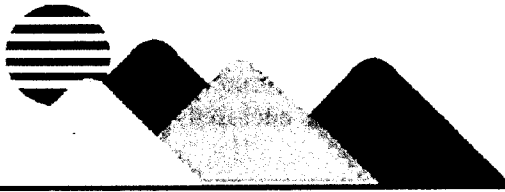


**2000 Buy Recycled Grant
Final Report
Beginning 6/01/00
Ending 12/31/01**

MAKING THE COMMITMENT TO “BUY RECYCLED”



Land-of-Sky Regional Council

Buncombe · Henderson · Madison · Transylvania Counties

**Submitted to the
NC Department of Environment and Natural Resources
Division of Pollution Prevention and Environmental Assistance**

by

**Land-of-Sky Regional Council
25 Heritage Drive
Asheville, NC 28806
(828) 251-6622**

1. Description of Project Accomplishments:

The project accomplished all of its objectives with the exception of making a presentation of the project to the Annual Lead Regional Organization Conference on March 30. All other presentations and workshops were completed. A copy of the project's "Work Plan" is enclosed that briefly describes all completed elements with its approximate time of completion. We stayed on the time-line with the sole exception of this final report.

Accomplishments included:

- Forming a buy recycled committee that met regularly and completed the scope of work according to the work plan;
- Conducted an initial and final staff training/awareness on the project and topic and other elements like the adopted policy and test product availability;
- Identification of numerous new vendors/products from whom we purchased, tested, and documented the performance results of the products (performance results enclosed).
- Developed web based outreach for educational purposes (go to www.landofsky.org/wastemanagement and click on buy recycled to view the web site).
- Conducted a regional workshop that invited the region's government officials, private sector representatives. The workshop included numerous speakers and sample materials.
- Adopted a formal Environmentally Preferable Purchasing Resolution with a strong buy recycled component that now guides LOSRC purchasing habits.

2. Assessment of adherence to contract Scope of Work:

In the final evaluation of this project, it appears we have fully adhered to the projects scope of work. Supporting documents included with this report provide evidence to the accomplishments.

3. Evaluation of success of the project:

The overall project as a great success. For a small investment by the state, the purchasing habits of this organization have been changed for the better forever. Old product myths about recycled content products were dispelled by the provision of hard evidence to the contrary. Approximately 30 employees with purchasing power in our organization think differently about their purchasing habits. An EPP policy now guides our actions. We also now have a number of buy recycled experts on staff willing to share this information with whoever will listen. As a Council of Governments, we have the region's ear.

The project met all of its goals except for 2. First, as previously mentioned, we did not present at the Annual Lead Regional Organization Conference. We plan to attempt to do so at the 2002 conference. Second, we did not stay within budget. Budget overruns occurred in the area of allocated staff time. Staff spent more time than anticipated researching recycled content product availability, in compiling staff feed back to products being tested, and in the organization of the workshop. It is estimated LOSRC contributed an extra \$1,000 – 2,000 in staff time to ensure quality work. This time was absorbed by the council and is not fully reflected in final budget summaries.

Two other events diminished the overall success of the project. First, although the rest of the project was completed, the final report was delayed slightly due to time constraints and a key project coordinator on staff resigning mid-way through the project. Second, a lower than expected turnout at the regional workshop held at the end of the grant.

4. **Description of unanticipated events:**

There were a few unanticipated events including:

- The aforementioned budget overrun;
- Lower than anticipated turnout for the regional workshop despite extensive outreach efforts. This is being countered by a permanent presence of project results on our web site and planned publicity of our resources to the region in the future;
- The overall savings which occurred when buying recycled content products for testing (see enclosed Test Data.;
- The high level of performance of the recycled content products (in almost all cases equal to their virgin counterpart and in some cases higher than their virgin counterpart);
- Key administrative staff conducting project elements resigning their position creating the need to reassign incomplete work elements.

5. **Description of what we would do differently if we could do the project over again:**

In retrospect, I believe the only key flaw in our project was overextending our scope of work for the amount of money allocated. I can not say that we would not try to accomplish all the same tasks if this situation were repeated, as all elements proved to be important in leading to a comprehensive and complete product. Perhaps the solution would have been to find more financial partners or get a larger commitment of financial resources from the DPPEA. A second change would have been to involve more people earlier in the process for doing the workshop outreach. Although we thought our promotional efforts were quite adequate, participation was not as high as anticipated.

6. **Description of the waste reduction impact of the grant:**

Due to the nature of this grant, its scope of work, and its limited funds, overall waste reduction impact was not calculated. It is understood that the purchase of recycled content products and the use of other EPP practices will have a positive impact on waste reduction for our region and the state. Of course, it also supports recycling markets and contains other benefits that go beyond simple waste reduction impact formulas. As a permanent change in purchasing habits for our organization, and the as an ongoing outreach effort of the LOSRC, the waste reduction impact will be cumulative over many years.

7. **Description of any materials developed as a result of the project:**

All pertinent project materials are enclosed for your review and use as agreed in the contract terms. All enclosed documents are available electronically upon request and can be reprinted or published for educational or scientific purposes. Enclosures include:

- **Grant Work Plan:** the grant Work Plan outlines the accomplished elements with the exception of those listed in this report under sections 1 and 3. It includes the approximate time-line for each accomplishment/task.
- **Test Data for Recycle Grant Program:** this database includes Vendors, materials tested, the virgin cost, the comparable recycled content product cost, the quantity tested the % of recycled content, the % of post-consumer content, the savings or increase in cost of the product tested, the test period, and a summary of the individual comments about the products.
- **Expert Evaluation of Products:** this document is a side by side comparison conducted by three qualified staff persons who performed an informal comparison of the virgin product vs. the recycled

content product. It should be emphasized that this was a brief, informal test and not an extensive product quality test as performed by a laboratory.

- The Economics of Buying Recycled: this document is a copy of a PowerPoint presentation conducted by Linda Nash, the lead administrative support staff person before she resigned her position at LOSRC.
- Buy Recycled Workshop: this document is a copy of the PowerPoint presentation conducted by Ron Townley at the regional workshop conducted near the end of the grant.
- Invitation & Agenda: a copy of the workshop invitation and agenda are enclosed.
- LOSRC EPP Resolution and staff memo: these documents are the official Resolution and compliance instruction to staff.
- LOSRC HOT LINE: this document is included to show the adoption of the EPP policy at the May 2001 LOSRC Board or Directors Meeting. Please note that this is included because the resolution, although passed at the Board Meeting, was not signed by the Chairman due to his absence from the country. A copy with his signature will be available in July 2001 upon request.

8. Final revenues and expenditures: Attached. Please note that specific line item costs are different that originally anticipated. With respect to training materials, more staff time was spent and many handout materials and samples were donated. Also, we did not spend what was anticipated in the Recycled Products Cost Differential. In the formal test trial, documented in the attachment, we actually saved money. In the overall purchase of materials the cost only amounted to approximately \$530 for the year. The discrepancy for the difference in the RC test period and overall total is due to price fluctuations in paper over the entire grant period. We experienced a fairly substantial increase in the 100% post consumer and the 30% post consumer paper in the second half of the project, after the price test period was complete.

Expenditures under Contract No. H200072
2000 Buy Recycled

Salary	\$ 2,169.03
Fringe	531.85
Recycled Products Cost Differential	563.36
Training Expenses	444.96
Indirect Costs	<u>1,431.56</u>
	<u>\$ 5,140.76</u>

Revenues

DPPEA	4,000.00
Local	<u>1,140.76</u>
	<u>\$ 5,140.76</u>