

## Container Recycling:



The California Experience  
Green Capital Keynote

Darryl Young, Principal  
Young Resources Strategies

YRS YOUNG RESOURCES STRATEGIES

## Laws

### California Beverage Container Recycling and Litter Reduction Act

- Passed in 1986
- Covers all beverage containers except distilled spirits, wine and milk.



YRS YOUNG RESOURCES STRATEGIES

## About California

- Over 36 million people.
- 1 in 8 Americans are Californians.
- 5th largest economy in the world.
- Some of the most annoying people on the planet.

YRS YOUNG RESOURCES STRATEGIES

## Bottles and Cans in System

### The Californian Redemption System:

- Over 19 billion bottles and cans in system
- A current recovery of over 63%
- Operates at a cost per container of around 60% less than stand alone kerbside system
- 0.55 cents per container vs 1.72 cents per container

YRS YOUNG RESOURCES STRATEGIES

## Unique Features

### Deposit

- 4 cents - Containers under 24 oz
- 8 cents - Containers more than 24 oz

### Processing Fee

- Manufacturers offset recycling costs

YRS YOUNG RESOURCES STRATEGIES

## More Recycling Options

- Convenience Zone Recyclers
- Traditional Recyclers
- Curbside
- Away from home



YRS YOUNG RESOURCES STRATEGIES

## Unique Features

### Unclaimed Deposit Goes to:

- Curbside
- Local Government
- Convenience Zone Recycling Center Costs
- Social Marketing
- Recycling Infrastructure and Support

YRS YOUNG RESOURCES STRATEGIES

## Away from Home Recycling



- Offices
- Bars and Restaurants
- Public Venues
- Schools

YRS YOUNG RESOURCES STRATEGIES



### Curbside Impacts

UC Study found:

- Total curbside revenue is an additional \$30-40 million a year
- With curbside alone, recycling rates would be half of current rates.

YRS YOUNG RESOURCES STRATEGIES

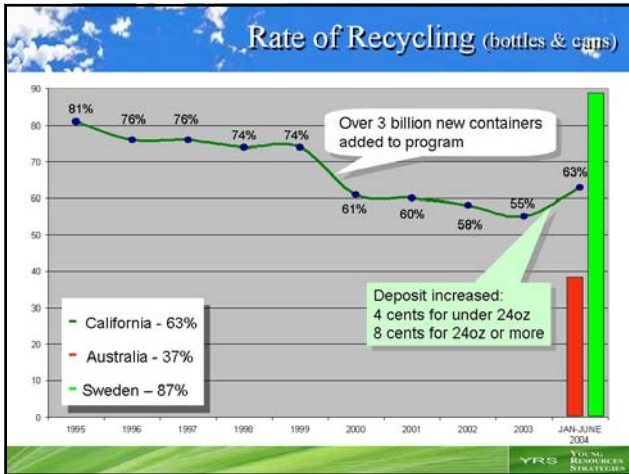
- ### Helps Curbside
- Deposit offsets high cost of curbside
  - Processing Payment Offsets Recycling Costs
  - Handling Fees
  - Curbside Supplemental Payments
  - Quality Glass Incentive Payments
- YRS YOUNG RESOURCES STRATEGIES

### Program Evaluation

UNIVERSITY OF CALIFORNIA STUDY  
Comparison with other deposit schemes

- 75% cheaper
- Eliminating program would drop recycling to 18%

YRS YOUNG RESOURCES STRATEGIES



- ### Key Values for Success
- Opportunity
  - Awareness
  - Motivation
  - Resource Value
  - Accountability
  - Continuous Improvement
- YRS YOUNG RESOURCES STRATEGIES

- ### Gateway for Recycling
- Container Deposit Law (1986)
  - Waste Diversion Goals (1989)
  - Used Oil (1991)
  - Used Tires (2000)
  - Electronics Recycling (2003)
  - Cell Phone Take Back (2004)
  - Bicycle Deposit (introduced)
- YRS YOUNG RESOURCES STRATEGIES

### For More Information

Darryl Young  
 Young Resources Strategies  
[www.darrylyoung.homestead.com](http://www.darrylyoung.homestead.com)  
[mrdarrylyoung@aol.com](mailto:mrdarrylyoung@aol.com)

YRS YOUNG RESOURCES STRATEGIES