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## **INDIANA RECYCLING COALITION CELEBRATES EARTH DAY WITH KNAUF INSULATION**

*Indiana manufacturer is first major funding partner for Indianapolis Circular Economy Initiative*

Tuesday, April 20, 2021

INDIANAPOLIS – The Indiana Recycling Coalition (IRC) today announces its partnership with Knauf Insulation in the Indianapolis Circular Economy Initiative (ICEI), as part of its month-long celebration of Earth Day.

Knauf Insulation is the first major funding partner for the Circular Economy Initiative, a multi-stakeholder, multiyear collaborative effort – in partnership with the City of Indianapolis and many other stakeholders – whose initial priority is to address Indianapolis’ recycling challenges and achieve the Thrive Indianapolis Plan goals for waste and recycling. Backed by extensive research that began in early 2019, the initiative ultimately seeks to:

- Generate good and promising jobs;
- Foster innovation, ideas, and investments; and
- Capture the economic, social, and environmental benefits of a thriving circular economy in Indiana.

The initiative, launched in the fall of 2020 by the statewide nonprofit organization, will leverage IRC’s 32-year track record of coordinating partners from all sectors in Indiana with aligned interests to achieve education and policy objectives that advance recycling for statewide economic, social, and environmental impact.

Knauf Insulation has committed to provide funding to support the IRC in the implementation of the program’s objectives, which will utilize the organization’s new and existing education and advocacy programs to engage individuals, neighborhood groups, and partnering advocacy groups.

Allyson Mitchell, Executive Director of the Indiana Recycling Coalition, states, “As an employer in central Indiana that relies on recycled materials as a critical raw material for its manufacturing process, Knauf Insulation is emblematic of the kind of stakeholder that will directly benefit from this initiative. Their support underscores the value of recyclable materials in Indiana that are currently being landfilled or incinerated and the frustration of knowing Indiana has both the infrastructure to capture and demand for these recycled materials today. The missing ingredient is political will to move beyond the status quo, and this initiative seeks to inform the public and influence elected

officials to take action.”

Brett Welch, Director of Sustainability for Knauf Insulation, states, “Knauf Insulation employs over 800 people at our two manufacturing facilities and corporate headquarters in Shelbyville, IN producing insulation products that help homeowners and business owners save energy. Although recycled glass is the primary raw material for manufacturing our products, the vast majority is sourced from outside of Indiana. There are several aspects of creating a circular economy that will need to be addressed, but a viable end market for the materials generated is a big component. Knauf Insulation not only financially supports the Indianapolis Circular Economy Initiative but is committed to using all of the glass bottle and other glass packaging waste that is collected by such an ambitious program. We look forward to working with the IRC to help achieve their bold vision to make Indianapolis a leader in sustainable business investment.”

The initiative gained early momentum by convening leaders from corporate, institutional, educational, and community organizations in Indianapolis and beyond eager to work together to fix recycling in Indianapolis; a response to the City’s current recycling rate of 7% as compared to the national average of 35%. It quickly evolved to a broader vision of embracing the circular economy in Indianapolis to benefit the city and entire state.

Other partners in the initiative include Berry Global, Bohlsen Group, Brightmark, the City of Indianapolis, Cummins, GHD, Guidon Design, Indy Chamber, MIBOR, Mundell & Associates, Newfields, Pratt Recycling, Salesforce, and Schott Design, among others.

The announcement coincides with the Indiana Recycling Coalition’s celebration of Earth Month, which includes a fundraising campaign, a free Earth Day webinar on the topic of preventing and managing food waste, and a social media education campaign on the same topic.

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#### ABOUT THE INDIANA RECYCLING COALITION

The mission of the Indiana Recycling Coalition (IRC) is to strengthen the circular economy in Indiana through waste reduction, reuse, recycling and composting. The IRC is a statewide not-for-profit, 501(c)(3) corporation representing concerned citizens, state and local government officials, business, industry and environmental groups since December of 1989.

At the IRC, we educate Hoosiers about their role in sustainable materials management to empower them to make informed decisions in their daily lives. We convene our members and industry partners to connect them to each other and to the information, resources, and inspiration they need to solve problems and improve our economy and environment. And we advocate at the state and local level to advance policies that create jobs, protect the value of our resources, and improve quality of life in our communities.

Visit the IRC website and follow @INRecycling on Twitter.

## ABOUT KNAUF INSULATION

Knauf Insulation is a leading, family-owned global manufacturer of thermal and acoustical fiberglass insulation for residential, commercial, industrial, OEM and metal building applications. It's Knauf's mission to challenge conventional thinking and create innovative solutions that shape the way we live and build in

the future, with care for the people who make them, the people who use them and the world we all depend on.

At Knauf Insulation we have always been defined by sustainability. Our products save energy, cut emissions and are designed to make sure buildings are good for the environment and keep people healthy, safe and well. Our long-term global sustainability goals include:

**Put People First** — We know a better world can start at work. That's why we will ensure our communities and people thrive, safely.

**Achieve Zero Carbon** — Our big ambition is to go small. We will minimize the impact of our products, plants and offices.

**Deliver a Circular Economy** — We must do more with less. We will use more recycled materials than ever in our products and find more ways to use resources that have minimal environmental impact.

**Create Better Buildings** — Buildings play a vital role in creating a better world. We will continue to innovate and create new eco-friendly solutions to make buildings fit for the future.

Learn more at [www.knaufnorthamerica.com](http://www.knaufnorthamerica.com).