


# TOGETHER

**Transforming Recycling For Good**





***Partnership is part of our name for a reason***



# Systems Thinking

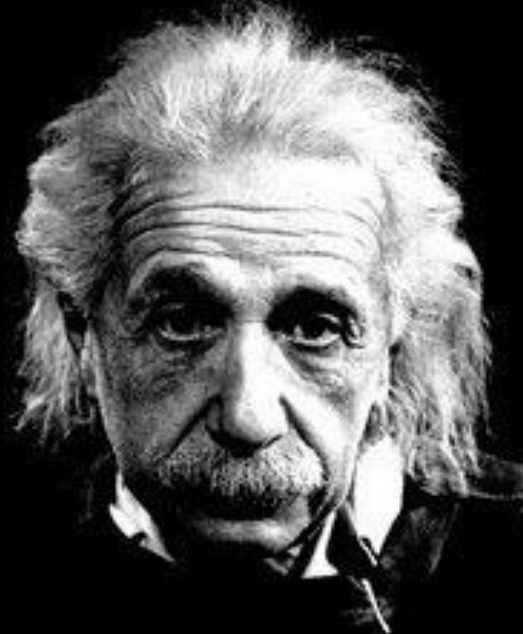
*A system is an interconnected and interdependent series of entities, where decisions and actions in one entity are consequential to other neighboring entities*



# THE RECYCLING SYSTEM IS LOOSELY CONNECTED, HIGHLY DEPENDENT



"WE CANNOT  
SOLVE OUR  
PROBLEMS  
WITH THE SAME  
THINKING WE  
USED WHEN WE  
CREATED THEM"



# Stakeholder Mapping

**Stakeholder mapping is a collaborative process of research, debate, and discussion that draws from multiple perspectives to determine a key list of stakeholders across the entire stakeholder spectrum.**

**Mapping can be broken down into four phases:**

1. Identifying groups, organizations, and people that are stakeholders
2. Analyzing perspectives and interests
3. Mapping the relationship between stakeholders
4. Prioritizing and ranking stakeholder

# PROBLEM STATEMENT

***Following China's Scrap Ban on many recyclables and customs enforcement activities (also known as National Sword), recycling markets for unsorted paper and plastic commodities have struggled, which has highlighted concerns about recycling contamination levels in the U.S. curbside recycling stream***

- ***Some potential reactions include:***
  - Increased processing fees
  - Limiting accepted materials
  - Change in state mandates
  - Increased local government operating budgets
  - Increased hauler quality control
  - Recyclables materials may end up being landfilled



**Identify/Analyze  
perspectives**

## **BREAKOUT**

**What groups, organizations and people care (or should care) about contamination and why?**

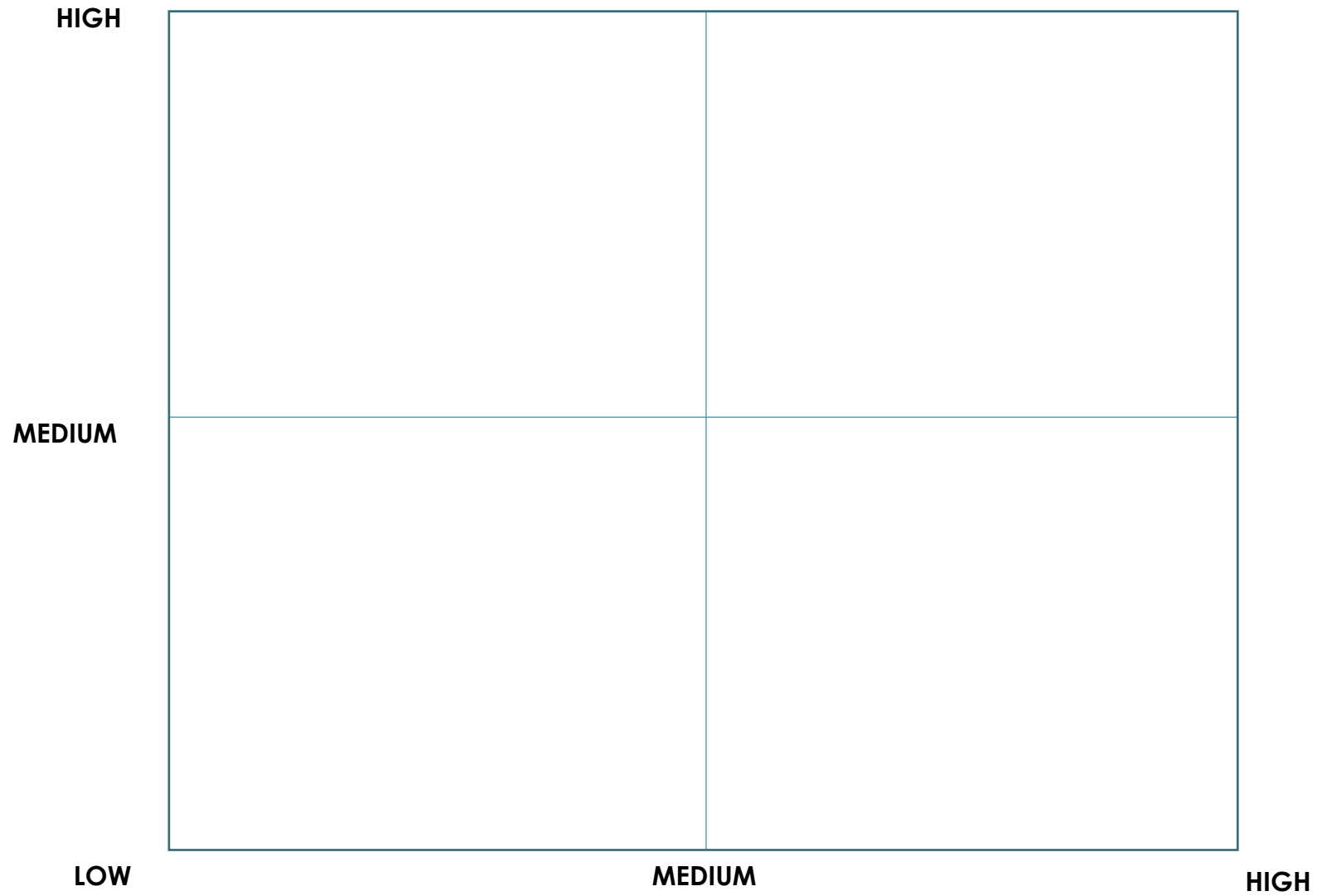
**Who should be involved in solutions?**



# ANALYSIS OF STAKEHOLDER ENGAGEMENT

STAKEHOLDER	CONTRIBUTION	LEGITIMACY	WILLINGNESS TO ENGAGE	INFLUENCE	NECESSITY OF INVOLVEMENT
(S1) Haulers	high	high	medium	Medium (to S2, S4, S5)	high
(S2) Municipal government recycling programs <ul style="list-style-type: none"> <li>Public works departments</li> <li>Solid waste departments</li> </ul>	high	high	Proactive- high	High (to all groups)	high
(S3) Local government decision-makers <ul style="list-style-type: none"> <li>Commissioners/ Council members</li> <li>City/county managers</li> <li>Mayors</li> <li>Government associations</li> </ul>	medium	medium	Proactive- high	High (to S2 for funding purposes)	medium
(S4) Community members <ul style="list-style-type: none"> <li>Citizens</li> <li>Schools</li> <li>Civic organizations</li> </ul>	high	high	Proactive- high	High (to S2, S3, S1)	high
(S5) Industry <ul style="list-style-type: none"> <li>Manufacturers</li> <li>Processors</li> <li>Distributors</li> </ul>	high	high	medium	High (to S6)	High
(S6) MRFs	high	high	medium	High (to S2)	High
(S7) State recycling programs <ul style="list-style-type: none"> <li>Governor's offices</li> <li>State recycling offices/agencies</li> <li>DEQ/DNR type agencies</li> <li>State recycling organizations</li> </ul>	medium	high	Proactive- high	High (to S2 for funding, data purposes)	medium
(S8) Environmental organizations	medium	medium	medium	Medium (to S2, S3, S6)	medium

**INFLUENCE/  
POWER**



**MOTIVATION**

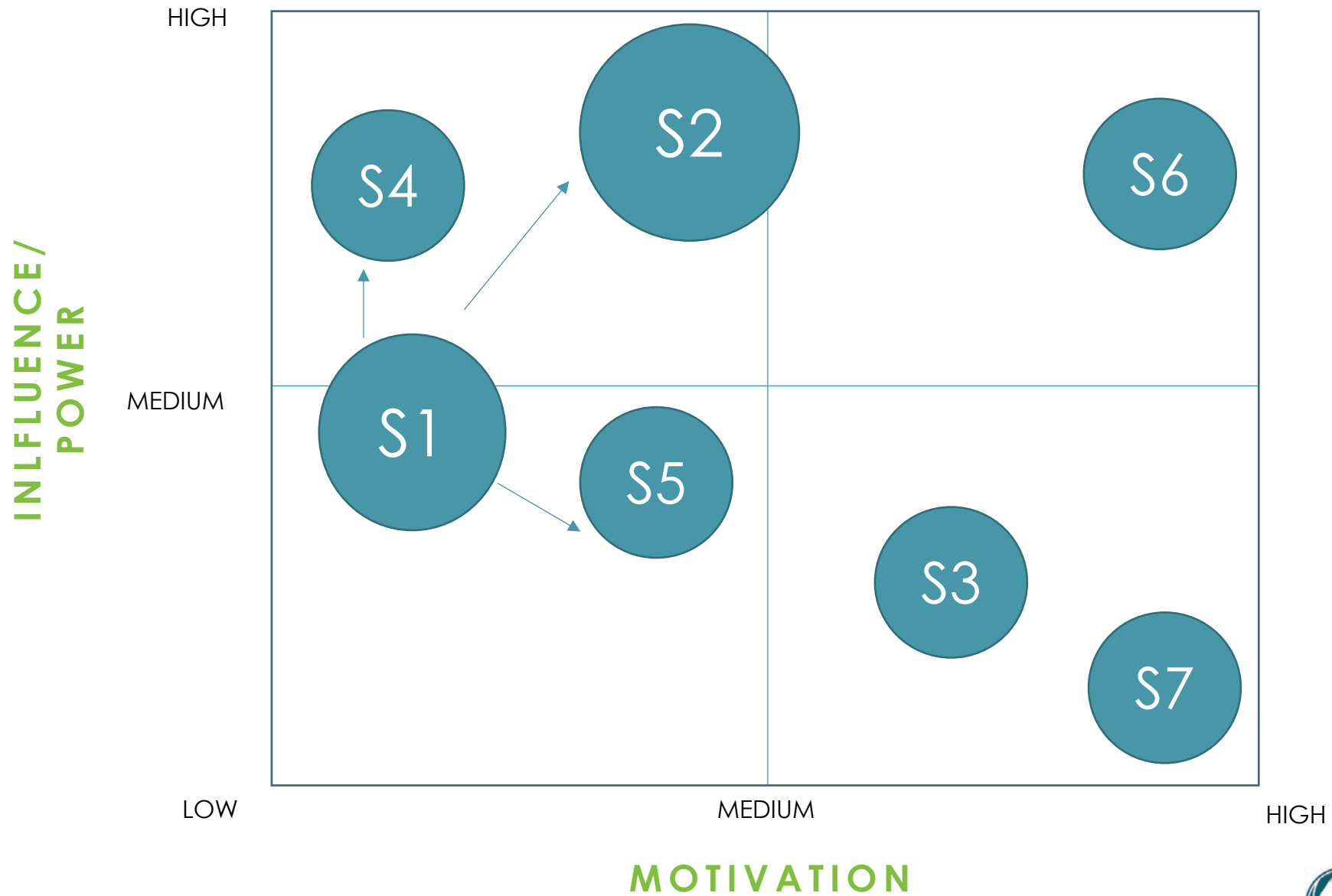


# Mapping/Prioritizing

## BREAKOUT

Mapping the relationship between stakeholders

Prioritizing and ranking stakeholder





# Value of stakeholder mapping

- Understanding who is involved will help guide better sustainable solutions
- Understanding when to engage and how to engage stakeholders in the process will contribute to the success of the project/problem solving
- Less likely to push problem to another area, avoid unintended consequences

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