

Coming Full Circle

Looking to the Past and Future of Recycled
Content at King County, WA

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King County



Washington State Context

- Local government recommendations (RCW 43.19)
 - Recycled content minimum purchasing goals
 - Optional price preference
 - Compost
- State and local requirements (RCW 70A.205.700)
 - State – Minimum 25% recycled concrete aggregate required
 - Local – Request and accept bids that include the use of recycled aggregates; all things being equal award to those with recycled content
- State requirements
 - Prepare strategies to increase purchases of recycled content products (RCW 43.19A.050)
 - 100% recycled content copy paper (RCW 43.19A.022)
 - Bid preference for recycled content – 5-10% (RCW 39.26.255)



Washington State Recycled Content Law Veto

- Introduced in 2020 [House Bill 2722](#) requires beverage manufacturers to use an average at least 10% post-consumer content in bottles starting in 2022, 25% starting in 2025 and 50% starting in 2030.
- Vetoed by the governor due to COVID-19 emergency



Local Government Context

- Our ability to influence
- King County 10.18.010 Minimum levels of residential recyclables collection
 - *Collection containers shall contain a minimum of at least ten percent postconsumer material*
 - Cities have increased the minimum content

think sustainable

-  **Economical**
-  **Environmental**
-  **Small Business**

▶ kingcounty.gov/procurement/green

Our Paper Journey

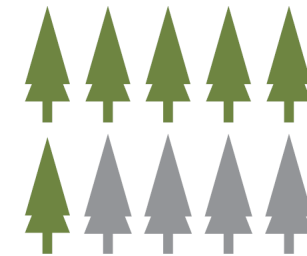
2011 policy update:

- 100% recycled content
- 30% copy paper waste
 - Double sided printing
 - Paper reduction

Implementation challenges

- Contract
- Compliance

Success



more than **HALF** our paper
is **100% recycled**

copy paper
2010 - 2015





A lot of lessons learned since the beginnings of recycled content policies



Don't want to lose focus of the need for regional markets for materials again

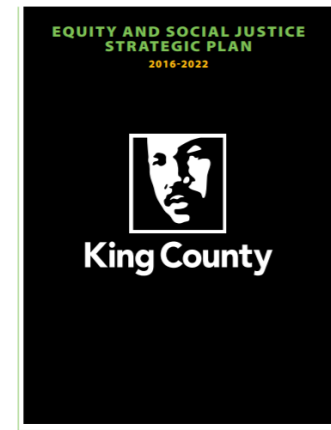
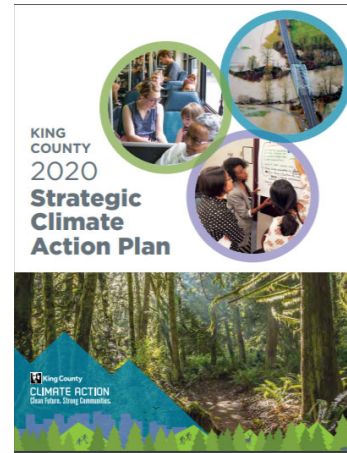


Many new environmental focuses beyond recycled content

Modernizing Recycled Content

Bringing these Priorities Together

- Responsible Recycling Force
- Zero Waste of Resources Goal
- Strategic Climate Action Plan
- Equity and Social Justice Plan



Integrating work on climate, equity and materials needs new tools and analysis



Creating a new consumption-based emissions inventory for King County and City of Seattle.



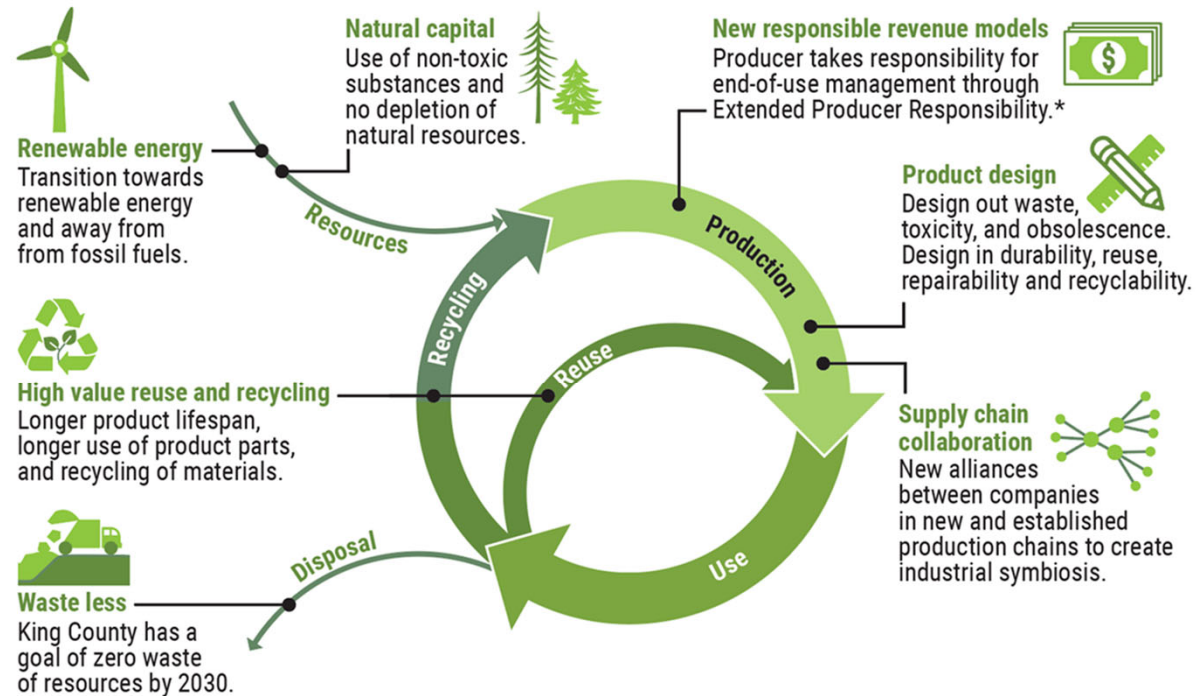
Use inventory and life cycle analysis to inform material diversion policies.



Creating a toolkit for businesses, residents and individuals to choose more low-carbon, inclusive purchasing decisions.

Working across the supply chain to promote recycled content

CIRCULAR ECONOMY



*Extended Producer Responsibility is a policy framework that shifts the responsibility for end-of-use management of products and packaging upstream from the public sector to producers, and encourages environmental considerations to be incorporated into product and packaging design.

Putting the
circular
economy
into practice
by working in
partnership.



Working with GreenBlue to develop the Recycled Material Standard.

How could we become plastic neutral?



Working with US Plastics Pact to support the next generation of commitments.

How could we drive recycled content demand?



Working with King County's regional partners to achieve Zero Waste of Resources 2030.

How do we support others to innovate?



Our top take-aways

- The legislative framework has been an essential back-stop to work.
- Working in partnership is central to success – building consensus.
- We rely on moments in time to deliver transformative change – **that moment for plastic is now.**