

### Refreshments MN **ACTIVELY** Promotes Recycling

#### At School:

- Awarded over 100 school recycling grants
- Distributed over 400 Recycled Products Kits to schools and civic groups in Minnesota
- Donated hundreds of recycling bins to schools and community centers
- Provided a percentage from sales to support recycling programs through some beverage contracts
- Customized education programs for schools
- Offered technical support and assistance

#### At Home:

- *Get Caught Recycling* program - awarded thousands of dollars to residents throughout the state
- Public awareness campaign to promote recycling
  - Public service announcements
  - Truck placards
  - Convenience store cooler clings
  - Local press releases
  - Powerpoint presentations
  - Informational videos to schools

#### At Work:

Serves as a Recycling role model:

- Recycles in all plant facilities of all recyclable materials
- Bottlers light weighted containers so they now use 59% less to create beverage containers today than in 1990
- Beverage containers are 100% recyclable - Beverage containers continue to be America's most recycled consumer product package
- PET Plastic bottles are made with 10% recycled PET content
- Aluminum cans have 42% recycled content
- Some members have converted to reusable plastic pallets and transport containers

Compared to 1990, the average consumer bought 24% more containers in 2003, but only 1/2 as much packaging per person

#### At Play:

Set up, funded and provided technical support for recycling programs at special events and public facilities:

- Metrodome plastic bottle recycling program
- Special events, music festivals, county fairs, river clean ups, nature centers . . .



Albany Middle School/High School with Recycled Products Kit



Washington County *Get Caught Day*



Bernick Companies provide recycling bins



Viking Coca-Cola Bottling invested in plastic reusable pallets and transport containers



St. Michael/Albertville School

## School Recycling Grants

Since 2002, over 100 school grants have been awarded to develop or enhance recycling programs. The schools received \$500, t-shirts, a recycled products kit, recycling bins, and technical assistance. Students and teachers conducted the programs that resulted in recycling awareness, tons of recycled beverage containers and ongoing recycling programs.



Apollo High School Science Club

The **Chatfield Public Schools** purchased recycling bins and an outside dumpster. They used a recycled products kit for educational purposes and gave away the t-shirts for prizes. Also, the fifth-graders used money for a field trip to Eagle Bluff.

The **Clearwater Middle School's Clearwater Voyagers** ordered bins for various school locations and the community center. They had a big kick-off for their "Voyagers Recycling" week, used the recycled products kit, had a contest to guess how many cans are in the block and awarded t-shirts to the winners. They also made posters to remind people to recycle cans, glass, paper and plastics.

The **Farmington Middle School West's Tiger Time/Transition Time** class have received their bins and the students are putting together a display case using the recycled products kit.

The **Jackson County Central School** hung posters by the water fountains as part of their educational efforts. Students also cleaned out garbage containers for two weeks to increase recycling awareness. The recycling containers have been placed in higher traffic areas.

The **Walker-Hackensack-Akeley School's** Learn and Serve Program started their recycling program and are recycling school wide on all three campuses. They set up an American Recycle Day Display on all three campuses.

The **Yellow Medicine East High School's** Student Council has their special needs class in charge of the recycling efforts. The grant dollars paid them each week for their service of emptying the barrels and dumping them in the recycle bin. They earned \$480 (\$15 x 36 weeks) for field trips and special equipment in their classroom. They also had a "clean up the neighborhood" activity with the entire student body. The job coach who works with the boys on the project is on of their paraplegic students.



Elk River High School



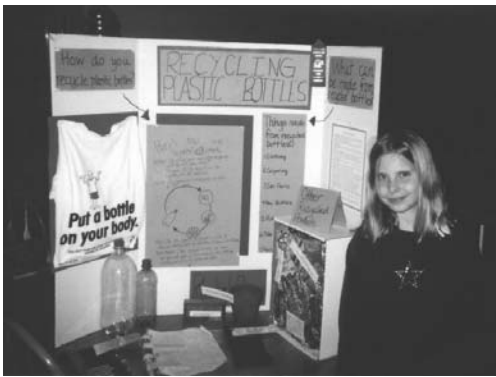
Blaine High School

## Bottlers Donate Recycling Bins to Schools

Bottlers provide recycling bins to schools - a great example is the **ISD 196 Dakota County** project where recycling of beverage containers was significantly improved at all middle and high schools. Pepsi Bottling Group and Midwest Coca-Cola companies donated hundreds of recycling bins to all the middle and high schools with a total value of \$4000. As a result, all schools experienced a plastic bottle recycling rate increase of at least 400% or more.

**Blaine High School's Recycling Club** conducted a comprehensive recycling program in November 2004 during America Recycles Day using the donated recycling bins from Midwest Coca-Cola Bottling Co. The students made pledges, held a recycling bin scavenger hunt and set up a plastic recycling process in addition to the existing paper and aluminum recycling programs.

**Bottlers provide technical advice, event/contest awards, recycling education programs for schools and provide a percentage based on sales to support recycling programs.**



Rachel at Turtle Lake Elementary won a red ribbon at science fair with the recycled products kit provided by The Pepsi Bottling Group

## Recycled Products Kits

Over 400 recycled products kits have been given away to schools or other organizations. The kits contain 15 to 20 everyday products that are made out of recycled material or are materials that can be easily recycled. The recycling process is explained and background information is provided on each product. Students can touch and see first hand the products. Several posters provide colorful stories about the process and answer frequently asked questions about recycling.



Slide from customized education program that Bernick Companies has presented over 200 times in the past 3 years to schools, youth groups, and civic organizations



Gillette Pepsi Rochester & Freeborn County Get Caught in Albert Lea

## Get Caught Recycling

Since 1999, the Refreshment MN-MSDA has rewarded families for recycling curbside and at recycling centers. Over 70 cities have now participated during Earth Day and America Recycles Day activities - 10 to 15 families in each city received one hundred dollar bills for recycling. Spin-off programs have taken place at high schools, colleges and other cities offering various give away items. It is great recognition – catching someone doing the right thing. The program has received tremendous press coverage resulting in heightened recycling awareness.

## Media and Public Awareness Campaign

In 1998, Refreshments MN-MSDA developed a comprehensive campaign using public service announcements, truck placards, convenience store cooler clings, local press releases and powerpoint presentations and informational videos for schools to promote recycling. This program is ongoing.

## Market Development

Refreshments MN-MSDA recognizes the importance of creating markets for recycled beverage containers. The industry, especially The Coca-Cola Company Foundation, sponsored a workshop and contributed tens of thousands of dollars in research for the solar cooker project. This cooker made from recycled plastic beverage bottles is manufactured in Minnesota and is given to many third world countries replacing their dependence on wood fires.



The need for recycled PET is enhanced by the refreshments industry using 10% recycled content in its plastic bottles.



Solar Oven made out of plastic beverage bottles feeds an entire school class in a third world country

## Discovery Middle School Alexandria

Recycled PET can be used to make many new products, including fiber for polyester carpet; fabric for T-shirts, long underwear, athletic shoes, luggage, upholstery and sweaters; fiberfill for sleeping bags and winter coats; industrial strapping, sheet and film; automotive parts and new PET containers for both food and non-food products.



Products made out of recycled plastic beverage bottles

# Minnesota Environmental Coalition of Labor and Industry (MECLI)

Along with Refreshments Minnesota-MSDA, some of the 70+ coalition members include:

MN AFL-CIO	IBEW Local 160	IBEW Local 949
Machinists Union	Marvin Windows	IBEW Local 31
MN Beer Wholesalers	MN Bldg. & Const. Trades	MN Chamber of Commerce
MN Grocers Association	MN Petroleum Council	MN Petroleum Marketers
United Auto Workers	Rainbow, Inc.	Rock-Tenn
Safeway Steel	Superior Plating	

## Key Components of MECLI's Position Statement on Packaging & Container Deposits

The Minnesota Environmental Coalition of Labor & Industry (MECLI) is a coalition comprised of **more than 70 unions, businesses, and their trade associations working together** to educate and support a balance between jobs and sound environmental policy.

- MECLI supports **voluntary waste reduction and the very successful curbside recycling program**. For over three decades, the State of Minnesota had the container deposit debates and instead selected the comprehensive curbside collection program that is now in place.
- **Minnesota's recycling rate of 40+% is the third highest in the nation** and higher than 7 of the 9 states with bottle deposit taxes. Minnesotans continue to **recycle packaging material at rates considerably higher than the national average**.
- Many **jobs in the packaging, beverage, transportation and recycling industries** would be impacted by mandatory container deposit program and packaging mandates. Implementing a deposit/return system would have a profound impact on the industries' operations.
- MECLI supports **comprehensive solutions to recycling and litter control**, which provide much greater efficiency and effectiveness than container deposits and packaging mandates.
- These **mandates create an expensive, cumbersome system** to manage a very small portion of the total waste stream.
- The **mandates also hurt the existing recycling system** by diverting the most valuable commodities. This inefficiency equates to loss of valuable Minnesota jobs.
- A product stewardship initiative for beverage containers would not be appropriate. Beverage containers are widely recycled and do not pose the same kind of environmental concerns as the special wastes subject to product stewardship discussions, i.e. paint, carpet, electronics.
- Why would Minnesota consider mandating a new tax and recycling system that appears to be less efficient and more costly to consumers than presently exists in the state?

## At Play:

### Metrodome Recycling Project

Refreshments MN-MSDA and Midwest Coca-Cola Bottling Company partnered with other organizations to research, design and establish the Metrodome plastic bottle recycling program.

The pilot project that ran from July to December 2002 during the Twins and Vikings games resulted in 36.3 tons of plastic bottles (1.2 million bottles) being recycled. Based on the success of the pilot project, the program is now an ongoing effort.



### Fitness Club Recycling



Viking Coca-Cola in St. Cloud set up recycling in Gold's Gym and arranged for a fitness program for Viking company employees

Refreshments MN • Minnesota Soft Drink Association • Joan M. Archer, President  
161 St. Anthony Ave. Ste. 830 • St. Paul, MN 55103

651-291-2722 • 612-961-4488 (cell) • [www.refreshmentsmn.com](http://www.refreshmentsmn.com) • [joan@refreshmentsmn.com](mailto:joan@refreshmentsmn.com)

Printed on 100% recycled, 30% post consumer acid-free paper with soy-based ink.