

# **REUSE RECYCLE**

Starter Kit

**+**

# **COMMUNICATING HOLLAND RECYCLING IMPACTS**



Katelyn Heflin, CLC Fellow

# ACKNOWLEDGMENTS

---

**Prepared for:** City of Holland and Michigan Local Governments

**Mentor:** Dan Broersma - Sustainability Manager, City of Holland

**Technical Advisor:** Jenny Oorbeck - Co-Founder and Managing Partner, Fresh Coast Climate Solutions



# PURPOSE

---

## REUSE, RECYCLE STARTER KIT

This is meant to be used as a guide for local governments ready to take action under the “Three R’s” umbrella.



It directs you to a subsidy opportunity, editable recycling educational materials, potential grant funding opportunities, and more!

**¡USE THIS STARTER KIT!**

# REUSE *plastic free* RESTAURANTS

“A colossal amount of resources go into creating single-use packaging - to the tune of 10 percent of wood harvested, 20 percent of aluminum mined, 40 percent of plastic created and 50 percent of glass produced.”

- Suz Okie, Director of Design Strategy & Circular Economy - [GreenBiz](#)

Go from single-use...



To **REUSE!**



# REUSE Subsidy: Single-Use to Reuse



100% subsidy for reusables that do not contain virgin plastic, up to \$5 per item

25% subsidy for reusables that do contain virgin plastic, up to \$1 per item

- **Publicly-funded schools** will receive a subsidy that applies to the full cost of a reusable item.



- **Restaurants and for-profit entities** will receive a subsidy that applies to the price *difference* between the single-use item being replaced and the reusable item replacing.



# REUSE Dish Washing Considerations

## Rebates for Energy Efficient Dishwashers

[DTE Food Service Instant Discounts](#)

[Consumers Energy Kitchen Rebates](#)

“Although It took some time for the staff to adjust to using the new dish machine and to the new dishroom workflow, they were able to adapt and quickly became proficient the more they used the machine. The added time for washing all of the ware each day is only around 30 minutes, or \$1,550 per year. This is slightly offset by the time the custodian saves by not having to dispose of the compostable trays (~\$310 per year).”

– *Benjamin Franklin Elementary Case Study*




[Photo credit](#)


# RECYCLE Communicating Holland's Recycling Impact

## EPA's WARM Tool + GHG Equivalencies Calculator

3,919  of Carbon Dioxide (CO<sub>2</sub>) equivalent

This is equivalent to greenhouse gas emissions from:

872 gasoline-powered passenger vehicles driven for one year 

10,046,548 miles driven by an average gasoline-powered passenger vehicle 

This is equivalent to CO<sub>2</sub> emissions from:

440,981 gallons of gasoline consumed 

384,971 gallons of diesel consumed 

4,389,881 pounds of coal burned 

51.9 tanker trucks' worth of gasoline 

494 homes' energy use for one year 

763 homes' electricity use for one year 

# RECYCLE Educational Materials

**HOLLAND RECYCLED OVER 2.5 MILLION POUNDS OF MATERIALS IN 2022!**



this saved emissions equivalent to...

**2,267 ROUND TRIPS FROM HOLLAND TO SAN DIEGO**



Keep up the great work Holland!

[recycleholland.com](http://recycleholland.com)



Holland's recycling carts are made by Cascade Cart Solutions in Grand Rapids using recycled plastics!



Recycling supports jobs in our West Michigan economy.



# RECYCLE Educational Materials

RECYCLING DIRECTLY  
PROVIDES OVER **115**  
JOBS IN HOLLAND!



Recycling keeps materials in the economy and out of the landfill, providing jobs and decreasing the extraction of natural resources.

Learn more at  
[recycleholland.com](http://recycleholland.com)

## Holland Recycles!



In 2022, Holland recycled over 2.5 MILLION pounds of materials. That is equivalent to:

-  **763**  
The electricity usage from 763 homes for one year
-  **2,267**  
The emissions from 2,267 round trips from Holland to San Diego
-  **64,801**  
The carbon sequestration from 64,801 seedlings grown for 10 years
-  **440,981**  
The emissions from 440,981 gallons of gasoline consumed

Recycling keeps materials in the economy and out of the landfill, providing jobs and decreasing the extraction of natural resources. Did you know that the recycling industry directly employs over 115 people here in Holland?



# RECYCLE Spanish Resources

More than 24% of Holland's population identified as Hispanic on the 2020 census. 16% of Holland residents recorded speaking Spanish as their primary language at home. - [Census Reporter](#)



HOLLAND RECICLÓ  
MÁS DE 2.5 MILLONES  
DE LIBRAS DE  
MATERIALES EN 2022!

esto evitó emisiones equivalentes a...

EL CONSUMO DE  
ELECTRICIDAD DE 763  
HOGARES DURANTE  
UN AÑO

The infographic features a utility pole with power lines in the top left, a white electrical outlet with an orange cord plugged in on the right, and a blue recycling bin with a white recycling symbol in the bottom left. The background is a light, textured grey.



**SABÍA QUE**

¿Los botes de reciclaje de Holland están fabricados con un 35% de plásticos reciclados?

¿Los botes de reciclaje viejos o dañados se reciclan de nuevo en botes de reciclaje NUEVOS!

The infographic includes a large blue question mark icon, a yellow recycling bin with a white recycling symbol, and several plastic items: a red bucket, a white bottle, a blue bottle, and a white jug. A blue recycling bin with a white recycling symbol is shown at the bottom left, with a white arrow pointing from it towards the yellow bin. The background is white with a blue border.

# RECYCLE MISustainable Holland

## MISUSTAINABLE HOLLAND

### **Holland Recycled Over 2.5 Million Pounds of Resources in 2022. Jack Brown Shares His Experience Working as Manager of Municipal Services with Republic Services, Holland's Recycling Hauler.**

Holland Sentinel  
Katelyn Heflin  
USA TODAY NETWORK  
July 2023

Holland launched its residential curbside recycling cart program in April of 2021. In its first full year of operation, 2022, residents diverted over 2.5 million pounds of resources from going to the landfill by recycling. The City of Holland conducted an interview with Jack Brown, Republic's Manager of Municipal Services to highlight the impact recycling has on the environment and the local economy. Great job Holland and keep up the good work!

*Who are you and what is your role with*



Services. Last year, we managed 8 million tons of recyclables, a which is heavier than 21 Empire State Buildings! We continue to make investments in recycling innovation and technology Republic Services is currently constructing the nation's first Polymer Center in Las Vegas, Nev., with a second center under development in the

# RECYCLE Expanding Recycling to Multifamily

- Three out of every five multifamily households lack adequate access to recycling.
- BIPOC populations are two times more likely to live in multifamily housing than white populations.



The West Michigan Sustainable Business Forum estimated that **West Michigan alone disposes of \$52 million of recyclable material in local landfills each year.**



# RECYCLE A Policy Approach

## UNIVERSAL RECYCLING ORDINANCE

- The City of Orlando added 21,491 multifamily units to their recycling program after passing changes to their solid waste code in 2019.
- They diverted 1,110 new tons of recyclables from going to landfill!



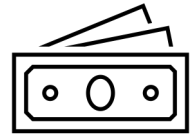
- The City of Austin's Universal Recycling Ordinance requires multifamily recycling. Their website gives access to education materials in multiple languages.

## WHAT CAN I RECYCLE?

我可以回收什么？



# RECYCLE Grants for Multifamily Recycling



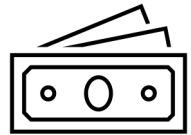
## The Recycling Partnership

- TRP is growing their grant funding targeted specifically at multifamily unit recycling.



## EGLE Infrastructure Grant

- The Infrastructure Grant will apply to multifamily recycling! See the Starter Kit for information on how to stay in the loop for a 2024 RFP!



## NextCycle Technical Assistance

- This program provides assistance for initiatives directed at supporting disadvantaged communities in advancing the circular economy in Michigan - up to \$5K in consulting services!



## Infrastructure Investment and Jobs Act (IIJA) & Inflation Reduction Act (IRA) Funding Tracker

- Updated once per month on average, this tracker will help you identify funding opportunities relevant to Michigan and sustainability from the IIJA and IRA.

**iTHANK YOU!**

---

Q&A