



Executive Director, Allyson Mitchell

IT'S GETTING REAL

Since our last newsletter, the IRC has publicly launched the [Indianapolis Circular Economy Initiative](#) and announced its first policy objective. We've been talking about this new initiative, which is the manifestation of our strategic priority, since late 2018. And now, despite the continuance of a very surreal year, it's getting real!

The Master Recycler Program, which we've been talking about for over 2 years, is getting real, too. Thanks to start-up funding from the Efroymsen Family Fund, the first module is taking shape nicely and soon, sponsorship opportunities for the

program will be available and beta-testers will get a chance to kick its tires.

We also got real with ourselves by eliminating programs that don't contribute to our strategic priority or aren't effective in a socially-distant COVID reality. Most importantly, we've intentionally aligned all new and continuing programs to contribute to our main focus, which is to:

Fix recycling in Indianapolis by
educating Hoosiers and
advocating for local and state policy changes to
increase recycling and
strengthen the circular economy
for the entire state of Indiana.

As our commitment to this strategic priority becomes more specific and tangible, commitments from our critical partners across the state and beyond are being solidified, allowing us to do more and deliver results faster. 2021 holds great potential as we continue to expand our capacity and elevate our impact. So while it seems like an unlikely time to be excited, we are really excited.

Onward and upward,



AMERICA RECYCLES DAY IS NOVEMBER 15!

The IRC is celebrating by hosting a webinar on **November 19** and sharing tips on social media all month long! Support the IRC by making a donation during November to help us continue delivering the information and resources - [like this new webpage](#) - you need to RECYCLE RIGHT all year long!

Register your event and find events near you on [Keep America Beautiful's website](#).

Programs Update

UPCOMING WEBINAR: How to Recycle Right



how to
RECYCLE RIGHT

November 19, 2020
1:00pm EST

FREE Webinar

Back by popular demand! We're celebrating America Recycles Day by bringing back our ever-popular webinar: *How to Recycle Right*. Have you ever wondered which items can be put in your recycling bin? Or what actually gets recycled? How about the role contamination plays in your bin or drop off recycling location? Our Executive Director, Allyson Mitchell, answers all those questions and more as we dive deep into the best practices for recycling. We also identify the key questions every Hoosier needs to answer before they can begin their quest to recycle right. This webinar is 100% FREE, but donations are welcome, needed, and always appreciated. See you November 19 at 1:00pm!

REGISTER NOW

Sponsorship opportunities are available — reach out to [Jean](#).

INDIANAPOLIS CIRCULAR ECONOMY (ICEI)

On September 16, the IRC publicly launched the Indianapolis Circular Economy Initiative, a multi-stakeholder, multi-year collaborative effort to address Indianapolis' recycling challenges and achieve the Thrive Indianapolis Plan goals for waste and recycling.

READ PRESS RELEASE



LEND-A-BIN FLEET FOR SALE (Last Chance!)



The IRC is selling its fleet of portable Lend-a-Bins and supplies. Stock is going fast! Contact marla@indianarecycling.org for a current list of remaining items and prices. First come, first served. To ensure availability, bins must be reserved by November 13.

INDIANA FOOD SCRAP INITIATIVE (IFSI)

Changes are coming to the Indiana Food Scrap Initiative's communication strategy! The IRC is refreshing its marketing and communications plan for its programs. As part of that refresh, the IFSI newsletter will now be included as an IFSI update in the IRC quarterly newsletter, not as a separate email communication. IFSI will no longer have separate social media accounts and food scrap related postings will be shared via IRC's social media accounts. If you have not done so already, be sure to subscribe to the IRC's newsletter and follow the IRC on social media!

- **Food Waste Composting Strategy Group:** In July of 2020, IFSI released a white paper on the State of Composting in Indiana. The paper compiles data and compares Indiana's composting landscape to neighboring Midwest states. [Read the paper.](#)
- **Food Rescue Strategy Group:** The group is working on a white paper on the state of food rescue in Indiana, release date TBD. The paper will analyze data on the amounts and distribution of large-scale food donations and the access of Hoosiers to food distribution resources. The group is also preparing a flier on cold storage resources in Indiana.
- **Food Source Reduction Group:** The group is currently on hiatus while searching for a strategy group leader. If interested in taking a leadership role, please contact marla@indianarecycling.org.

2021 ANNUAL CONFERENCE - SAVE THE DATE!

Planning for our 2021 Annual Conference has begun! There's no denying it — 2020 has been a crazy year and doesn't show signs of stopping. Whether we meet virtually or in a hybrid format, mark your calendars for June 8-10, 2021 for a 3-day long event hosted by the IRC. Sponsorship opportunities will be available soon!



MASTER RECYCLER PROGRAM

Thanks to support from the Efroymsen Family Fund, content creation for the very first module of the Master Recycler Program is progressing quickly! Be on the lookout for beta testing to be starting soon.

Sponsorships for the Master Recycler Program will be available soon! The IRC is in the process of developing sponsorship opportunities for the program. If your organization is interested in becoming a sponsor, contact allyson@indianarecycling.org.

BECOME A BETA TESTER



sneak peek of
MODULE 1

Partner Updates

IDEM, PRESS RELEASE

IDEM's Recycling Market Development Program (RMDP) awarded eight organizations with \$1 million in grant funding to expand recycling efforts in Indiana. [Read the press release.](#)

IndyStar, SCRUB HUB

IndyStar, through its Scrub Hub initiative, featured a comprehensive how-to for recycling on October 6, 2020: What are the do's and don't's of recycling and how do I become better at recycling? [Read more.](#)

SustainIndy

Good news for those on the northwest side of Indianapolis — a new drop-off recycling location! Located at Pike Township Trustee Office. [Read more.](#)

RUMPKE WASTE & RECYCLING

Our partners at Rumpke were awarded gold-level MRF Glass Certification by the Glass Recycling Coalition for three of its MRFs. [Read more.](#)

KEEP AMERICA BEAUTIFUL, AMERICA RECYCLES DAY

America Recycles Day is November 15! It's the only nationally-recognized day dedicated to promoting and celebrating recycling in the United States. [Register your event](#) online with Keep America Beautiful.

Where in Indiana is Allyson?

SENATE ENVIRONMENTAL AFFAIRS Interim Study Committee

Allyson testified at the Senate Environmental Affairs Interim Study Committee meeting on October 5. Allyson's testimony starts at 2:03:45. [Watch her testimony online](#) (select from the dropdown menu) or view the [committee presentations](#).



Meeting with INDY COUNCIL PRESIDENT

After meeting to discuss recycling in Indianapolis on October 8, Allyson and Indy City-County Council President Vop Osili marvelled at the long lines of early voters outside the City-County Building.

SUSTAINABILITY PANEL at ISU

Allyson was featured on a virtual Careers in Sustainability Panel at Indiana State University, which was attended by over 140 ISU students. Watch the whole panel [on YouTube](#).



IRC in the News

WASTE360

9/24/2020: Our friends at Waste360 recently shared our press release on the "Need to Know" section of their website.

[READ MORE](#)

WRTV6

9/20/2020: How can we combat Indy's bad reputation as one of the most wasteful cities in the country?

[READ MORE](#)

THE ILLUMINATE PODCAST

11/4/2020: Allyson shares encouraging advice on how Hoosiers can improve their recycling habits and sheds light on common obstacles people face with recycling.

[LISTEN NOW](#)

Upcoming Virtual Events

The Role of Innovation in Changing Behavior Towards a Circular Economy

November 12, 8:00pm EST

By 2030 plastic waste is expected to increase by more than 50% to 330 million tons per annum if business continues as usual. Not only is this...

[REGISTER](#)

IRC's America Recycles Day Event: How to Recycle Right



November 19, 1:00pm EST

This webinar is hosted by the IRC! Have you ever wondered which items can be put in your recycling bin? Or what actually gets recycled? How about...

[REGISTER](#)

Has COVID-19 Changed Zero Waste?

November 17, 1:00pm EST (6:00pm CET)

The COVID-19 pandemic has completely transformed society and our everyday lifestyles. As we continue to adjust to the realities of managing the pandemic...

[REGISTER](#)

SWANA and ISRI Virtual MRF Summit

November 18-19, all-day event

Solid Waste Association of North America (SWANA) and the Institute of Scrap Recycling Industries, Inc. (ISRI) will partner again for the return of the MRF...

[REGISTER](#)

National Recycling Coalition: National Zero Waste Conference

December 1-3, all-day event

The National Zero Waste Virtual Conference is a three-day educational and networking event organized by the National Recycling Coalition. Plan on...

[REGISTER](#)

Support the IRC



Support the IRC while you shop at Kroger! It's FREE for you and adds up to BIG REWARDS for the IRC! The IRC recently enrolled in Kroger's Community Rewards program, and we are grateful for the 20 people who have signed up to support us! If you would like to sign-up, visit [Kroger.com](https://www.kroger.com) and log into your Kroger account. Search for INDIANA RECYCLING COALITION either by name or XP386 and then click "Enroll." New users will need to create an account which requires some basic information, a valid email address and a Kroger Rewards card.

[AmazonSmile](https://www.amazon.com/smile) is a simple way for you to support the IRC as you shop for your holiday gifts, at NO COST to you. When you shop at [smile.amazon.com](https://www.amazon.com/smile), you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added benefit that Amazon will donate 0.5% of your eligible purchases to us!



GivingTuesday is right around the corner, so be on the lookout for updates about our End-of-Year Campaign!

In honor of America Recycles Month, all donations made by 11/23 will be MATCHED by our generous board.

MAKE A DONATION

New & Renewing Members

INDIVIDUALS

Jennifer Androne
Deborah Bonte
Dan Boots
Dave Conant
Ryan Franz

Rachael Hoover
Angela Jones
Michael Malloy
Elizabeth Marshall

ORGANIZATIONS

[City of Carmel Utilities](#)
[Emerge Knowledge](#)
[Design Inc.](#)
[Indianapolis Demolition](#)
[Company](#)

[Indy Chamber](#)
[Quincy Recycle](#)
[RRS](#)
[Salesforce](#)

Check out our [Member Directory](#). If you want to add your organizational account or update your listing, log into your account or contact Jean at jean@indianarecycling.org.

