

# INDUSTRY ADVOCATES PROGRAM

## MEETING WITH LAWMAKERS & *COMMUNICATING KEY RECYCLING INDUSTRY ISSUES*

November 4, 2017



# TRAINING OBJECTIVES

## OBJECTIVE 1

- ✓ TO *BUILD YOUR UNDERSTANDING* OF THE KNOWLEDGE, SKILL, INFRASTRUCTURE, AND CONFIDENCE NEEDED TO EFFECTIVELY ENGAGE IN LEGISLATIVE ADVOCACY.

## OBJECTIVE 2

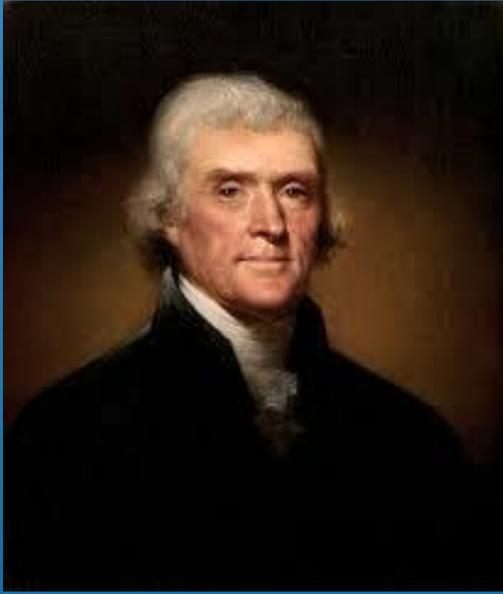
- ✓ TO *LEARN THE IMPORTANCE OF TELLING THE STORIES* OF THE RECYCLING INDUSTRY AS PART OF YOUR LEGISLATIVE ADVOCACY TO ACHIEVE THE INDUSTRY'S MISSION.

## OBJECTIVE 3

- ✓ TO *STIMULATE DISCUSSION*, ESPECIALLY AMONG THE BOARD, CHAPTERS, AND VOLUNTEERS OF ISRI THAT WILL WORK TO ACCELERATE ISRI'S ENGAGEMENT IN LEGISLATIVE ADVOCACY.



# WHY DOES ADVOCACY MATTER?



*“We in America do not have government by the majority. We have government by the majority who participate.”*

*- Thomas Jefferson*



# WHY DOES ADVOCACY MATTER?

*If You are Not at the Table – You are ON the MENU*

- There is Strength in Numbers
- Advocacy Brings Attention to an Issue
- Creative Advocacy brings Solutions to the Discussion
- If YOU don't tell Your Story – Somebody Else Will



# TEN REASONS

For many of us, lobbying is something other people do—people who wear fancy clothes and buy politicians lunch at expensive restaurants. But lobbying is something that anyone can do. And it is something all of us should do if we believe in a good cause and in a democratic form of government. Here are ten reasons why:

## **1 YOU CAN MAKE A DIFFERENCE.**

It takes only one person to initiate change. If you do not care enough about your business and the company, who else will? The recycling industry has traditionally operated behind the scenes with little recognition of the good that the industry continues to do over the years. Lobbying ensures that those around you also appreciate the economic and environmental benefits that recycling brings to the community.

## **2 PEOPLE WORKING TOGETHER CAN MAKE A DIFFERENCE.**

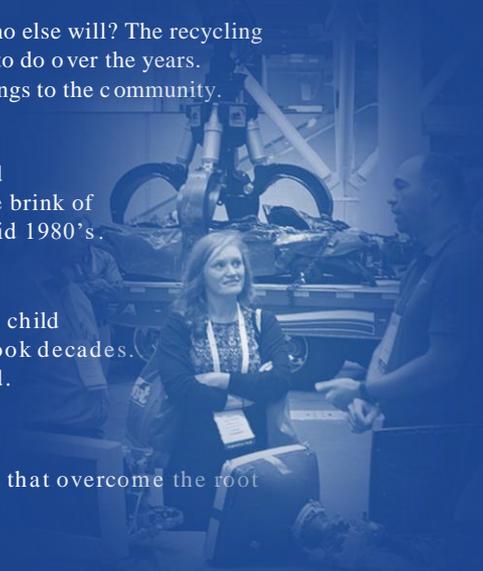
Through the efforts of ISRI and its collective membership acting together, Congress did what some considered unthinkable – it enacted the Superfund Recycling Equity Act (SREA) which saved the entire industry from the brink of bankruptcy due to erroneous judicial interpretations of the federal Superfund (CERCLA) law enacted in the mid 1980's.

## **3 PEOPLE CAN CHANGE LAWS.**

Our history is full of stories of people and groups that fought great odds to make great changes: limits on child labor, public schools, clean air and water, social security. These changes weren't easy to achieve. Some took decades. They all took the active involvement—the lobbying—of people who felt something needed to be changed.

## **4 LOBBYING HELPS FIND REAL SOLUTIONS.**

People thinking creatively and asking their elected officials for support can generate innovative solutions that overcome the root cause of a problem.



# f TO LOBBY FOR YOUR CAUSE

## 5 POLICYMAKERS NEED YOUR EXPERTISE.

Few people are closer to the real concerns and needs of the recycling industry than recyclers themselves. You see problems first-hand. You know the needs. You see what works and what doesn't. You can put a "human face" on problems to make them real to policymakers.

## 6 THE VIEWS OF LOCAL RECYCLERS ARE IMPORTANT.

Increasingly, local and state governments decide matters that directly impact recycling, giving local recyclers even more opportunity to have an immediate, concrete impact on final decisions.

## 7 LOBBYING IS EASY.

Many of us think lobbying is some mysterious rite that takes years to master. It isn't. You can learn how to lobby—whom to call, when, what to say—in minutes. Today, we hope to cover the straightforward basic rules you need to follow, as well as strategies to make you effective.

## 8 LOBBYING HELPS YOUR BUSINESS.

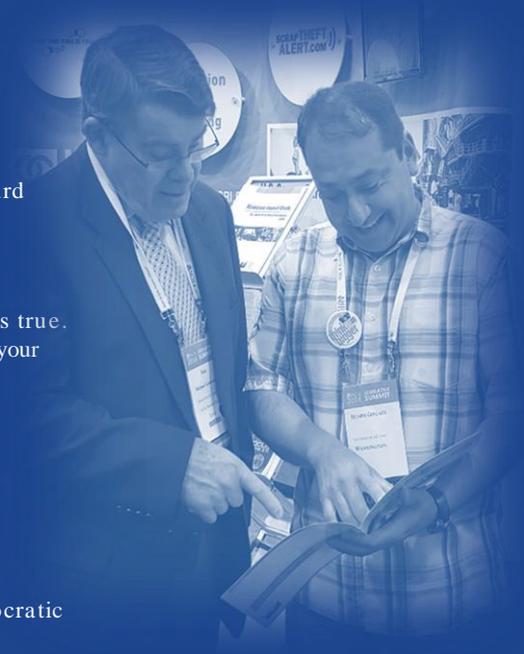
Some people become concerned that lobbying detracts from their business, but quite the opposite is true. Everything that goes into lobbying—the research, the planning, the phone calls and visits—will help your company's bottom line. Policymakers can enact laws that could make or break a company.

## 9 LOBBYING ADVANCES YOUR CAUSE AND BUILDS PUBLIC TRUST.

By increasing your visibility and strengthening relationships with government officials, lobbying can help you build public trust and support—essential to the company's future profitability.

## 10 LOBBYING IS A DEMOCRATIC TRADITION.

The act of telling our policymakers how to write and change our laws is at the very heart of our democratic system. Lobbying has helped to keep America's democracy robust for more than two centuries.



# STEP 1: KNOW YOUR LEGISLATURE & THE PROCESS

## U.S House of Representatives

- 435 Members; 2-year terms

## U.S. Senate

- 50 Senators; 6-year terms

## Congressional Calendar

- Two-year sessions
- Convenes January 3<sup>rd</sup>
- Adjournment Varies
- Several Recess Periods for In-State Visits & Campaigning



## State Legislatures

- 49 Bicameral Bodies with Senate & House; NE is unicameral
- Session length Varies by State

Specific Info Available at  
[ISRI.org/StatePolicy](http://ISRI.org/StatePolicy)



# DEFINITIONS AND DISCUSSION GUIDE

- 
- **Public Policy**      **Decision-making that affects the public realm—laws, regulations, executive orders, judicial rulings, rules issued by elected and other government officials.**
- 
- **Advocacy**      **Identifying, embracing, and promoting a cause. Advocacy can influence public opinion as well as public policy. In this guide, we focus on advocacy that, directly or indirectly, affects legislation.**
- 
- **Legislative Advocacy**      **Lobbying as well as other advocacy activities, such as media advocacy and grassroots organizing, that can influence the legislative process.**
- 
- **Lobbying**      **A specific, legally defined activity that involves stating your position on specific legislation to legislators and/or asking them to support your position. Lobbying is classified as direct or grassroots.**
- 
- **Grassroots Lobbying**      **Communicating your position on particular legislation to the general public, and then asking the general public to contact their elected representatives to request their support of this position.**
- 
- **Legislation**      **Action by Congress, state legislatures, local governing bodies, or by the public in a referendum, initiative, Constitutional amendment, or similar procedure. Does not include action by the executive branch, independent administrative agencies, or judicial branch.**
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# KNOW THE LEGISLATIVE PROCESS & PLAYERS

## How a Bill Becomes a Law

- 1** A bill is introduced in at least one chamber of the legislature.
- 2** It is then assigned to the committee(s) that oversees the issue addressed by the bill.
- 3** Sometimes, a committee refers a bill to a subcommittee for deeper consideration.
- 4** The committee decides whether to approve, amend, defeat, or table a bill.
- 5** If the bill goes forward (in either its original or amended form), the full chamber considers it.
- 6** If both chambers approve the bill, a conference committee works out any differences.
- 7** If both chambers approve the final bill, it goes to the executive (i.e., Governor or President) for signature or veto.

### Once a bill becomes a law,

the executive branch implements it. There is also sometimes additional opportunities to influence how legislation is implemented through administrative advocacy.

In addition to learning the rules and processes for the legislative body that your nonprofit intends to lobby, be aware of the key players in the process:

- **Committee chairs and members**
- **Political caucus leaders**
- **Legislative staff**
- **Government agency staff**

**NOTE: State legislatures *generally* follow the federal model for considering legislation**

# WHAT MOTIVATES LEGISLATORS?

## Job Aspects Legislators Consider Most Important

Very Important

Staying in touch with constituents

95%

Feeling that you are performing an important public service

84%

Feeling invested in the work you are doing

84%

Understanding how your job contributes to society as a whole

75%



# STEP 2: TALKING WITH LAWMAKERS

GET THEIR ATTENTION

CONNECT

SHARE YOUR STORY

FOCUS ON KEY ISSUE(S)

EXPLAIN ISSUES IN  
CONTEXT OF YOUR  
BUSINESS



# LAWMAKERS = POTENTIAL CUSTOMERS/CLIENTS

How do you interact with a prospective customer?



- **You have to make the approach**
  - Look for anyone not engaged in conversation and go to them
  - Example: ask to sit & eat with them
- **Introduce Yourself**
  - Just start talking. Avoid putting literature in their hands
- **Find Commonality**
  - Doesn't have to be business
  - College Football, etc.?
- **Be Casual & Confident**

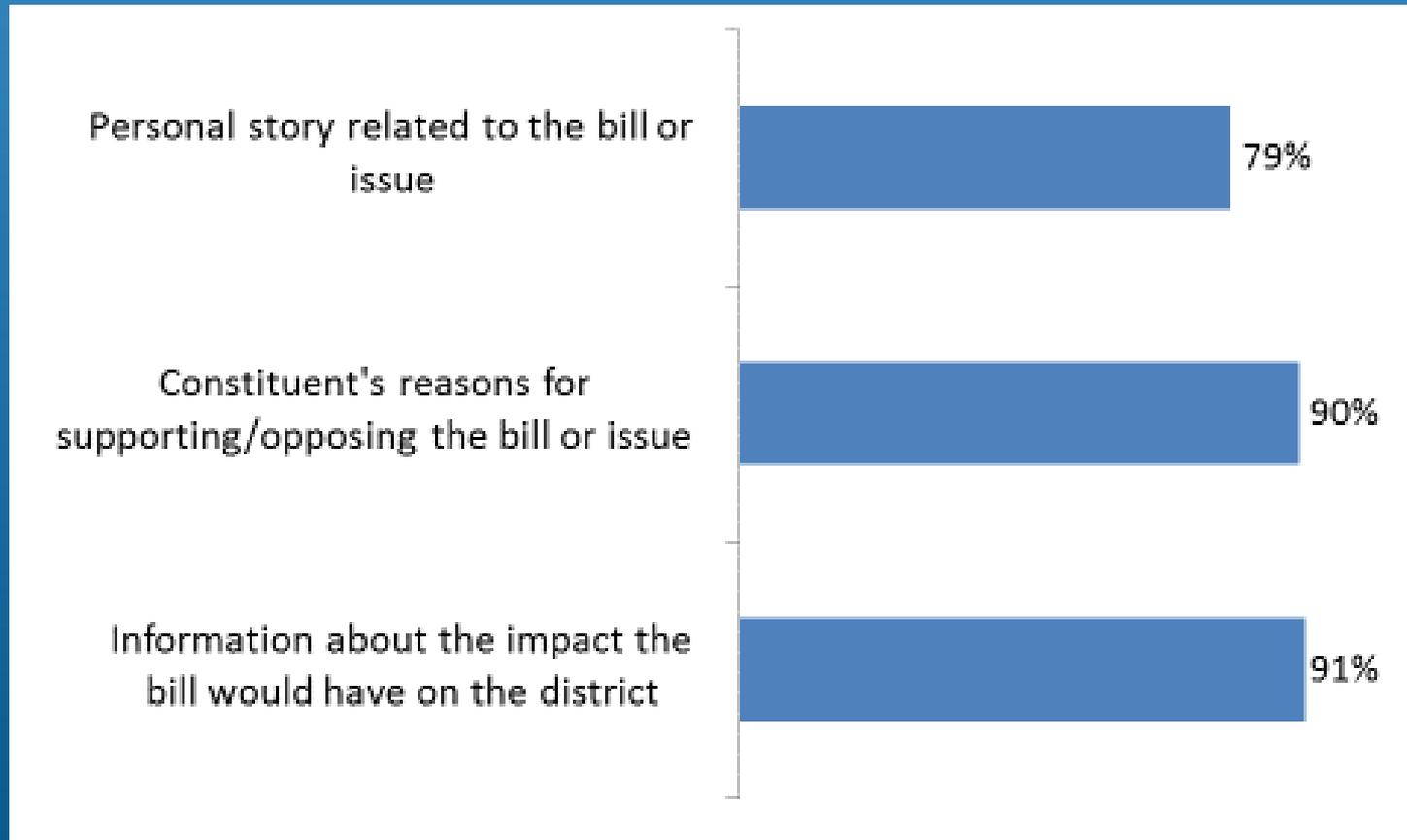
# The Value of Telling Your Story

View ISRI's Advocacy Training Video at  
<https://youtu.be/OnzCKZjDUjQ?t=45s>



# SURVEY QUESTION TO LAWMAKERS

- “How helpful is it for messages from constituents to include the following?”



# TALKING ISSUES

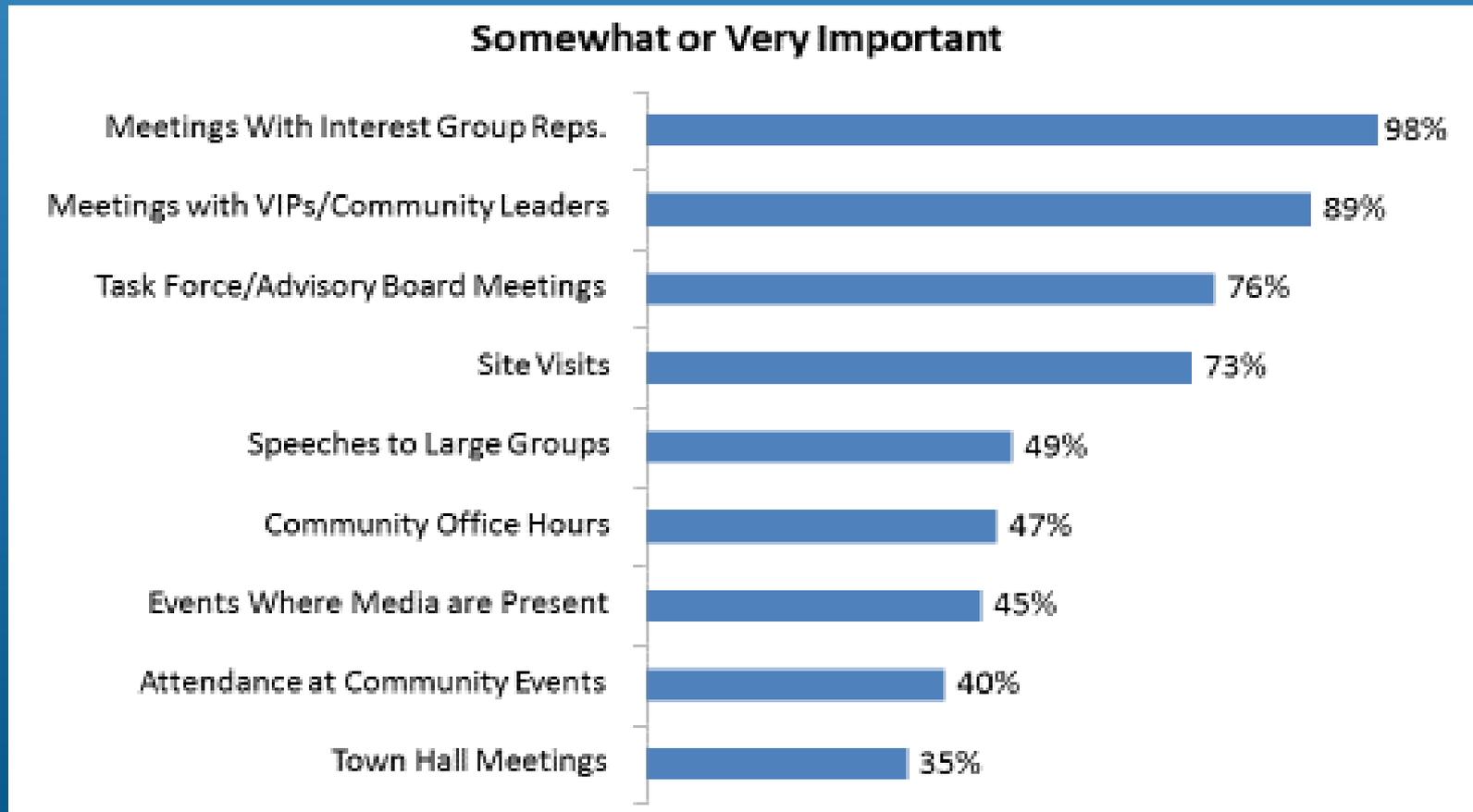
*“What I look for in communications is not just ‘I'm for’ or ‘I'm against’ something. I look for why you are for or against something.”*

- Republican House Member



# SURVEY QUESTION TO LAWMAKERS

When you are trying to understand a group's views on pending issues and legislation, how important are the following activities?



# STEP 3: KNOW THE KEY ISSUES

ECONOMIC IMPACTS

ENVIROMENTAL BENEFITS

SCRAP IS NOT WASTE

MATERIALS THEFT

## U.S. Economy

	2010	2011
Industry Size	\$77 Billion	\$100 Billion
Employment (Yearly Average)	107,500	137,640
<b>Volume of Scrap Material Annually Processed (Metric Tons)</b>		
Iron and Steel	66,000,000	74,000,000
Paper	46,800,000	47,870,000
Aluminum	4,600,000	5,170,000
Copper	1,900,000	1,910,000
Lead	1,200,000	1,230,000
Zinc	160,000	220,000
Plastic (bottles)	655,000 (2009)	706,000 (2010)
Electronics	3,500,000	+3,500,000
Tires (# of tires)	90,000,000	100,000,000

## Global Trade

	2010	2011
<b>Value of Scrap Commodities Exported Helping U.S. Trade Balances</b>	\$29.6 Billion	\$39.2 Billion
<b>Metric Tons of Scrap Exported Including:</b>	45.3 Million	51.7 Million
Iron and Steel (ex-Stainless and Alloys)	18.7 Million	22.7 Million
Paper	18.9 Million	21.1 Million
Aluminum	1.9 Million	2.1 Million
Plastic	2.0 Million	2.1 Million
Nickel, Stainless and Alloy	1.9 Million	1.6 Million
Copper	1.0 Million	1.2 Million
Lead	44,000	31,000
Zinc	78,000	86,000
Rubber	172,000	135,000
<b>Number of Countries Scrap was Exported to and Leading Destinations/Value</b>	158 Countries	161 Countries
China	\$8.5 Billion	\$11.5 Billion
Canada	\$3.0 Billion	\$3.7 Billion
Turkey	\$1.5 Billion	\$2.4 Billion
South Korea	\$1.7 Billion	\$2.1 Billion
Taiwan	\$1.4 Billion	\$1.9 Billion
United Kingdom	\$1.1 Billion	\$1.4 Billion
Germany	\$0.7 Billion	\$1.2 Billion
India	\$0.8 Billion	\$1.0 Billion
Mexico	\$1.0 Billion	\$1.0 Billion
Italy	\$0.7 Billion	\$0.9 Billion
Japan	\$0.6 Billion	\$0.6 Billion
Hong Kong	\$0.6 Billion	\$0.5 Billion

## Environment

Scrap recycling reduces greenhouse gas emissions by requiring significantly less energy to manufacture products from recyclables than virgin materials and by avoiding landfilling.

Energy saved using recycled materials is up to:

92% for aluminum	90% for copper	87% for plastic
68% for paper	56% for steel	34% for glass

Scrap recycling conserves natural resources:

- Recycling one ton of:
- > Paper saves 3.3 cubic yards of landfill.
  - > Steel conserves 2500 lbs. of iron ore, 1400 lbs. of coal and 120 lbs. of limestone.
  - > Aluminum conserves more than 5 metric tons of bauxite ore and 14 megawatt hours of electricity.

Cleaner air and water result from safely removing potentially hazardous materials and keeping them out of landfills:

- > Mercury switches removed from older automobiles
- > Lead recovered from computer monitors



1615 L Street, NW, Suite 600  
Washington, DC 20036

Visit us at [www.isri.org](http://www.isri.org), find us on  and  at Institute of Scrap Recycling Industries, Inc., and follow us on  @isri



Sources: ISRI, AF&PA, International Aluminum Institute, U.S. EPA, SRI, USITC, USGS.

Rev. 5/12

# RECYCLING – ECONOMIC MESSAGE

## Jobs Supported by the U.S. Scrap Recycling Industry



[ISRI.org/JobStudy](http://ISRI.org/JobStudy)

\*Source: "Economic Impact Study U.S.-Based Scrap Recycling Industry," John Dunham and Associates, 2017.

# RECYCLING – ENVIRONMENTAL BENEFITS MESSAGE

PROTECTS THE ENVIRONMENT

REDUCES MATERIAL GOING TO LANDFILLS

CONSERVES NATURAL RESOURCES

SAVES ENERGY

CREATES JOBS



***DID YOU KNOW?***

**ENERGY SAVED USING RECYCLED MATERIALS IS UP TO:**

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<b>95% for aluminum</b>	<b>75% for copper</b>
<b>88% for plastic</b>	<b>60% for paper</b>
<b>60% for steel</b>	<b>34% for glass</b>



# RECYCLING - SCRAP IS NOT WASTE MESSAGE

COMMODITY – NOT A WASTE

SPECIFICATION-GRADES

VALUABLE AND GLOBALLY  
TRADED

VITAL MATERIAL IN  
MANUFACTURING



## Issues Brief: Scrap is Not Waste including Flow Control Concerns

Scrap is not waste and recycling is not disposal

Recyclables (often referred to as “scrap”) are valuable materials that can be manufactured into specification-grade commodities bought by facilities that make new basic materials (steel mills, paper mills, etc). Waste, unlike scrap, is material that has no further use and is discarded by land-filling, incineration, or even littering.

Too often laws and regulations designate scrap as waste, and this can have the unintended consequence of making recycling more difficult for individuals and businesses. Recognizing that scrap is not waste is critical to promoting sustainability in our communities.

### Flow Control

**ISSUE:** Flow control is a term used to describe a wide variety of programs that address the destination of *solid waste* – and should not be applied to recyclable materials. In some instances, the term is used to describe a mechanism by which municipalities direct solid waste to specific public or private facilities, in an effort to maintain adequate levels of funding to amortize the construction costs and cover the operating costs of those facilities. In other cases, flow control describes efforts to establish franchises for the collection of household, commercial and/or industrial solid wastes. Finally, the term is often applied to state governmental efforts to restrict the interstate movement of solid wastes. (*Note: ISRI has never espoused a position, pro or con, on the issue of flow control of solid waste.*)

**ISRI POSITION:** ISRI strongly supports and encourages the voluntary diversion or removal from the solid waste stream of materials for recycling. ISRI strongly opposes attempts to expand flow control to include government control of scrap and recyclable materials that have never been destined for discard or that have been diverted or removed from the solid waste stream for the purpose of recycling.

Recyclable materials are the property of their owner. Efforts by government to take possession of, or obtain title to, those materials by imposing restrictions on the owners' ability to give, sell, donate or otherwise transfer them are prohibited by the Constitution as a taking of property without just compensation unless and until the owner relinquishes title to the government. The owner may do this by, for example, abandoning or discarding them into the solid waste system or by placing them in government-sponsored curbside or collection center recycling programs. Owners of such materials must be free to decide who will receive them. Private recycling enterprises must be free to accept, purchase, transport, and process these materials in a free and competitive marketplace.

Governing agencies that contract for the collection, processing, or marketing of materials diverted or removed from the solid waste stream that have properly come under their control should do so in a competitive bidding process that is not tied to the mandatory provision of other functions, such as the ability to provide solid waste collection or disposal services. This will ensure economic efficiency, secure the best qualified contractors at the lowest cost to the taxpayer or ratepayer, and take advantage of the expertise of private sector processing and recycling businesses that have experience in these areas.

# RECYCLING IS NOT DISPOSAL

MANUFACTURING PROCESS

CAPITAL INTENSIVE INDUSTRY

SOPHISTICATED SORTING &  
SEPARATION TECHNIQUES

INTEGRAL TO MANUFACTURING



# RECYCLING - METAL THEFT MESSAGES

## Part of the Solution

An advertisement for ScrapTheftAlert.com. The top text reads "THE NEW SCRAP THEFT ALERT.COM" in bold, with "SCRAP THEFT" in red and "ALERT.COM" in blue. To the right of the text is a black icon of a signal tower. Below the text, a photograph shows a person in a uniform holding a walkie-talkie. The text "ISRI enhances tool to help in war on metals theft" is positioned to the right of the photo. At the bottom, a red button contains the text "VISIT NOW".

THE NEW  
**SCRAP THEFT**  
**ALERT.COM**

ISRI enhances tool  
to help in war on  
metals theft

**VISIT NOW**

## INDUSTRY PROGRAMS

ScrapTheftAlert.COM

Law Enforcement  
Advisory Committee

StopMetalsTheft.COM



# STEP 4: WRAP IT UP BEFORE THEY GO & FOLLOW-UP

## OFFER:

- An invitation to visit your facility
- An ISRI Information packet
- Your Business Card
- To schedule a follow-up meeting

## FOLLOW-UP

- Contact the office within a week
- Consult with your lobbyist & Chapter Leaders
- Schedule a meeting



# ISRI STATE REGIONAL ADVOCACY TRAINING

NEW for 2018

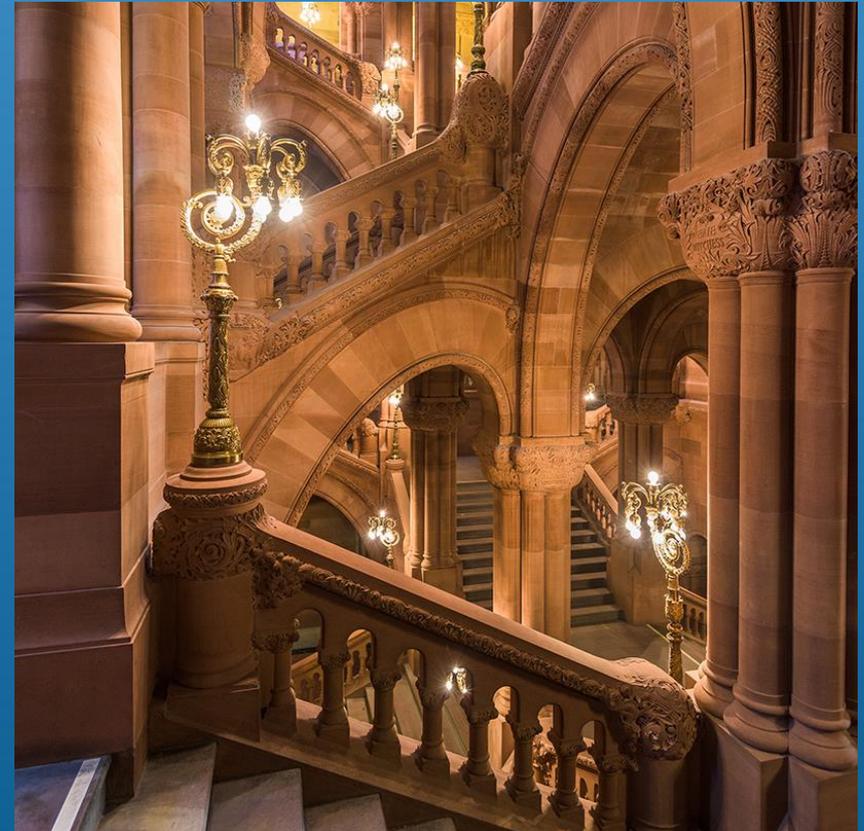
- Collaborative Project between ISRI National & Chapters
- Customized with State Lobbyists' Input & Participation

1<sup>st</sup> Pilot Program: Tri-State Region / Atlantic City, NJ Chapter & PA members

- Soliciting Interest from Regions

LIKE THE IDEA FOR YOUR STATE?

- Check with your chapter leaders



- Designed in Collaboration with the Congressional Management Foundation
- Provides online training on skills for effective lobbying
- Topics Include:
  - Getting Past the Gatekeepers
  - How to Build Relationships Back Home
  - An Insider View of Capitol Hill
  - The a Bill REALLY Becomes a Law
  - The Congressional Process
  - What to Expect when Meeting with a Member of Congress
  - Issues Overview

CONTACT: Billy Johnson at (202) 662-8548 or Mark Reiter at (202) 662-8517



# QUESTIONS & ANSWERS



Tell Your Story  
They will Listen

