

Phonebook Reporting



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Who, what, when, and why?

- **Who:** Publishers and distributors of phonebooks
- **What:** Reporting of distribution and recycling of books
- **When:** Annually, by August 1st
- **Why:** Required by statute (established in 1992)



Minnesota Statute 115A.951: Telephone Directories defined

Telephone directory (AKA phonebook)

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A printed list of residential, governmental, or commercial subscribers and/or users that **contains more than 7,500 listings** and is

distributed to the subscribers and/or users





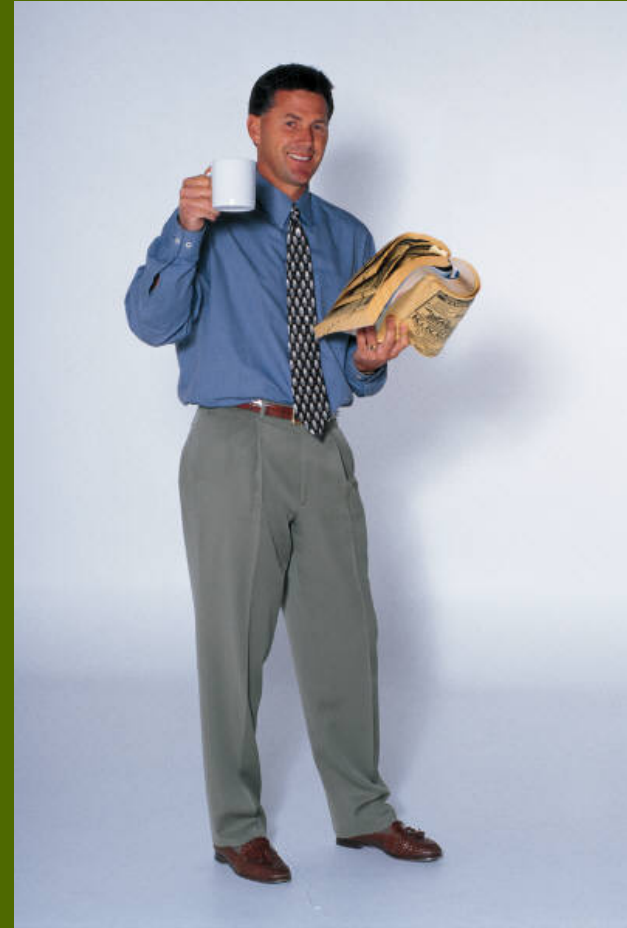
Minnesota Statute 115A.951: Phonebooks must be recycled

- Cannot be placed in solid waste
- Cannot be placed in a disposal facility
- Cannot be placed in a resource recovery facility, EXCEPT for a recycling facility



Minnesota Statute 115A.951: Phonebooks must be recyclable

- Paper must be recyclable
- Inks must not contain heavy metals or other toxic materials
- Binding materials must not present any barriers to recycling





Minnesota Statute 115A.951: Publisher/distributor responsibilities

- Provide for recycling collection and delivery to recycler
- Inform recipients of collection
- Submit an annual report to MPCA by August 1st



The Reporting Form

- Sent electronically to our list of phonebook publishers and distributors

- Also available on MPCA website

www.pca.state.mn.us/oea/stewardship/phonebook.cfm

- Publishers and distributors can submit via email, fax, or regular mail



What we ask about

- **Distribution totals:** number of books delivered in each county/city
- **Recycling opportunities:** recycling method promoted/provided; locations
- **Recycling totals:** number of books recycled
- **Opt-out program:** if you have one, how it works



2008 reports

- Received 41 reports...data entry in progress
- Can still submit if you haven't yet done so!





Why do we care?

- The statute was intended to deal with the problem of the cost to discard phone books- one of the first product stewardship initiatives
- But, despite the statute enacted in 1992, telephone directories remain a problem for waste managers
- A recent national study by the Product Stewardship Institute estimated that it costs \$50-75/tons to recycle, and \$75-100 per ton to manage telephone directories as garbage
- One Twin Cities hauler reports spending about \$32,500 annually to recycle 650 tons of directories



Why do we care?

- A 2007 waste composition study at the waste-to energy-facility in Hennepin County found that telephone books constituted 3.8 percent of the waste delivered to the facility





Why do we care?

- The MPCA estimates 13,000 tons of phone books were distributed in Minnesota (2006)
- The recycling rate was 35 percent in 2003
- Less than 15 percent of books were recycled in 2006
- As of 2006, directory publishers reported to the state that 111 tons of phone directories were received for recycling and county programs handled 1,462 tons

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Why do we care?

The MPCA would like to see a minimum of 50% of the phone books recycled

Recycling 6500 tons of books would:

- Save over 6000 metric tons of carbon equivalent (GHGs)
- Reduce energy use by over 65,000 million British Thermal Units

Which is the equivalent of:

- removing close to 1000 passenger cars from the road each year
- Saving over 11,500 barrels of oil and 535,500 gallons of gasoline



We need your help

- Please fill out the reporting form each year
- Make it as accurate as possible
- Help us track so the MPCA can report what great progress has been made on phone book recycling!



Questions or Comments?
Feel free to contact us!

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