

Where Does it All Go & How Can We Do Better?

Day 1 ~ April 15th

1:00

Welcome from MassRecycle

Gretchen Carey, President of MassRecycle

1:20

Plenary: Bob Gedert, President of National Recycling Coalition

Thirty years ago, the NRC was a cornerstone for MassRecycle's creation, and we led the way in recycling for the rest of the country. We have just rejoined the NRC and look forward to hearing about President Gedert's vision for recycling at a federal level, as well as NRC benefits extended to MassRecycle members.

1:40

Roundtables, Led by Board Members

- **Education & Outreach** with Waneta Trabert, City of Newton
- **Compost & Food Waste** with John Hanselman, Vanguard Renewables
- **Transfer Station Stories** - Things you wouldn't believe and how to address them with Mike Cicale, Town of Wellfleet
- **Markets & Commodities** with Erin Banfield, Casella Resource Solutions
- **Zero Waste** with Gunther Wellenstein, City of Haverhill
- **Bulky & Hard-to-Manage Waste** with Rob Gogan
- **Contamination & Enforcement** with Mike Orr, City of Cambridge & Dave Afonso, Rehrig Pacific

2:25

BREAK

2:35

Exhibitor Booth (Session 1)

3:05

Panel 1: Where does it go?

As waste professionals we get asked to make decisions daily that are the best for the planet and our communities, but often we need more information. Recycling Coordinators become gurus for All Things Sustainable, and Sustainability Officers have enormous ground to cover: so, let US give you the answers! Where is Massachusetts' trash, food waste, and construction and demolition waste really going, and how is it getting there? Let us give you the details. (Don't worry, Session 2 provides all the answers for recyclables!)



Panel 1: Where does it go? (Continue to next page)

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Panel 1: Where does it go? (Cont.)

- **Trash: Where Does it Go & What Does the Future Looks Like** by Phil Goddard, Town of Bourne

Customers ask "Where does my trash go? With landfills closing every year, waste -to energy facilities aging, where is it all ending up? How did our modern waste disposal system evolve, and what improvements have occurred over time? This session will fill you in on how much time is left in MA landfills and how much space there is in our waste to energy facilities. Can we just build more, and what are the obstacles? Come and find out!

- **Ask me About Organics: Anaerobic Digestion, Animal Feed, & Composting** by Abbey Massaro, Environmental Specialist representing RecyclingWorks

In Massachusetts, more than 50 operations in the state accept off-site food materials for animal feed, composting, anaerobic digestion, or other processing. Different facilities can accommodate different types of material and it is important to align organics collection programs with these requirements.

RecyclingWorks will provide an overview of these facility options and share recommendations to help business and institutional decision makers identify appropriate outlets for their food scraps. The session also will touch on strategies for preventing food waste and food rescue. RecyclingWorks is a free technical assistance program funded by MassDEP that helps businesses and institutions establish and maintain effective food waste diversion programs.

- **The Hidden World of Construction & Demolition Debris** by Brian Skehan, Division Manager, Republic Services

All construction and demolition debris in Massachusetts has to be recycled, per MassDEP waste bans, but most people know very little about the process. Where does this material go, and what happens to it?

What gets made out of clean gypsum, wood, and metal after they are diverted, and how far do these materials travel to be useful? Trucking and rail haul are the two common modes of transportation, with trucking suffering from severe shortages right now. Learn about all about rail haul: the containers, the challenges, and the carbon footprint of a far-reaching rail system.

- **Panel Q & A**

Moderator: Khrysti Smyth Barry, Center for EcoTechnology

4:35

Exhibitor Booth (Session 2) & Fun



Where Does it All Go & How Can We Do Better?

Day 2 ~ April 16th

8:30

Welcome Back

Waneta Trabert, Vice President of MassRecycle

8:45

Panel 2: Recycling Today

In 2018 RecycleSmart gave us statewide guidelines for recycling. While the list may not look radically different from previous lists, this time it was made with very specific criteria: come find out what the recycling facilities wanted, and why. Shown from the industry side, it actually makes sense! And for those who keep hearing about recycling getting trashed, and burnt, and dumped into the ocean: come hear the real story from Boston's biggest recycler. Where that material is going and what is it being made into now that the dust has settled from 2018.

- **RecycleSmart: Teaching to the Teachers** by Gretchen Carey, Recycling Coordinator of New England, Republic Services

Still struggling to figure out what goes in the bin... and YOU are supposed to teach other people?? Come learn efficient ways to teach recycling rules so your audience can make smart decisions for themselves. After all, the industry had reasons for choosing the items they left in, or out of, the bin. Gretchen Carey, MassRecycle President and Recycling Coordinator of New England for Republic Services shares her teaching tricks with you!

- **Educational Messaging to Impact Change** by Marissa Segundo, Resource Recycling Systems (RRS)

Marissa Segundo from RRS will present on educational messaging to impact behavior change. She will review a case study where a strategic rebranding campaign that focused on how personalizing and making your message measurable was an effective approach to reach residents. The impacts from community-based social marketing and program evaluation will also be highlighted.

- **Recycling Markets: Where does it go & what does it become?** by Erin Banfield, Senior Business Manager, Casella Resource Solutions

How many times a day are you asked, "Where does my recycling go?" Erin Banfield from Casella Resource Solutions will update everyone on where it all goes: What percent stays in the US or is shipped overseas? What percent ends up as trash? And once items are sorted out, what does each material get made into?

- **Panel Q & A**

Moderator: Gunther Wellenstein, City of Haverhill

Exhibitor Booth (Session 3)

BREAK

10:15
10:45



Where Does it All Go & How Can We Do Better?

Day 2 ~ April 16th

11:00

Panel 3: EPR for Paint & Mattresses

Now more than ever, as municipal budgets continue to be stretched thinner, there is strong momentum building for EPR to be a policy solution in Massachusetts. This session will focus on two producer-supported EPR bills that have been introduced in the 2021-2022 legislative session. Speakers from producer responsibility organizations and local and state government will discuss how paint and mattress EPR programs have been successful in neighboring Connecticut and share lessons learned to help shape a path forward for these bills in Massachusetts.

- **MassPSC Update** by Waneta Trabert, City of Newton
- **Hear from the mattress producers about their EPR model** by Marie Clarke, VP of Industry & External Affairs, Mattress Recycling Council

Hear from the mattress producers about their EPR model for managing mattresses at the end of their useful life. This system has been implemented in CT, RI, and CA.

- **Learn from the paint industry about what makes a highly successful industry-led EPR program work well** by Heidi McAuliffe, VP of Gov't Affairs, American Coatings Association

PaintCare has been a highly successful, industry led EPR program that is now in 10 states plus DC. Learn from the paint industry about what makes this system work so well.

- **Learn statistics demonstrating how the EPR programs for paint & mattresses have been successful in CT** by Tom Metzner, CT DEEP & President of PSI Board

Tom will present data demonstrating how the EPR programs for paint & mattresses have been successful in CT.

- **Listen to how local governments participating in the paint & mattress EPR systems in CT with a comparison of before-and-after system implementation** by Jennifer Heaton-Jones, Executive Director at Housatonic Resources Recovery Authority & Chair of the CT PSC

The HRRRA represents 12 rural municipalities. Jennifer will present on how local governments participate in the paint and mattress EPR systems in CT with a comparison of before and after system implementation.

- **Panel Q & A**

Moderator: Rob Gogan

Networking

