



Nebraska Recycling Council Strategic Plan 2019 - 2023



NEBRASKA
RECYCLING
COUNCIL



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Our History

The Nebraska Recycling Council is a 501(c)(3) nonprofit charitable organization formed by a merger of the Nebraska State Recycling Association and WasteCap Nebraska on March 31, 2017. NRC is a statewide, member-based organization.

The Nebraska State Recycling Association (NSRA) was originally formed in 1980 to support Nebraska's nascent recycling industry. NSRA has focused on supporting recycling infrastructure for businesses, communities and nonprofits by providing small grants for recycling equipment, such as bins and containers, balers, trucks and trailers, conveyors, and etc. It also has provided consultation for communities to improve recycling capacity and public awareness, and produced numerous guidance documents.

In 1992 WasteCap Nebraska (known then as INFORM) was formed as cooperative between a group of Lincoln businesses that wanted to leverage better recycling services. Over the years, WasteCap Nebraska focused on providing business waste assessments, recycling best practices for business, public education, and the online, statewide "Nebraska Recycling Guide". More recently, WasteCap has been working with communities to help organize around zero waste principles and infrastructure.

This Strategic Plan

This plan was developed by the Nebraska Recycling Council Board of Directors in cooperation with the executive director of NRC, staff, and advisory board. We thank board members, Brittney Albin, Matt Ashmore, Anna Baum, Larissa Binod, Kim Burge, Danielle Easdale, Cliff Fleener, Craig Gubbels, Gene Hanlon, and Frank Uhlarik; Advisory Council member, Kent Holm; NRC staff, Heather Creevan, Megan Jackson, and Executive Director of the Nebraska Recycling Council, Julie Diegel, for their time and valuable input in this process.

When building this plan, we considered how our two organizations strategic goals can merge together, the need for accurate, consistent data collection about resource recovery, and how we best support our member organizations by increasing knowledge about resource recovery in Nebraska.

This plan was approved by the Nebraska Recycling Council Board of Directors and will be reviewed bi-annually. An operations plan and budget will be developed on an annual basis based on NRC's mission and the goals outlined in this strategic plan.

Board President

Date



Vision & Mission

Nebraska Recycling Council: **Waste Nothing**

Our Vision

To be the authority on sustainable materials management in Nebraska for a future where all materials and resources are reserved for their highest and best use and landfills are the last resort.

Our Mission

The mission of the Nebraska Recycling Council is to maximize the economic and environmental benefits of resource recovery in Nebraska.

Our Goals

1. NRC supports the effectiveness of recycling programs in communities and organizations by sharing expertise, resources, best practices, and data.
2. NRC strengthens statewide outreach via one voice one message to build relationships, awareness, and engagement with businesses, communities, and members.
3. The NRC member network supports effective resource recovery practices across Nebraska. The value of membership is understood.
4. NRC diversifies fund development efforts so that less than 50% of revenue comes from grant funds.
5. NRC makes strategic grants to improve resource recovery efforts across Nebraska.
6. The NRC Board maintains effective board governance structure to support operations of the Nebraska Recycling Council.



Where We Are Going

Goal 1. NRC supports the effectiveness of recycling programs in communities and organizations by sharing expertise, resources, best practices, and data.

Activity	Responsibility	Resources	Timeline	Outcome
Become the statewide resource for organics recovery in Nebraska.	ED Ad hoc committee under External Affairs	USCC/NRC members to serve on initial committee Board approval of Chapter application Form committee; Apply for state charter with USCC Hold 3-4 meetings annually	June 2019 Annually June 2020 December 2023	Output: Hold kick-off event to announce Chapter status. Output: 3 new members of NRC and USCCC each year. Output: Hold commercial compost operator training in 2020 for 10 people. Outcome: Increase commercial organics recycling in all 8 regions in Nebraska by 10%.
NRC continues to diversify training services to industry, organizations, and communities.	ED, DD, PM External Affairs Committee	Training assessment (needs, desired training, audience, method) Funding for Webinar software, invitations to presenters, Annual meeting workshops	December 2019 December 2023	Output: NRC provides 2 new training topics annually that have not been presented in the previous 3 years. Outcome: Achieve 80% satisfaction rate as measured by participant surveys.
NRC continues to build a network of organizations and individuals who can provide expertise and resources among partners and member organizations.	ED, DD, PM BOD External Affairs Committee Chair Advisory Committee	List of organizations and expertise and resource types provided, both members and nonmembers	December 2019 and annually thereafter January 2023	Output: NRC continues to hold at least 2 regional and/or professional meetings annually to share information and expertise. Outcome: NRC is one-stop resource for member organizations and publics who need information on resource recovery processes, practices, and policies.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Promote data collection in Nebraska communities.	NRC staff External Affairs Committee Advisory Council	Partnerships with data collectors such as DEQ, KNB, economic development districts, Advisory Council	Initially by December 2020 December 2023	Output: NRC compiles accurate, comprehensive data for all communities in Nebraska every 2-3 years. Outcome: NRC is the authority on Nebraska solid waste and recycling systems.
Create Sustainable Resource Management Lexicon.	ED, Intern External Affairs Committee Chair	Research into best definitions of recycling/compost industry vocabulary	December 2019	Output: NRC has published a lexicon for the recycling composting industry available online. Outcome: Members and other stakeholders are able to speak the same language, understand one another.
Continue to develop a suite of technical assistance services that NRC can provide to constituents.	ED, DD, PM External Affairs Committee Chair	Assessment of Member TA needs, wants, and strengths. List of possible services NRC can provide including composting, Community Toolkit, Fact Sheets, Equipment Grants	December 2020 & annually review December 2023	Output: NRC has a "catalog" of technical assistance inclusive of lessons learned, case studies, emerging and best practices, data, and resource maps. Outcome: NRC provides technical assistance to 25% of member organizations annually and they are satisfied with the technical assistance provided. Compare to 2018 baseline.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
NRC continues to stay up to date on best practices, research, and new technology in waste diversion.	ED, DD, PM External Affairs Committee Advisory Committee	Partner with research & development in the area inclusive of University; other states; regional partners; Nebraska manufacturing and business partners Attend conferences, trainings, view webinars Maintain memberships in state and national organizations	December 2020 January 2023	Output: NRC shares new research, practices, and technology related to waste diversion and materials management with its members and partners. Staff gets training in sustainable resource management annually. Continue to engage board and advisory council learning. Outcome: NRC is one-stop resource for member organizations and publics who need information on resource recovery processes, practices, and policies.
NRC has an inventory of existing services and resources available to each community in Nebraska.	Program Mgr External Affairs Committee Advisory Council	Data, program, and service resources from communities Nebraska Recycling Guide Community Toolkit	December 2022	Output: NRC compiles a resource map of waste diversion and resource recovery services across Nebraska to identify strengths and gaps in service. Outcome: Nebraska communities have comprehensive information on recycling services in their area.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Leverage the expertise of our membership to share best practices, knowledge, emerging practices.	ED, DD External Affairs Committee Advisory Council	Networking events List of knowledge of expertise	Currently, annually thereafter December 2023	Output: NRC hosts 2+ member networking events annually including the awards luncheon. Output: NRC develops learning opportunities i.e. case studies or webinars for selected member commercial and institutional sectors. Outcome: Members are engaged with other NRC members by sharing expertise and knowledge.
NRC supports the execution of waste characterization studies and reports on data including per capita disposal rate.	ED, DD, PM	Partner with statewide SWANA group Identify communities with transfer stations that would be good candidates to utilize the information Communities and partners execute this study (e.g., DEQ)	December 2023	Output: NRC is a partner in waste characterization studies and assists by recommending methodology and encouraging communities to participate. NRC has data that helps communities set goals and understand the economic value of resource management based on waste characterization findings. Output: Percentage Recyclables Remaining or other waste studies are conducted at 6 transfer stations or communities in Nebraska. Outcome: Nebraska's per capita disposal rate is below the national average.



Where We Are Going

Goal 2. NRC strengthens statewide outreach via one voice one message to build relationships, awareness, and engagement with businesses, communities, and members.

Activity	Responsibility	Resources	Timeline	Outcome
NRC captures and shares successes as opportunities through regular process/program evaluation.	All Staff	Metrics and stories gathered during the year	March 2019, annually thereafter December 2023	Output: NRC publishes success stories, case studies, and metrics via annual report. Outcome: NRC is viewed as Nebraska's resource management authority.
Conduct a communications assessment and write a communications strategy to guide audience and communications approach (one message/one voice).	External Affairs Committee Deputy Director	Assessment process and results Funding for External marketing/communications strategist	June 2019 December 2019 December 2023	Output: NRC completes a communications assessment inclusive of strengths, needs, target audience, and key messaging to inform the communications strategy. Output: NRC has a communications strategy that informs the brand strategy. Outcome: NRC is viewed as the voice of resource management in Nebraska (as measured through surveys).
Expand on the brand identity and key messaging to improve awareness of NRC with a common voice internally and externally.	ED, DD, PM, AA External Affairs Committee	External marketer Focus groups	June 2019 December 2023	Output: NRC creates a brand strategy with key messages, tag line, and a case statement to support its mission and includes it in materials e.g. member benefit matrix. Outcome: Increase buy-in and improve culture of resource recovery among communities in Nebraska.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Establish policy positions and supporting documentations (e.g., fact sheets) for state and local policies and advocate for them to policy makers.	External Affairs Committee Executive Director	Fact sheets Policy research Legislative contacts	December 2019, annually, thereafter December 2023	Output: NRC speaks to current issues each year. Output: NRC files a 501(h) election form by Jan 2019. Output: NRC develops 3 policy positions or model ordinances annually. Output: NRC works with KNB, the Nebraska Beverage Assn. and others to establish a program of sharing information with state legislators. Outcome: NRC is the go-to source for policy makers in Nebraska for issues related to resource recovery, waste diversion, and materials management.
Continue to develop partnerships and relationships with key organizations and stakeholders.	Executive Director	Resources and partnerships. List of potential partners and organizations Understanding of other organizations' work and memberships Shared council membership Join at the higher level in strategic organizations to provide member benefits to our members, e.g. National Recycling Coalition or NCLV Host/attend industry stakeholder meetings	December 2020, annually December 2022	Output: Establish 1 new partnership per year and maintain existing partnerships. Outcome: NRC will have the backing/expertise/ network of local and national organizations and have the ability to partner with organizations on complex projects.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Establish partnerships with neighboring states to share ideas, resources, and practices regionally.	Executive Director	Establish regional partnerships Contact list	December 2021 December 2021	Output: Establish contacts with regional organizations, both nonprofits and government. Outcome: NRC establishes a regional approach to resource recovery in order to increase consistency of messaging and positively affect resource management.
Build community of local champions representing all eight regions across Nebraska.	Advisory Council BOD Recycling Equipment Grant Review Committee	Target communities within 8 regions Communications and policy strategy Identify and involve local champions in all 8 regions to solidify support for NRC initiatives, regional meetings, bring new ideas to the table	December 2021 December 2023	Output: Eight local champions have agreements to partner with NRC by attending meetings and improving local awareness. Outcome: Cohorts of local champions support data collection and resource recovery practices in all eight NRC regions.
Establish a scholarship fund to enhance engagement of youth, expand reach, develop recycling champions.	Executive Director Board of Directors	Obtain funding by asking organizations/ individuals to add % or \$ to their membership, registration, etc. to raise money (\$10,000 needed) Marketing scholarship strategy (parameters, outreach)	January 2023 December 2023 Beyond December 2023	Output: Raise \$10,000 for scholarship funding. Output: Award 1 scholarship per year, adding more as financially possible. Outcome: NRC gains recognition, develops future interns/professionals in the field, and promotes education in environmental sciences, particularly sustainable materials management.



Where We Are Going

Goal 3. The NRC member network supports effective resource recovery practices across Nebraska. The value of membership is understood.

Activity	Responsibility	Resources	Timeline	Outcome
Increase the number of member organizations with community, business, and industry representation.	Executive Director Board of Directors	Member outreach strategy and materials Provide board members with talking points for new member outreach	December 2019 annually thereafter	Output: All board members know the talking points / case statement for membership. Outcome: Increase membership of NRC by 10% annually. (Grew by 16% in number in 2018.)
Create valuable opportunities to recognize leaders and innovators in our field.	ED, DD External Affairs	Research certification programs, cost-benefit analysis, viability of certification program and strategy Develop additional opportunities such as NRC's Annual Awards to recognize members	December 2019 December 2023	Output: Feature and promote members in regular communications and NRC activities (e.g. in newsletter, press releases, tours, and meetings). Outcome: Members are recognized and valued for their contributions; recognition encourages innovation and promotes membership.
Conduct a member needs assessment to address member satisfaction, participation, and engagement. needs, opportunities, and target membership (and types).	External Affairs Deputy Director	Develop standard set of questions/ information to gather. Process for evaluation (e.g. member focus group or "Did you know" pop quiz- easy, interactive, informative, prize to inform members of services, information) Identify existing strengths, needs, opportunities, gaps, and data. Explore individual membership vs donors- (current practice is ind. donors @ \$50 can attend events at the member price)	March 2020 December 2020 March 2021	Output: NRC completes a member needs assessment report. Output: Member evaluation/ assessment is conducted on an ongoing basis. Output: NRC designs programs and support services to meet the needs of NRC members. Outcome: NRC provides valuable services and has meaningful relationships with our members; members understand the value of NRC membership.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Provide meaningful incentives and services to encourage membership engagement and growth.	ED, DD, PM External Affairs	Member education Glossary of terms	Ongoing	Output: Promote member services such as waste audits, events, pricing, referrals, and advertising.
		Review of services and how they are structured	March 2021	Output: 10% of NRC members utilize a suite of NRC services; 75% of members are engaged with NRC based on quantifiable data.
		Design informative, leading edge opportunities for networking and learning- webinars, meetings, training		
		Encourage participation in in-depth services, while also developing important transformational relationships over transactional from shared values, shared vision, supporting high-level goals, learning, and recognition	December 2023	Outcome: NRC is the go-to organization to support member needs in the areas of sustainable materials management.



Where We Are Going

Goal 4. NRC diversifies fund development efforts so that less than 50% of revenue comes from grant funds.

Activity	Responsibility	Resources	Timeline	Outcome
Create a fund development strategy that diversifies funding between grants, corporate giving, earned revenue, foundation grants, member donations, and events.	ED, DD Internal Affairs	Work on FD Plan with guidebook Assessment of fund development needs and program, with partners Grant requirements	June 2019 January 2020 December 2023	Output: Assessment of fund development needs. Output: A fund development strategy is created and implemented. Outcome: NRC funds are diversified between individual gifts, corporate donations, events, grants (gov't & foundations), and earned revenue.
Partner organization coordination to guide fund development strategy.	Executive Director	Partner organization Coordinate regional initiatives for neighboring states for regional funding sources? "Funders group"	July 2023	Output: NRC coordinates a group with other like-focused groups to strategize giving and donor relationships. Outcome: Stronger regional donor relationships, grantor relationships; stronger grant proposals because of regional partners.
Establish a position and hire a development director dedicated to fund development.	Executive Director Internal Affairs Board of Directors	Find out what other orgs have done; compare against realigning current job responsibilities Ask NAM for guidance, write job description Funding for position	January 2023 December 2023	Output: NRC hires a development director or realigned job responsibilities/accountability for Executive Director. Outcome: Fund development efforts are a priority action led by dedicated staff position.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Establish and implement earned revenue models for programs and services.	ED, DD, PM Development Director External Affairs	Research certificate programs Develop policy position on mandate for recycling operators certification.	January 2023	Output: NRC launches one new program that increases earned revenue.
Diversify fund development efforts.	Board of Directors ED, DD and/or Development Director	Corporate giving, Foundation giving, major and individual donors New memberships Earned income Move away from DEQ support (less stable) Meet with potential regional partners to develop grant strategy for federal grants	December 2023 December 2023	Output: Establish cash reserve account to cover 1 year of operating costs. We already have 8-9 months in reserve. Output: Develop new revenue sources. Outcome: DEQ and NET grants account for less than 50% of total NRC revenues. (70% of current funds come from grant funds.)



Where We Are Going

Goal 5. NRC makes strategic grants to improve resource recovery efforts across Nebraska.

Activity	Responsibility	Resources	Timeline	Outcome
Administer sustainable, timely grant funding to support resource recovery efforts in Nebraska communities.	Deputy Director Grants committee Advisory Council	Funder requirements (NET, DEQ) Target audiences	July 2019 December 2020	Output: Annually review priority funding focus areas (based on needs assessment) to publicize e.g. hub and spoke, PAYT, organics. Outcome: 50% of grants awarded fulfill priority areas.
Conduct a needs assessment to understand community and business funding needs in Nebraska.	Executive Director Advisory council External Affairs	External review? Cost/benefit of programs- NET, NDEQ, NRC grants Partner grant goals review (DEQ, NET, NRC) "Funders Table"	June 2020 June 2020 December 2023, annually	Output: NRC has a grant-making / funding strategy to establish strategic expansion of recycling services- topically, geographically, organics. Output: Convene meeting of 3 agencies to discuss grants future/goals. Output: A needs assessment report and development of funders table to review annually.
Administer consistent grantee evaluation to assess grant effectiveness and measure Outcomes toward the identified priority(ies).	Grants Committee	External evaluator Annual reports from grantees Coordination with partner organizations	December 2020 July 2021	Output: NRC develops in tandem with partner organizations, tracking of volumes, dispensation, and other metrics valuable to NRC and funding partners. Output: NRC provides a key linkage to partner organizations by providing evaluation data from grantee organization and reports to partner organizations.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Sustainability provide technical assistance by NRC and partner organizations support grantee organizations to be sustainable beyond grant terms.	Executive Director Deputy Director Program Manager	Technical assistance (see previous TA goal) and KNB technical assistance for business planning and sustainability	December 2021 December 2023	Output: NRC develops tools and other resources for communities and materials processors, e.g. Template for operations plan, matrix for hub and spoke viability. Outcome: Grantee organizations are sustainable beyond NRC funding.
Increase the portfolio of funding assistance NRC provides to communities and organizations for resource recovery.	Executive Director Deputy Director Grants Committee	Needs assessment Targets for support An emergency short-term fund or revolving loan fund to assist in sustainability of grantee organizations. Policies & procedures for emergency funding, Definitions of emergency	December 2022 December 2022 December 2022	Output: NRC makes strategic grants (other than recycling equipment) to diversify and support resource recovery efforts across Nebraska. Output: Emergency assistance fund is created. Outcome: Communities and organizations' recycling programs/end markets needs are better supported.



Where We Are Going

Goal 6. NRC Board maintains effective board governance structure to support operations of the Nebraska Recycling Council.

Activity	Responsibility	Resources	Timeline	Outcome
Provide biannual education and training opportunities for board members.	Governance Committee	NAM board training	First Quarter 2019 and every two years thereafter	Output: NRC has a line-item in annual budget for board training, travel. Outcome: Board policies that help board members and staff understand boundaries, roles and responsibilities and develop professionally.
Establish a process to approve organizational policy position statements.	External Affairs Committee Board of Directors	Example practices for policies Potential Policies NRC might speak towards External Affairs Committee develops/ approves guiding principles for NRC	March 2019 and ongoing	Output: External Affairs Committee develops policy positions for board approval. Outcome: Policies are approved by the Board of Directors and posted on NRC web site. Outcome: Advocacy arises from policy positions.
Complete a succession plan for organizational and board leadership.	Internal Affairs Board of Directors	Succession plan best practices (from Boardsource, NAM)	June 2019	Output: Internal Affairs Committee develops succession plan for board approval. Output: A succession plan (with job descriptions) is documented and in place for board members and staff leadership.
Define roles and responsibilities of Advisory Council, Board of Directors, and Staff.	Board of Directors Executive Director Advisory Council	Boardsource suggestions NAM board training, Wiki Activities list Recruitment strategy	July 2019 December 2019	Output: Board and staff participate in in-person board training from NAM. Outcome: Board members, advisory board members, and staff understand the roles and responsibilities of each; definitions are included in the board book.



Where We Are Going

Activity	Responsibility	Resources	Timeline	Outcome
Continue to create policies that support best practices by the board of directors.	Governance Committee	NAM Guidelines and Principles, NAM Wiki	Ongoing	Output: Review of NAM Guidelines and Principles to prioritize policy development. Output: Board policies help board members and staff understand boundaries, roles and responsibilities and develop professionally.
Diversify board membership based on needed expertise and geography.	Governance Committee Board of Directors NRC staff	Skills matrix Networking Periodic review of board recruiting matrix; ongoing recruitment of board members that fill gaps	September 2019 and ongoing December 2020	Output: Recruit board member with fundraising expertise; connections to people of means with philanthropic interest in environmental protection and economic development. Outcome: Board of Directors members have diverse skill sets needed by NRC.
Advisory council provides expertise and regular reports to the board of directors.	Board of Directors Advisory Council	Policy & Procedures for regular reporting schedule and membership (cap at 45/50) Identify how advisory council can contribute to NRC.	Annually beginning September 2019	Output: BOD and Advisory Council develop policy and procedures, frequency, and topics for reporting to board. Outcome: A clear reporting structure and process builds relationships, shares important information, and leads to strategic policy and program development.
Continue to develop committee structure to support operations and strategic plan goals and objectives.	Board of Directors	Committees Inclusive of staff, board members, and key stakeholders as needed. Task forces or ad hoc committees if needed beyond existing committees	December 2019 December 2023	Output: Establish committees or individual assignments to advance the strategic plan and growth of NRC. Outcome: Increase engagement of partners, board members, and stakeholders with NRC growth.



Glossary

The Nebraska Recycling Council recognizes that the terms used to describe a situation often set the tone for the responses that follow. As such, the Nebraska Recycling Council recognizes that waste materials are resources worthy of conserving as a means to benefit the environment and society. The Council views this as the appropriate attitude to adopt when considering waste resources and environmental stewardship.

Chemical Recycling

Also known as feedstock recycling, is the process which breaks down waste plastic polymers into their chemical constituents and converts them into a variety of useful products like basic chemicals and/or polymers for new plastics, downstream industrial processes or as transportation fuels.

Compost

The product manufactured through the controlled aerobic, biological decomposition of biodegradable materials (lawn clippings, leaves, food scraps, manure and non-recyclable paper products). The product has undergone mesophilic and thermophilic temperatures, which significantly reduces the viability of pathogens and weed seeds, and stabilizes the carbon such that it is beneficial to plant growth. Compost is typically used as a soil amendment, but may also contribute plant nutrients.

Composting

The controlled, biological decomposition of discarded organic materials into a humus product that may be used as a soil amendment or mulch. The composting process can take many forms from backyard composting to commercial composting. Examples of commercial composting methods are windrow, static pile, in-vessel, an anaerobic digestion.

Discard

(n): Materials, products, or packages no longer useful to the generator. These items may then be recovered through reuse, recycling, or composting, or it may be landfilled or incinerated.

Disposal

The placement of waste materials in a landfill, incinerator, or other repository intended for permanent containment [or destruction] of waste. Reuse, recycling (chemical or mechanical), and composting are not considered disposal.

Energy Recovery

Energy recovery from waste means the conversion of (non-recyclable) waste into usable heat, electricity, or fuel through a variety of processes, including combustion, gasification, pyrolysis, anaerobic digestion, and landfill gas recovery. Also known as Waste to Energy (WtE)

Feedstock Recycling

Refer to Chemical Recycling

Food Waste

Animal and vegetable waste resulting from the handling, storage, sale, preparation, cooking and serving of foods.



Glossary

Hazardous Waste

Those wastes that require special handling to avoid illness or injury to persons, damage to property or have detrimental environmental effects if disposed of incorrectly.

Landfill

A regulated burial site to dispose of refuse and other waste materials.

Landfill Diversion

The prevention of and elimination of generated waste through source reduction, reuse, recycling, composting and energy recovery.

Mechanical Recycling

Mechanical recycling refers to operations that recover discards via mechanical processes (i.e. grinding, washing, separating, drying, re-granulating and compounding).

Recyclable(s)

Discarded materials that can be collected, sorted, processed, and then used as raw materials in the production of new products. "New products" do not include materials that are used as fuel substitutes or for energy recovery.

Recycle/Recycling

The series of activities by which discarded materials are collected, sorted, processed, and converted into raw materials and used in the production of new products.

Resource Management

The process and policy of managing materials and energy throughout their lifecycle with the aim to maximize the efficiency of material and energy utilization and minimize loss of material as waste for disposal.

Resource Recovery

Discarded materials are collected, diverted from the landfill, and then repurposed for additional useful applications through a variety of processes.

Reuse

The reapplication of a package or used product or material in a manner that retains its original form or identity. Unlike recycling, reuse does not involve processes that significantly alter the original condition of the package or product.

Source Reduction

The re-design of a material, product, package, or process to reduce the amount of feedstock required to perform the initial intended purpose.



Glossary

Sustainable Materials Management

A systemic approach to using and reusing materials more productively over their entire life cycles. It represents a change in how a society thinks about the use of natural resources and environmental protection.

Toxicity Reduction

The re-design, manufacture, purchase or use of material, product or packaging so as to minimize their toxicity throughout their useful life and when they are reused, recycled, landfilled, or incinerated. Because it is intended to reduce pollution and conserve resources, source reduction should not increase the net amount or toxicity of wastes generated throughout the life of a product. Source reduction is sometimes referred to as waste prevention.

Waste

A discarded material for which society has yet to develop either economic means to redeploy or to convert its components to their natural ecological state.

Waste to Energy (WTE)

Refer to Energy Recovery

Waste Reduction

Decreasing the quantity of materials and/or products that are landfilled or incinerated. This may be a combined result of source reduction, reuse, composting, and recycling practices.

Zero Waste

The conservation of all resources by means of responsible production, consumption, reuse, and recovery of all products, packaging, and materials without burning them, and without discharges to land, water, or air that threaten the environment or human health.



Strategic Plan

