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.
"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
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. **LOYBING 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.
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 BUILD 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 3rd
- 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
### Definitions and Discussion Guide

<table>
<thead>
<tr>
<th>Category</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Policy</strong></td>
<td>Decision-making that affects the public realm—laws, regulations, executive orders, judicial rulings, rules issued by elected and other government officials.</td>
</tr>
<tr>
<td><strong>Advocacy</strong></td>
<td>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.</td>
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<tr>
<td><strong>Legislative Advocacy</strong></td>
<td>Lobbying as well as other advocacy activities, such as media advocacy and grassroots organizing, that can influence the legislative process.</td>
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<tr>
<td><strong>Lobbying</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Grassroots Lobbying</strong></td>
<td>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.</td>
</tr>
<tr>
<td><strong>Legislation</strong></td>
<td>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.</td>
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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

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staying in touch with constituents</td>
<td>95%</td>
</tr>
<tr>
<td>Feeling that you are performing an important public service</td>
<td>84%</td>
</tr>
<tr>
<td>Feeling invested in the work you are doing</td>
<td>84%</td>
</tr>
<tr>
<td>Understanding how your job contributes to society as a whole</td>
<td>75%</td>
</tr>
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</table>
STEP 2: TALKING WITH LAWMAKERS

GET THEIR ATTENTION

CONNECT

SHARE YOUR STORY

FOCUS ON KEY ISSUE(S)

EXPLAIN ISSUES IN CONTEXT OF YOUR BUSINESS
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?”

- Personal story related to the bill or issue: 79%
- Constituent’s reasons for supporting/opposing the bill or issue: 90%
- Information about the impact the bill would have on the district: 91%
“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
When you are trying to understand a group’s views on pending issues and legislation, how important are the following activities?

- Meetings With Interest Group Reps. (98%)
- Meetings with VIPs/Community Leaders (89%)
- Task Force/Advisory Board Meetings (76%)
- Site Visits (73%)
- Speeches to Large Groups (49%)
- Community Office Hours (47%)
- Events Where Media are Present (45%)
- Attendance at Community Events (40%)
- Town Hall Meetings (35%)
STEP 3: KNOW THE KEY ISSUES

ECONOMIC IMPACTS

ENVIROMENTAL BENEFITS

SCRAP IS NOT WASTE

MATERIALS THEFT

U.S. Economy

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industry Size</td>
<td>$77 Billion</td>
<td>$80 Billion</td>
</tr>
<tr>
<td>Employment (mean annual)</td>
<td>107,500</td>
<td>127,840</td>
</tr>
<tr>
<td>Volume of Scrap Material Annually Processed (Metric Tons)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iron and Steel</td>
<td>66,000,000</td>
<td>74,000,000</td>
</tr>
<tr>
<td>Paper</td>
<td>46,800,000</td>
<td>47,870,000</td>
</tr>
<tr>
<td>Aluminum</td>
<td>4,600,000</td>
<td>5,170,000</td>
</tr>
<tr>
<td>Copper</td>
<td>1,900,000</td>
<td>1,910,000</td>
</tr>
<tr>
<td>Lead</td>
<td>1,200,000</td>
<td>1,230,000</td>
</tr>
<tr>
<td>Zinc</td>
<td>160,000</td>
<td>220,000</td>
</tr>
<tr>
<td>Plastic (bottles)</td>
<td>655,000</td>
<td>706,000</td>
</tr>
<tr>
<td>Electronics</td>
<td>3,500,000</td>
<td>+3,500,000</td>
</tr>
<tr>
<td>Trees (at least)</td>
<td>90,000,000</td>
<td>100,000,000</td>
</tr>
</tbody>
</table>

Global Trade

<table>
<thead>
<tr>
<th>Value of Scrap Commodities Exported Helping U.S. Trade Balances</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metric Tons of Scrap Exported Including:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Iron and Steel (ex Stainless and Alloys)</td>
<td>45.3 Million</td>
<td>51.7 Million</td>
</tr>
<tr>
<td>Paper</td>
<td>18.7 Million</td>
<td>22.7 Million</td>
</tr>
<tr>
<td>Aluminum</td>
<td>18.9 Million</td>
<td>21.1 Million</td>
</tr>
<tr>
<td>Nickel, Stainless and Alloy</td>
<td>1.9 Million</td>
<td>1.6 Million</td>
</tr>
<tr>
<td>Copper</td>
<td>1.0 Million</td>
<td>1.2 Million</td>
</tr>
<tr>
<td>Lead</td>
<td>44,000</td>
<td>31,000</td>
</tr>
<tr>
<td>Zinc</td>
<td>78,000</td>
<td>86,000</td>
</tr>
<tr>
<td>Fiber</td>
<td>172,000</td>
<td>176,000</td>
</tr>
</tbody>
</table>

Number of Countries Scrap was Exported to and Leading Destinations/Value

<table>
<thead>
<tr>
<th>Countries</th>
<th>Value</th>
</tr>
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<tbody>
<tr>
<td>150</td>
<td>$8.5 Billion</td>
</tr>
<tr>
<td>161</td>
<td>$11.5 Billion</td>
</tr>
</tbody>
</table>

Environment

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

Energy saved using recycled materials is up to:
- 92% for aluminum
- 90% for copper
- 97% for plastic
- 87% 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

CHEMICAL AND WATER POLLUTION:
- Mercury switches removed from older automobiles
- Lead recovered from computer monitors


Visit us at www.isri.org, find us on Facebook and Twitter at Institute of Scrap Recycling Industries, Inc., and follow us on LinkedIn.
RECYCLING – ECONOMIC MESSAGE

Jobs Supported by the U.S. Scrap Recycling Industry

South Carolina Jobs
- Direct: 3,398
- Supplier: 3,177
- Induced: 4,054
- TOTAL: 10,629

National Jobs
- Direct: 155,632
- Supplier: 175,587
- Induced: 203,287
- TOTAL: 534,506

- $233M Federal, state and local taxes paid

- $116.9B Economic impact

- $13.2B Federal, state and local taxes paid


ISRI.org/JobStudy

www.isri.org
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:

- 95% for aluminum
- 75% for copper
- 88% for plastic
- 60% for paper
- 60% for steel
- 34% for glass

www.isri.org
RECYCLING - SCRAP IS NOT WASTE MESSAGE

COMMODITY – NOT A WASTE

SPECIFICATION-GRADERS

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 landfilling, incineration, or even littering.

Too often laws and regulations designate scrap as waste, and this has 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.

www.isri.org
RECYCLING IS NOT DISPOSAL

MANUFACTURING PROCESS

CAPITAL INTENSIVE INDUSTRY

SOPHISTICATED SORTING & SEPARATION TECHNIQUES

INTEGRAL TO MANUFACTURING
Part of the Solution

INDUSTRY PROGRAMS

ScrapTheftAlert.COM

Law Enforcement Advisory Committee

StopMetalsTheft.COM

www.isri.org
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

1st 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
ISRI Advocacy Training

- 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