

business jobs creative organics reuse
 market compost materials raw recover
 economic quality job recycling
 energy community digestion
 development
 recycle

Recycling Means Business

Sherill Baldwin
 Source Reduction & Recycling, DEEP

CT Governor's Recycling Working Group
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Recycling Means Business at DEEP

- Meetings, communication and presentations with DECD, CDA, CERC, CCAT, UCONN and more for the last couple of years
 - Strengthening connections between all agencies and groups to streamline external communication
- DRAFT document “A Plan to Support and Promote Industries Transporting, Processing and Using Recycled Material” – DECD Feb 2008
- DRAFT webpage: *Recycling Means Business*
- DEEP intern researched most of the recycling market development programs created as a result of EPA’s Jobs Through Recycling program in the 1990’s – sharing results so far – INCOMPLETE – Sept 2011
- Market development: Recycled Asphalt Shingles (RAS) - DOT Spec - pilot 6/2012
- Commissioners Roundtable
 - Recognize economic value of the materials in waste stream
 - Should we be examining market development from a regional perspective?

Jobs Created for Every 10,000 tons waste generated (annually)

<u>Activity</u>	<u># Jobs</u>
• Reuse – (wooden pallet repair to computer reuse)	28-296
• Recycling-based manufacturers	25
• MRF [IPC]	10
• Composting	4
• Landfilling and incineration	1

Source:

Recycling Means Business, 2006

[Institute for Local Self Reliance](http://www.ilsr.org)

www.ilsr.org/recycling/recyclingmeansbusiness.html

Economic Benefits of a Recycling/Materials Economy



- Recycling creates jobs through converting raw materials into products.
- Recycling builds more competitive manufacturing industries.
- Supporting the 'materials' economy could add significantly to the Connecticut economy.

Recycling Activities Include

- Collection – Diverse network of public programs and private companies collect raw materials generated by residents and businesses.



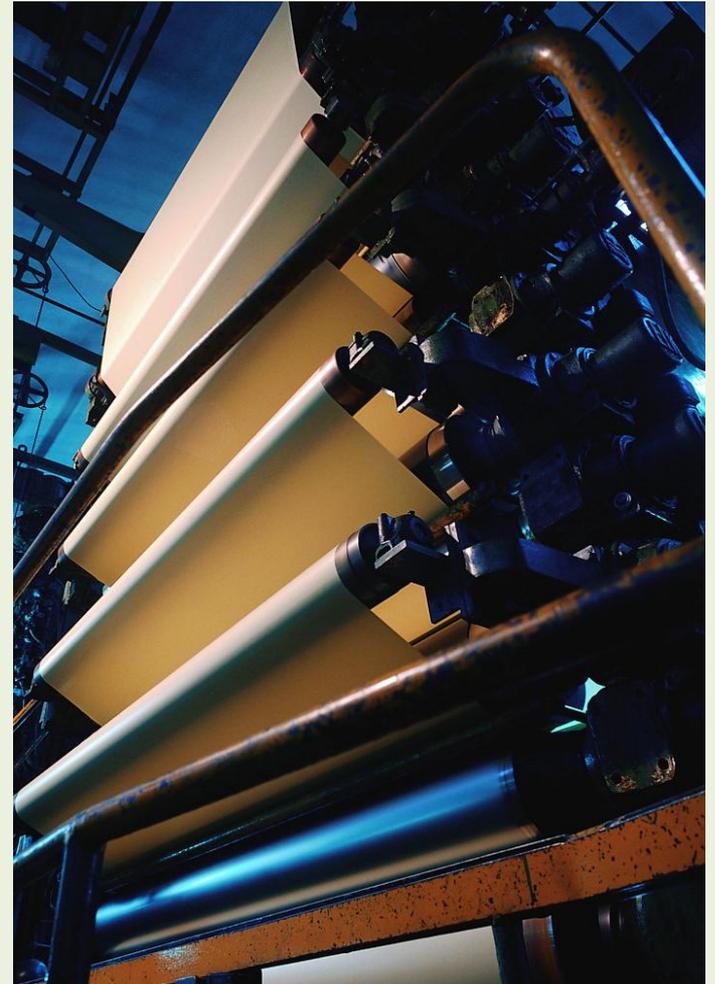
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- Processing – Companies process and convert materials into new feedstocks.



Recycling Activities Include

- Collection – Diverse network of public programs and private companies collect raw materials generated by residents and businesses.
- Processing – Companies process and convert materials into new feedstocks.
- Manufacturing – Industries manufacture products with recycled-content



Reuse and Remanufacturing Activities Include



- Collection – Businesses and organizations collect, extract and/or purchase discarded products and parts.

Reuse and Remanufacturing Activities Include



- Collection – Businesses and organizations collect, extract and/or purchase discarded products and parts.
- Processing & Resale – These entities sort, repair and remanufacture these items and sell them to businesses and consumers.

What is Recycling Market Development?

- 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:

- Technical assistance to businesses
 - Sourcing, processing and remanufacturing secondary materials and marketing end products
- Business development assistance
 - Funding sources including loans & grants for; market analysis, assistance for start up ventures
- Develop policies
 - Addressing barriers to collecting, processing, remanufacturing and reusing secondary materials
- Promotes need to purchase products with recycled-content



- Promote need to develop, transfer and apply technologies to increase use of recycled materials - - manufacturing sector
- Fosters development of supply infrastructure that is capable of providing industry with clean, readily usable and available raw materials

Recycling Market Development Programs

Active Programs: (17)

- Alabama*
- Arkansas*
- California
- Florida*
- Georgia*
- Illinois
- Indiana
- Kentucky*
- Minnesota
- Mississippi*
- New York
- North Carolina*
- Pennsylvania
- South Carolina*
- Tennessee*
- Utah
- Virginia*

No Program: (14)

- Alaska
- Arizona
- Colorado
- Connecticut
- Hawaii
- Idaho
- Iowa
- Kansas
- Louisiana*
- Maine
- Maryland
- Massachusetts
- Wisconsin
- Wyoming

Unknown: (19)

- Delaware
- Michigan
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- Texas
- Vermont
- New Jersey
- New Mexico
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Rhode Island
- South Dakota
- Washington
- West Virginia

*Member of Southeastern Recycling Development Council (SERDC)

State-Run Programs

Highlights

- 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.

Example #1: California

Program Description	The Recycling Market Development Zone (RMDZ) Program , established in 1989, provides attractive loans, technical assistance, a recycling market directory, and free product marketing to businesses that use materials from the waste stream to manufacture their products. State recycling tax incentives are also used to encourage recycling businesses.
Organizations Involved	The program falls under the California Department of Resources Recycling and Recovery (CalRecycle). The RMDZ program is administered by the Recycling Business Assistance Branch in the Waste Prevention and Market Development Division.
Funding Mechanisms	Funded by the fees the California Integrated Waste Management Board collects from California landfills.

Example #2: Illinois

Program Description	The Recycling Expansion and Modernization (REM) Program is the state's main recycling market development program. Established since 1988, it primarily consists of matching grants awarded to Illinois organizations and businesses to accomplish recycling market expansion and waste reduction goals.
Organizations Involved	A division of the state's Department of Commerce & Economic opportunity is devoted to recycling market development.
Funding Mechanisms	A small portion of the \$2.00 per ton tip fee is devoted to recycling market development programs.

Example #3: Indiana

- Program Description** The **Recycling Market Development Program** awards grants to aid private businesses to purchase equipment specifically needed to remanufacture recyclable materials into finished products or industrial feedstock. Grants range from \$50,000 to \$200,000 with a required 50% match. The state also has a recycling market directory in place.
- Organizations Involved** The program is administered through the Indiana Department of Environmental Management and operates under the Recycling Market Development Board.
- Funding Mechanisms** The state of Indiana has released a total of \$500,000 to Indiana's Recycling Market Development program.

Independently-Run Programs

Highlights

- 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.

Example #1: SERDC

Overview

The **Southeast Recycling Development Council (SERDC)** is a regional non-profit organization devoted to recycling market development. Incorporated in Alabama in 2006, it has 11 member states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia.

http://www.serdc.org/resources/Map_App/SERDC_Map.html

Mission & Goals

‘The overall mission of SERDC is focused on unifying government, industry, and non-governmental organizations around recycling. Goals include fostering communication among these groups, promoting sustainable recycling programs, and coordinating educational and public awareness activities related to recycling. By doing so this would further SERDC’s primary purpose of increasing the collection and recovery of materials and concomitantly fostering economic development.

The SERDC Board of Directors is comprised of individuals from State Recycling Organizations, Government and Industry inline with SERDC’s mission.’

Example #1: SERDC, cont.

History

- ‘SERDC founding members representing **industry leaders** KW Plastics, Steel Recycling Institute, SP Newsprint and several others **discussed the need for a regional recycling organization in the Southeast with the goal of bringing additional materials to markets for several years.** They worked with state level representatives and government level officials to turn their ideas into a viable organization. ‘
- ‘Representatives from industry, state government environmental and recycling representatives, local municipalities, non-profit associations, the Environmental Protection Agency Region IV, recycling coalitions, and major industry were invited to discuss the feasibility of forming a regional organization. The meeting was held November 2004 in Birmingham, AL. **Attendance and interest was phenomenal.**’
- ‘Subsequent meetings lead to the formation of the interim Board of Directors, with an equal division of industry and state/municipality representation.’

Example #1: SERDC, cont.

Funding

- Primary source of funding is through its members and sponsors. SERDC members include industry leaders as well as government and state-level organizations. Industry leaders include Coca-Cola Recycling, PepsiCo, Alcoa NARP, American Chemistry Council & many others.
- Also receives funding from EPA Region 4 grants.

Relationship with Member States

‘SERDC’s active relationship with our member states is crucial to furthering development within each state and regionally. SERDC has a membership with each available State Recycling Organization (SRO) and in turn encourages SRO membership in SERDC. SERDC also participates in the SRO’s annual conferences as sponsors, exhibitors, and presenters. To further our reach with our member states, we have several SRO’s represented on the Board of Directors.’

Example #2:

Pennsylvania RMC

Overview

The **Pennsylvania Recycling Markets Center (RMC)** is a non-profit organization devoted to 'developing and expanding recycling markets in Pennsylvania. In a competitive global marketplace, the RMC is the keystone clearinghouse of environmental, economic development, and manufacturing resources for end use support of recycled commodities and products. The RMC is headquartered at Penn State Harrisburg with satellite offices near Pittsburgh.'

Mission & Goals

'The Mission of the RMC is to expand and develop more secure and robust markets for recovered (recycled) materials by helping to overcome market barriers and inefficiencies.'

<http://www.parmc.org/>

Example #2:

Pennsylvania RMC, cont.

History

The Pennsylvania Department of Environmental Protection (DEP) contracted with RW Beck to lay out a plan to establish a non-profit organization that would support recycling markets in Pennsylvania.

PA DEP solicited by RFP and awarded the initial contract to Penn State University (PSU) to establish the non-profit. An interim board to direct the development of the non-profit was established, and initial staff were hired by the interim board. The university has a history of establishing non-profits that were housed within the university, yet operated independent of the university.

PSU has been able to provide a strong partnership with PA DEP, even covering up front costs at no fee in instances where DEP is unable to process a contract renewal in a timely fashion.

Example #2:

Pennsylvania RMC, cont.

Funding

- The PA DEP has provided annual funding to the RMC out of the Recycling Fund, which is the \$2 fee generated from fees on waste disposal at landfills and resource recovery facilities.
- Goal of the RMC is to be self-sustaining. It has established its own funding sources through its 'Center of Excellence' business partners.
- 'The Center of Excellence is exclusively a network for recycled materials processors, end users of recycled materials, and non-profit organizations that influence Pennsylvania materials markets. Members will not only be advised of industry forefronts, but will also be advertised to potential customers and professions that influence use of secondary commodities.'
- 'Seed funding and support of the Center of Excellence provided by Ben Franklin Technology Partners of Northern and Central Pennsylvania.'

Example #2:

Pennsylvania RMC, cont.

Relationship with the State

Excerpt from communication with Georgia Kale, PA DEP:

- ‘The staff at the Center work cooperatively with the department on projects, yet have their own work plan and agenda. For example, we are short-staffed as we have had to begin the enactment of the Covered Device Recycling Act, and they have pulled together a conference and several webinars on the topic that we would have been strapped to do with our own staff. They work actively with the electronics recyclers in the Commonwealth and keep them informed of our requirements, and relay to us anonymously concerns that the recyclers have. As you know, many businesses are reluctant to talk with government, and they are happy to have a voice through the RMC.’
- ‘We are able to refer individuals to the RMC that are interested in establishing businesses that manufacture recycled products, which used to be very time consuming for us. The RMC staff determine if the business will be viable and direct them through the permitting and funding processes.’

Summary

- 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.

Where Others Have Started

Directory Listing or database of markets (recycling)

NY State Recycling Market Database

<http://appcenter.nylovesbiz.com/esdrecycling/frmLogin.aspx>

Rhode Island, Maine and Vermont all have joined within the last year

Materials Exchange (reuse)

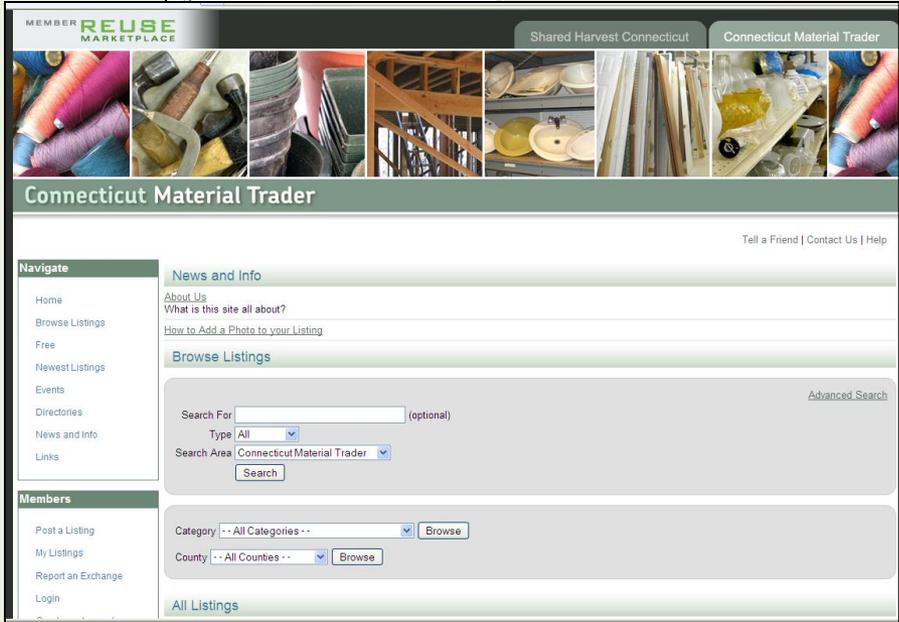
CT Material Trader

<http://www.ctmaterialtrader.org/>

Recycling Markets Main Menu [Contact Us](#)

Search For Recyclers

Material Type	Location	Business Type
Primary Any	Search By: <input type="radio"/> County (NY Only) <input checked="" type="radio"/> State <input type="radio"/> Area Code <input type="radio"/> All Locations CT	Any Broker Collector/Hauler Redemption Center Processor Intermediate Processor/On-Site Material Recovery Facility End-User/Manufacturer Composter ReManufacturer Reuse/Materials Exchanges Exporter
Secondary		Company Name



MEMBER **REUSE MARKETPLACE** Shared Harvest Connecticut Connecticut Material Trader

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Where Others Have Started

- **Determine Current State - Value-added recycling manufacturing**
 - Businesses that manufacture recyclables into secondary materials such as paper, plastic, metals, glass and other products
 - Businesses that reuse/repair/remanufacture goods into repaired used or new products.
- **Promote businesses that currently make products with recycled-content**
 - Work to increase purchasing of these products

Other thoughts

- Reuse and Recycling Industries need to be added to definitions/understanding of “Green Jobs” and “Green Industries” in CT
 - Recycling sector
 - Reuse and remanufacturing sector
- Reuse and Recycling Industries are part of energy conservation - -
- Like other manufacturing activities – these industries would benefit from R&D

Other thoughts

- REI Report
 - Local collection and processing – 20% of total recycling employment and receipts
 - Downstream manufacturing – 80% of employment and receipts
- Largest Contributors – recycling mfg sector
 - Paper, paperboard and deink market
 - Steel mills
 - Plastics converters
 - Iron and steel foundries

How Best Support Reuse & Recycling Industries in CT?

Do these industries need their own program or individualized assistance in CT?

- Incentives for business development?
- Support with market development?
- Product development – how can we encourage use of recycled-content/raw materials from our facilities?

What programs exist now that could help reuse and recycling businesses – sustain or expand?

- Loan programs for equipment or other technology needs?

Regionalizing – Do we want to/need to continue this conversation?