

What Is A PRIDEful Recycler?

Recycling is a simple way to make a big difference. By choosing to recycle and to buy recycled products, we improve our energy supply, economy, environment and future.

That's why Southern and Eastern Kentuckians are encouraged to be PRIDEful Recyclers! Together, we can expand recycling to the advantage of our communities and region, all in the spirit of PRIDE — Personal Responsibility in a Desirable Environment.

What Is Recycling?

Recycling uses all or part of a product that is at the end of its useful life to make another product.

The first step is collecting the products to be recycled. In our homes, schools and businesses, we collect recyclables and then pass them to a central collection facility. In our region, that often means dropping them at a local recycling center. The materials are processed and sold back to manufacturers.

In the next step, manufacturers use the recyclables to make new products.

In the final step, we buy products made from recycled materials. This closes the “recycling loop.”

Many items that we use daily can be recycled. The common household recyclables are aluminum, cardboard, steel, plastic, newspaper, glass and paper. Collection sites exist for many other items, from motor oil to computers.

“All counties, rural or not, can benefit from regional recycling. The economic benefits can be seen in local businesses paying fewer dollars for disposal, residential recycling services expanding and markets for recycled items increasing.” — Catherine E. Guess, Kentucky Recycling Assistance Section

Breathitt and Wolfe Counties have partnered since 2010 to operate a regional recycling program, which now collects materials from five counties and one city. In 2013, combined totals for some common municipal commodities collected by Breathitt and Wolfe Counties included: 40 tons of aluminum cans, 869 tons of cardboard, 23 tons of newsprint and 18.25 tons of plastic (PET and HDPE).

How To Start Recycling?

Ready to make a difference by recycling? To learn the basics, visit www2.epa.gov/recycle.

To find recycling collection sites near you:

- Call your county's Solid Waste Coordinator (for the phone number, check the county government section in your phone book or search for “County Solid Waste Coordinators” at www.waste.ky.gov).
- Visit www.1-800-recycling.com.

To turn any containers into recycling bins for aluminum, cardboard, paper or plastic:

- Call PRIDE, toll free, at 888-577-4339 to request free posters or stickers to label the bins (example below).
- Visit www.kypride.org and search for “PRIDEful Recycler” to print the labels.

For guidance in starting a recycling program in a school, business or community, contact the Recycling and Local Assistance Branch within the Kentucky Energy and Environment Cabinet at 502-564-6716 or www.waste.ky.gov/RLA/recycling.



Eastern Kentucky PRIDE, Inc., promotes “Personal Responsibility in a Desirable Environment” in Southern and Eastern Kentucky by encouraging and assisting communities to:

- Improve the region's water quality,
- Clean up solid waste problems, and
- Advance environmental education.

PRIDE is a nonprofit organization founded in 1997 by Congressman Hal Rogers (KY-5) and James E. Bickford, Kentucky Environmental Protection Secretary. PRIDE progress by 2014 included:

- 411,167 volunteers contributed 1,379,065 hours
- 2,882 illegal dumps eliminated
- 962,939 old tires recovered
- 189,348 junk appliances recycled
- 397 outdoor classrooms built
- 55 school recycling projects launched
- 29,556 homes gained septic systems or sewer access

PRIDE serves the following 42 counties:

Adair	Jackson	Metcalfe
Bath	Johnson	Monroe
Bell	Knott	Morgan
Boyd	Knox	Owsley
Breathitt	Laurel	Perry
Carter	Lawrence	Pike
Casey	Lee	Pulaski
Clay	Leslie	Rockcastle
Clinton	Letcher	Rowan
Cumberland	Lincoln	Russell
Elliott	Magoffin	Taylor
Floyd	Martin	Wayne
Green	McCreary	Whitley
Harlan	Menifee	Wolfe

Printed with recycled paper

This material is based upon work supported under a grant by the Utilities Programs, United States Department of Agriculture. Any opinions, findings and conclusions or recommendations expressed in the material are solely the responsibility of the authors and do not necessarily represent the official views of the Utilities Programs.

Eastern Kentucky PRIDE, Inc., is an equal opportunity provider and employer.

Be A PRIDEful Recycler



Personal Responsibility In a Desirable Environment

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Why Recycle? For Our Economy, Energy, Environment and Future

Economy

Recycling is good for our economy.

Our nation's recycling and reuse industry had 56,000 establishments, earned \$236 billion in annual revenue and employed 1.1 million people, according to the U.S. Recycling Economic Information Study.

Recycling adds value to our materials — unlike landfilling trash. As recycling expands, new businesses spring up to haul, process and broker the materials. That generates new jobs, from truck drivers to sales representatives to chemists. The jobs in the recycling industry generally pay above the average national wage.

Recycling creates a domestic supply of materials needed to manufacture new products. Some industries — such as paper and aluminum — rely heavily on recycled materials.

Selling recyclables creates revenue. In tax revenues, the recycling and reuse industry generated \$12.9 billion for federal, state and local governments, based on the U.S. Recycling Economic Information Study.

Recycling saves money for those who pay tipping fees. In Kentucky, the statewide average for landfill tipping increased from \$27.23 per ton in 2000 to \$34.20 per ton in 2012.

 As of 2013, Kentucky's Government Office Paper Recycling Program has generated \$2.4 million in revenue by recycling more than 16,650 tons of waste paper since 2002. The program is self-supporting and funds eight full-time staff positions.

 Recycling generated \$120 per ton in revenue and 79 jobs per 100,000 tons, compared to landfilled waste's \$40 per ton in tipping fees and 13 jobs per 100,000 tons, based on a study of Baltimore, Richmond and Washington, D.C.

Energy

Less energy is needed to manufacture with recycled materials than with raw materials.

Glass is a good example. The glass container industry can turn down the furnaces when using broken glass ("cullet"), dropping energy costs 2% to 3% for every 10% cullet used.

The energy savings vary by material, with recycled aluminum using 95% less energy than raw materials in the manufacturing process. Recycling just one aluminum can save enough energy to run a laptop computer for five hours.

The savings add up. By recycling and composting almost 87 million tons of municipal solid waste in 2012, America saved enough energy to power almost 10 million U.S. households for one year.

 To calculate energy saved when you recycle various items, search for "IWARM" at www.epa.gov.

 Every ton of mixed paper recycled can save the energy equivalent of 1.65 gallons of gasoline.

 More than 1,800 U.S. businesses are involved in recycling post-consumer plastics, compared to 310 in 1986.



Environment

Recycling conserves our valuable natural resources and lessens harmful environmental practices.

Manufacturing with recycled materials means less raw materials are needed. For example, recycling one ton of paper saves the equivalent of 17 trees and 7,000 gallons of water.

Supplies are limited in the case of nonrenewable resources, such as oil and metals. By using less now, these important assets will be available to future generations.

Extracting natural resources can be tough on the environment — even in the case of renewable resources, like trees. Recycling reduces the demand for extraction.

Recycling reduces the volume of waste sent to landfills, which require close monitoring for their impact on the environment.

 8% of world oil production goes into plastics.

 In 2012, Kentuckians recycled 32.2% of our common household recyclables (aluminum, cardboard, steel, plastic, newspaper, glass and paper), compared to 4.9% in 1994.



Future

Americans generated about 251 million tons of trash in 2012. How we dispose of that trash is our legacy to future generations.

By recycling, we lay the foundation for a stronger economy, greater energy supplies, more natural resources and fewer landfills.

 *The average American generates 4.38 pounds of garbage per day. That means every American will produce 62.9 tons of trash in their lifetime.*

 *Kentuckians generated a total of 6.1 tons of solid waste in 2012.*

"Our school now has a comprehensive recycling culture, and it has spread across our community. It's just what we do in Russell County." — Jean Clement, Teacher, Russell County Middle School (RCMS)

RCMS began recycling paper in 2000 and added aluminum and plastic in 2005. Students in the Green Team run the program on campus (RCMS, technical school, gymnasium and natatorium). Grants and local partners help make the program possible. With the local conservation district, RCMS hosts an annual Russell Recycles Day at a popular grocery store to educate the public and give away recycling bins.

RCMS made \$300 last year by selling its aluminum cans to a recycler and collecting ink cartridges and small electronics to be recycled by the Funding Factory. The funds went toward T-shirts for the Green Team and reusable water bottles for the Green Team and staff — so they can lead by example.

The success of RCMS laid the foundation for expanding the Russell County Recycling Center, with drop-off dumpsters across the county. The elementary schools recycle paper, and the technical school sells cardboard it collects, made easier by a cardboard bailer built by its students.