

# 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.

## About Recycling

Recycling is the process of taking a product at the end of its useful life and using all or part of it to make another product.

Collection is the most visible step in that process. In our homes, schools and businesses, we collect our recyclables and then pass them to a central collection facility. In our region, that often means dropping them at a local recycling center. They then are processed and sold back to manufacturing. The recycling loop is complete when we buy products made from recycled materials.

Many items we use daily can be recycled. In 2009, Kentuckians recycled 29.7 percent of our common household recyclables — aluminum, cardboard, steel, plastic, newspaper, glass and paper. Collection sites exist for many other items, from motor oil to computers.



Visit [www.earthq11.org](http://www.earthq11.org) for your nearest collection sites for all recyclables

*"Since our recycling center became operational, we have noticed less trash on our roadways." — Lisa Lee, Adair County PRIDE Co-Coordinator*

Adair County (population 18,725) began a recycling program in 1999 and expanded it in 2005. The Adair County Recycling Center accepts cardboard, plastic, metal, aluminum, newspaper, sorted paper, newspaper, oil, batteries and computers. The center accepts drop-offs and picks up recyclables at area businesses. The center collects 2,679 tons annually, and the participation rate is approximately 48 percent.

*"In the first decade of PRIDE, we focused on getting trash out of dumps and into landfills. With the old dumping habit broken, we now are challenging ourselves to develop a new habit — recycling.*

*"Recycling and reusing actually are part of our region's thrifty, self-sufficient heritage. Old clothes become beautiful quilts. Canning jars are used year after year. We just need to look at all our resources in that light."*

*— Congressman Hal Rogers (KY-5), who co-founded PRIDE in 1997 with James E. Bickford, Kentucky Natural Resources and Environmental Protection Secretary*



# Be A PRIDEful Recycler



*Personal Responsibility In a Desirable Environment*

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# Why To Be A PRIDEful Recycler

## Energy

Manufacturing from recycled materials requires less energy than using 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 percent for every 10 percent cullet used.

The energy savings varies by material, with recycled aluminum using 95 percent less energy than starting from scratch. Recycling just one aluminum can saves enough energy to run a laptop computer for five hours.

The savings add up. America saved the equivalent of 224 million barrels of oil by recycling and composting 82 million tons of municipal solid waste in 2009.

 To calculate energy saved when you recycle various items, search for "iWARM" at [www.epa.gov](http://www.epa.gov).

 In 2009, the top five materials recycled by Kentuckians were:

- Ferrous metals (1,418,390 tons)
- Cardboard (174,330 tons)
- Non-ferrous metals (68,590 tons)
- Newsprint (46,320 tons)
- Mixed residential paper (46,251 tons)

## Economy

Recycling is good for our economy.

Our nation's recycling and reuse industry had 56,000 establishments with 1.1 million employees, annual payroll of nearly \$37 billion and annual revenue of more than \$236 billion in 2001.

Recycling adds value to our materials, unlike landfilling trash. As recycling expands, new businesses spring up to haul, process and broker the materials, generating 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 for individuals and entities. In tax revenues, the recycling and reuse industry generated \$12.9 billion for federal, state and local governments in 2001.

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 \$32.44 per ton in 2009.

 Kentucky's Government Office Paper Recycling Program recovered \$154 per ton in 2006 — \$124 per ton in revenue from selling the paper and \$30 per ton in avoided landfill costs. The program is self-supporting and funds seven full-time staff positions.

 In a study of Baltimore, Richmond and Washington DC, landfilled waste generated \$40 per ton in tipping fees and 13 jobs per 100,000 tons, and recycling generated \$120 per ton in revenue and 79 jobs per 100,000 tons.

## 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.

 Eight percent of world oil production goes into plastics.

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



## Future

In 2009, Americans generated about 243 million tons of trash. 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.

 Americans generate an average of 4.34 pounds of garbage per person every day. With an average life expectancy of 77 years, that means every American will produce 60.4 tons of trash.

 In 2009, Kentuckians generated a total of 6,191,592 tons of solid waste.

## How To Be A PRIDEful Recycler

Ready to make a difference by recycling?

Call PRIDE, toll free, at 888.577.4339 to receive your *How To Be A PRIDEful Recycler Starter Kit*. It contains a step-by-step guide to launching a recycling program, as well as posters and stickers (example below) to label your recycling bins.



To print the posters, stickers and guidebook — as well as to explore online recycling resources and view the references for this brochure — visit [www.kypride.org](http://www.kypride.org) and search for "PRIDEful Recycler."

For guidance in starting a recycling program in your school, business or community, you may also contact the Recycling and Local Assistance Branch within the Kentucky Energy and Environment Cabinet. The phone number is 502.564.6716, and the web site is [waste.ky.gov/RLA/recycling](http://waste.ky.gov/RLA/recycling).