

Recycling Market Development Opportunities



NERC | Northeast Recycling Council

Ten states united for
for environmentally sustainable
materials management

Lynn Rubinstein, Executive Director
Northeast Recycling Council, Inc. (NERC)

Launching Innovation:
Transforming Materials Management
in Connecticut, October 4, 2012

What is NERC

- Non-profit organization focusing on sustainable materials management & recycling market development
- 10 Northeast states
- 25 years old
- Members are states & private sector advisory members
 - › Committed to public/private dialogue
- 5 staff in Vermont & Massachusetts



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 reusable/recyclable materials, used products, & recycled content products.
 - > Taking action to create new use opportunities or expand existing markets.
 - > Fostering ventures that process, manufacture & market recycled-content & reused products.
- ◉ **Innovation:** R&D to increase recycling opportunities & efficiencies



Strategies

○ Supply

- > Traditional: Get more material from individuals
- > Missed Opportunities:
 - Multi-family, commercial, industrial, institutional, educational, government sources
 - Focusing on quality of material before sent to processors

○ Demand

- > Environmentally preferable purchasing programs
- > Public education to “close the loop”
- > Higher education programs/degrees
- > Design for the environment “movement”
- > Tax credits &/or loans
- > Minimum content laws

○ Innovation

- > Equipment manufacturers
- > Manufacturers R&D efforts
- > Higher education



Recycling Market Development in the Northeast – NERC Past Projects

Research

- Recycling Economic Information Studies - several
- 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
- USPS, Yellow Pages Publishers, & Direct Marketing Association

Procurement

- EPPnet
- Green procurement of computers (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
- Electronic Recycling 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 for Business Owners & for Business Development Specialists

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
- Composting Capacity Building for Municipalities
- Technical assistance for recycling businesses
- State Electronics Challenge
- Publications, including:
 - › [Market Resources for Recycling Industries](#)
 - › [Recycling Business Assistance Guide for the Northeast States](#)



State Recycling Market Development Programs in the Northeast

- Pennsylvania Recycling Markets Center (c)
- Mandatory recycling & disposal bans (c)
- 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 (p)
- Publications: DE (p), MA (c & p), NH (p), NJ (c), PA (c), RI (p), VT (p)*

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



Next Steps?

- ◉ Regional Recycling Markets Database – in progress
- ◉ Regional Recycling Markets Center
- ◉ Relationship between economy, reuse, recycling understood
- ◉ All states with active EPP programs
- ◉ Beneficial use determination reciprocity
- ◉ Loan funds & grants, tax credits
- ◉ State economic development agency programs
- ◉ Recycling Investment Forums & education for investors
- ◉ Legislative strategies:
 - > Consistency among states
 - > Disposal bans/mandatory recycling
 - > EPR
- ◉ Education for reuse/recycling businesses
- ◉ R&D
- ◉ Streamline permitting, multi-state consistency



Websites

- NERC

www.nerc.org &

www.nerc.org/documents/index.html

- Recycling Markets Database

www.esd.ny.gov/businessprograms/secondarymarketinfo.html

- Reuse Marketplace

www.reusemarketplace.org

- State Electronics Challenge

www.stateelectronicschallenge.net



Contact Information

Lynn Rubinstein, Executive Director
Northeast Recycling Council, Inc. (NERC)

lynn@nerc.org

802-254-3636

www.nerc.org

***Upcoming NERC Conference – Oct. 23 & 24:
Pay-as-you-throw, Zero Waste, Food Waste
Collection, & Single-stream Recycling***



NERC | Northeast Recycling Council