bins where bottles and cans are consumed or discarded
- Add recycling bins to increase the capacity of total waste
- Eliminate or convert some trash containers to recycling bins
- Revise schedule for emptying trash & recycling bins
- Placing recycling bins doesn't increase total waste it just separates the bottles and cans from trash
- Place recycling bins to help sort waste into a "commodity"





# Keys to a Successful Program



# All Three Components are Critical for a Successful Recycling Program



✓ Recycling Bins with a Consumer “Call to Action”

You need all 3 parts to be successful!



Consumer Messaging  
...Call to action & recycling education



✓ Material recovery  
...Close the loop





# Where do you Start Building a Plan?

## With recycling bins . . .



Do you have bins?

- Yes 
- Are there enough bins?
  - Are they in the right places?
  - Is there a clear *Call to Action*?

- No 
- Determine quantity needed and location
  - Determine budget
  - Determine type of bin needed
  - Go to [www.cokebins.com](http://www.cokebins.com) for bin selection and cost

Coca-Cola's '**give it back**' trademark on recycle bins is a *Call to Action* that delivers the recycle message immediately and impactfully to consumers.





# Consumer Messaging & Education





# Material Recovery & Metrics

# How is recycled material collected?



Who does it?



The same person who empties the waste receptacles



Where does it go?



It should be stored in a separate dumpster in a secure location. Make sure it is identified, with distinctive signs or labels, as recycling, not trash



## Tips for material collection

- Always place a recycling bin **NEXT** to a trash can
- Never put a recycling bin by itself
- Place bins where product is consumed or discarded
- Use different colored bags for recycling bins can help keep the material separated
  - Clear for recycling bins
  - Black for trash

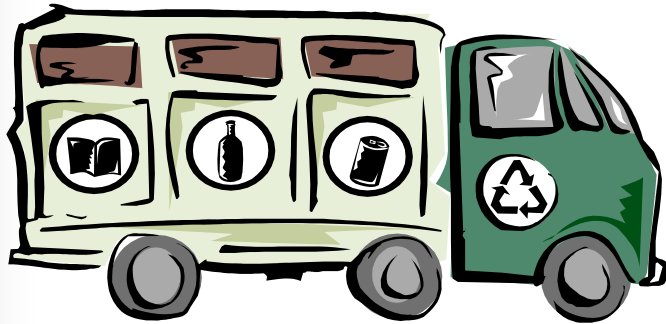
Using a separate colored bag can help keep the material separated throughout the recovery process



# Who Takes the Material?

Venue / Event  
Responsibility

## A reputable recycling service provider



Hauler	Sorting Facility
<ul style="list-style-type: none"><li>• Provides waste dumpster</li><li>• Provides recycling dumpster</li><li>• Hauls material away<ul style="list-style-type: none"><li>• Trash to landfill</li><li>• Recyclable material to sorting facility</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Receives material from hauler</li><li>• Separates material into commodities</li><li>• Bundles / bales material for resale</li><li>• Utilizes established relationships to market and sell material for reuse</li></ul>

## Tips for Recovery

- **WHO TO CONTACT:** Contact your waste hauler first. In most instances they handle recycling or have a relationship with local recyclers.
- **SAVINGS:** Review cost to 'landfill' vs. remove/sort 'recyclables'
  - Make sure trash is calculated in **tons** and not how often the roll off is 'tipped'
- There is normally a cost to haul away your recyclables, but since you are separating your trash, you should have less trash to haul away, and a potential savings in trash pickup
- Always use a reputable company, but don't assume that local companies won't provide good service.
- **MEASURE YOUR SUCCESS:** Create metrics to determine how much material you recovered.
  - May be challenging to calculate metrics when most product is not consumed on premise

## Who Will Provide the Metrics?





# Calculate Your Recovery Rate

## Measure Your Progress

How much of your total beverage footprint are you recovering?

- Identify **ALL** containers sold
  - Coca-Cola Bottles and Cans
  - All Other Beverage Containers
    - Beer, Wine, Other
- Calculate potential recovery
  - Convert all containers sold to pounds of empty containers
- Determine the weight of recovery
  - Note – you may need to factor in a contamination/liquids subtraction of 10% weight
- Calculate Recovery Rate

*To Calculate – assume there are  
19 (20 oz) Bottles per Pound  
34 (12 oz) Cans per Pound*

Example					
Beverages Sold	Cases	Case Pack	Total Containers	Containers LB	Total Lbs. Sold
Coke Bottles	25,000	24	600,000	19	31,579
Coke Cans	1,000	24	24,000	34	706
Other Bottles	5,000	24	120,000	34	3,529
Other Cans	2,500	24	60,000	34	1,765
Potential For Recovery					37,579
Materials Recovered					
Total Pounds Recovered					25,000
<b>Recovery Rate</b>					<b>67%</b>
Calculate Your Recovery Rate					
Beverages Sold	Cases	pack	Total Containers	Containers	Total Lbs. Sold
Coke Bottles	1,000	24	24,000	19	1,263
Coke Cans	250	24	6,000	34	176
Other Bottles	500	24	12,000	34	353
Other Cans	1,000	24	24,000	34	706
Potential For Recovery					2,498
Materials Recovered					
Total Pounds Recovered					1,500
<b>Recovery Rate</b>					<b>60%</b>
Input Actual Information to Calculate Potential and Recovery Rate					

After determining your Current Recovery Rate...

...Set Your Future Goals





# Corporate Engagement

## A Corporation's actions reflect on your event ... *Your actions reflect on the Corporation*

- **Align with Corporate goals**
  - Do they have a stated Corporate Responsibility and Sustainability position?
  - Do they actively demonstrate that position?
- **Engage your day to day contact ...they must be engaged and can guide corporate engagement**
  - Engage early
- **Avoid Greenwash**
- **Identify and tap into additional resources?**
  - Recycling Bins
  - Messaging
    - On-site
    - Media
    - Company web sites
    - Social Media
  - Volunteers

### ***It is not about Sponsorship***

- *Should not conflict or compete with events sponsors*



# Examples

- 2010 NCAA Men's Final Four
- Georgia Dome
- Prioritize and Share Infrastructure
  - Atlanta Motor Speedway
  - Music Midtown
  - The Great Georgia Air Airshow





# 2010 NCAA Men's Final Four Outside the Venue

- Identified key locations
- Mapped pedestrian traffic flow
- Placed bins *next* to trash cans
- Coordinated with service providers

## Key Learnings

- Identify Key Stakeholders
- Communication and Approval processes are critical
  - Who can say YES/NO?
  - Timing
- Security concerns are heightened – check with the security team
- Understand street closings and restrictions
- Weather will happen!



# Georgia Dome Parking Lots and Decks

- Inside
  - Over 300 bins inside the facility
- Outside
  - Parking Lots are controlled by the facility
  - Operational Staff services the bins
  - Over 200 bins in the parking lots / tailgating areas
    - Including Georgia World Congress Plaza
    - Surface Lots
    - Parking Deck
  - Entry / Exits



# Prioritize and Share Your Resources

## Build Your Infrastructure



### Atlanta Motor Speedway

- NASCAR Race - Labor Day Weekend
- Attendance planned for nearly 100k
- Approximately 400 bins in place
  - Concourses
  - Parking
  - Campgrounds

### Music Midtown

- LiveNation as the Promoter
- Attendance in excess of 50k
- Approximately 200 bins in place



### Great Georgia Airshow

- Keep Peachtree City Beautiful
  - Volunteer Recycling efforts
- Attendance estimated at 100k





# Thank You for Recycling



Mark Root

[maroot@coca-cola.com](mailto:maroot@coca-cola.com)

770.989.3308

