



Connecticut Department of Energy and Environmental Protection



Connecticut Department of
**ENERGY &
ENVIRONMENTAL
PROTECTION**

What is Recycling Market Development?

March 26, 2013

Sherill Baldwin

CT Recycling Market Development Council, Hartford



Connecticut Department of Energy and Environmental Protection

Generally, recycling market development includes:

- Stimulating demand for recyclable materials and recycled content products.
- Taking action to create new markets or expand existing markets.
- Fostering businesses that manufacture and market recycled-content products.



Recycling Market Development Programs

- Recycling market development programs exist in many states and may consist of:
 - Recycling market directories to track recycling market participants. Often sorted by commodity and can contain a mix of collectors, processors, and end users.
 - Grants awarded to businesses to encourage recycling market expansion.
 - Technical assistance, marketing services, and attractive loans for businesses that use recycled-content products in their manufacturing processes.



Known Benefits

- Recycling market development is directly correlated to:
 - **Job Creation.**
 - *Reusing 10,000 tons of waste creates 44-216 jobs*
 - *Recycling 10,000 tons of waste creates 61-213 jobs;*
 - *Incinerating or landfilling 10,000 tons of waste creates 6 jobs. (Source: More Jobs Less Pollution, Tellus Institute, 2011)*
 - **An increase in demand for recycled materials.**
 - A strong market for recycled materials creates incentive to collect recyclables and manufacture recycled-content products.*



How Efforts Coordinated

- Some states have recycling market development programs coordinated through state organizations.
- Usually, these programs are run through state departments of environmental protection, economic development, or a combination thereof.



Coordination Efforts Continued...

- In some states, non-profit organizations are the primary means to facilitate recycling market development.
- Having an independent organization may offer more stability and long-term sustainability if funding is not directly tied to government budgets.



Key Considerations

- Sustainability is a key factor to consider when establishing a recycling market development program.
- In the past, some successful state-run programs have experienced funding shortages and have been forced to shut down as a result.
 - Arizona and Massachusetts both previously had “model” programs that have since dissipated due to lack of funding.



Recycling Market Development Defined

Actions to enhance the economic vitality of the reuse/recycling industries.

- **Supply:** Activities to increase volume, dependability, & quality of recovered feedstock.
- **Demand:** Stimulating demand for recyclable materials & recycled content products.
 - Taking action to create new markets or expand existing markets.
 - Fostering businesses that manufacture & market recycled-content products.
- **Innovation:** R&D to increase recycling opportunities & efficiencies

State Recycling Market Development Programs in the Northeast

- Pennsylvania Recycling Markets Center (c)
- Mandatory recycling & disposal bans (c) CT
- EPP procurement programs (c): CT, ME, MA, NJ, NY, PA
- EPR legislation (e.g., paint, electronics, Hg): CT, ME, NY, VT
- Bottle bills: CT, ME, MA, NY, VT
- Loan funds – MA (c); ME, NJ (p); NY (?)
- Chelsea Center for Environmental & Economic Development – MA (p)
- Grants – NJ (c) ; MA, NY (p)
- Economic development/finance agency programs (p): DE, NH, NJ
- RIRRC – market development program RI (p)
- Publications: DE (p), MA (c & p), NH (p), NJ (c), PA (c), RI (p), VT (p)*

* c = current, p = past/out-of-date

SERDC's Mission

Eleven states united to develop and promote sustainable recycling programs.

The Southeast Recycling Development Council has a direct mission:

Unite industry, government and non-government organizations to promote sustainable recycling in the Southeast.



Primary Purpose

Increasing the collection and recovery
of materials

Concomitantly fostering economic
development



How we fit in

- Not a subset of, nor a replacement for the National Recycling Coalition
- Industry based
- Industry driven
- Economic research



Recycling Market Development in the Northeast – NERC Current Projects

- [Recycling Markets Database](#)
- Compost Market Development
- Increasing Paper Recycling in the Commercial Sector
- Bulky Rigid Plastics Collection Capacity Building
- [Reuse Marketplace](#)
- Technical assistance for recycling businesses
- Publications:
 - [Market Resources for Recycling Industries](#)
 - [Recycling Business Assistance Guide for the Northeast States](#)
 - [Disposal Bans & Mandatory Recycling in the United States](#)



Recycling Market Development in the Northeast – NERC Past Projects

Research

- Recycling Economic Information Studies
- Used Electronics Market Study
- Multi-state Reciprocity Agreement for Beneficial Use Determinations
- Building a Viable Recycling Infrastructure for Discard Printing & Writing Paper
- Disposal Bans & Mandatory Recycling in the United States

Industry Negotiations/Discussions

- Newspaper Publishers Agreement
- Yellow Pages Publishers & Direct Marketing Association discussions

Procurement

- Promoting green procurement of electronics (EPEAT)
- EPP Purchasing Program for RI
- Peer-to-Peer EPP Training

Guidance & Resources

- Guidance for Potential Electronics Recycling Entrepreneurs
- Guidance for collecting electronics for recycling
- Electronics Business Resource Guide
- Market Resources for Recycling Industries
- Recycling Business Assistance Guide for the Northeast States

Business/Investment Assistance

- Recycling Investment Forums
- Fostering Economic Development Through Recycling
- Market Opportunity Forums
- Recycling Business Financing Seminars



Wish List

- Regional Recycling Markets Database
- Regional Recycling Markets “Center”
- Relationship between economic vitality of recycling industry & economic growth/jobs common knowledge
- All states with active EPP programs
- Loan funds & grants
- State economic development agency programs
- Recycling Investment Forums & education for investors
- Legislative strategies, such as EPR laws
- Education for reuse/recycling businesses
- R&D
- Streamlining of permitting, multi-state consistency

SERDC Approach: Policy & Practical

- Providing economic impact information to elected and appointed decision makers
 - Legislative Days
 - South Carolina 2008
 - Tennessee 2011
 - Alabama 2012
 - Mississippi 2012
 - Add another each year
- Support bills and legislation that support recycling
 - Ex. Support for ABC (alcoholic beverage containers) Bill effort - SC
 - Reporting requirements – Virginia
 - EPSCoR – Kentucky
- Support programs that recover more materials
 - Disposal restrictions
 - ABC recycling and beyond (alcoholic beverage containers)
 - Tax waivers and credits
 - PAYT/Unit-Based Pricing



Practical

- Providing research and support information for industry professionals
 - Annual workshop series, tailored for each state
 - Biennial Summit, Point Clear
 - Annual Symposium
 - Newsletter and website



Practical (cont)

- Technical Assistance
 - Selma
 - SC Glass
- SRO Support
 - Curriculum
 - Board Development Workshop
- Webinar series



Practical (cont)

- Technical Assistance
 - Selma
 - SC Glass
- SRO Support
 - Curriculum
 - Board Development Workshop
- Webinar series



Our Message

- Economic value
- Local investment increases regional job growth
- Economic recovery is at hand
 - And documentation to support the claim



Summary of Coordination

- State Run programs can be susceptible to funding shortages and sustainability issues.
- While non-profit organizations attempt to overcome funding issues by partnering with industry leaders to become self-sustaining, the organization's relationship with the state needs to remain a priority to achieve results.
 - For example, when Louisiana was contacted about their involvement with the SERDC, the response stated that the Louisiana Department of Environmental Quality 'has not been actively involved with SERDC or any other recycling market development programs.'
- Further in-depth research on past and current recycling market development programs is necessary to provide a thorough recommendation on the appropriate structure for a future program in Connecticut.

