

TerraCycle (B): A Million Tradeoffs

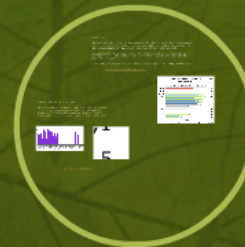
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Importance Red ==> Yellow ==> White

TerraCycle (B): A Million Tradeoffs

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Importance **Red** ==> **Yellow** ==> White

RECYCLING FACTS & STATS

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RECYCLING IN GENERAL Thecasesolutions.com

Overall, Americans recovered 34% of waste generated in 2009. That means we threw away 161 million tons of material, which amounts to about three pounds of garbage per person per day.

There were about 9,000 curbside recycling programs in the United States in 2009.

In 2009, Americans recycled 82 million tons of materials. The resulting CO2 emission reduction is equivalent to taking 33 million passenger vehicles off the road.

The recyclable materials in the U.S. waste stream would generate over \$7 billion if they were recycled. That's equivalent to Donald Trump's net worth.

The recycling industry employed over 1.1 million workers and generated over \$236 billion in annual revenue in 2007. Increasing recycling rates and new collection programs show that the industry is growing.

ELECTRONICS RECYCLING Thecasesolutions.com

In 2009, 25% of all electronics at the end of their useful "lives" were collected for recycling.

Approximately 38% (by weight) of all computers ready for "end-of-life management" in 2009 were collected for recycling.

Only 17% (by weight) of all televisions at their "end-of-life" were recovered for recycling in 2009.

Only 8% (by weight) of all mobile phones no longer in use in 2009 were collected for recycling.

The average consumer replaces their mobile phone every 20.5 months.

STEEL RECYCLING Thecasesolutions.com

With a 96.2% recycling rate, steel containers are one of the most recycled materials in the United States. Every minute, approximately 20,000 steel cans are recycled in the United States.

In 2009, 76 million tons of steel were generated in the U.S., and 3 million tons were recovered.

Each year, more steel is recycled than aluminum, paper, glass and plastic combined.

In the past 50 years, more than 50 percent of the steel produced in this country has been recycled through the steelmaking process.

ALUMINUM RECYCLING Thecasesolutions.com

In 2009, 3.4 million tons of aluminum were generated in the U.S. and .69 million tons were recovered.

In the United States, over 100,000 aluminum cans are recycled each minute. That amounts to 53 billion cans recycled in 2010, however, over 11.1 billion in aluminum cans were wasted in 2010.

The aluminum cans recycled in 2010, stacked one on top of the other, would be 1,451 times taller than the Empire State Building.

If you laid all the aluminum cans recycled in 2010 end to end, they could circle the earth 169 times!

The U.S. recycling rate for aluminum beverage cans reached 58.1% in 2010—a rate that is more than double that of any other beverage container.

RECYCLED CONTENT

Aluminum cans have 68% recycled content.

Used aluminum cans are recycled and back on the shelf as new cans in as few as 60 days.

GLASS RECYCLING Thecasesolutions.com

In 2009, 12 million tons of glass was generated in the United States, and 3 million tons were recovered.

In 2009, Americans threw away almost 9 million tons of glass. That amount could fill enough tractor trailers to stretch from New York to Los Angeles and back!

PAPER RECYCLING Thecasesolutions.com

In 2010, Americans recovered 65.5% of U.S. paper—an 8% increase in recovery since 2008. However, we threw away 22.5 million tons of paper!

In 2010, Americans threw away enough paper to cover 26,700 football fields or 17,000 soccer fields in paper three feet deep.

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100% RECYCLED PAPER
100% RECYCLED PLASTIC
100% RECYCLED GLASS
100% RECYCLED STEEL
100% RECYCLED ALUMINUM
100% RECYCLED COPPER
100% RECYCLED BRASS
100% RECYCLED ZINC
100% RECYCLED LEAD
100% RECYCLED TIN
100% RECYCLED NICKEL
100% RECYCLED CHROME
100% RECYCLED SILVER
100% RECYCLED GOLD

RECYCLING IN GENERAL

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Overall, Americans recovered 34% of waste generated in 2009. That means we threw away 161 million tons of material, which amounts to about three pounds of garbage per person per day.

There were about 9,000 curbside recycling programs in the United States in 2009.

In 2009, Americans recycled 82 million tons of materials. The resulting CO2 emission reduction is equivalent to taking 33 million passenger vehicles off the road.

The recyclable materials in the U.S. waste stream would generate over \$7 billion if they were recycled. That's equivalent to Donald Trump's net worth.

The recycling industry employed over 1.1 million workers and generated over \$236 billion in annual revenue in 2001. Increasing recycling rates and new collection programs show that the industry is growing.

ALUMINUM RECYCLING Thecasesolutions.com

In 2009, 3.4 million tons of aluminum were generated in the U.S. and .69 million tons were recovered.

In the United States, over 100,000 aluminum cans are recycled each minute. That amounts to 53 billion cans recycled in 2010. However, over \$1.1 billion in aluminum cans were wasted in 2010.

The aluminum cans recycled in 2010, stacked one on top of the other, would be 1,454 times taller than the Empire State Building.

If you laid all the aluminum cans recycled in 2010 end to end, they could circle the earth 169 times!

The U.S. recycling rate for aluminum beverage cans reached 58.1% in 2010- a rate that is more than double that of any other beverage container.

RECYCLED CONTENT

Aluminum cans have 68% recycled content.

Used aluminum cans are recycled and back on the shelf as new cans in as few as 60 days.

GLASS

In 2009, 1.1 billion pounds of glass were recycled in the United States.

In 2009, 1.1 billion pounds of glass were recycled. That's enough to stretch from New York to Los Angeles.

ELECTRONICS RECYCLING

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STEEL RECYCLING

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GLASS RECYCLING **Thecasesolutions.com**

In 2009, 12 million tons of glass was generated in the United States, and 3 million tons were recovered.

In 2009, Americans threw away almost 9 million tons of glass. That amount could fill enough tractor trailers to stretch from New York to Los Angeles and back!

PAPER RECYCLING Thecasesolutions.com

In 2010, Americans recovered 63.5% of U.S. paper— an 89% increase in recovery since 1990. However, we threw away \$2.8 billion worth of paper!

In 2010, Americans trashed enough paper to cover 26,700 football fields or 17,800 soccer fields in paper three feet deep.

PLASTICS RECYCLING

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In 2009, almost 30 million tons of plastics were generated in the United States, and only around 2 million tons were recovered.

In 2009, 2.12 million tons of plastics (of all kinds) were recycled in the United States. However, that was only 7.1% of all plastics generated in 2009.

In 2009, the plastic bottle recycling rate reached a record high of 2.5 billion pounds, or 28% of all plastic bottles consumed in the United States.

ECONOMICS

In 2009, \$485 million worth of plastic was wasted in the United States. That's enough for 1,000 households to live on the U.S. median income for nearly a decade.

ACCESSIBILITY

94% of Americans have access to plastic bottle recycling and 40% of the population can also recycle other types of plastic containers, like dairy tubs and lids.

Within the 100 largest cities via a 2,500-community person survey, the percentage of the population with access to recycle plastic containers in addition to bottles has nearly doubled since 2008.

RECYCLED CONTENT

If all 8 billion pounds of plastic bottles produced in the U.S. in 2009 had been recycled, the material could have produced 22 million extra large t-shirts.

The amount of plastic bottles recycled in 2009, provided enough raw material for about 7 million shirts to be made.

44 percent increase in 2009 of RPET (Recycled PET) used in food and beverage bottles.

ECONOMICS

Only 9 percent of plastic bags, sacks, and wraps were recycled in 2009. That means 3,470 tons – or \$694,000 worth—were discarded!

Over half of all recovered film was exported in 2009, compared to about 1/4 in 2005.