

MASSDEP

UNIVERSAL RECYCLING LIST: PROCESS AND OUTCOME

Brooke Nash, MassDEP

June 2018 | SWAC

UNIVERSAL LIST DEVELOPMENT

December 2017 – Meet with MRF representatives to introduce idea of Universal Acceptable Material List for Commonwealth

March 2018 – Draft Universal List sent out for comments

May 2018 – Met with MRF representatives to finalize list

June 2018 – Updated Recycling IQ Kit materials


**7 of 8 Massachusetts MRFs Participated in the development of the
Acceptable Materials List:**

- Republic Services
- Waste Management
- E.L. Harvey
- Casella



EVALUATION CRITERIA

The material:

- 1. Has the potential to be recycled through a legitimate market**
 - 2. Is not detrimental to the system (worker safety & machines)**
 - 3. Current MRF infrastructure is designed to handle**
- 



Cans



Aluminum and Steel Cans

empty and rinse

Item	Yes	No
Aluminum Cans & Bottles	✓	
Tin Cans & Bottles & Lids	✓	
Aluminum Foil	✓	
Foil Containers (trays, pie tins)	✓	
Aerosol Containers*		X
Scrap Metal		X
Pots & Pans		X
Paint Cans		X
Canisters (i.e. Pringles, nuts, raisins)		X
Other: _____		

Key Questions:

-Cans/bottles with lids on or off? **On**

~~-Aerosol containers - food grade vs. cleaners/pesticides?~~

* **Silent - Not prohibitive**

-Foil tops from yogurt containers? **No**

-Foil and foil containers must be CLEAN



Cartons



Food and Beverage Cartons

empty and replace cap

Item	Yes	No
Milk Cartons*		X
Juice Cartons*		X
Soup Cartons*		X
Other:_____		

- * Not Prohibitive, Remain Silent
- Massachusetts MRF Infrastructure is NOT designed to sort cartons
- Becomes 2D and ends up as contamination in fiber stream (paper or OCC)
- Potential for food contamination



Paper



Mixed Paper, Newspaper, Magazines, Cardboard

emptied and flattened

Item	Yes	No
Office Paper & File Folders	✓	
Paper Bags	✓	
Newspaper	✓	
Phonebooks, Paperback Books	✓	
Magazines & Catalogues	✓	
Corrugated Cardboard	✓	
Boxboard (dry food boxes)	✓	
Junk Mail & Paper Envelopes	✓	
CLEAN Pizza Boxes	✓	
Paper Egg Cartons	✓	
Cold Cups (i.e. soft drink)		X
Hot Cups (i.e. coffee)		X
Hard Cover Books		X
Shredded Paper		X
Take-Out Containers		X
Ice Cream Containers		X
Tissue Paper/Napkins/Paper Towels		X
Gift Wrap/ Bags		X
Other: Spiral bound workbooks		X
Paper towel rolls/toilet paper rolls	✓	
Tyvek & plastic padded envelopes		X
Frozen food boxes		X



Glass



Bottles and Jars

empty and rinse

Item	Yes	No
Food & Beverage Bottles & Jars	✓	
Drinking Glasses		X
Ceramic Mugs, Dishes		X
Window Glass		X
Other: _____		

Key Question:

-Lids on glass jars?

Yes – lids on jars

No corks in wine bottles

Note: MRF's do not want glass in single stream recycling – it currently has a negative market value and is hard on the machines. Interested in exploring options to remove this material from the MRF in next couple years – discussed community drop off collection programs and an expanded bottle bill as potential solutions



Plastic Containers



Plastic bottles, jars, tubs & lids

Kitchen, Laundry, Bath

empty and replace cap

Item	Yes	No
Plastic bottle and jars	✓	
Plastic tubs and lids	✓	
Clear clamshell containers		X
Black plastic (i.e. take out trays)*		X
Single-serve coffee pods		X
Plastic Bags, Wrap, Film		X
Plastic plates, bowls & utensils		X
Foam cups, containers, peanuts		X
Flower Pots		X
Crates, Buckets*		X
Prescription Bottles		X
Other: plastic medical containers		X
Other: empty motor oil container		X
Other: nips (miniature liquor bottles)		X
Other: clear plastic egg cartons	✓	
Other: cold beverage cups		X

Key Questions:

-Use plastic resin numbers or container types?

Container types

-Bottle and jar caps on or off? On

* Not prohibitive

UPDATED IQ KIT MAILER



THANK YOU FOR RECYCLING THESE:



Cans



Food and Beverage Cans

empty and rinse



Glass



Bottles and Jars

empty and rinse



Plastic Containers



Kitchen, Laundry, Bath

empty and replace cap



Paper & Cardboard



Mixed Paper, Newspaper, Magazines, Cardboard

emptied and flattened

NO!



Do Not Bag Recyclables
No Garbage



No Plastic Bags or
Plastic Wrap
(return to retail)



No Food or Liquid
(empty all containers)



No Clothing or Linens
(use donation programs)



No Tanglers
(no hoses, wires,
chains, or electronics)

(123) 456-7890

Town and Department

SampleUrl.org

Thank you for recycling.  Funded in part by MassDEP. Min. 30% recycled paper.

STATEWIDE RECYCLING OUTREACH

Marketing Vendor: *Solomon McCown*

\$350,000 for first phase - 2018


Key objectives:

- statewide initiative to reduce contamination in residential recycling stream
- complement Recycling IQ Kit roll-out
- provide resources for communities



WORK OVERVIEW

Focus Groups (late June) to test messaging, concepts, images


- **Urban and suburban**
 - **Single and multi-family**
 - **Broad socio-economic representation**
 - **Targets curbside recycling**
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WORK OVERVIEW

- Website – under development now
- Universal recycling list
- No plastic bags message + other “top mistakes”
- Video at MRFs
- Lots of images to convey problems from contamination



STRATEGIC PLAN & BUDGET

- Mid-July presentation to Commissioner
 - Key messages/tagline/logo
 - Integrated communications plan
 - Social media
 - Earned media
 - Paid digital media
 - Local events
 - Radio spots? Public transit ads?
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RECYCLING IQ KIT UPDATE

- \$482,000 awarded to 16 communities
- 13 curbside
- 3 drop-off
- Application still open: up to \$40,000 (>12,000 households); \$7,500 for drop-off
- 40 hours of MAC time + Boston staff
- Or download artwork and use on your own