



RECYCLING ADVOCATES

Involving people in creating a sustainable future through local efforts to reduce, reuse, and recycle

2004 Recycling Advocates Annual Report

The Mission

Formed in 1987, Recycling Advocates is a 501(c)3 nonprofit organization with the mission to involve people in creating a sustainable future through local efforts to reduce, reuse, and recycle. Our membership is comprised of conservation-minded citizens and waste prevention professionals.

The Issues

To maintain Oregon's natural beauty and the human health of its residents, we must conserve our natural resources and minimize extraction of raw materials through resource conservation. Recycling Advocates focuses on the 3 R's of waste prevention (Reduce, Reuse, Recycle). We encourage greater product stewardship, educate citizens and professionals about waste prevention, and inform members and the public about legislation and policies that affect waste prevention in Oregon.

Key Accomplishments in FY 2004 (7/1/03 - 6/30/04)

- As a result of SB867, which Recycling Advocates had sponsored and helped to pass, the state Advisory Committee for Electronic Product Stewardship was formed.
- RA is revising and updating its popular "Recycling at Events" guide.
- The RA Board agreed to initiate a new biennial report on the state of recycling in Oregon.
- We continued to elevate the visibility of key issues in recycling and waste prevention through publications, monthly newsletters, our web site, informational displays, and special events.

3R's Outreach and Education

Reduce, Reuse, Recycle make up the 3R's of waste prevention. Outreach and education remain key strategies for involving people in creating a sustainable future through preventing waste. Recycling Advocates reaches out to citizens in a variety of ways.

Product Stewardship and E-waste Reduction

RA believes that manufacturers must begin taking some responsibility for the end-of-life management of their products. In recent years, RA has focused on electronics product stewardship and coordinated the activities of the Western Electronics Product Stewardship Initiative, and helped introduce Senate Bill 867 that led to the creation of the Advisory Committee for Electronic Product Stewardship. RA does not have a direct representative on the committee, but we monitor the work of this important advisory committee. We anticipate that the committee will suggest legislative policy directed at reducing e-waste in Oregon.

In early FY 2004, RA board members were key participants in AOR's electronics product stewardship forum. Rob Guttridge served as a panel member, and Lori Stole served as moderator.

Publications

With Portland's Office of Sustainable Development and Metro, Recycling Advocates began work on updating our popular "Recycling at Events" publication. The guide will be released in late 2004.

Volunteers and RA Board members launched a new project: Oregon's first ever "State of Recycling Report." We plan on its release in early 2005. RA members and citizens can look forward to updates of this report every two years.

Members and Earth Share of Oregon: The Core of RA Financial Support

During the fiscal year ending June 30, 2004, memberships in RA fell slightly from 182 to 174. Membership contributions, however, increased from \$2,230 to \$2,390.

The bulk of Recycling Advocates' funding comes from Earth Share of Oregon's workplace giving program. RA considers ESOR support to be a key source of unrestricted funds. Employees who work for firms where ESOR has organized giving programs dedicate specific amounts from their paychecks to support RA and its programs. Currently ESOR distributes funds to 72 member organizations through programs in over 60 workplaces.

Promoting Earth Share of Oregon to RA members and the public is one of our major fundraising strategies. To this end, RA promotes ESOR in our newsletter, and RA member volunteers provide support to ESOR by giving presentations at firms where ESOR has organized workplace-giving programs. Earth Share of Oregon support totaled \$6,842 in FY 2004.

FY 2004 Available Resources*

Earth Share of Oregon:	\$6,842.00
Membership Dues:	\$2,390.00
Direct fundraising:	\$509.00
Bank Interest:	\$49.00
Misc.	\$66.00
Funds from Reserves:	\$133.00
Total:	\$9,989.00

FY 2004 Expenditures*

Programming:	\$7,492.00
Management and Fundraising	\$2,497.00
Total:	\$9,989.00

**rounded to nearest dollar*

Publications (continued)

RA continues to offer publications for citizens and waste prevention educators. "Ten Ways to Stop Junk Mail" provides readers with all the necessary resource information needed to halt most junk mail. Our "Packaging Survey" gives specific examples of how much we pay for extra packaging of food, and the second page lists several stores that sell a significant number of commodities in bulk.

Both publications are available on our Web site, as are RA's "Recycling at Events: A Guide to Reducing Waste at Any Event" and vermicomposting brochure.

Monthly Newsletter

The monthly Recycling Advocates Newsletter remains our most popular publication due to its original articles as well as news gathered from other waste prevention organizations on local, regional, national and international topics. This year, the newsletter included original articles on small business recycling, e-waste legislation, re-using and recycling bike parts, contamination of recyclable materials, collection of recyclables at apartments, local SWAC's and many other issues. The newsletter also provides readers with resources for education and citizen-based legislative action. This year we experimented with a "Question of the Month," to try to encourage reader involvement.

RA Web Site

Our web site is a key communication tool for members and nonmembers alike. Among many other things it includes all of our publications, which can be downloaded from the site. It has become one of the few places to obtain our "Recycling at Events: A Guide to Reducing Waste at Any Event," which is now being revised and reprinted.

Tabling at Events

Recycling Advocates maintains three displays for use at events. This year member volunteers presented RA's materials and displays to hundreds of people at the ILLAHEE Environment Matters Evening Lecture Series, the Widmer Cardboard Derby, Tualatin Hills Earth Day, Gresham Earth Day, the Oregon Green Schools Summit, the Association of Oregon Recyclers Conference, the Eastbank Farmers Market, and fairs sponsored by Washington County and PGE for their employee giving campaigns.

Supporting Master Recyclers

Graduates of the Master Recycler Program received the RA newsletter for free during the first year after graduation. The newsletter keeps master recyclers updated on new developments in waste prevention. Tanya Schaefer of the RA Board served on the Master Recycler Program Advisory Board during the 2004 fiscal year.

Special Events

We organize a special event each year in conjunction with our annual member meeting. Early in FY 2004 fiscal year we co-sponsored, with OSPIRG and the Oregon Student Public Interest Research Group, the screening of Blue Vinyl, the award-winning documentary about the PVC plastics industry. Preceding the film showing we provided a short presentation about PVC recycling issues. Around 50 people attended the film screening, which took place at PSU and grossed about \$170.

RA members also planned late in the fiscal year a tour of the Blue Heron Paper facility. The tour took place after the end of the fiscal year.

RA Board Expands

A board of directors elected by the members guides Recycling Advocates. Rick Paul joined the RA Board mid-year as our new treasurer. He brings years of experience with recycling and waste prevention issues to RA, as well as a sharp financial eye. The other Board members for FY 2004 were Rob Guttridge, Lori Stole, and Wayne Rifer and Tanya Schaefer. Jeffrey White continued through the year as part-time contracted administrator.

The RA Board thanked Tanya Schaefer for her years of service to RA. Tanya announced her resignation in June. Members also nominated Betty Patton and Rhett Lawrence to the Board. The election took place after the fiscal year ended, and we are proud to have now expanded our board from five to six.

Citizen Voices

RA member volunteers represented Recycling Advocates and the "voice of the citizen" on a number of advisory boards over the year such as Metro's SWAC Subcommittee on Recycled Materials Quality, Oregon DEQ's SWAC, Gresham's Environmental Services Council Advisory Committee, the Master Recycler Program Advisory Board, and Earth Share of Oregon's Board of Directors.

While not representing RA officially, two RA members were appointed to Oregon's Advisory Committee on Electronic Product Stewardship in FY 2004.

Collaboration: A Key to Elevating Waste Prevention as an Issue

Recycling Advocates works with several organizations to promote waste prevention policies and behaviors. A partial list of our collaborative partners includes: Association of Oregon Recyclers, Earth Share of Oregon, Master Recycler Program, Oregon Conservation Network, the Oregon League of Conservation Voters, and OSPIRG.

Citizen and Legislative Action

Central to our mission is the engagement of citizens in waste prevention policy and practices. We sent out action alerts supporting Senate Bill 867. Our members called Senators and Representatives to support our successful effort to pass this bill. Subsequently, RA volunteers have monitored the work of the Advisory Committee on Electronic Product Stewardship which was created by SB 867.

During FY 2004 Recycling Advocates monitored several local issues, including potential new bottle bill legislation, local support of home composting and Metro's commingling report.

To assist our efforts to keep Oregon at the forefront of waste prevention policies, Recycling Advocates continued its relationship with the Oregon League of Conservation Voters' Oregon Conservation Network in 2004. RA used OCN's Email Action Network and SalemWatch email lists to increase the visibility of legislation related to waste prevention. Recycling Advocates once again revised the recycling chapter of the OLCV's Legislative Handbook. The chapter provides an overview of recycling policy in Oregon, points out key problems, and suggests promising solutions.

