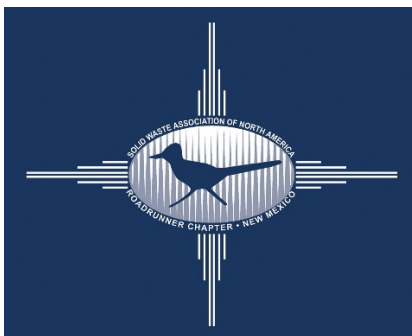




SWANA— A Bright Future

SWANA New Mexico – Roadrunner Chapter 2015 Annual Meeting



David Biderman
SWANA CEO
240-494-2254
dbiderman@swana.org



What is SWANA?

SWANA is the professional association that represents the solid waste and recycling industry in the United States and Canada.

- 8300 members – 60% public sector
 - New member growth up 30%
- 45 chapters (states/provinces)

Key programs:

1. Education/Certification
2. Safety
3. Networking
4. Advocacy



SWANA – Strong Programs

SWANA has grown and evolved with the waste sector over the past two decades:

- Developed the leading industry certification programs (e.g., MOLO)
- Developed extensive education/training programs
 - WASTECON/@HQ/@Work/chapters/webinars
 - SWANApalooza (April 4-7 in Charleston)
- Partner frequently with others to broaden reach:
 - Energy Recovery Council – NAWTEC
 - Calif Resource Recovery Association – Zero Waste
 - State level events – MN, KS, NY

Strong federal advocacy program - U.S. EPA



SWANA - WASTECON

SWANA holds one of the premier trade shows for the waste industry

- Attendance in Orlando was up 20%
- New events/sessions
- August 2016 – Indianapolis!



Looking to the Future

Young Professionals (YPs)

Fast growing group; add energy and new ideas as some leaders retire.





A Global Player

ISWA – SWANA is the U.S. representative to

the International Solid Waste Association

- Sept 2015 Climate Change resolution

ISWA 2017 conference is in Baltimore @WASTECON





SWANA – 2015 Strategic Plan

SWANA's Board approved a new Strategic Plan in March 2015

The Plan recognizes the changes in the industry, the association, and the needs of its members.

- SWANA's purpose is “to advance the responsible management of solid waste as a resource.”
- SWANA's core values are:
 1. Education – training/certification/research
 2. Advocacy – policymakers/media
 3. Collaboration – networking and partnerships
 4. Respect – encourage diverse ideas/opinions



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Strategic Plan Implementation

SWANA is implementing the new Strategic Plan:

- Evaluated our national events
 - WASTECON ▫ SWANApalooza
 - NAWTEC ▫ Senior Exec Seminar
- Streamlining Board meetings/processes
- Exploring new non-dues revenue
 - Affinity programs
 - Grants – federal/state
- Governance – officers/terms



SWANA – New Directions

Over the past 7 months, SWANA has become a more visible and effective advocate for its members and the waste industry

- Met with EPA re recycling and landfill research issues
- Met with OSHA re temporary worker safety
- Met with Department of Commerce re promoting SWANA members in Latin America: Brazil and Cuba

SWANA speaks to and is frequently quoted in leading national publications and the trade press



SWANA - Safety

A critical component of the “new” SWANA is an emphasis on improving safety in the industry.

The federal government recently reported collection workers have **5th highest fatality rate** in the country.

- Likely undercounts (temps, public sector)
- Rate and numbers has increased since 2009
- On average 1 U.S. waste worker dies weekly on the job

Disproportionate number of worker fatalities occur at small employers in the private sector (i.e., small haulers)¹⁰

- 60-80 fatal third-party accidents each year.

Solid Waste - Safety

Injury and accident rates in the waste industry are high as well.

Solid waste injury rate – collection 7.1 ; MRF 8.4; landfill 4.9

- Rates generally increasing since 2008-2009
- National injury rate was 3.2 (5.0 for state/local govt)
- 10,000 plus reported injuries and illnesses in 2014!
- Public sector workers have higher rate than private



Truck fires, landfill fires, etc.





Solid Waste - Safety

SWANA's expanding Safety Program includes:

- Safety Monday – weekly safety alert
- Safety Matters – new monthly newsletter feature
- WASTECON Safety Summit – 6 sessions
- Safety Webinars – Oct 29
- Fatality Info to Chapters
- Slow Down to Get Around
- Safety Ambassadors in Chapters



2016: Collecting/analyzing municipal accident/injury data

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Classroom Safety & Compliance Seminars

SWANA has become an important and trusted voice concerning some of the challenges associated with recycling in the United States

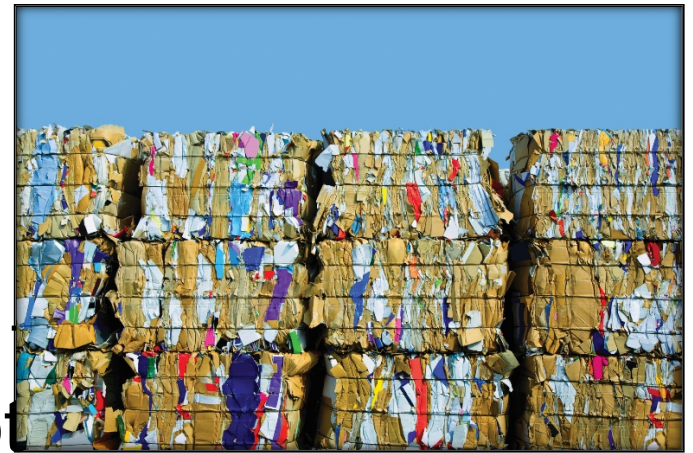
- National media
- Trade publications
- We are facilitating dialogue between public and private sectors:
 - Joint Advisory with NWRA
 - NoVa Recycling Summit

Recycling

- In 1996, the New York Times published an article calling recycling wasteful, costly and ineffective.
- On October 4, 2015, the same author wrote an opinion piece saying little has changed and recycling depends on “subsidies, sermons and policing” to survive.
- **WE STRONGLY DISAGREE**

Recycling

- Solid waste management - including recycling, is an essential public service.
 - Protect public health and environment
 - Local governments decide how to provide this service, and it is not dependent on private sector profits
 - Recycling provides jobs, reduces GHG emissions, and preserves landfill space



We agree that recycling faces some challenges, but its not a “crisis”

- Slowing Chinese economy
- Strong U.S. dollar
- Single stream resulted in more contamination
- Changes in the composition of waste stream
 - Less paper/more plastic/flex packaging
- Light weighting

Recycling

Although the recycling rate is 34%, more recycling is occurring than ever before!

- 35 cans = 1 lb (it used to be 22)
- Customers are demanding recycling
- Private and public sectors needs to adjust
 - Operations/contracts
- Growing interest in Zero Waste

Need to educate population about proper recycling: plastic bags and other materials.



Waste is a Resource

SWANA will continue to emphasize that waste is a resource, and encourage diversion, recycling, and energy generation from waste

- We are heading towards a circular economy
- The food waste diversion frontier has arrived
 - EPA/USDA – 50% reduction by 2030
 - NYC – 90% reduction in LF by 2030

SWANA will continue providing leadership and educating the media, policymakers and others on these critical issues.



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Applied Research Foundation

SWANA's ARF continues to be a critical resource for the industry and our members:

- collectively-defined and funded
- issuing important reports (e.g., Dec 2014 comparision of single-stream and mixed waste)
- networking with EPA and others
 - 2015-16 collaborations
 - research and feedback re LFs

Conclusion

SWANA has provided valuable services to solid waste professionals in both the public and private sectors for more than 50 years, and will continue to do so, guided by our new Strategic Plan.

- The waste industry is rapidly evolving and SWANA is changing with it – including partnering with organizations that share our goals.
- We will be more visible advocates for the sector



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Questions?

THANK YOU!

David Biderman
240-494-2254
dbiderman@swana.org