



Home of the Purple Paper Eater



### *KRC Received Coca-Cola Grant*

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WASHINGTON D.C. (JAN.23, 2008) – The National Recycling Coalition (NRC) and Coca-Cola are helping 76 organizations fulfill their New Year’s resolutions to recycle more and waste less. The 2007 Bin Grant program is sending the grant recipients 2,500 recycle bins for use around the country, KRC being one of those winners.

Seventy-six grants were awarded to a diverse selection of applicants from 40 states, including 15 colleges and universities, 19 municipalities and other local government entities, 18 K-12 schools, 20 community-based non profit organizations and three Native American tribes. Recipients were chosen by NRC based on a number of criteria, including where bins are likely to have the most impact on recovering beverage containers from the waste stream, ability of recipients to sustain their program in the future, and intention to support collection programs with recycling education and promotion. The Bin Grant is sponsored by The Coca-Cola Company and is designed to promote and support community recycling in the U.S.



“The response to this grant program has been phenomenal. The extent and diversity

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### *Bio-Plastics on the Rise*

- Plastics #1-7 are made from petroleum. BioPlastics are made from organic resources, such as corn starch or vegetable oil. They are used in many of the same ways as oil based plastics.

Bioplastics are produced from biomass sources. Biomass sources are more sustainable than petroleum based plastics. Bioplastics are being used in the food and packaging industry, medical, toys and textile industries. The auto industry will also use bioplastics applications in some 2008 models. With new innovations expected in the near future there will be more and more applications for bioplastics.

According to the Helmut Kaiser Consultancy, bioplastics' market has grown more than 8-10% per year. Bioplastics are approximately 10-15% of the total plastics market and will increase its market share to 25 to 30 percent by 2020.

## 2007 KNOXVILLE RECYCLING

**KRC is a proud member of the Knoxville Chamber of Commerce and**



**Many thanks to our sponsors:**



The year 2007 was another great year for the Knoxville Recycling Coalition. KRC's growth was achieved in many areas, especially with our focus on education and by increasing the number of items to be recycled as a service for our customers.

This Annual Report will give a quick overview of our major accomplishments and financial status for 2007.

I would like to thank the Staff and Board Members of the Knoxville Recycling Coalition for their support of me to be their Executive Director of this very worthwhile organization. The Knoxville Recycling Coalition couldn't be successful without their help.

### *KRC's NOTABLE ACHIEVEMENTS IN 2007*

KRC reached over 15000 people through our educational efforts.

- Continuous update of our website to provide information on education, upcoming events and services provided by KRC. This website received 5800 hits for the year.
- KRC's Hotline received 1550 calls in 2007, that provides information on how and where to recycle various materials in our community.
- Participated in over 35 educational events (doubling 2006's events) by providing environmental education to children, students, civic and community groups.
- Participated in two local television media events promoting recycling.
- Produced four newsletters (2-hardcopy; 2-electronic) with a distribution of 1000.
- Distributed 850 Recycling Guides, an informational booklet that provides who, what, when and where of recycling services in our communities.
- Implemented the promotion and education of home composting by providing, at cost, the "Earth Machine Home Compost Bins" to all residents in our communities.
- Utilized Knox County Community Action Committee's AmeriCorps team member to assist with KRC's educational efforts and recycling programs.
- Utilized University of Tennessee's Environmental Interns to design and assist with our event displays and to perform telephone recycling surveys.
- A major accomplishment was Knoxville Recycling Coalition receiving the Coca Cola Bin Grant. This Grant was open to government, civic, school, non-profit and for-profit organizations in the United States and is sponsored by Coca Cola and the National Recycling Coalition. Of the 1350 applications received, KRC was one of 76 chosen to receive this Bin Grant. Knoxville Recycling Coalition is very fortunate and honored to receive this Grant. KRC is proposing to use these bins to establish a recycling program at the City of Knoxville's Safety City, and providing recycling at community and sporting events.
- KRC worked a total of 448 Truck Route Days in 2007. Our "Purple Paper Eater" provided 223 Truck Route Days and 225 Truck Route Days were from our box truck "Polka Dotted Pal".
- KRC's Customer base in Knox, Anderson and Blount Counties grew in 2007 - from 189 customers in year 2006 to 220 for the year 2007. Thank you for supporting and believing in the Knoxville Recycling Coalition.
- A itemization of the materials collected for the year is:

PAPER - 1,243,817 pounds (up from 1.1 million pounds in 2006)

CARDBOARD - 127,460 pounds (up from 3000 pounds in 2006)

PLASTIC - 5,552 pounds (up from 1,595 pounds in 2006)

ALUMINUM - 3,397 pounds (up from 3,331 pounds in 2006)

ELECTRONICS - 1,680 pounds

## 2007 KNOXVILLE RECYCLING COALITION FINANCIAL DATA

### *SUMMARY*

In 2007, KRC achieved revenues of slightly over \$250,000.00, a record year. Overall, KRC showed a profit of \$39,600.00 in year 2007, up nearly \$27,000 from year 2006. Most of this profit came from our Recycling Service Fees and the sale of materials. KRC profits are used to fund our Education Programs, Homeowners Secure Paper Collection Program Events, Annual Recycle Guide, and Presentations.

### *REVENUES*

Approximately \$171,000 of KRC Revenues came from fees from our recycling services. As stated above, KRC increased our customer base from 189 customers in year 2006 to 220 at the end of year 2007. These service fees are the strength for KRC's stability.

Revenues (\$80,168) from the sale of Recycled Materials increased in year 2007 approximately \$50,000 from year 2006, due to soaring paper prices and the increase of materials collected. KRC now offers paper, plastic, aluminum, cardboard, cell phones, toner / printer cartridges, computers and their related equipment.

Fundraising from Memberships, Sponsors and Community Shares revenues were only 4% for year 2007, down from 7% in year 2006. KRC will be targeting this category to bring these revenues up in year 2008.

### *EXPENSES*

KRC's expenses totaled approximately \$216,000.00 in year 2007. Most of these expenses, 57.1%, were from providing Recycling Services to our customers. 25.6% of total expenses were for Administrative costs. Educational Services required 17.3% of the total expense amount.

### *FINAL WORDS*

KRC ended the year on a positive feeling. At the end of year 2007, our staff consisted of an Executive Director, Office paper Manager, Education Manager and two truck drivers. An additional part time driver for the box truck is being planned for year 2008 to assist with the expansion of that route.

In 2007, KRC began offering Home Compost Bins at cost, to all residents in our communities. Encouraging the practice of composting has been a part of KRC's Mission Statement.

In 2007, KRC was awarded the Coca Cola / National Recycling Coalition Bin Grant. This grant is a major achievement for KRC to assist with the education of our school children and to provide assistance with recycling at community events.

KRC's goals for year 2008 will be the education of our community detailing what and where to recycle and to provide exemplary service to our customers.

KRC is moving toward achieving our vision of becoming the community leader in recycling and waste reduction for Knoxville and the surrounding Counties.

Sincerely,

Frank Sewell, Knoxville Recycling Coalition's Executive Director

## *Coke and NRC Grant continued*



of applications solidly demonstrates how citizens across the nation are addressing recycling on a community level,” said Kate Krebs, executive director of the National Recycling Coalition. “It’s a privilege for NRC to partner with Coca-Cola to provide recycling collection bins that will build, expand and strengthen recycling programs at school, work and play.”

The Bin Grant Program provides recycling bins directly to recipients and leverages the purchasing power and expertise of the NRC. The NRC and Coca-Cola intend to offer bin grants twice a year in the fall and spring.

KRC is receiving 244 bins to place around Knoxville, such as at Safety City, schools, and events. The bins will be used to increase recycling in places where there is less access to funds for the purchase of recycling bins and at events where more bins are needed once. We are very excited to be helping the community recycle through the help of this grant. For more info call us at 525-9694.

## *KRC Will Be All Around Town This Spring*

### February

- 22-24, **House and Garden Show**, Knoxville Convention Center, Friday and Saturday 10am-8pm, Sunday 11am-5pm. Sponsored by the Dogwood Arts Festival.
- 23, **International Festival**, Children’s Museum of Oak Ridge, 10am-4pm.

### March

- 29, Earthfare in Turkey Creek, **KRC Homeowner’s Secure Paper Collection + compost bin sale**, 11am-4pm. Food, giveaways, music, recycling!

### April

- 12, **Oak Ridge Earth Day Celebration**, Oak Ridge Civic Center, 1-5pm.
- 26, **EarthFest** at Pellissippi State campus, 11am-6pm. Sponsored by TN Valley Earth Partnership. Come check

out Knoxville’s largest Earth Day Celebration!

- 27, **Earth Day at the Knoxville Zoo**, 1-4pm.



### May

- 17, **Touch a Truck Day**, Knoxville Zoo. The Purple Paper Eater will be there for all the kids.
- 31, **Children’s Festival of Reading**, World’s Fair Park, 10am-3pm. Sponsored by the Knox County Public Library.

**Keep a eye on our website for more details and events!**

[www.knoxvillerecycles.org](http://www.knoxvillerecycles.org)

**If you are interested in volunteering at any events, call us! 525-9694**

**Come pick up the new 2008 Recycling Guide at one of KRC’s events this Spring!**

## *Look for the Green Seal™*

Being “green” is the thing to be these days. All over media and entertainment is talk about becoming greener. As you have probably heard before, it is hard to know where to begin. Buying “green” is one way, but what does that mean and how do you know if you can really believe the label (marketers are trying to market to you).

Well there is one avenue to follow and it’s called the “Green Seal”. Green Seal™ is a non-profit organization who’s mission is working toward environmental sustainability by setting rigorous certification standards for environmentally responsible products which includes the purchasing, production and disposal. The standards have many aspects to them, often including the exclusion of potentially hazardous chemicals, such as bleaching with chlorine in the making of paper towels. The majority of products available are cleaners, paper products, paint, windows/doors, and lodging.

But you shouldn’t trust me, visit their website where you can read the standards, find out where to buy Green Seal™ products and how to certify yours. [www.greenseal.org](http://www.greenseal.org)



## *Spring is a Great Time to Start Composting*

Composting is nature’s way of recycling.

As temperatures rise, so does decomposition. Decomposing organic waste becomes humus-rich soil. It is happening all around us. Throughout time decomposition has created soil for plants to grow; it is how we have food to eat. If nature didn’t decompose materials than we would be surrounded by dead plants and animals! Even dinosaurs (kids like to hear that)!

These days much of our food comes from soil that is nutrient weak so it needs chemical fertilizers added for the plants to have enough nutrients. Organic food comes from farms that use compost instead of chemicals.



Earth Machine Compost Bin, \$50 at KRC

## *Reduce your trash by 25%! Compost*

Why you should compost:

- Reduces trash in landfill; food scraps and yard waste do nothing but take up space.
- Instead, you create nutrient rich healthy soil to be used as fertilizer; you save water and money.
- It’s natural, it should not smell, and it does not take much work.

Here’s one way to start:

Collect your fruit and veggie scraps (no meat or dairy), paper towels and tissues, dry leaves and grass clippings. Purchase a Earth Machine Compost Bin from KRC for \$50. Throw it all together alternating dry and green materials. Wait (stirring occasionally speeds it up) and in a few weeks you can have some recycled, healthy soil for your garden. Your plants will appreciate the naturally nutrient rich soil and not the chemicals.

Call us 525-9694! Bins fit in almost all cars.

“Composting is nature’s way of recycling.”

## Knoxville Recycling Coalition



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Home of the Purple Paper Eater



## *Spring Cleaning Reminder: Plastics #1-7 Accepted at Knox Co. and City Recycling Centers*

When you are busy doing your spring cleaning this year remember that all those plastic bags, buckets, Rubbermaid containers, plastic food bags, and almost anything made of plastic is recyclable. If it has a number #1-7 it can be put in the center recycling bins. If it doesn't have a number but is plastic call 311 (City) or 215-JUNK (County) or 521-5094 (APR) or 525-9694 (KRC). Styrofoam often has a #6 on it, but is not recyclable in Knox Co/Knoxville. Visit our website on details about why Styrofoam is not recycled here.

Additionally, please remember to dispose of hazardous materials at the Household Hazardous Waste Facility; items such as fluorescent light bulbs, computers, fertilizers, pesticides, paints, various cleaners, polishers, strippers, oils and greases, batteries, mercury thermometers. Other recyclable items are electronics, ink cartridges, cell phones, appliances, carpet padding, clothes, tires and construction materials. Call us or check our website to find out where.

## **Multi-Material Office Recycling**

**Paper Cardboard Aluminum Plastic E-waste Recycling**

The Knoxville Recycling Coalition has been providing quality Office Paper Recycling services to Knoxville businesses for over 17 years.

Currently our service provides pick-up of paper, aluminum, plastic, cardboard, e-waste, and other materials.

Standard Service— we customize pick up based on your materials and needs—we make it easy!

Special Pickup Service is designed for those customers who do not need regular service—great for clean-ups and moves!

All material is transported responsibly to local facilities for destruction and recycling.

Service also includes recycling education for your employees and our quarterly newsletter.



## **Want to become a KRC Member?**

Go online, fill out the form with a check, and send it to us! We'd really appreciate it. [www.knoxvillerecycles.org](http://www.knoxvillerecycles.org)

Current members if you have any topics you'd like to hear about or if you ever have questions about recycling or want a recycling issue investigated, please email us or call, we will see what we can do:

[recycle@discoveret.org](mailto:recycle@discoveret.org) or 525-9694