

A Look Back: Highlights and Achievements

2021



A Year of Growth, Lessons, and Wins



RECYCLINGTM
IS ESSENTIAL

From advocating for shippers on the rails and the seas to bringing fire safety education and training to the industry, ISRI has been able to accomplish much for its members throughout 2021. Use “A Year of Growth, Lessons, and Wins for ISRI and Members 2021”, to take an interactive walk down memory lane at this past year.

Delivering Results

Safety: A Core Value

ISRI delivered a range of safety education and training to recyclers in English and Spanish under a \$160,000 grant from the Occupational Safety and Health Administration (OSHA). It brought virtual and in-person fire management and prevention programming & videos to recycling facilities.

ISRI-Led RECYCLE Act Becomes Law Through Infrastructure Bill's Passage

Signed into law on Nov. 15, the INVEST in America Act includes several important provisions were secured by ISRI for the recycling industry. Among them is the ISRI-led \$75 million RECYCLE Act—a bipartisan and bicameral act that includes education and awareness initiatives focused on recycling, and a new grant program for battery research, development and demonstration.



ISRI Successfully Tackles Excessive Demurrage with Railroads

Following years of leading the charge on excessive demurrage charges and inconsistent rail service, the Surface Transportation Board (STB) issued new rules advocated by ISRI, requiring transparency and accurate and accessible invoicing so both rail carriers and rail shippers are on the same page.

ISRI Advocates for Shippers

In response to the challenges facing U.S. shippers, ISRI mobilized members to raise their concerns with their members of Congress who serve on the House and Senate transportation committee. This effort paved the way for the House of Representative's hearing, which, in turn, led to the Ocean Shipping Reform Act of 2021 and its passage through the House on Dec. 8.

BY THE NUMBERS



ISRI Welcomes Decade-High Number of New Members

201 new members joined ISRI, the highest number of new members in 2021 in one year since 2012.

ScrapTheftAlert.com: A Valuable Asset for Law Enforcement

Used by nearly **14,000** law enforcement members in the U.S. and Canada, Scrap Theft Alert broadcasted **728** alerts in 2021. Over \$3.3 million of property has been recovered through ISRI's work with law enforcement.

2021 ISRI Webinars and Courses Highlight Safety, the Economy, and Advocacy

ISRI provided over **35** professional training and education events in 2021, including both virtual and in-person offerings. These events attracted a total audience of nearly **6,000** people.

ISRI in the News

ISRI's media outreach resulted in over **1,500** news stories, reaching **2 billion** readers around the world.

Amplifying the Voices of the Recycling Industry

Scrap News published **421** articles, delivering recycling industry news, analysis, and information.

ISRI's Digital Influence

ISRI's social media exposure increased by **349%** across multiple platforms, significantly broadening our audience and reach.

Award-Winning Member Resources and Tools



Find What You Need in the COVID-19 Resource Hub

ISRI was recognized with a **2021 APEX Award** for its **COVID-19 Resource Hub**. The hub supplies resources for members in the areas of safe operations, state and local policies, federal legislation, economics, and recycling as part of essential critical infrastructure.

Digital Transformation of Communications

ISRI was recognized by the MarCom Awards for the transformation of Scrap News into an all-digital news product and for its **#WeAreISRI Salute to Members video**.



ISRI's Chief Lobbyist Named a Top Lobbyist of 2021

ISRI's Billy Johnson, ISRI's chief lobbyist, was named a **Top Lobbyist of 2021** by the National Institute for Lobbying and Ethics (NILE) on Nov. 17.

Enhancing the ISRI Scrap Specifications Circular

In recognition of the pivotal role of its **Specifications** in the global recycling industry marketplace, the Commerce Department awarded ISRI \$46,000. The agency awarded the grant for the advancement of ISRI's Specifications and the association's work promoting U.S. exports of recycled materials.



Advocating For Members in the States



“Recycling is Essential” Resolutions

Through the work of ISRI and its members, 11 states adopted resolutions recognizing and commending the recycling industry and its workers for being an essential element of the economy and the manufacturing supply chain.

Louisiana Lt. Governor Receives Recycling Impact Award

ISRI, along with the National Lieutenant Governors Association (NLGA), presented Louisiana Lt. Governor Billy Nungesser. Each year, ISRI members nominate a NLGA member who is committed to working within a state, region, and/or communities to positively affect resource conservation and recycling.

Showcasing Industry to State Legislators

Once again, ISRI and its members showed up in force at the National Conference of State Legislators (NCSL) Legislative Summit in Tampa to educate lawmakers on the industry. Due to Covid, ISRI could not bring the large equipment and samples of commodities as we normally do, however, we made the most of the opportunity to be in front of thousands of political influencers. In addition to an interactive booth, ISRI hosted a recycling-in-action workshop for 50 attendees, and member company Trademark Metals Recycling delivered a full-capacity facility tour.

Engaging with Law Enforcement

ISRI staff and chapter volunteers participated in law enforcement conferences around the country in a proactive effort to prevent materials theft and show the role of recycling as part of the solution. The conferences present opportunities for law enforcement agencies to learn more about ISRI, our members, and the recycling industry. As an example, in part due to outreach efforts, ISRI's Empire and New York chapters partnered with the New York State Association of Chiefs of Police to offer information on reducing metals theft at the

ISRI Chapters Return to State Capitols

Whether building relationships and educating lawmakers, or advocating for or against legislative proposals, ISRI members returned to state capitols around the country in 2021 to meet with legislators, often for the first time since Covid restrictions limited access. A few of the success stories included:

- Actively guiding catalytic converter legislation in Oregon;
- Hosting a reception for lawmakers for Pennsylvania Day on the Hill, attended by more than 60 state senators and representatives; and
- Holding an annual legislative reception in Michigan for the first time since the start of the pandemic.

Advocating For Members Nationally and Internationally



Recycling Is Essential to the manufacturingchains Supply Chain

As the White House finished its 100-day review of America's critical supply chains during the COVID-19 pandemic, ISRI expressed support of Executive Order 14017 on supply chains and urged the administration to formally designate the recycling industry as essential to manufacturing.

Preserving Market Access for Commodity-Grade Plastics

ISRI actively participated in meetings of the Expert Working Group on the Review of Annexes at the Basel Convention, in coordination with BIR and Eu RIC, advocating for understanding of the distinction between commodity grade plastics and plastics waster, among other issues.

Allowing Recyclers to Unlock Wireless Devices

To ensure recyclers and refurbishers can continue unlocking cellular devices to recycle and/or resell, ISRI successfully petitioned the U.S. Copyright Office for two major changes to the unlocking exemption: to include laptop computers and to allow the unlocking of all wireless devices.

ISRI Educates Senate Committee About Recycling

Billy Johnson, ISRI's chief lobbyist, testified before the Senate Committee on Environment and Public Works on recycling's role in the economy and challenges facing the industry. His testimony was part of the committee's hearing on the importance of the circular economy. It also was one of many interactions, meetings and discussions held on Capital Hill through 2021 on the role of recycling and the needs of the recycling industry.

Shredder Wear Parts Tariff Exclusion Under Section 301

ISRI submitted comments to the Office of the U.S. Trade Representative (USTR) explaining why the shredder wear parts exclusion, how the tariff brought economic harm to U.S. small businesses, employment, manufacturing output, and critical supply chains.

International Advocacy Leads to Win in Indonesia

Two years of ISRI's advocacy efforts helped pave the way for Indonesia's announcement that it would allow the importation of recycled materials with up to 2% impurities threshold, providing for continued market access for recycling, including plastics and paper.

Education and Training for the Recycling Industry



Bringing Recycling to the Next Generation

ISRI member companies provided K-12 STEM (science, technology, engineering, and math) education developed jointly by JASON Learning and ISRI to local high schools.

ISRI Course Promotes Positive Organizational Culture, Improved Safety

ISRI's new online course, Organizational Culture and Safety Success, provides guidance for developing positive organizational culture through leadership engaging the workforce. Ryan Nolte, Ph.D., ISRI's director of safety outreach, developed and leads the course.

ISRI Partners with International Scrap Academy to Provide Educational Resources

ISRI introduced on-demand educational programming in 2021 so members could provide professional development training to their employees; not on ISRI's schedule, but theirs. The first offering is Scrap University's Certified Scrap Metal Professional (CSMP) presented with ISRI.

Alliance Provides Additional Safety Resources

ISRI re-signed its industry alliance with the Occupational Safety and Health Administration (OSHA) in 2021 to share even more resources, training, and information meant to keep recyclers safe at work.

Bringing Recycling Awareness to Youth Globally

The global 2021 Youth Recycling Awareness Award designed to better educate youth on the value of recycling. Fifth grader Irene Park, from Fairburn Avenue Elementary School in Los Angeles, CA is the 2021 poster grand prize winner. Sophomores Nadia Islam, Ada Johnsen-Deweese, and Rosemarie Alubankudi, from Life Sciences Secondary School in New York, NY are the 2021 video grand prize winners.

Making a Our Climate

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A Network of Support



ISRI Unveils the Sustainability Network

ISRI's Sustainability Network currently has thirteen members. The Network is focused on strengthening the industry's work in sustainability, elevating recycling's voice in the space, and developing guidance for members new to the space a webinar on the benefits of a sustainability program and how to instill sustainability practices into business policies. Contact Vice President of Sustainability Cheryl Coleman for more information.

New Industry DEI Initiative Launched

The goals for ISRI's new DEI initiative include increasing diversity and representation across the industry and ISRI; increasing awareness of the benefits to individual companies and the industry in strengthening diversity, inclusion and equity; and providing support to members companies as they go down this path.

In the Wake of Natural Disasters, ISRI Supports Members

In the aftermath of storms, wildfires and other natural disasters, ISRI provided resources to help businesses through the recovery process and kept state officials updated when member facilities were affected and when they again could accept materials.

Women in Recycling Create Mentorship Program

Launched in May, the program taps into the existing knowledge, skills, and experiences of high-performing individuals and connects them with other ISRI members who want to expand their knowledge and develop skills to advance their careers.

ISRIYE Kicks Off Live Speakers Series

ISRI's Young Executives (ISRIYE) held its first ISRIYE Live event: An Interview with Industry Pioneer Shelley Padnos. This initial 30-minute session included an interview hosted by ISRIYE members Sam Shine and Jacqueline Lotzkar and a Q&A from the audience. The group plans to continue the series in 2022.

ISRI Partnership Offers Enhanced Protection Against Cyberattacks

Through its membership in the National Association of Manufacturers (NAM), ISRI now offers its members NAM Cyber Cover. It brings a leading cyber insurance provider, Coalition, together with a nationally recognized broker, AHT Insurance, to provide interested recyclers help to identify, protect, and manage the unique cybersecurity exposures facing the industrial and manufacturing industries.

Recyclers Give Back to Their Communities



ISRI Supports Broad Objectives of Environmental Justice

In May of 2021, ISRI's board of directors adopted a statement of support for the broad objectives of Environmental Justice including: the equal treatment and opportunity for all people regardless of race, ethnic origin, heritage, language, or economic status; to contribute positively to the communities in which members operate, including the opportunity to be heard; to promote continued environmental stewardship; and to further promote the health and safety of employees, customers, and communities. Here are just some of the examples of how members positively gave back to communities through ISRI run activities in 2021.

Members Give Back While Advocating at the NCSL Summit

In November, a group of members attended the National Conference of State Legislators (NCSL) Legislative Summit to educate thousands of state lawmakers about the recycling industry. While in Tampa for the Summit, they volunteered their time at Feeding Tampa Bay, where they sorted and packed meals for local families at one of the nonprofit's warehouses.

WIR and Southeast Region Collaborate in Charleston

In October, after the ISRI Fall Meetings, a group of members filed into a room at the Charleston Marriott to start a new project. Organized by ISRI's Southeast Region and the Women in Recycling (WIR) council in collaboration with the Charleston-based nonprofit East Cooper Community Outreach (ECCO), the members decorated and packed 100 Thanksgiving meal bags for the local community.

IBYAB Combines Teambuilding and Charity

During an icebreaker exercise at the 2021 Best Young and Brightest (BYAB) event, attendees split into teams to build children's bikes, which they donated to Auberle, a local nonprofit. "The idea to build bikes for children was really appealing considering the ongoing pandemic. It was nice to give back to those people who have been impacted," says Andrew Lincoln, vice president of Lincoln Recycling and past president of the Pittsburgh Chapter.

Leading for a Sustainable Future



REMADE Project Moves Forward with ISRI Help

Partnering with the University of Michigan, Ford Motor Co., Novelis, Argonne National Laboratory, the Aluminum Association, and Light Metal Consultants, the project aims to increase automotive sheet metal postconsumer recycled content and reduce the energy and primary feedstock needed to produce each vehicle.

ISRI Joins Battery Recycling Planning

Working with the Commerce Department and Environmental Protection Agency on battery supply chains and the circular economy.

Recyclability Protocol for Fiber-Based Packaging

ISRI continued development of a recyclability protocol to attest to the recyclability of fiber-based packaging products entering the recycling stream, anticipated to be released in mid-2022. During 2021, ISRI worked to ensure the protocol's inclusion in the pathway being developed by the recycling partnership.

International Advocacy Leads to Win in Indonesia

Two years of advocacy efforts helped pave the way for Indonesia's announcement that it would allow the importation of recycled materials with up to 2% impurities.

ISRI and ITI Team Up for First Annual Technology Recycling Conference

A collaborative effort between ISRI and the Information Technology Industry (ITI) Council, the virtual conference covered topics including the Basel Convention, circular economy, recycling standards, repair mandates, and more.

Representation at International Circularity Panel

ISRI cosponsored a virtual webinar with the Washington International Trade Association (WITA) on how trade policy can be a tool to help improve sustainability. This furthered ISRI's work, raising awareness of the global nature of recyclers, and the importance of market access to a circular economy.

Promoting a Sustainable Workplace

ISRI sponsored a four-session diversity, education and inclusion training (DEI) series for the Northeast Recycling Council (NERC) in December 2021. Tamara Lundgren, Chairman and CEO and Stef Murray, Chief Diversity & Inclusion Officer for Schnitzer Steel along with Cheryl Coleman, ISRI's vice-president for sustainability kicked off the series with the topic "Making the Case for Diversity, Equity & Inclusion."