



New York State Association for Reduction, Reuse and Recycling Inc.

NYSAR³

1971 Western Avenue #1180

Albany, NY 12203

NYSAR3 Strongly Supports A5999-A (Roberts) / S4781-A (Valesky) The Campaign Literature Recycling Bill

TITLE OF BILL: An act to amend the election law, in relation to requiring that all printed political campaign mailing pieces include a message about recycling the printed materials.

PURPOSE: To promote the recycling of campaign and political literature.

SUMMARY OF PROVISIONS:

Section 1. The election law is amended by adding a new section 3-111 to read as follows:

Recycling of campaign and political literature. All political literature in New York state, whether hand-billed or mailed, shall have affixed to it, the recycling logo signified by three chasing arrows in a triangular configuration, and the following printed message: "This material is recyclable. Please properly recycle after use."

NYSAR3 Statement of Support:

Printed paper items are among the materials that can be recycled in community curbside recycling programs across New York State. During elections and throughout the year millions of households throughout the State receive an abundance of recyclable printed campaign literature. Stating on the literature that it is recyclable will be of minimal, if any, cost to the candidate and will inform or remind the recipients to recycle the item.

Recycling of one ton of paper:

- Saves enough energy to power the average American home for six months.
- Save 7,000 gallons of water.
- Save 3.3 cubic yards of landfill space.
- Reduce greenhouse gas emissions by one metric ton of carbon equivalent (MTCE).

Encouraging resident recipients of campaign literature to recycle will also save municipalities money in that it costs less to recycle than to dispose of waste.

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