

Should Weight-
Based
Performance
Metrics Be
Trashed?

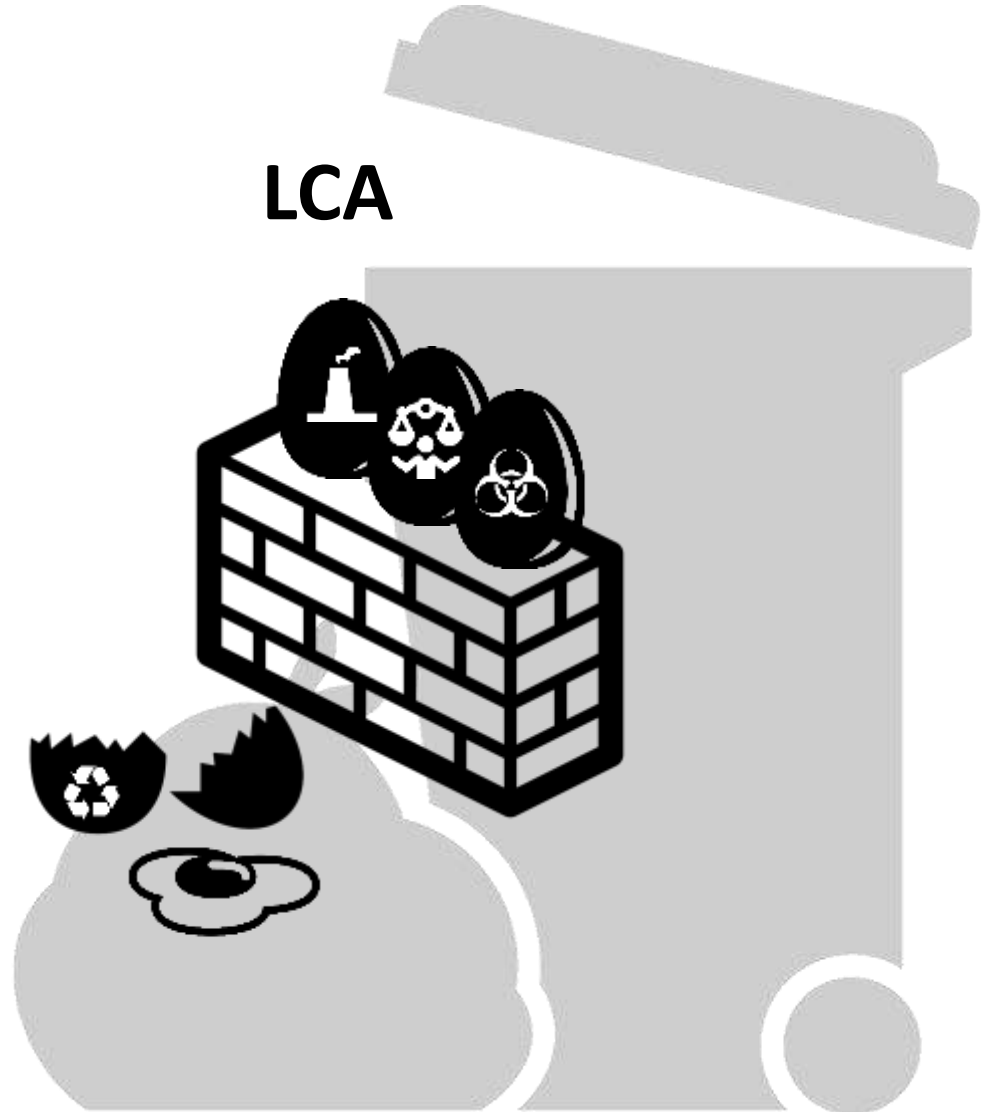


The Next 20 Minutes

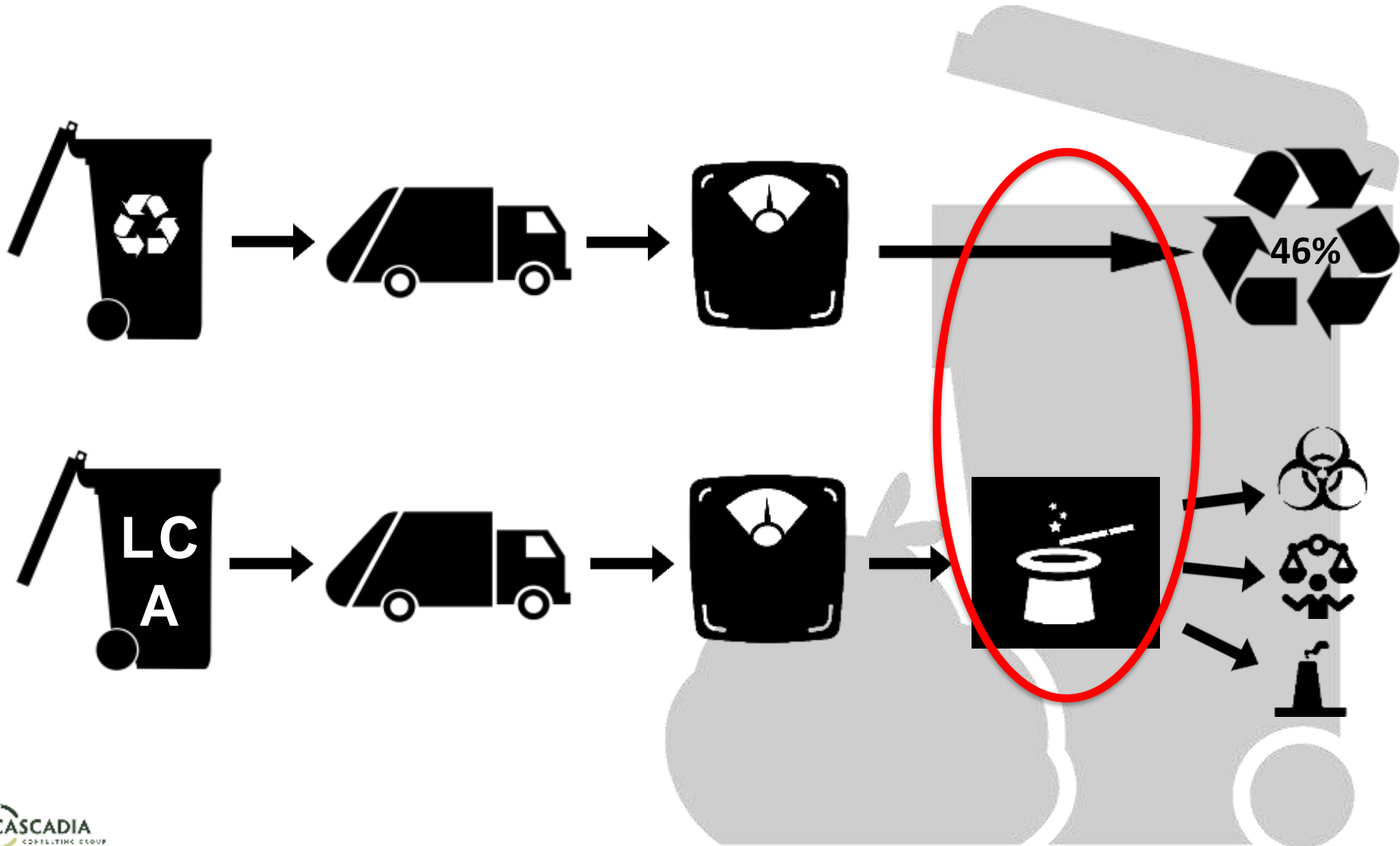
Recycling Rate



LCA



Why Are We Here?

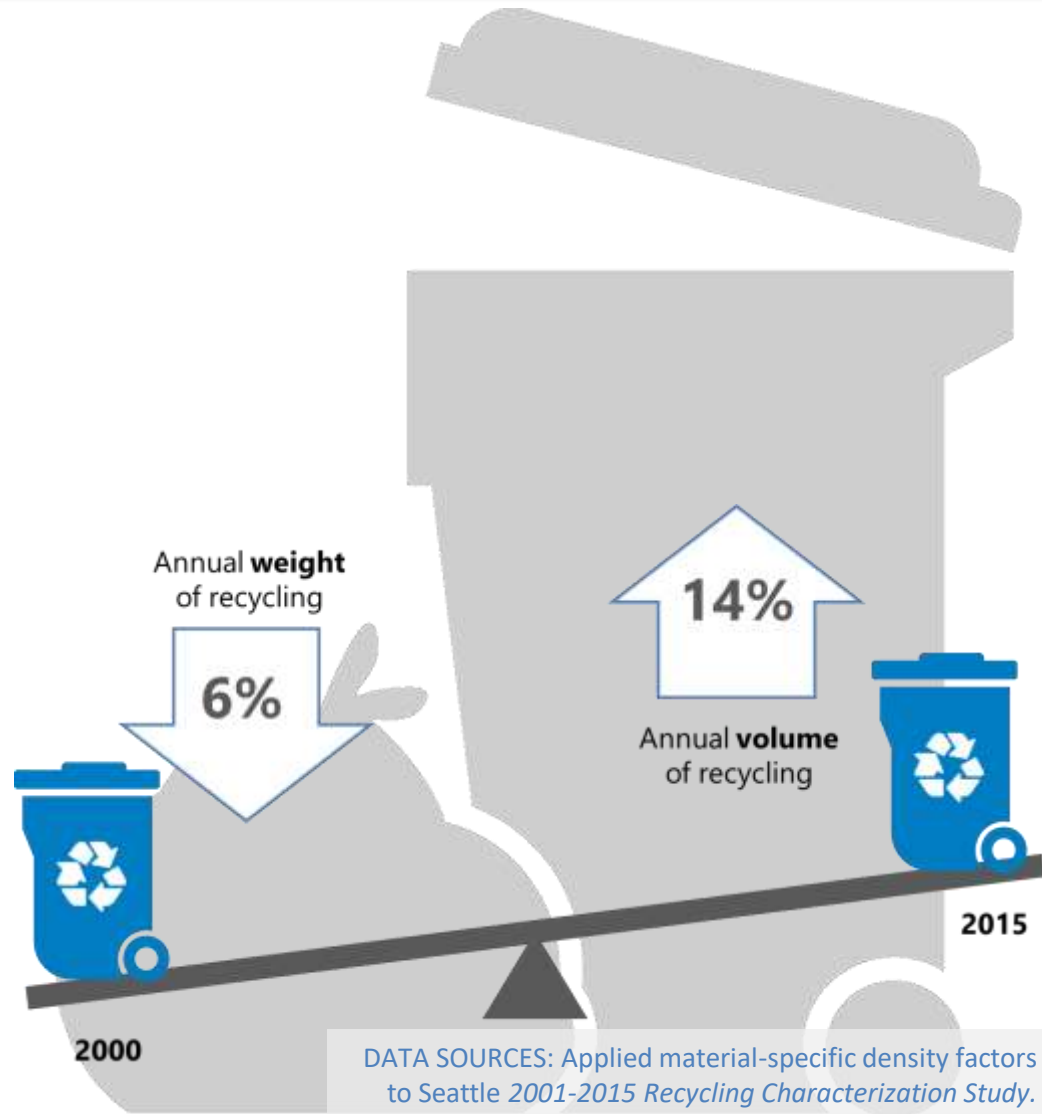


The Current Standard

Recycling Rate

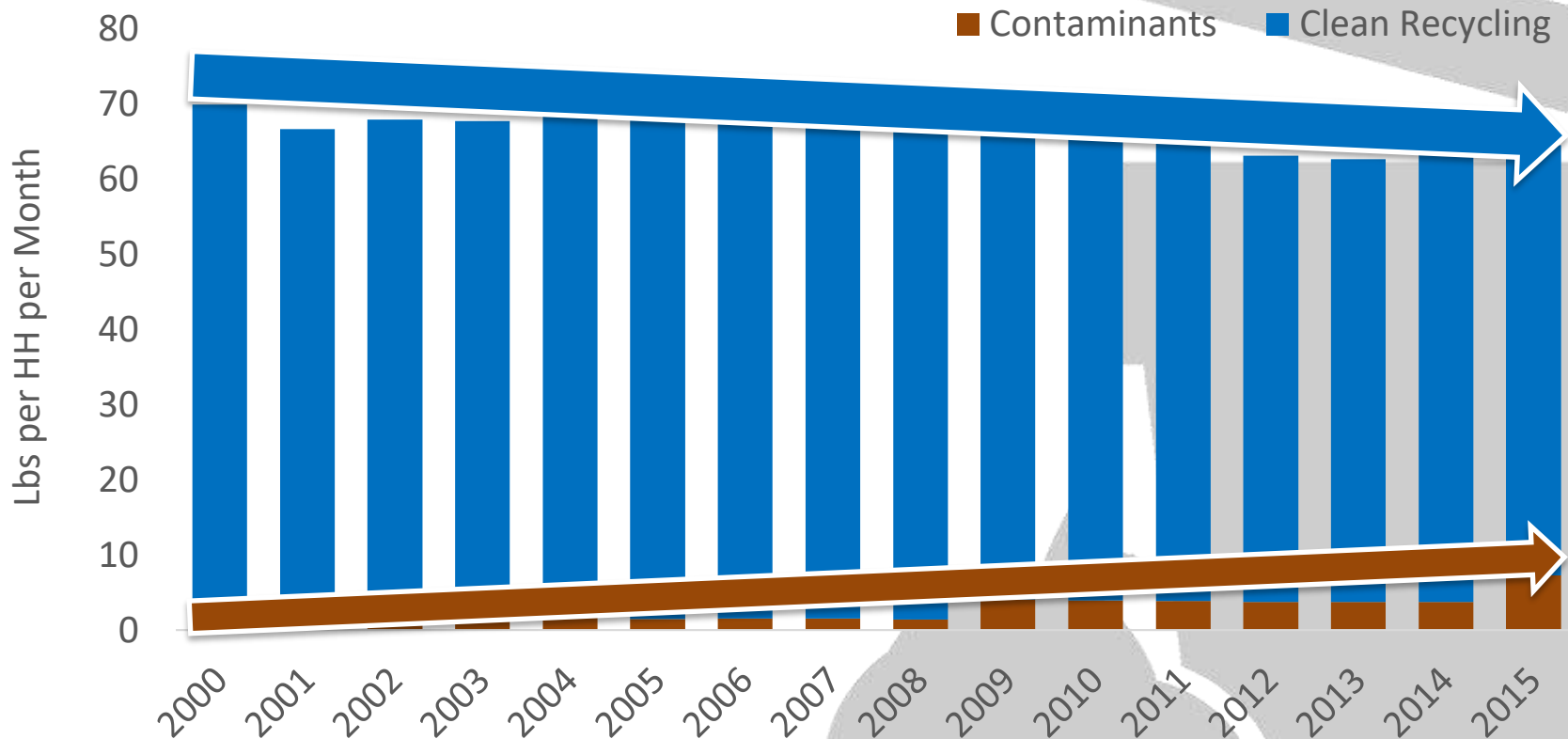


The Current Standard



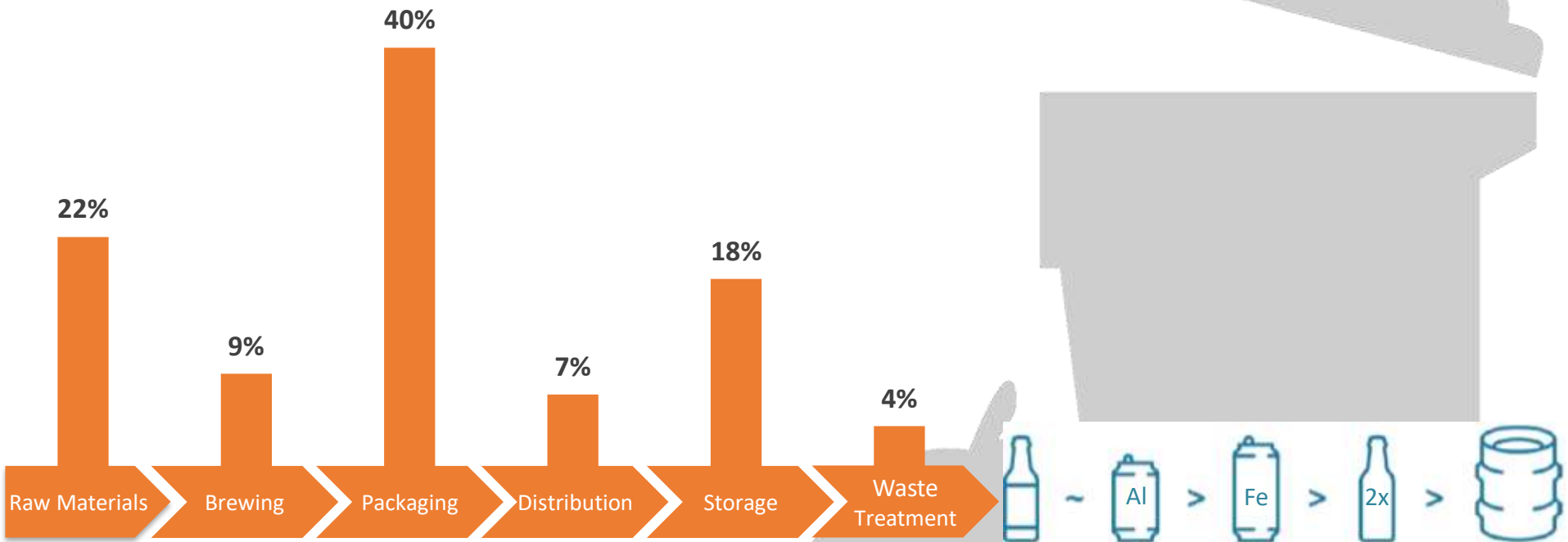
DATA SOURCES: Applied material-specific density factors to Seattle 2001-2015 Recycling Characterization Study.

The Current Standard



DATA SOURCES: 2000-2015 Seattle Recycling Characterization Studies

An Alternative




An Alternative

2000

Sally hosts a party and serves a TON of beer in bottles




- 170 grams / bottle
- 1 Ton recycled
- Diversion rate 
- GHG benefit: 0.3 MTCO₂e for recycling

2005

Sally switches to serving her guests beer in cans




- 15 grams / can
- 176.5 lbs recycled
- Diversion rate 
- GHG benefit: 0.8 MTCO₂e for recycling

2015

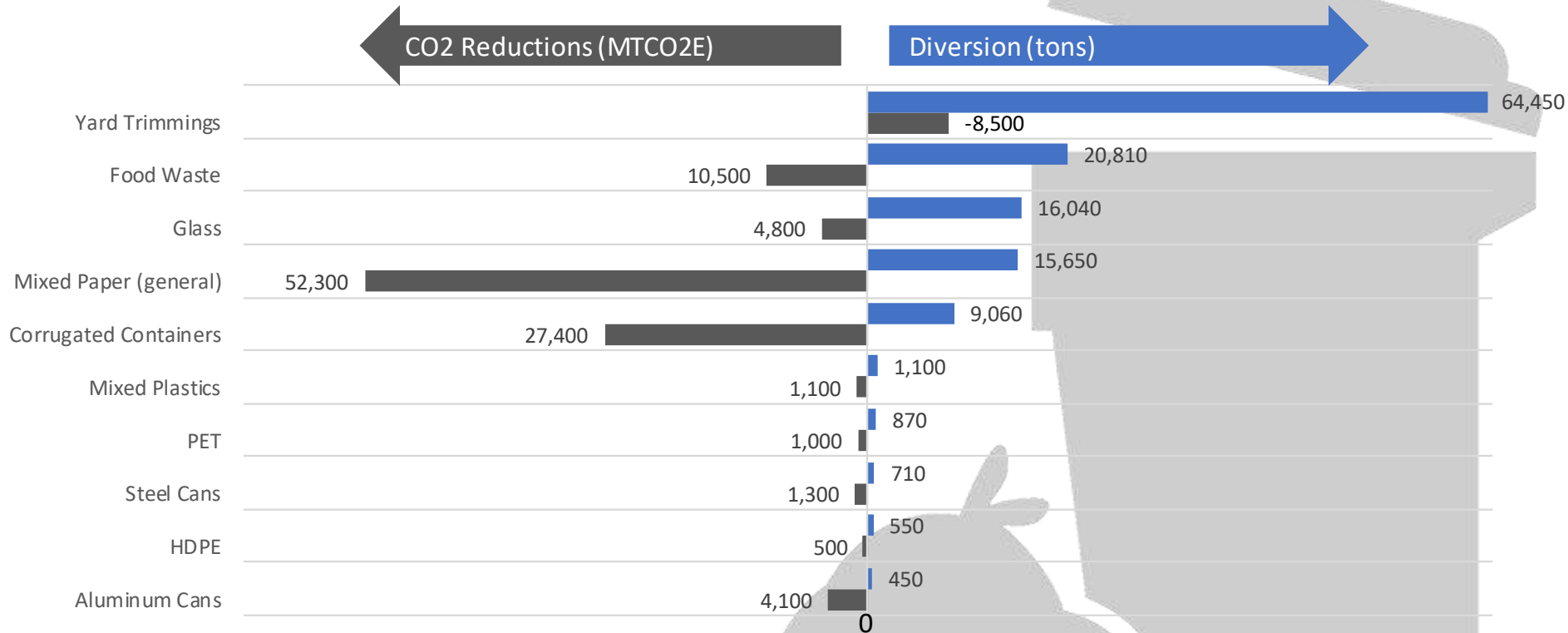
Sally hosts her party at the brewery and treats guests to beer in pints



- No packaging
- 0 grams recycled
- Diversion rate 
- GHG benefit: 0.5 MTCO₂e for reducing

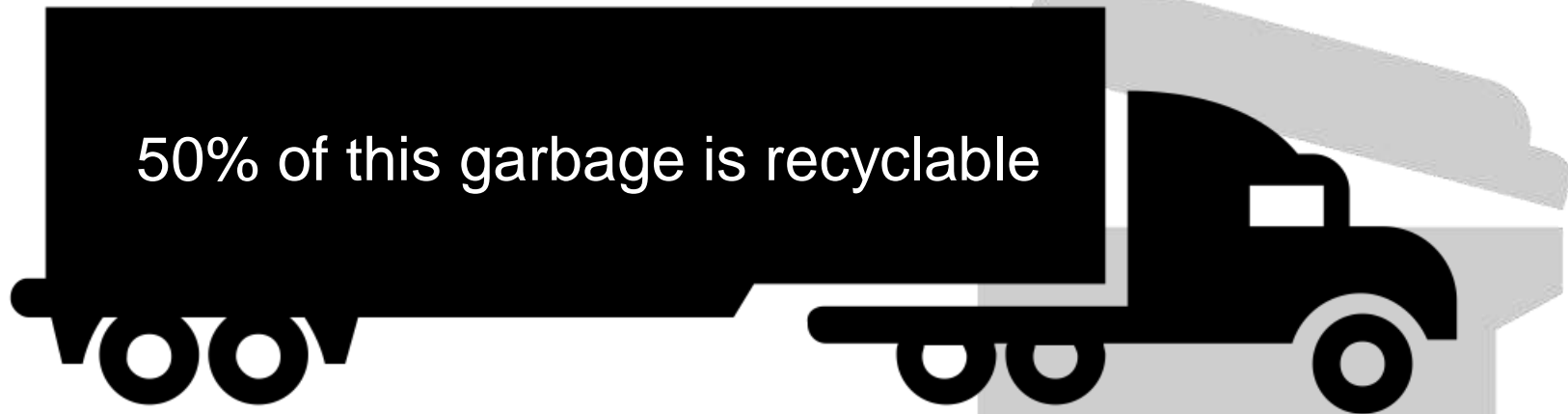
An Alternative

Not All Tons are Created Equal When it Comes to Reducing Greenhouse Gases



DATA SOURCE: 2015 Seattle Recycling Characterization Studies & U.S. EPA WARM, v.14

My Takeaway?



LCA



My Takeaway?



Majority of jurisdictions have not come close to approaching peak recycling.



Proven Success of Diversion Programs

My Takeaway?

- **Set a goal, be transparent, track progress.**
- **Use LCA to help focus on materials of interest but track your progress using other metrics**
- **Don't lose track of the ultimate goal: Leave the world a better place than we found it.**



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