

Recycling Market Development Center Advisory Board Meeting

Solid Waste Management Program Presentations



January 8th, 2025 9am – 11:30am PST

Agenda



9:00 Welcome

9:05 Ecology and Commerce updates

9:20 NextCycle WA & Charter Update

9:50 Board roundtable

10:10 Bio Break



10:15 Solid Waste Management Program Presentations

- Jade Monroe – Food Center & Use Food Well Washington
- Amber Smith – We Keep Washington Litter Free Campaign
- Shannon Jones – Post-Consumer Recycled Content (PCRC)

11:30 Wrap Up

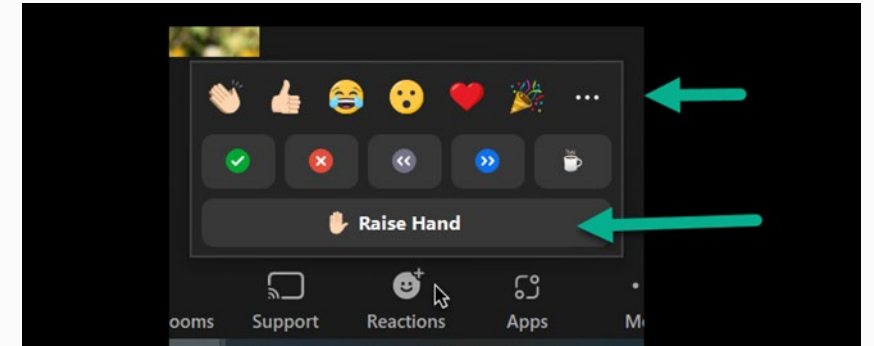
Participation in this meeting:

Roles

- Host-Caleb
- Facilitator-Mya
- Note taker/chat monitor-Tina

Roles

- Cameras on
- Board members and presenters may unmute themselves
- Questions? Please raise your hand or type them in the chat
- I will call on you or I can read your question
- Use reaction to keep it interactive



Note: we are not recording this meeting, meeting notes will be posted on the Advisory Board website.

Agency updates

Kara Steward



Kirk Esmond





RMDC Legislative Report

- Required every two years
- Publication 24-07-026
- Highlights
 - Glass, paper, organics market impacts
 - Glass summits and board meetings
 - Recycling market tours
 - NextCycle Washington
 - Research summary

<https://apps.ecology.wa.gov/publications/SummaryPages/2407026.html>

REPORT TO THE LEGISLATURE



2023-2024 Recycling Market Development Center Legislative Report

Introduction

In 2019, the Washington Legislature took actions to counter worldwide waste import restrictions that negatively impacted Washington's recycling programs and operations. The Legislature established the Recycling Market Development Center, or the Center, ([Chapter 70A.240 RCW](#)). The law tasks the Center with facilitating research and development, marketing, and policy analysis to bolster recycling markets and processing in Washington.

The Center is jointly operated by Ecology and the Washington Department of Commerce (Commerce) in collaboration with a diverse advisory board. The Center focuses on four areas to conduct its work:

- Convene discussions
- Support innovation
- Conduct research
- Provide business assistance

This report updates the Legislature on the Center's progress and activities as required by Revised Code of Washington (RCW) [70A.240.030\(3\)](#)¹, which states:

The center must perform the following activities:

(k) Report to the legislature and the governor each even-numbered year on the progress of achieving the center's purpose and performing the center's activities, including any effects on state recycling rates or rates of utilization of postconsumer materials in manufactured products that can reasonably be attributed, at least in part, to the activities of the center.



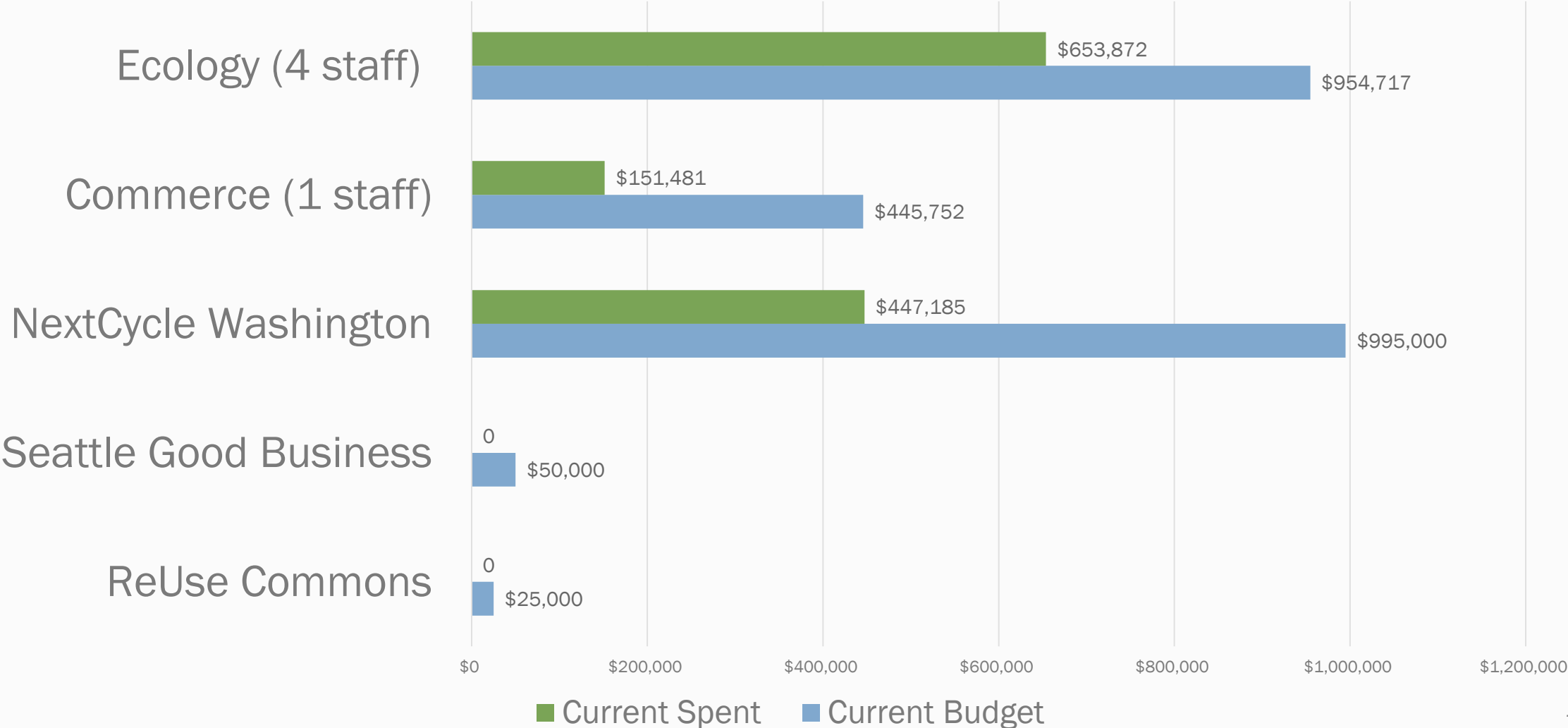
RMDC Budget and Expenditures

Category	Current Budget	Current Spent	% Spent
Ecology (4 staff)	\$ 954,717	\$ 653,872	68%
Commerce (1 staff)	\$ 445,752	\$ 151,481	34%
NextCycle Washington	\$ 995,000	\$ 447,185	45%
Seattle Good Business	\$ 50,000	0	0%
ReUse Commons	\$ 25,000	0	0%
TOTALS	\$ 2,449,697	\$ 1,105,492	45%

Funds from US. Environmental Protection Agency grant; Waste Reduction, Recycling, and Litter Control Account; and Model Toxics Control Account



RMDC Budget and Expenditures





NextCycle Washington



Cohort 3

UPSTREAM	DOWNSTREAM
Key Tech Labs – community solar project	Jefferson Timber Collective – timber cooperative
99Bridges Inc. – AI for plastic sorting & reuse	Bio Fiber Industries – ag waste reuse
OceanMade LLC – garden pots made from kelp	The Third Day Corporation DBA RegenAg LLC Nation – biochar-based fertilizer
Around Again – reuse store & makers space	Diaper Stork – biochar for disposable & compostable hygiene products
FanWagn – sports apparel reuse	NewType Group, Inc. – PET enzymatic recycling
Spread Supplies – artist material reuse	ReuMo - recycled-material stormwater filtration kits
TRANSCEND – upcycled textiles	Seeking Ferments – compost from beverage production waste
Kimora Garden - multi-vendor marketplace	Dancing Goats & Singing Chickens Farm – compost from school & restaurant waste

Distribution of Selected Applicants



- = One application
- X = Multiple Applicants

3 Out of State Applicants: California, Oregon, Idaho



RMDC Textiles Update

- External Co-Design Team for Textile Web-Series
 - 12 cross-sector textile advocates/circular economy experts
 - Meeting bi-weekly
 - 4 - part series set for May 6th, 8th, 13th, 15th
- Tentative Textile Tours (Spring 2025)
 - Ridwell, Goodwill, Looptworks, Botanical Colors, Local Fiber/Farms, Ragmine, Fashion Week w/Chayah Movement
- EPP/State Contracts
 - Researching/outreach to commercial businesses to pilot with
 - Working with DES – Procurement/Green Purchasing

Washington State Circular Economy

RECYCLING MARKET DEVELOPMENT CENTER, ADVISORY BOARD
— COMMERCE UPDATES —
JANUARY 2025

Kirk Esmond | Innovation & Industry Partnerships Director

Office of Economic Development & Competitiveness | Washington State
Department of Commerce



Washington State
Department of
Commerce

Updates:

Circular Economy Focus within Commerce

Key initiatives and agency updates

- **Leadership updates within Commerce**
- **Budget request process and update**
- **Circularity and symbiosis momentum**



Highlight:

Industrial Symbiosis Program (ISP) – FY 2025

Recent investments – Turning waste into value

- 50 applications // \$14 million in project funding requested
- 11 award recipients // ~\$3.1M (average award of \$280,000)
- 10 counties // 16 projects across Washington
- Five prior NextCycle WA participants (Total of six since 2021)

Since 2021, Commerce has invested nearly \$5M into projects that are advancing industrial symbiosis and the broader circular economy in WA state.



Highlight:

Knowledge sharing and Partnership Building

Rio de Janeiro, Brazil – November 2024

- **Diplomacy and business connections** – *Guanabara Palace*
- **SENAI Innovation Institute** – *Green chemistry*
- **Santa Cruz Eco-industrial District** – *Casa da Moeda do Brazil*
- **International Industrial Symbiosis Alliance** – *signing ceremony*
- **Green Rio** – *G20 House, conference and panel presentations*





Washington State
Department of
Commerce

www.commerce.wa.gov



Thank you!

Kirk Esmond

INNOVATION & INDUSTRY PARTNERSHIPS DIRECTOR

kirk.esmond@commerce.wa.gov

206-837-2622

www.choosewashingtonstate.com

Agenda



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11:30 Wrap Up



Katie Fleming

San Juan County Solid Waste

Board Roundtable



Allen Langdon



Karl Englund



Carly Mick



Katie Fleming



Heather Trim



Matthew
Thurston



Jay Simmons



Preston Peck



Jon Smieja



Jeff Zillich



Sara
Holzknecht



Jocelyn Quarrell



Tim Shestek

Give us an update about what is new with your work, and do you have any topics or fellow board members that you would like to hear from at a future board meeting?



Let's take a
10 minute
break



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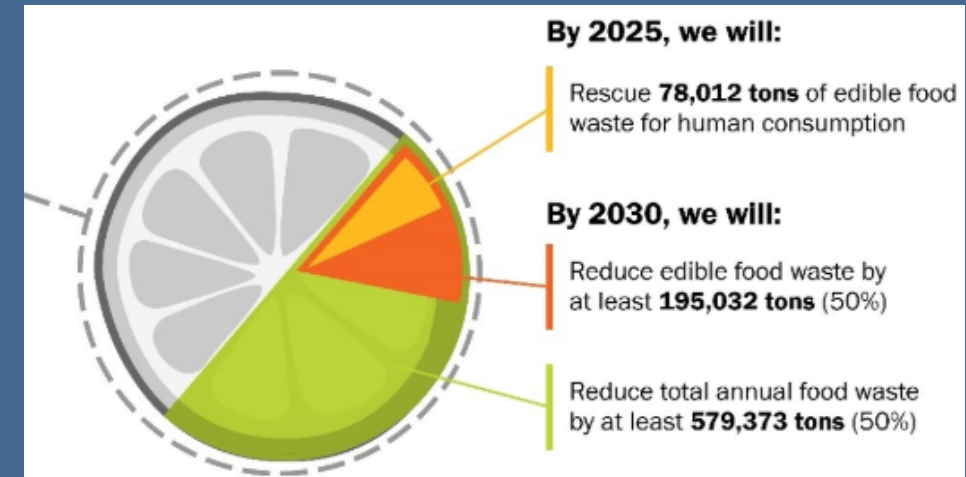
11:30 Wrap Up



Food Center & Use Food Well Washington

Jade Monroe

Center for Sustainable Food Management





DEPARTMENT OF
ECOLOGY
State of Washington



CENTER FOR
**Sustainable
Food Management**



DEPARTMENT OF
ECOLOGY
State of Washington

Food Center & Use Food Well

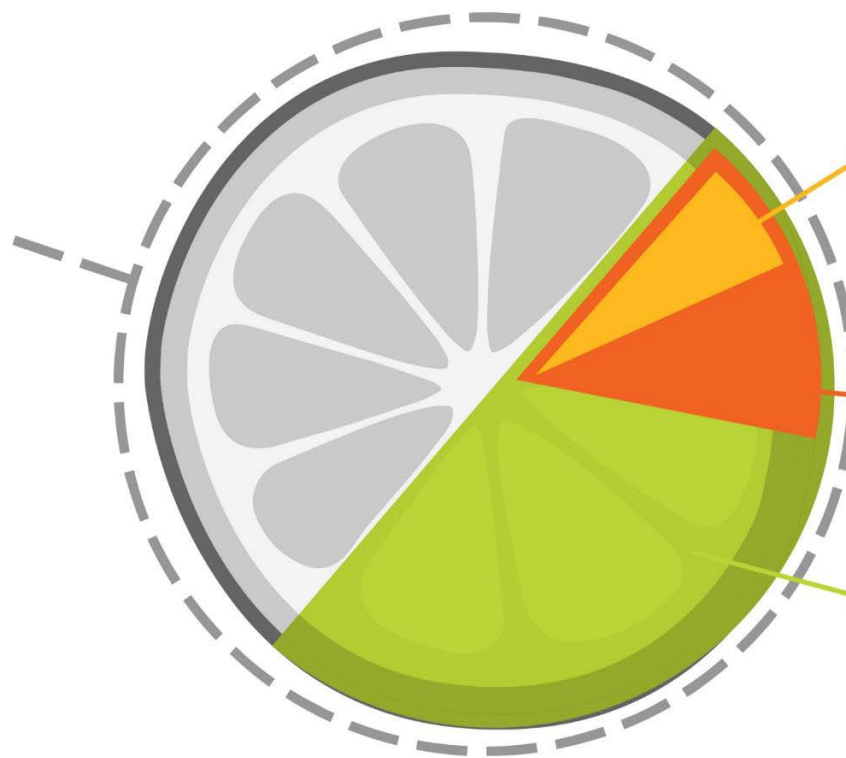
RMDC January 2025



Washington Food Waste Reduction Goals

1,158,746 tons
of edible and inedible
food waste is generated
annually in Washington

2015 Baseline Data



By 2025, we will:

Rescue **78,012 tons** of edible food
waste for human consumption

By 2030, we will:

Reduce edible food waste by
at least **195,032 tons** (50%)

Reduce total annual food waste
by at least **579,373 tons** (50%)

Strategies



Prevention: Prevent and reduce the amount of food wasted.

Rescue: Rescue edible food that would otherwise be wasted and ensure the food reaches those who need it.

Recovery: Support productive uses of inedible food materials, including using it for animal feed, energy production, and nutrient recovery through anaerobic digestion, and for off-site or on-site management systems including composting, vermicomposting, or other biological systems.





UseFoodWell.org

Your journey towards a waste-free kitchen

Food waste adds up. Know the cost.

Food waste is a problem that hits our wallets and hurts our environment. Discover how you can make small changes to your cooking habits and get the most out of your grocery budget.

Get planning

Extend your food's life



AprovechaLosAlimentos.org



¿Sabías que...?

Una familia promedio tira a la basura \$1,500 cada año en desperdicios de comida.

Haz las cuentas



Food Waste Prevention Week

Results and Impact

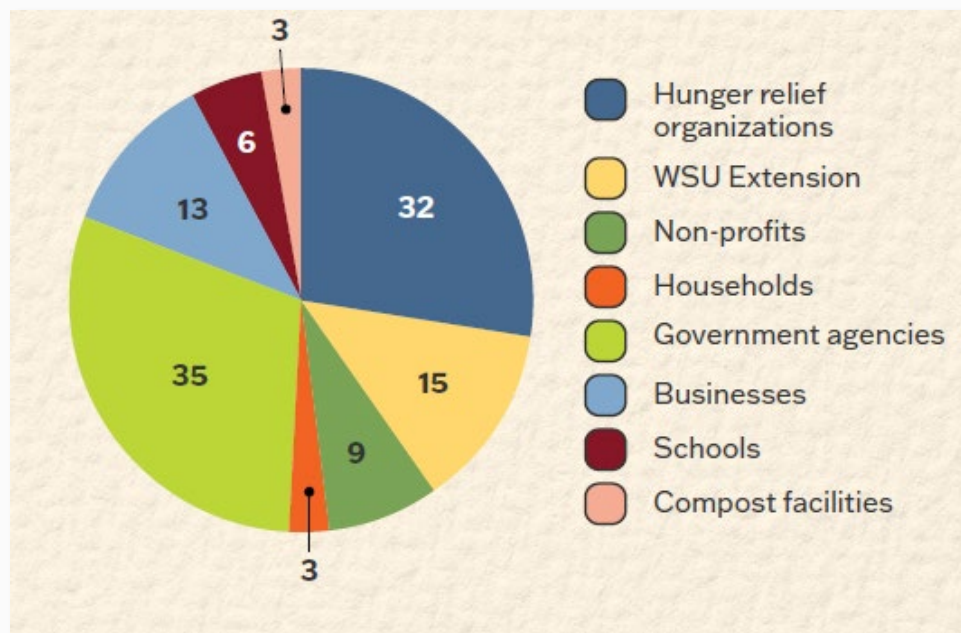
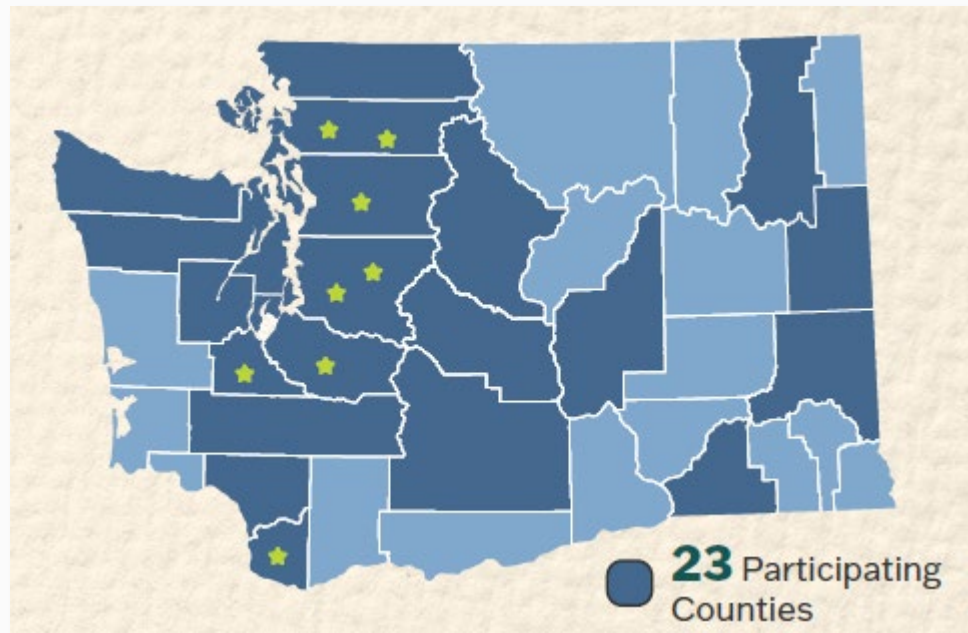
APRIL 1-7, 2024



“

Food waste prevention is about community and reducing waste. When we approach the issue from a holistic perspective, we find opportunities to redistribute food in a meaningful way. — Kitsap County Public Works

”



In-Person Events

13 Orgs hosted workshops, classes, etc.	3,163 Event attendees
2 Special food drives	422 Volunteer hours



Food Rescued

Social Media Campaigns

26 Organizations with Campaigns

1,156,337
Total Impressions during FWPW

Social Media Followers



2025 Projects

- Mapping Project
- Food Data Hub
- Food Donation Work Group
- Food Center Grants
- Campaign & FWP Week
- Consumer and Business Research

Action items

- Register for FWP Week 2025
 - www.foodwastepreventionweek.com
 - Challenge: Tell five (5) colleagues or organizations about FWP Week 2025!
 - Start brainstorming 2025 activities 😊
- Sign up for Food Center emails



Thank you



FoodCenter@ecy.wa.gov



We Keep Washington Litter Free Campaign

Amber Smith
Statewide Litter Prevention
coordinator



A beautiful state starts with you.

LitterFreeWA.org

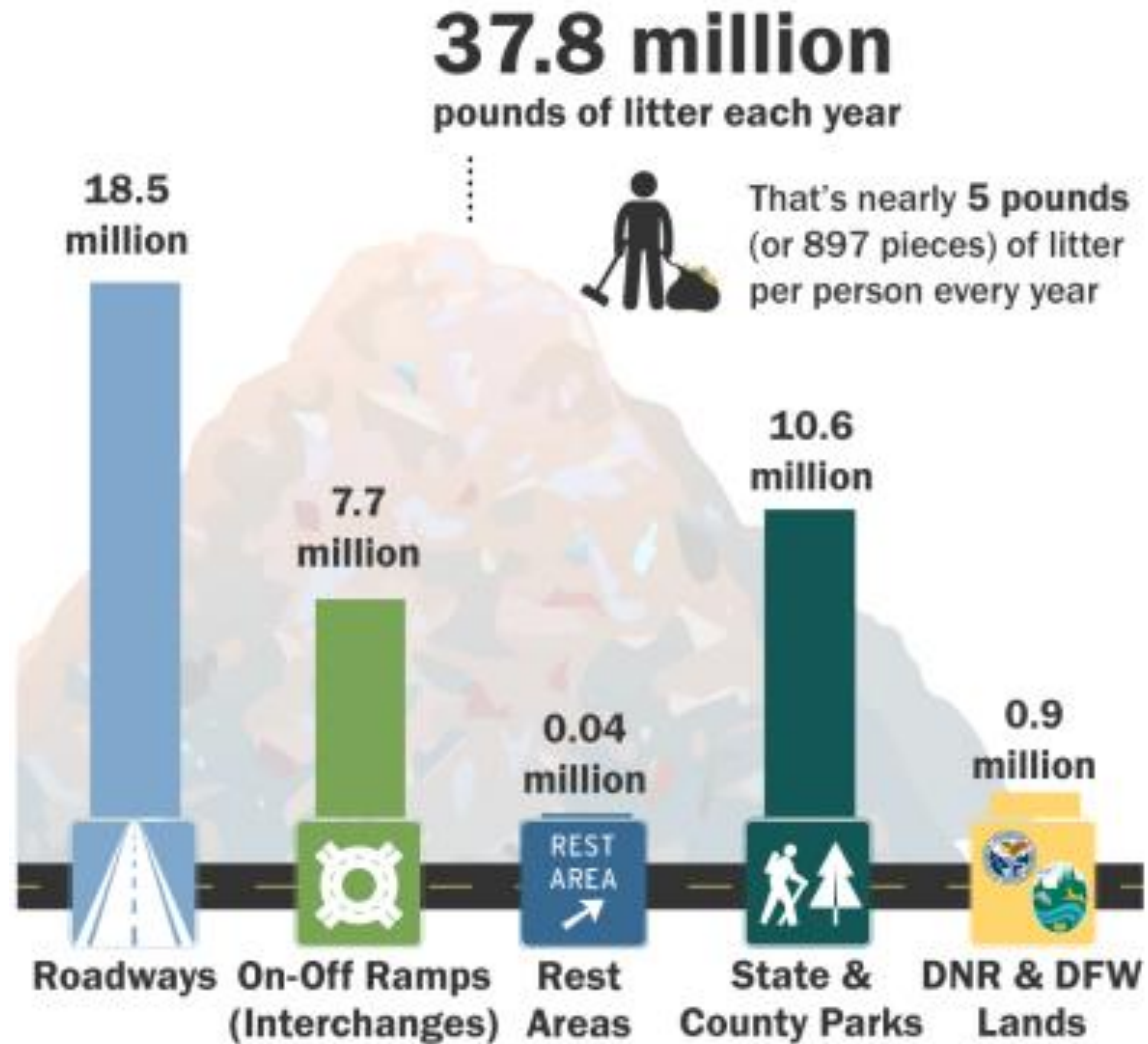


DEPARTMENT OF
ECOLOGY
State of Washington

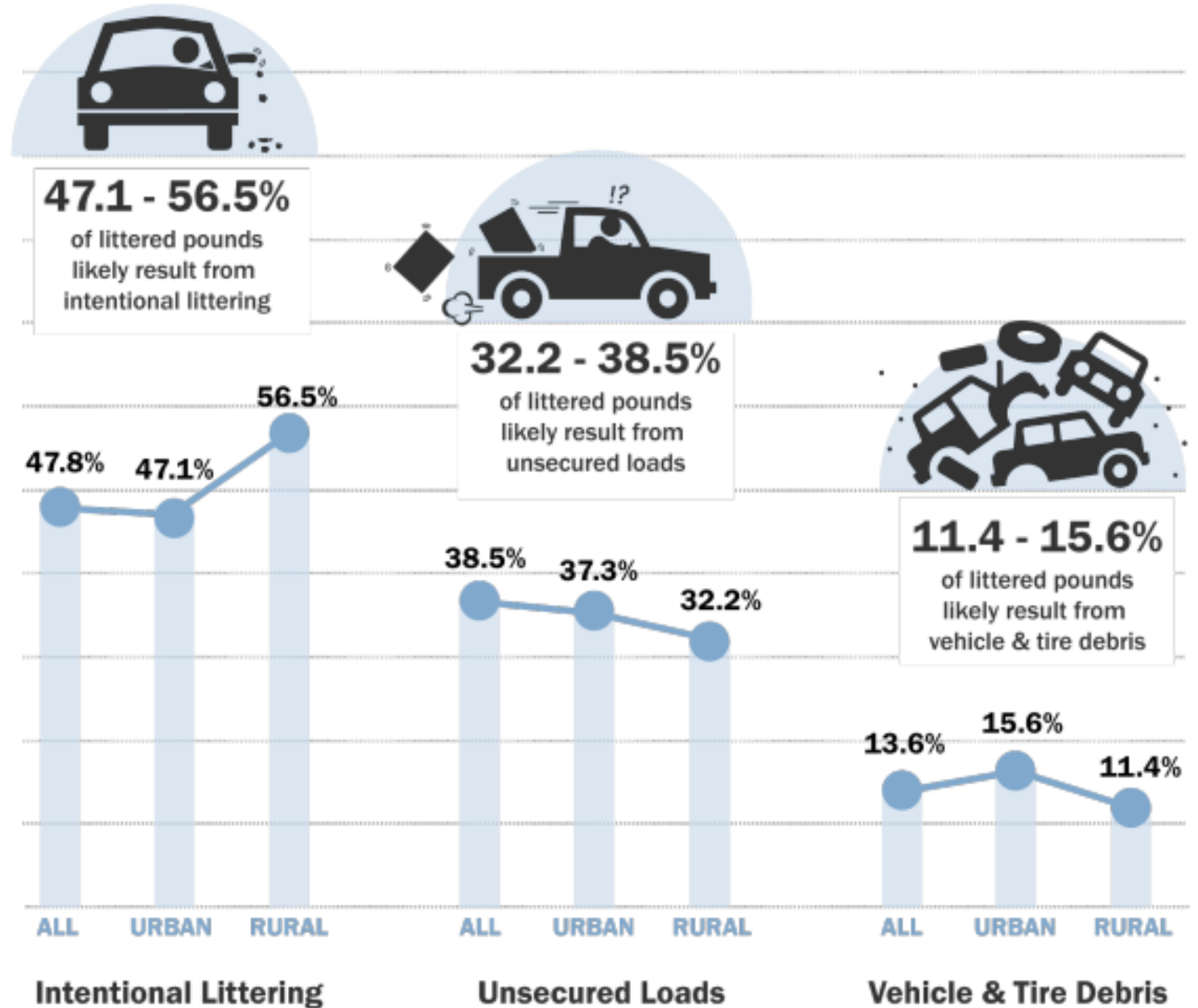
Litter Prevention in Washington

Amber Smith, Statewide Litter Prevention Coordinator
Amber.Smith@ecy.wa.gov

The Litter Problem



Yearly Litter Accumulation by Likely Source





We can't pick our way out of the litter problem.



Litter Prevention Campaigns



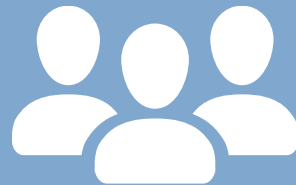
Campaign Development Research

Secondary research
Interviews
Quantitative survey



Priority behaviors and audiences

- Not securing vehicle loads
(males 18-44 who drive trucks)
- Intentionally littering common items
(males 18-44)



Incidence of priority behaviors

- 1 out of 3 truck drivers never or only sometimes secure their load
- 1 out of 4 WA residents intentionally litter



Focus groups and message testing in English and Spanish



We Keep WA Litter Free



LitterFreeWA.org
PorUnWAlmpeable.org
#LitterFreeWA

Waste & Toxics > Solid waste & litter > Litter > Litter prevention > We Keep Washington Litter Free

Keep our state safe, clean and breathtakingly beautiful

We Keep WA Litter Free campaign

Litter is a big problem with a simple solution — everyone in Washington doing their part.

Most people don't litter. But the actions of the few who do add up to expensive cleanups, dangerous road conditions, and a big environmental impact. Every year, Washington's state and local governments spend millions of dollars to clean up litter, but those efforts only remove a fraction of the millions of pounds of waste that accumulate every year on roads, in communities, and throughout natural habitats.

Keep a litter bag in your vehicle to prevent roadside litter. [Learn more](#)

Live litter free and help others do the same

We Keep WA Litter Free - Small Choices, Big Impact PSA (English)

Watch later Share

LitterFreeWA.org

Watch on YouTube

LitterFreeWA.org/simple
PorUnWAlmpeable.org/simple

participating stores on a map or in a [list sorted by city](#).'"/>

Waste & Toxics > Solid waste & litter > Litter > Litter prevention > Simple As That

Not Littering, Simple As That

Every year, more than 26 million pounds of litter accumulates on Washington roadways. Even though litter is a big problem, there's a simple solution. Use a litter bag in your car and throw your trash in a bin. Your small daily actions make a big difference.

Ready? Let's get started.

More than 75% of Washington residents choose to not litter.

Get a free litter bag for your car

A litter bag is a handy place to keep waste in your car until you can toss it into a garbage can or recycling bin!

Starting September 18, 2023, we're giving away FREE We Keep WA Litter Free branded litter bags at participating grocery stores statewide, while supplies last. Pick yours up at the customer service counter. Limit one bag per customer. See [participating stores on a map](#) or in a [list sorted by city](#).

SecureLoadsWA.org
SujetaTuCargaWA.org

Waste & Toxics > Solid waste & litter > Litter > Litter prevention > Secure Your Load

Secure Your Load for Safer Roads

Secure your load for safer roads

When do you need to secure items in your truck or trailer? Every time you hit the road. Unsecured loads cause over 300 crashes in Washington every year and cause up to 40% of roadside litter — let's change that.

Even if it's a short trip, you're going slow, or you're hauling items that seem heavy enough to stay put, securing your load is vital to keeping roads safe and litter free. So, whatever you're hauling — secure your load for safer roads.

[Download the Partner Toolkit](#)

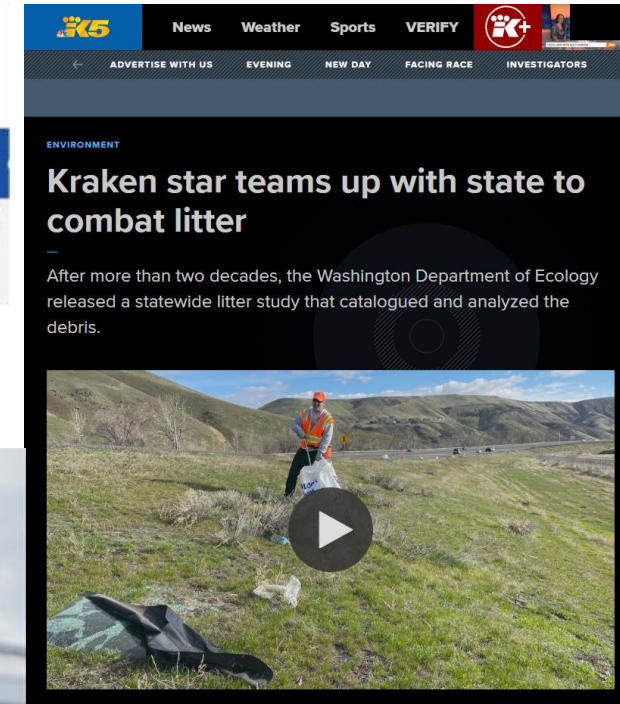
Tips for secure loads

Stock Up

Keep cargo nets, bags, ropes, bungee cords, or straps in your truck to make sure you always have what you need to secure your cargo. You may need tie down hooks or eye bolts on your vehicle as well.

Brand Awareness

- Advertising
- Public relations & media event
- Local celebrity partnership
- Litter bag giveaways
- State agency & jurisdiction partnerships
 - Highway reader boards
- Landing pages and organic social media promotion



Secure Your Load Campaign





Cargo Net Follow-Up Survey



After receiving the
cargo net



61% always or usually use their
cargo net to secure their load



47% now secure their load
more often



87% satisfied/very satisfied
with cargo net quality

Overall



88% likely or extremely likely to talk to
others about securing their load



86% strongly or somewhat agree the
campaign and their cargo net made it
easier to secure their load going forward

Secure Your Load for Safer Roads Results

OUTPUTS

70M advertising impressions

152 pieces of news coverage

4,500 cargo nets distributed

821 drivers talked
to by law enforcement

2.9M impressions and **2.9K** engagements
from social messages
using campaign hashtag

OUTCOMES



127 hardware stores partnered
to conduct staff and customer outreach

618 Visits to partner toolkit

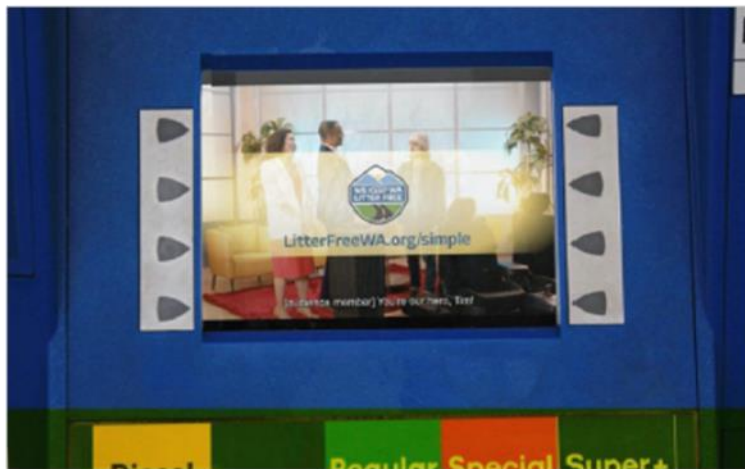
IMPACT



**1% - 4.7% reduction in
unsecured loads**

Simple As That Campaign

 **Fred Meyer**
ROSAUERS
SUPERMARKETS



Litter Bag Follow-Up Survey



After receiving the bag



80% always or often use the bag to properly dispose of trash (80%)



54% toss trash out the window less often



64% have trash accidentally blow out the window less often

Overall



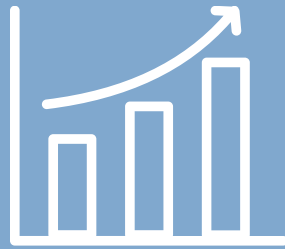
79% likely or extremely likely to talk to others about preventing litter



87% strongly or somewhat agree their litter bag make it easier to properly dispose of trash while driving

Simple As That Results

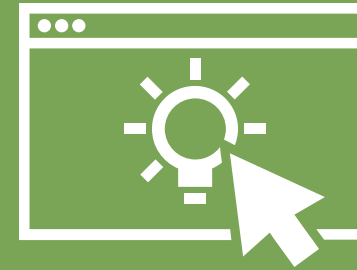
OUTCOMES



302 unique visitors
to partner toolkit page

5.8M impressions and **3.5K**
engagements from social messages
using campaign hashtags

OUTPUTS



54M advertising impressions

26,268 litter bags distributed

134 pieces of news coverage

What's Next

- Promoting Partner Toolkit
- Updating campaign assets, commercials and webpages in 2025
- New influencer & celebrity partnerships


[Climate](#)[Water & Shorelines](#)[Waste & Toxics](#)[Spills & Cleanup](#)

Litter Prevention Partner Toolkit

Thank you for promoting the We Keep WA Litter Free and Secure Your Load for Safer Roads campaigns in your community!

Click on the links below to open files or zipped folders, and then save them to your computer. We will continue to add resources to this toolkit, so check back periodically.

For more information, please contact [Amber Smith](#), Statewide Litter Prevention Coordinator, 360-688-4957.



We Keep WA Litter Free Resources:

- [We Keep WA Litter Free window clings](#) (zipped)
English and Spanish versions are provided in Illustrator and PDF format.
- [Brand guide](#)
- [Video ads](#) (zipped)
- [Social media ads](#) (zipped)
- [Social media content](#) (zipped)
- [Campaign Logos](#) (zipped)
 - English – We Keep WA Litter Free
 - Spanish – Por Un WA Impecable
 - Note: Logos are provided in multiple formats for applications. Please **do not make changes** or distort the logos.
- [Highway signs and specifications](#) (zipped)
These signs replace the Litter and It Will Hurt signs. sta





Questions?

Amber Smith
Statewide Litter Prevention Coordinator
Amber.Smith@ecy.wa.gov
[Ecology's Litter in WA Webpage](#)



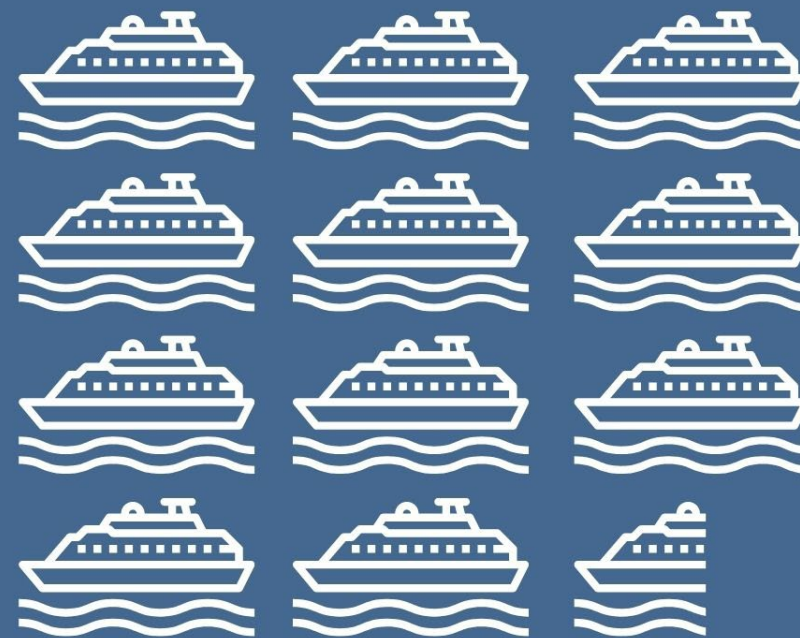


Post-consumer Recycled Content (PCRC)

Shannon Jones
Plastics Reduction Coordinator



We had 123,117,979 pounds of plastic household cleaning and personal care products containers sold in Washington. This is equal in weight to 12 and a half of the largest ferries in the Puget Sound!





Post-consumer recycled content

RCW 70A.245, WAC 173-925

Shannon Jones

Solid Waste Management Program



Covered products



Plastic
trash bags



Beverage
containers



Household
cleaner and
personal care
containers
(187 milliliters)



Wine
containers



Dairy milk
containers

Recycled content minimums phases

Minimum recycled-content by product

Percentages indicate the amount of a product that must be from post-consumer resin, beginning on that year.



	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Plastic trash bags	10%		15%		20%									
Beverage containers	15%			25%					50%					
Household cleaner and personal care products			15%			25%			50%					
Plastic wine container (187 milliliters)						15%			25%					50%
Dairy milk container						15%			25%					50%

Plastic trash bags minimum recycled content phases



2023 10%

2025 15%

2027 20%

Plastic household cleaning and personal care products minimum recycled content phases



2025 15%

2028 25%

2031 50%

Plastic beverage container's minimum recycled content phases



2023 15%

2026 25%

2031 50%



Types of Violations

Type 1: Failure to register, label, or report

Producer fails to register or report by the April 1 deadline.

- Producers will receive two written Notices of Violation.
- Producers in continued violation of the registration, reporting, or labeling requirements are subject to a civil penalty up to \$1,000 for each day in violation.



Types of Violations

Type 2: Failure to meet PCRC requirements

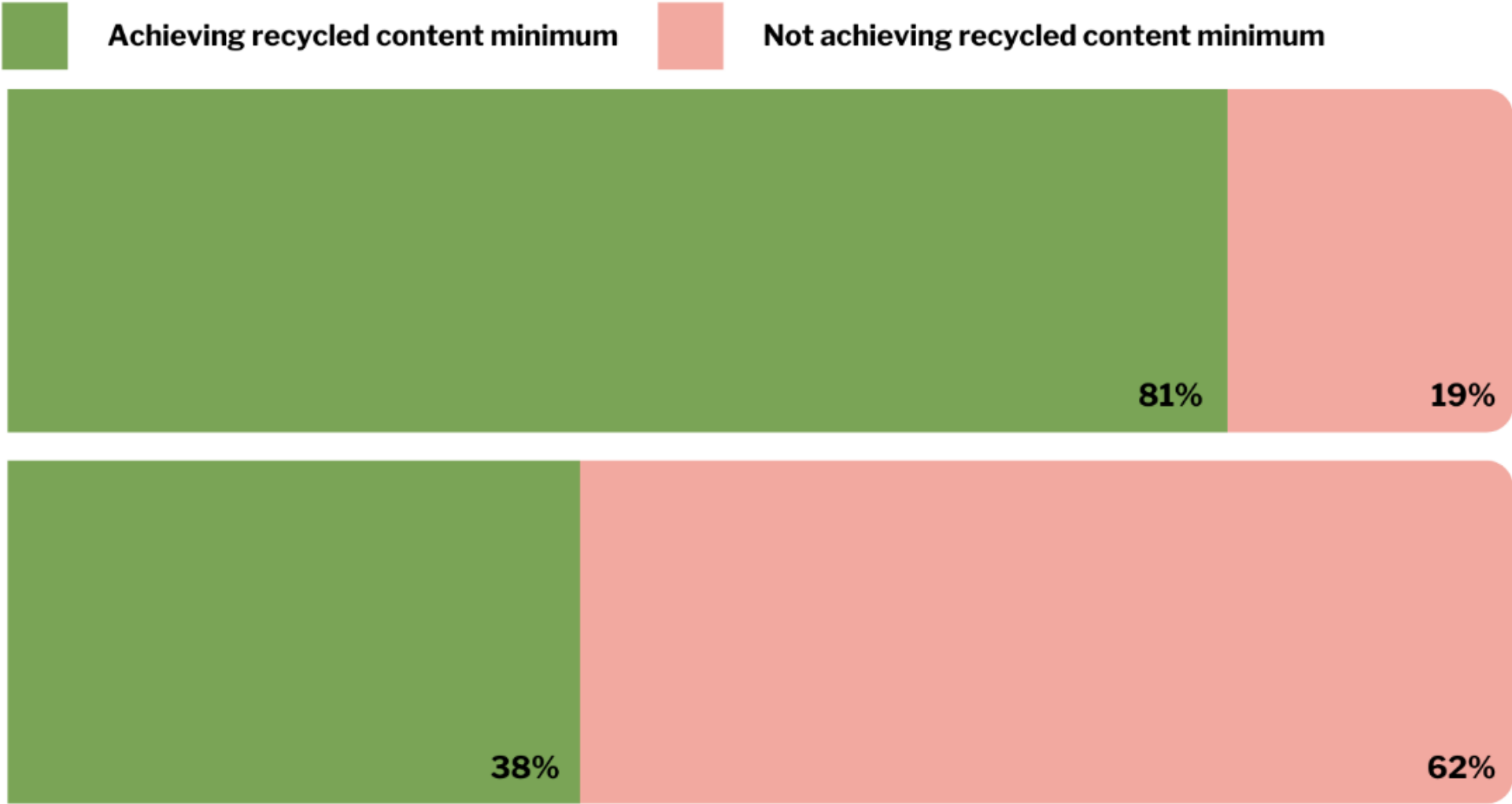
Penalties for failure to meet PCRC minimum requirements will be calculated June 1 based on producer reports.

Penalty calculation for failure to meet PCRC requirements

$$\left[\left(\text{Total pounds of plastic used} \times \text{Minimum post-consumer recycled plastic target percentage} \right) - \left(\text{Total pounds of plastic used} \times \text{Post-consumer recycled plastic percentage used} \right) \right] \times \$0.20$$

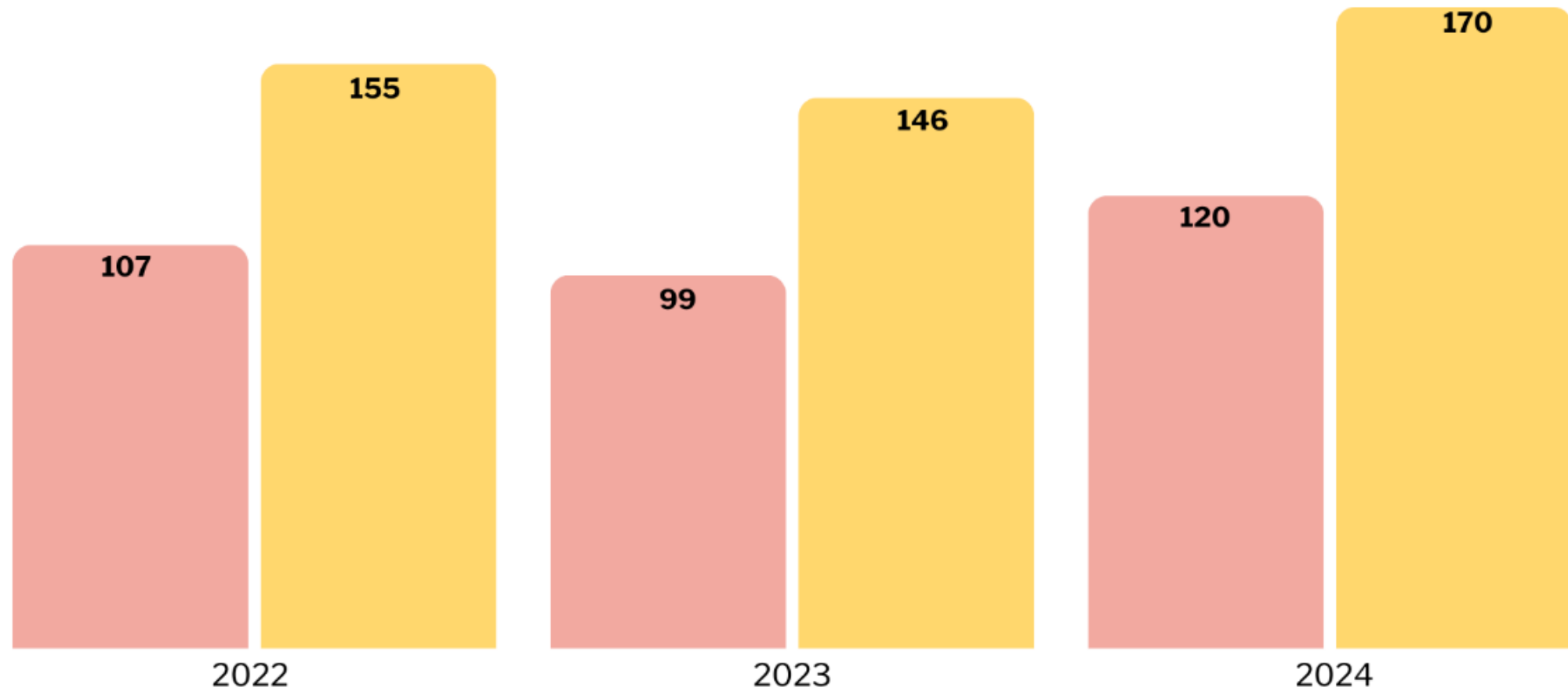


2024 Recycled content compliance by producer type



Registered producer types

■ Covered producer ■ De minimis producer



2024 Penalties



- 35 producers
 - 3 trash bag producers
 - 32 beverage producers
- Over \$415,000 in total penalties
- Individual penalties up to \$67,000
- Four corrective action plans

Waste Reduction Programs

[Home](#) [Privacy](#) [Contact Us](#)

Plastic Producer List

The table below shows all registered plastics producers in the Waste Reduction Portal which is updated in real-time. Refresh your browser to view the most recently submitted registrations.

Producers must register with Ecology by April 1 of each year

It's mandatory for producers of covered products, which are sold, offered for sale, or distributed in or into Washington, to register with Ecology by April 1 annually, regardless of when their products must meet the minimum recycled-content requirements.

The following products need to meet [minimum recycled-content requirements](#):

- Plastic trash bags (2023)
- Plastic beverage bottles (2023)
 - Dairy and 187 ml wine bottles (2028)
- Plastic bottles for household cleaning and personal care products (2025)

Starting January 1, 2024, producers of plastic trash bags and plastic beverage bottles, except for 187 ml wine bottles and dairy milk containers, must submit a report alongside their registration.

If you have any questions, please get in touch with the Recycled Content Team at RecycledContent@ecy.wa.gov or visit our webpage to learn more about [registering as a producer](#).

To stay updated on minimum recycled-content requirements in Washington, subscribe to our [GovDelivery email list](#).

Don't see a producer on this list that should be?

Let the Recycled Content Team know at RecycledContent@ecy.wa.gov.

Registration Year

2024



Search

Export Selected Registration Year

Download

[Plastic Trash Bags](#)[Plastic Beverage Containers](#)[Plastic Household Cleaning and Personal Care Product Containers](#)

Challenges for producers

- Recycled content resin availability
- Food-contact safety concerns
- Ongoing supply chain issues



Request temporarily decreased requirements



Submit requests to the Recycled Content Team as early and with as much supporting information as possible.

Changes in market conditions, including supply and demand for PCRC, collection rates, and global or domestic bale availability.

The progress made by producers in achieving the goals of this section and overcoming barriers.

The capacity of recycling or processing infrastructure.

The availability of recycled plastic suitable to meet the minimum PCRC requirements.

The technical feasibility of achieving the minimum PCRC requirements.

What's next?

- Ongoing audits
- Workload Analysis and public comment
- 2025 Registration & Reporting period
- Requirements for Household Cleaning and Personal Care Products
- Improvements to public producer list

Resources

Questions



Email us at
RecycledContent@ecy.wa.gov

Visit our webpages



Plastic producer registration and reporting
ecology.wa.gov/Plastic-producer-registration

Stay Informed



**Sign up for our email list
through GovDelivery**
[https://public.govdelivery.com/
accounts/WAECY/subscriber/n
ew?topic_id=WAECY_107](https://public.govdelivery.com/accounts/WAECY/subscriber/new?topic_id=WAECY_107)

Wrap Up



Tasks from today:

- Notes and slides from today will be posted to the Advisory Board website soon.
-



Next meeting:

- Wednesday April 9th, 2025
 - Zoom: 9 am to 11:30 am (PT)
-



Tours:

None until the travel ban is lifted



NextCycle Washington: Jan 23 & 24 – team kick off in Lacey
May 19 – Pitch Showcase at the WSRA Conference in
Spokane



Thank you to our
speakers and
everyone that
attended!

See you all at the April 9th, 2025 advisory board meeting!



ADA Accessibility

The Department of Ecology is committed to providing people with disabilities access to information and services by meeting or exceeding the requirements of the Americans with Disabilities Act (ADA), Section 504 and 508 of the Rehabilitation Act, and Washington State Policy #188.

To request an ADA accommodation, contact Ecology by phone at 360-407-6831 or email at ecyadacoordinator@ecy.wa.gov. For Washington Relay Service or TTY call 711 or 877-833-6341. Visit [Ecology's website](#) for more information.