

## Recycling Industry Information

### Types of Trash Recycled in the United States

According to the U.S. Environmental Protection Agency, "trash is made up of the things we commonly use and then throw away." These materials include food scraps, yard waste, old furniture, electronics, and appliances. The EPA does not include "industrial, hazardous, or construction waste" in its definition of trash.

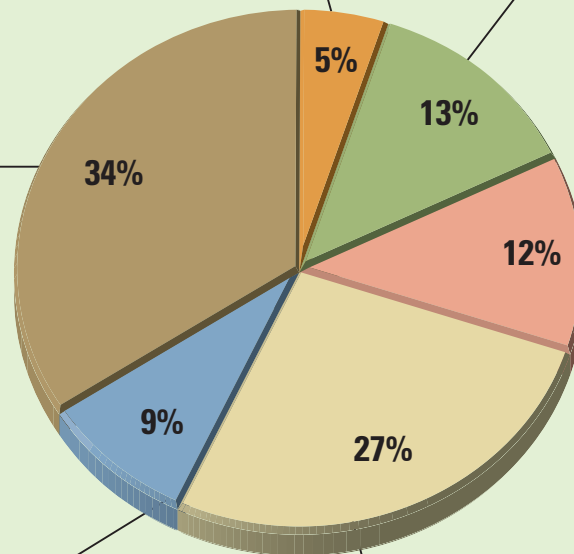
**Trash by Type, 2012**

**Glass** includes such items as bottles, broken glassware, and lightbulbs. It comes in three main colors: clear, green, and brown.

**Plastics** include containers and packaging made from plastic.

**Organic waste** includes yard trimmings (leaves and grass), wood (tree branches), and food waste.

**Other** miscellaneous wastes include items made of leather, rubber, and cloth.



**Metals** can be ferrous or nonferrous. Ferrous metals include iron and steel. The most common ferrous-metal household waste is steel cans. Nonferrous metals include aluminum and copper. The most common nonferrous-metal household waste is aluminum foil and cans.

**Paper** includes such products as newspapers, office paper, magazines, unwanted mail, books, and telephone directories. Paperboard is the material used to make containers and packaging, such as corrugated boxes.

Source: U.S. Environmental Protection Agency.

## Recycling Industry Information

### Selected Industry Businesses



**eco**geek

The **EcoGeek** Web site was founded by Hank Green as a graduate school project. Rather than arguing over environmental problems, he was excited to use technology to find solutions. His site publishes as many as 10 articles each day about technological innovations that are helping to save the planet. These articles cover developments in environment-related industries, including recycling.



The **Freecycle Network** was started in 2003 by Deron Beal. When the network began, it was only for his friends and some nonprofit organizations in Tucson, Arizona. Today this nonprofit organization consists of individual community groups that are moderated by local residents. Group members post unwanted items online for other individuals to take. The Freecycle concept now operates in more than 75 countries and saves an estimated 300 tons per day from landfills.



**GreenDisk** was founded on Earth Day 1993 by individuals working in the high-tech industry. The company provides secure disposal of electronic media and other “technotrash.” Individuals, businesses, and government agencies can use GreenDisk to recycle a range of items, from laptops and desktops to diskettes and computer cables. GreenDisk also offers its own line of office supplies that are manufactured from recycled materials.



**RecycleBank**

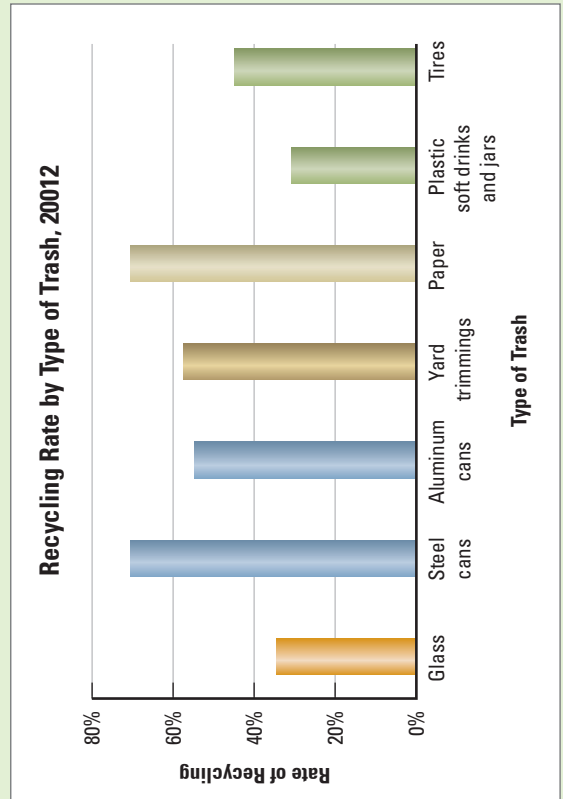
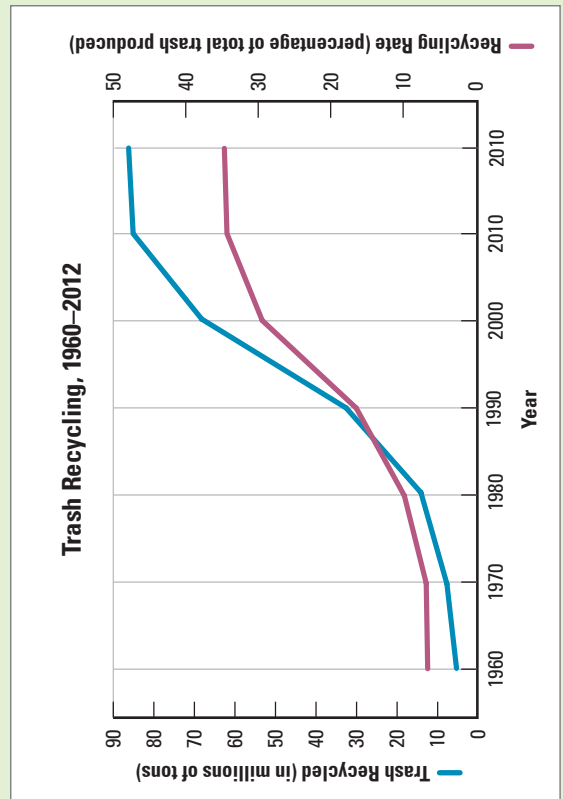
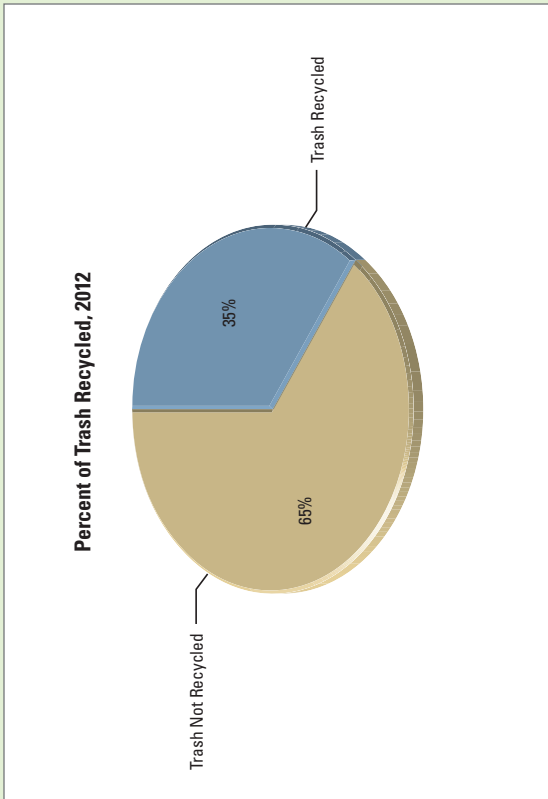
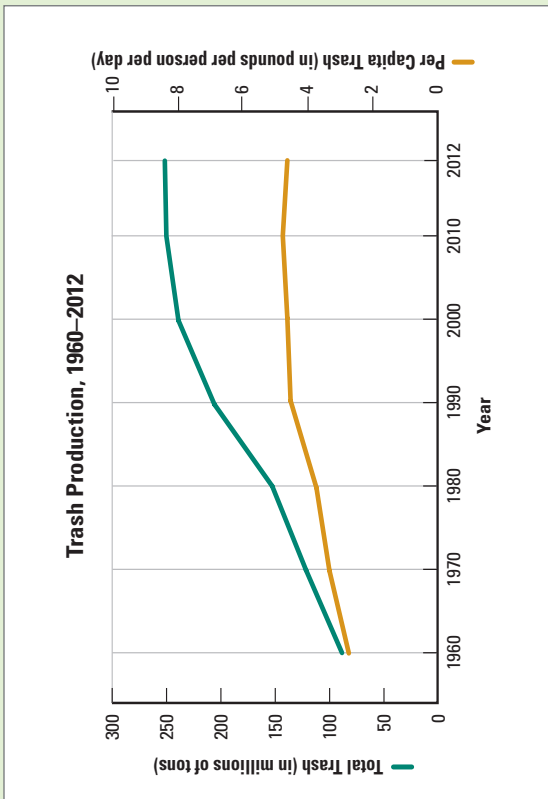
**RecycleBank** was founded in 2004 by Ron Gonen and Patrick FitzGerald. Their goal was to create a zero-waste society. This company provides a financial rewards program for recycling. RecycleBank partners with local governments and independent waste haulers to bring the program into a community. Homes earn RecycleBank dollars depending on how much they recycle. They can spend these dollars on rewards and discounts at businesses.



**Recycline** was founded in 1996 by Eric Hudson in Waltham, Massachusetts. He saw an opportunity to reuse or remanufacture materials that people were throwing away. The company’s first product was a toothbrush made with nylon bristles and 100% recycled plastic. Today Recycline offers an entire line of personal care and kitchen products, called **Preserve**, that are made from recycled plastic and paper.

# Recycling Industry Information

## Trash Production and Recycling



Source: U.S. Environmental Protection Agency.

# Recycling Industry Information

## Environmental and Economic Benefits of Recycling

### Contribution of Recycling and Reuse to Government Revenues (in millions)

The table shows the amounts, in millions of dollars, raised by federal, state, and local government recycling and reuse programs according to one study done by the U.S. Environmental Protection Agency.

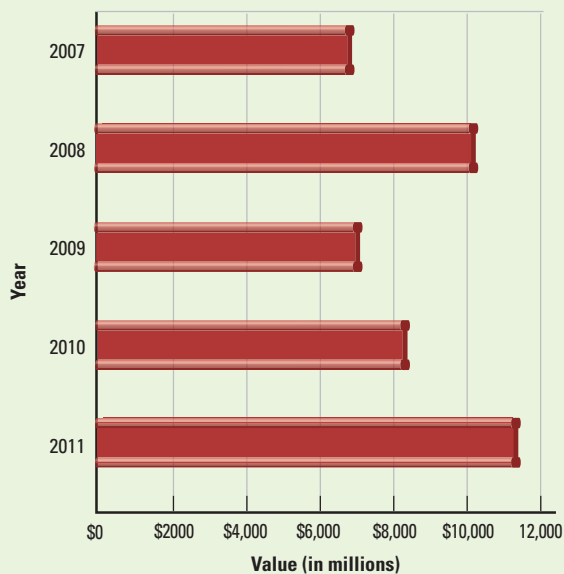
Industry Sector	Federal Government	State Governments	Local Governments	Total
Recycling collection	\$200	\$100	\$100	\$400
Recycling processing	700	400	300	1,400
Recycling manufacturing	5,400	2,600	2,100	10,000
Reuse and remanufacturing	600	300	200	1,200
<b>Total</b>	<b>6,900</b>	<b>3,400</b>	<b>2,600</b>	<b>12,900</b>

Source: U.S. Environmental Protection Agency.

### Export Value of Recycled Materials

In 2011, the United States exported \$11.4 billion worth of iron and steel scrap materials to more than 90 countries.

Value of Iron and Steel Exports, 2007–2011



Source: U.S. Geological Survey.

**Recycling one ton of paper saves . . .**

- 17 trees
- 7,000 gallons of water
- 3.3 cubic yards of landfill
- the energy equivalent to 185 gallons of gas

Source: U.S. Environmental Protection Agency.



By recycling 86.6 million tons of trash in 2012, Americans reduced nearly 168 million metric tons of greenhouse gas emissions. This is the equivalent of removing over 33 million cars from the road that year.

# Computer and Video Game Industry Information

## Types of Computer and Video Games

Computer and video games can be played on a variety of platforms. Game developers will often design a game to be played on more than one platform.



## Computer and Video Game Industry Information

### Selected Industry Businesses



**Electronic Arts** was founded in 1982 and is headquartered in Redwood City, California. The company develops, publishes, and distributes computer and video games for a variety of platforms. Electronic Arts is one of the world's leading companies in this industry. The company made a profit of more than \$3 billion in 2007. That year, it had 24 titles and sold over a million copies.



**NEXON** Nexon was founded in 1994 in South Korea. In 2005, the company expanded to the United States by creating Nexon America. Nexon is a global leader in offering massively multiplayer online games. The company has redefined this genre of games by developing more casual titles that appeal to a mainstream audience. In the United States, its first title, *Maple Story*, has been incredibly successful. Nexon also pioneered the game model in which users register to play the game for free but pay to add enhancements to the game.



**Nintendo** was founded in Japan in the late 1800s as a playing card manufacturer. It was not until 1980 that this multinational corporation established itself in the United States. Nintendo develops, produces, and distributes arcade and video game console systems. The company's first international success was the game *Donkey Kong*, whose characters continued into future releases. Nintendo makes at-home console systems, such as the Wii, as well as handheld consoles, such as the Game Boy.



**PopCap** was founded in 2000 by Internet game professionals John Vehey, Brian Fiete, and Jason Kapalka. Their idea was to develop attractive but simple games that people could play using the Internet. PopCap's most well-known game, *Bejeweled*, was an instant success around the world. By 2008, the company had developed more than 50 games, offered at its home site and at partner sites. Players can play online or download games to personal computers or mobile devices.



**Turbine** was found in 1994 by a group of entrepreneurs who wanted to become the world's premier provider of online entertainment. The company focuses on developing and operating massively multiplayer online role-playing (MMORP) games. Turbine has created such popular titles as *Dungeons and Dragons Online* and *The Lord of the Rings Online*. The company is recognized for its innovative graphics. For example, it developed one of the industry's first three-dimensional MMORP games.

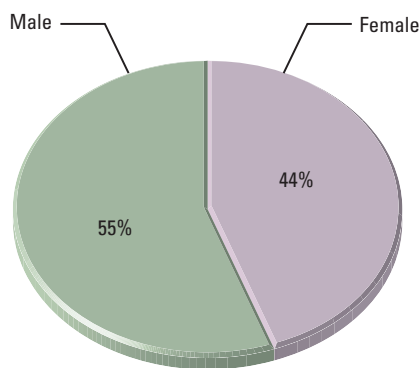
# Computer and Video Game Industry Information

## Players of Computer and Video Games

### Gender

In 2012, more males than females played computer and video games. However, there were more female players age 18 and older than male players age 17 and younger.

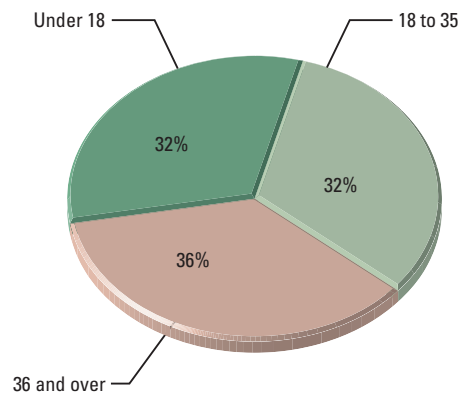
**Game Players by Gender, 2012**



### Age

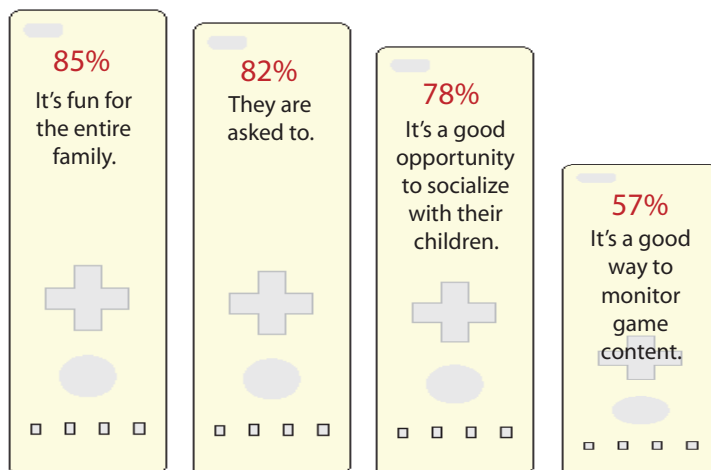
In 2012, the average game player was 30 and had been playing for an average of 13 years.

**Game Players by Age, 2012**



### Why Parents Play Computer and Video Games with Their Children

In a 2012 survey, parents gave these top four reasons for playing computer and video games with their children.



### Games Per Household

In 2012, 58% of Americans played video games.

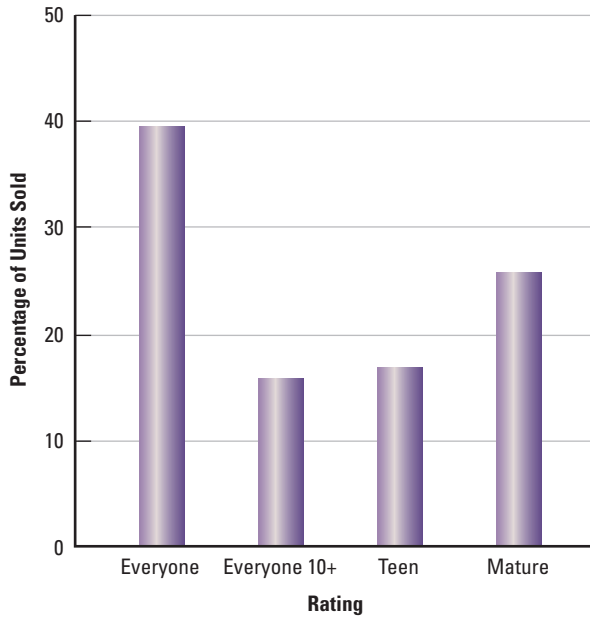
As of 2012, there are an average of 2 gamers in each game-playing U.S. household.

Source: Entertainment Software Association.

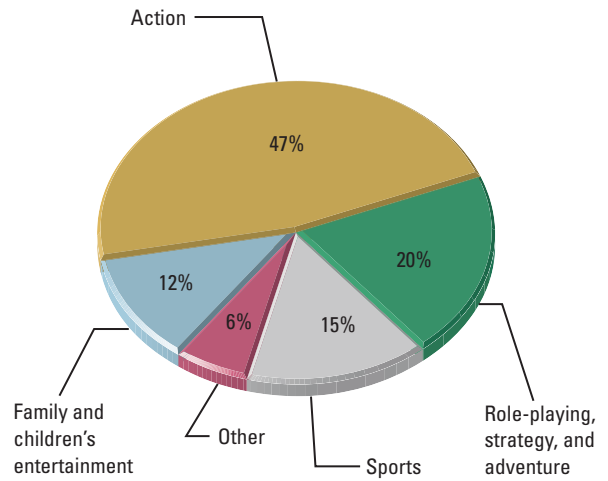
# Computer and Video Game Industry Information

## Sales of Computer and Video Games

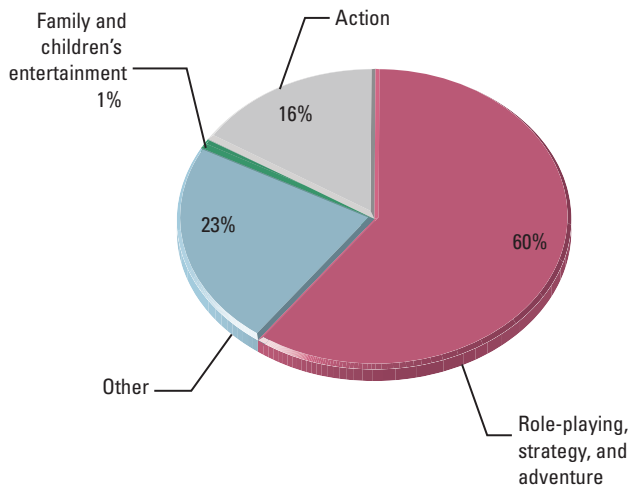
**Computer and Video Game Sales by Rating, 2011**



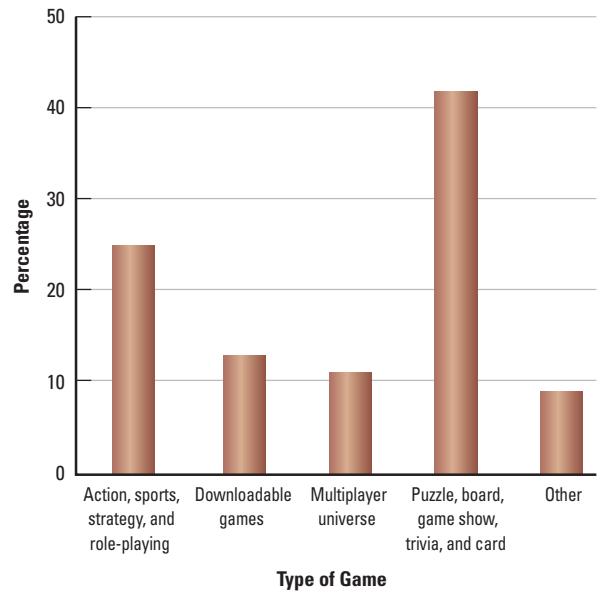
**Best-Selling Video Games by Genre, 2011**



**Best-Selling Computer Games by Genre, 2011**



**Type of Online Games Played Most Often, 2011**



Source: Entertainment Software Association.