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August 2017 Newsletter



Nebraska Recycling Council and the Nebraska State Fair

The Nebraska State Fair does a phenomenal job of waste diversion and recycling, and they are always on the lookout for ways to improve. NRC is excited to be a part of the Fair this year at the new [J-Tech Solar Sustainability Pavilion](#). On August 31, we will give a presentation on "Overcoming Barriers to Recycling in Rural Nebraska." The presentation begins at 2:00 p.m.



For more information on the state fair visit:
<http://www.statefair.org/>

Recycling Education Contract Passes Lincoln City Council 6-1

On Monday, August 14, the Lincoln City Council voted 6-1 to approve a recycling education contract put forward by Carson+Co Global and Verdis Group, with Nebraska Recycling Council as a consulting partner. The goal of the program is to double Lincoln's recycling rate by providing recycling education to residents using outcome-based techniques of Community Based Social Marketing (CBSM). The University of Pennsylvania has created a summary description of CBSM [here](#):



<https://www.sustainability.upenn.edu/sites/default/files/pdf/CBSM%20%20FINAL1.pdf>

LB1101 Solid Waste Management Study

Focus papers have been released as part of the Solid Waste Management Study that was specified in LB1101, passed in the 2016 Legislative Session. LB1101 calls for a study that examines the status of solid waste management programs operated by the Nebraska Department of Environmental Quality (NDEQ) to help the agency evaluate ways to modernize and potentially revise those programs. These papers are a first step in completing the final report.



The topics examined are:

- [Recycling and Composting](#)
- [Materials Management](#)
- [Information](#)
- [Grant Programs](#)
- [Landfill Bans](#)

These subjects as well as additional issues will be further examined in the final report. Your comments are welcome and can be [submitted online](#).

Learn more about LB1101 and see the final papers here:

<http://deq.ne.gov/NDEQProg.nsf/OnWeb/SWMS>

Digging In

Have you ever wondered what impact your organization has on the environment? Do you know what you spend on waste every year? Are you good at diverting waste? [Nebraska Recycling Council provides two types of waste assessments](#) to help organizations understand how they are performing and identify opportunities for cost saving improvements. After our consultants analyze a program, we provide a report that documents recommendations and resources. Waste Reviews are free for NRC members and provide a basic report based on interviews, evaluation of bills, and visual inspections. Waste Audits dig deeper and provide a more detailed analysis. These are provided at a 30% discount for NRC members.

NRC consultants sort and measure waste from a designated period of time, typically a week, to provide a baseline diversion rate. The final report provides photographic documentation, customized recommendations, and economic analysis of current and future program options. Take a look at some examples of what you might see in an audit report:

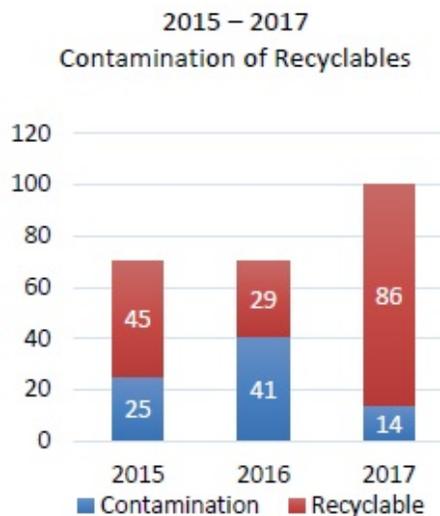
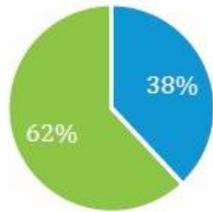


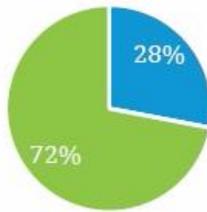
Figure 5. Year over year contamination in recycling.

Actual Diversion Rate



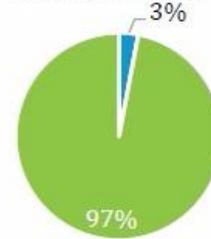
■ Landfill ■ Recycling

Potential Diversion Rate



■ Landfill ■ Recycling

Ideal Diversion Rate



■ Landfill ■ Recycling

Figures 1-3: Actual Diversion Rate; Potential Diversion Rate if current programs were used 100% effectively; Ideal Diversion Rate with adopting new programs for waste diversion. Based on 2017 Waste Audit.

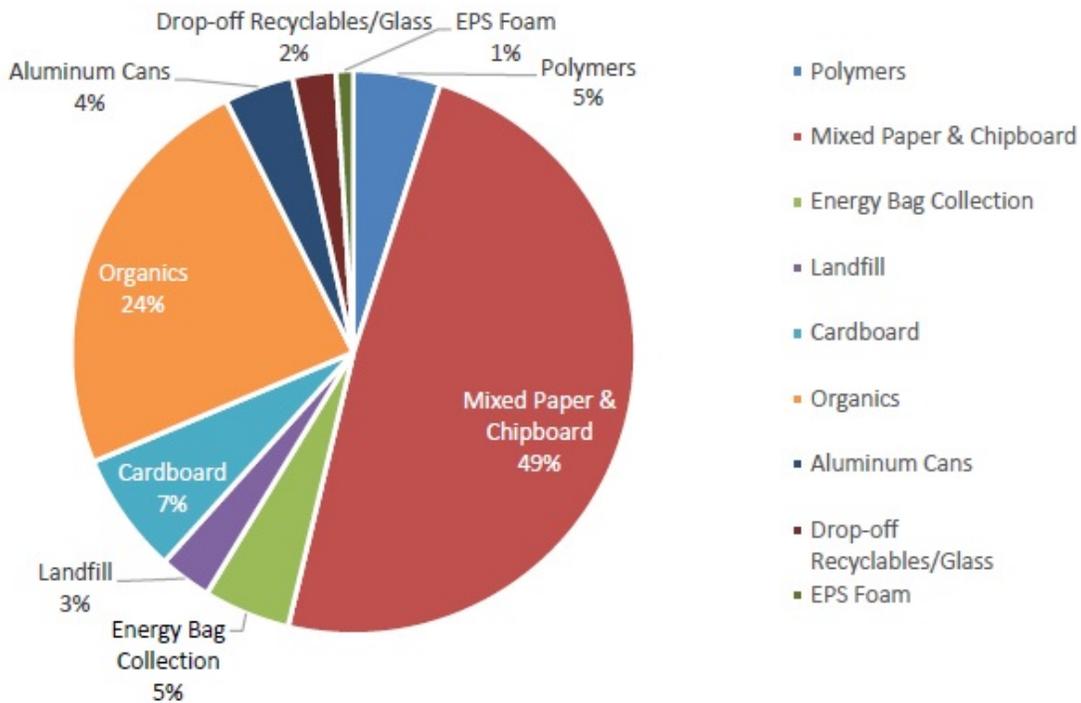


Figure 4: Total waste and recycling materials assessed during 2017 waste audit.

Read more about Waste Assessments here: <http://www.nrcne.org/waste-assessments-2>

Webinars & Events

HopCat Lunch & Learn: Thursday, August 31, 2017 from 11:30 am - 1:00 pm at 601 P Street. HopCat will deliver a presentation about their sustainability program, which enjoys a 90% waste diversion rate. Lunch is \$16 for NRC members and \$17 for non-members. [Register Here](#)



Holistic safety culture training: Leading Safety

The Nebraska Safety Council is proud to introduce a new three level course that takes a team-training approach on building a safety culture at your organization. Their one-day Leading Safety course provides the right amount of training to each level of your team.

<https://www.nesafetycouncil.org/index.php/training-courses-and-conferences/training-courses/27-workplace-safety/nebraska-training-courses/1050-leading-safety>

Articles of Interest

Nestlé Waters North America adds How2Recycle Label to Packaging

<http://www.recyclingtoday.com/article/nestle-waters-na-how2recycle-label-roll-out/>



Psychology of Recycling

<http://blogs.colgate.edu/sustainability/2017/07/14/the-psychology-of-recycling/>

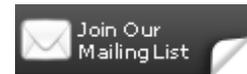
Become a Member!



Nebraska Recycling Council is a statewide 501(c)(3) nonprofit charitable organization, whose mission is to maximize the economic and environmental benefits of resource recovery in Nebraska. Visit our website at www.NRCNE.org and become a member or make a donation today.



Nebraska Recycling Council
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