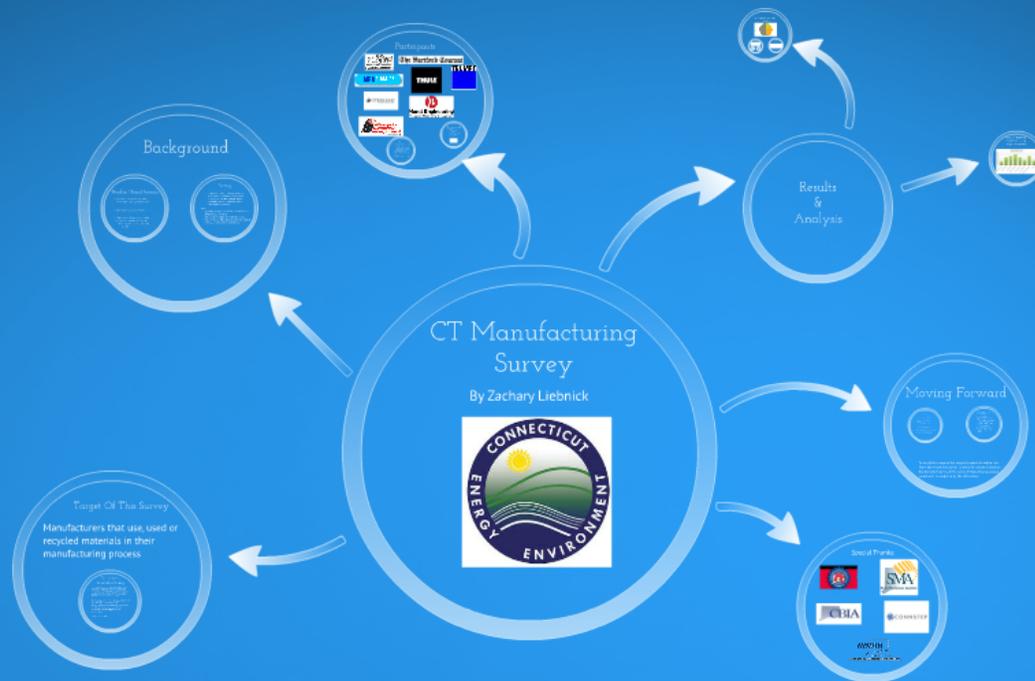


# Recycling Market Development Council





# Recycling Market Development Council



# CT Manufacturing Survey

By Zachary Liebnick



# Background

## Need for Market Research

- Economic impact of the State losing expensive useful materials
- Potential to decrease waste
- Many states have done similar studies and created directories
  - MA, SC, MN, GA, AR, WI, TN, MD

## Survey

Purpose: to better understand current businesses in the State of Connecticut that use, or have the potential to use, recycled or reused materials in their manufacturing process.

### Goals:

- Identify businesses that use or would be able to utilize recycled materials
- Understand what types of materials are used
- Better understand the obstacles to using recycled and reused materials in manufacturing

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# Target Of This Survey

Manufacturers that use, used or recycled materials in their manufacturing process

## Definition of Manufacturing

"The mechanical or chemical transformation of materials or substances into new products, the assembling of component parts of manufactured products, and the blending of materials, such as lubricating oils, plastic resins, or liquors.

The new product of a manufacturing establishment may be finished in the sense that it is ready for utilization or consumption, or it may be semi-finished to become a raw material for an establishment engaged in further manufacturing."

-Chelsea Center 2003

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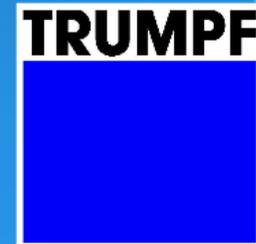
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-Chelsea Center 2003

# Participants



The Hartford Courant



## Background of Participants

- 10 Respondents
- 89% have manufacturing operations in CT
- 71% produce a final good and 30% produce an intermediate good



## Distribution

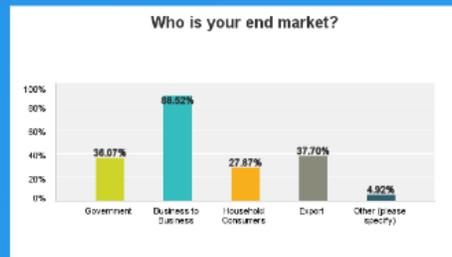
- Reached out to manufacturing and trade associations
- sent the survey to members in their newsletter and posted it on their websites
- Posted the survey to social networking sites and on various listserves
- Contacted businesses individually

## Distribution

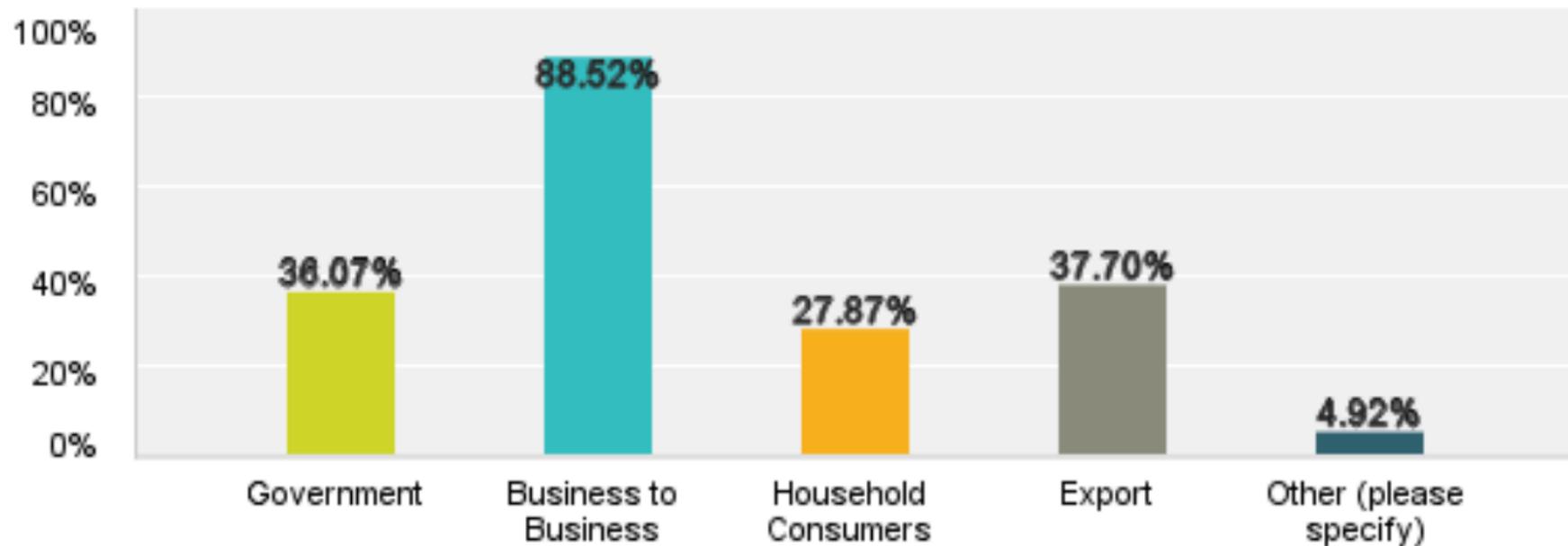
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# Background of Participants

- 70 Respondents
  - 89% have manufacturing operations in CT
  - 71% produce a final good and 39% produce an intermediate good



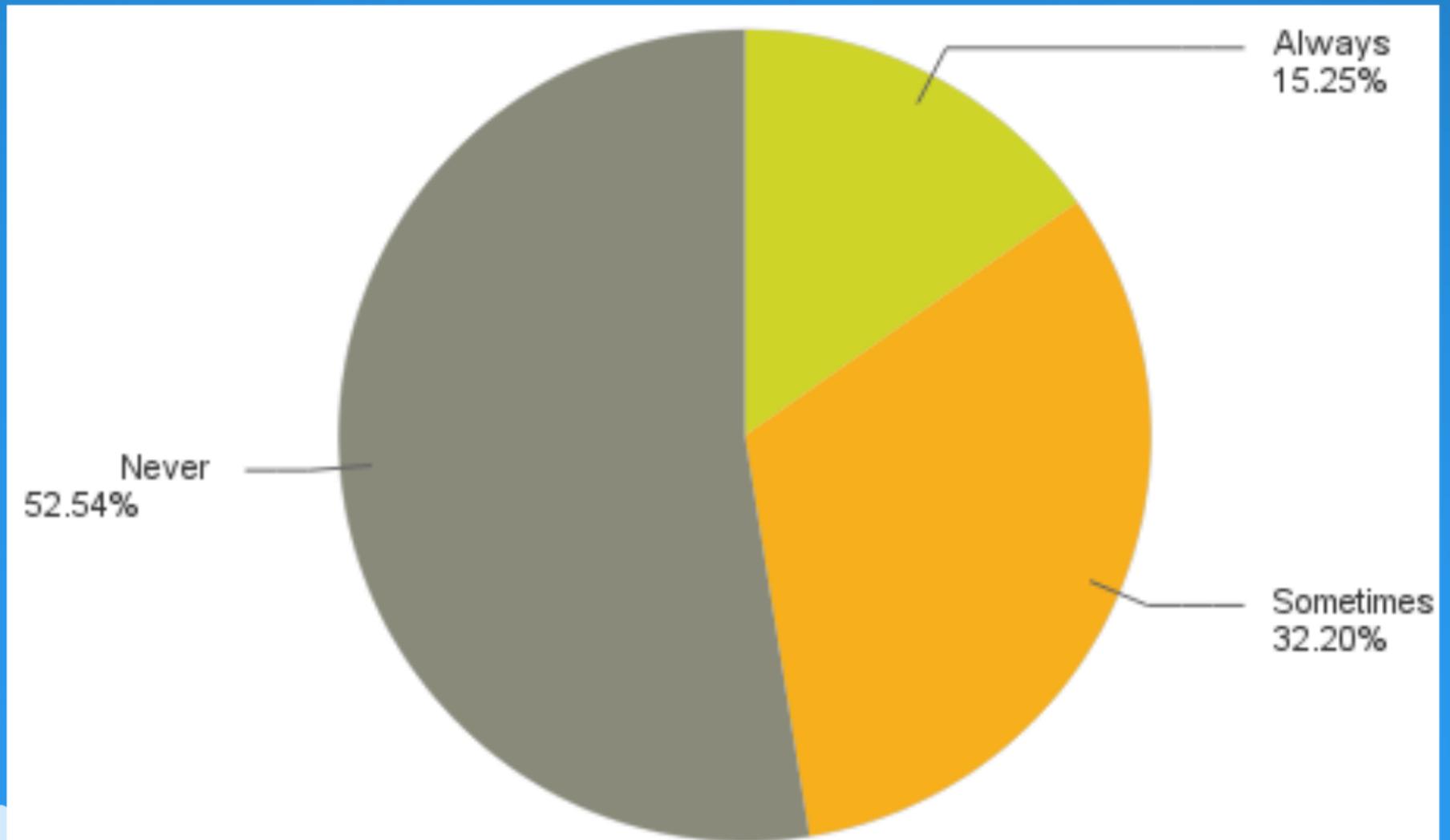
## Who is your end market?



# Results & Analysis

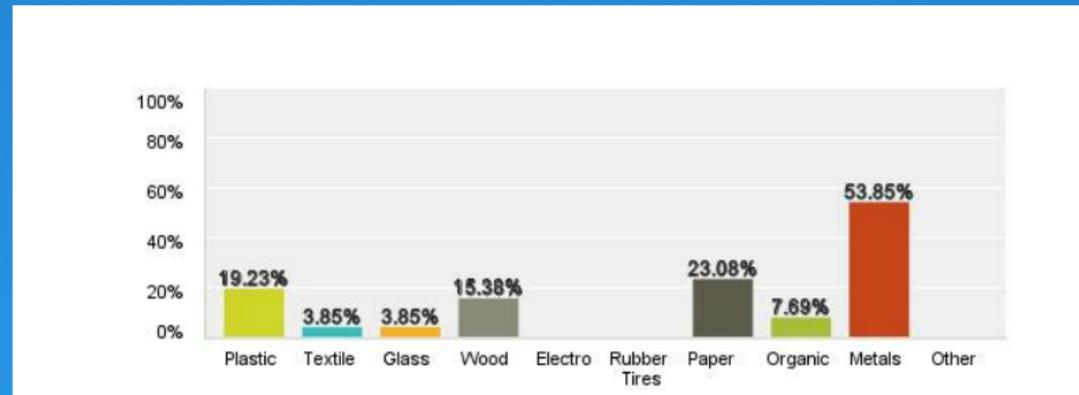


# % That Use Recycled Content



# Always/Sometimes Use

What Do They Use?



From Where



Why Do They Use It?



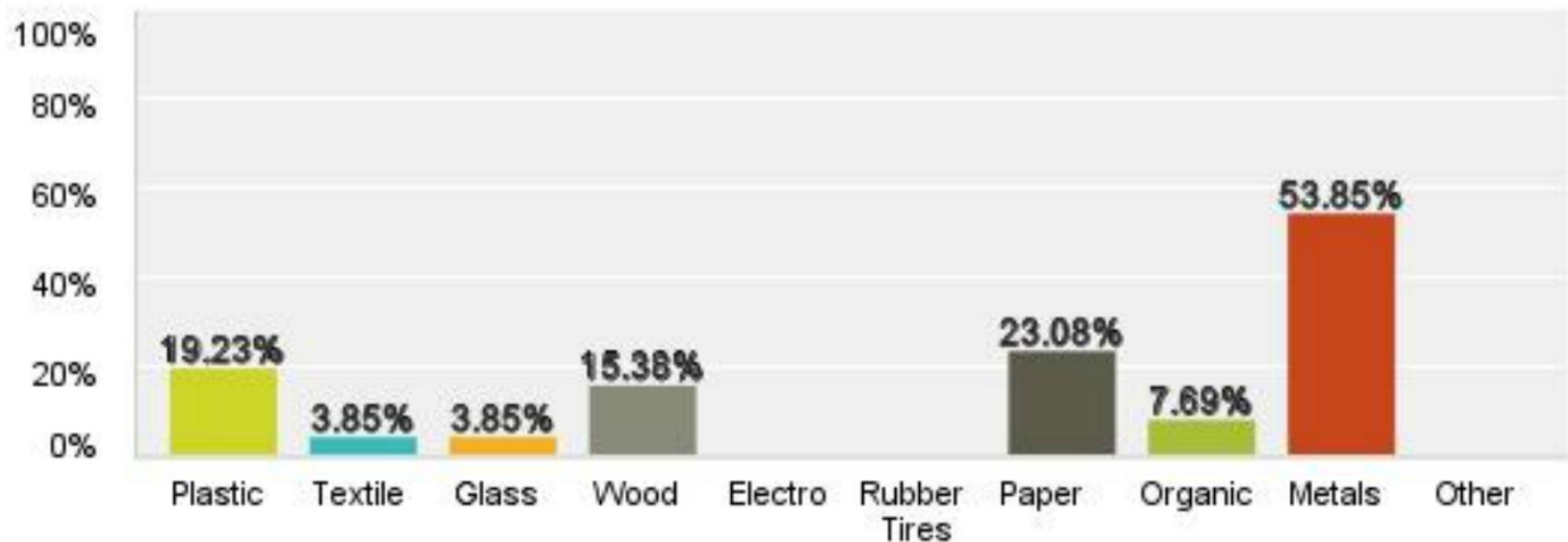
What Would Help:

Most Helpful



# Always/Sometimes Use

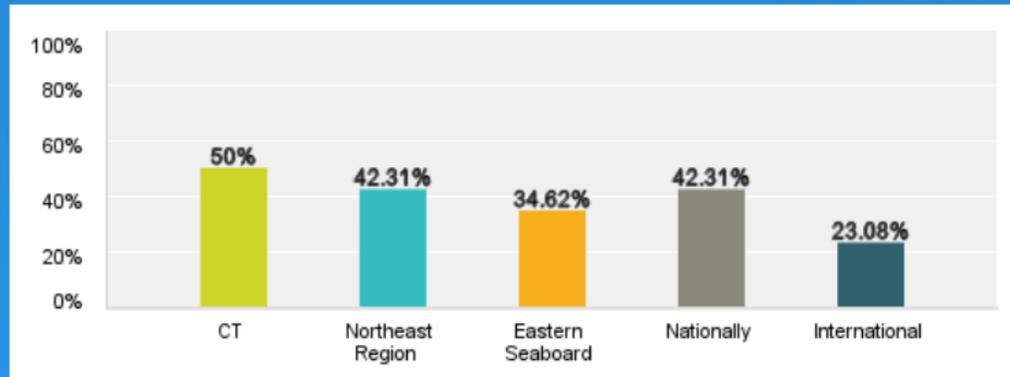
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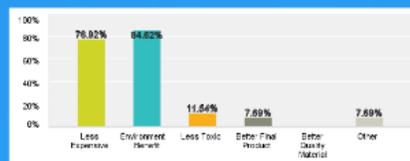
From Where

What Would Help:

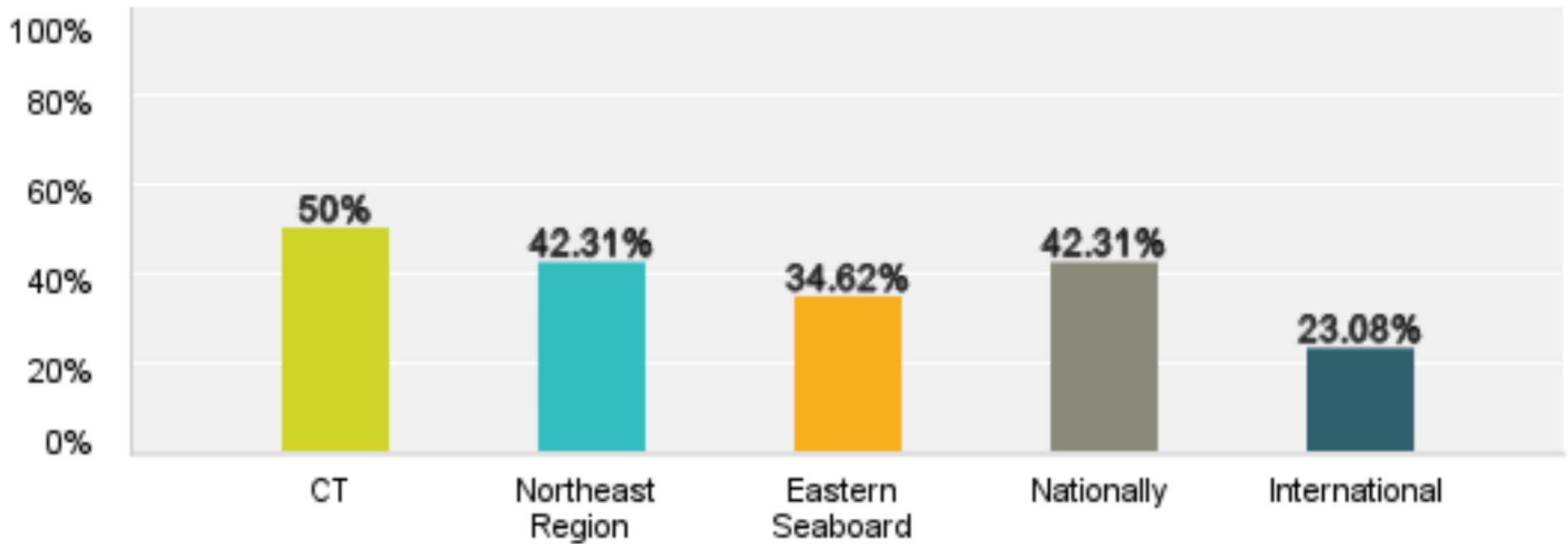
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# Why Do They Use It?



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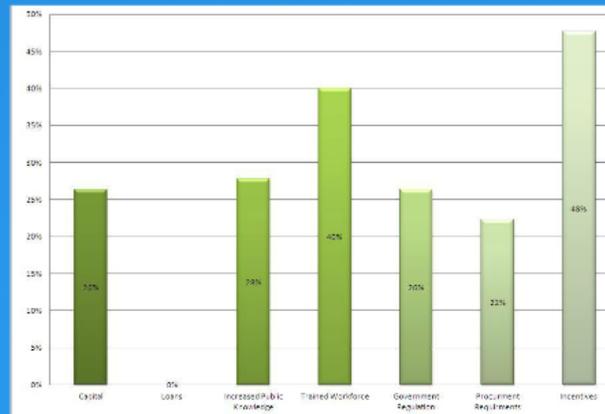


# Why Do They Use It?

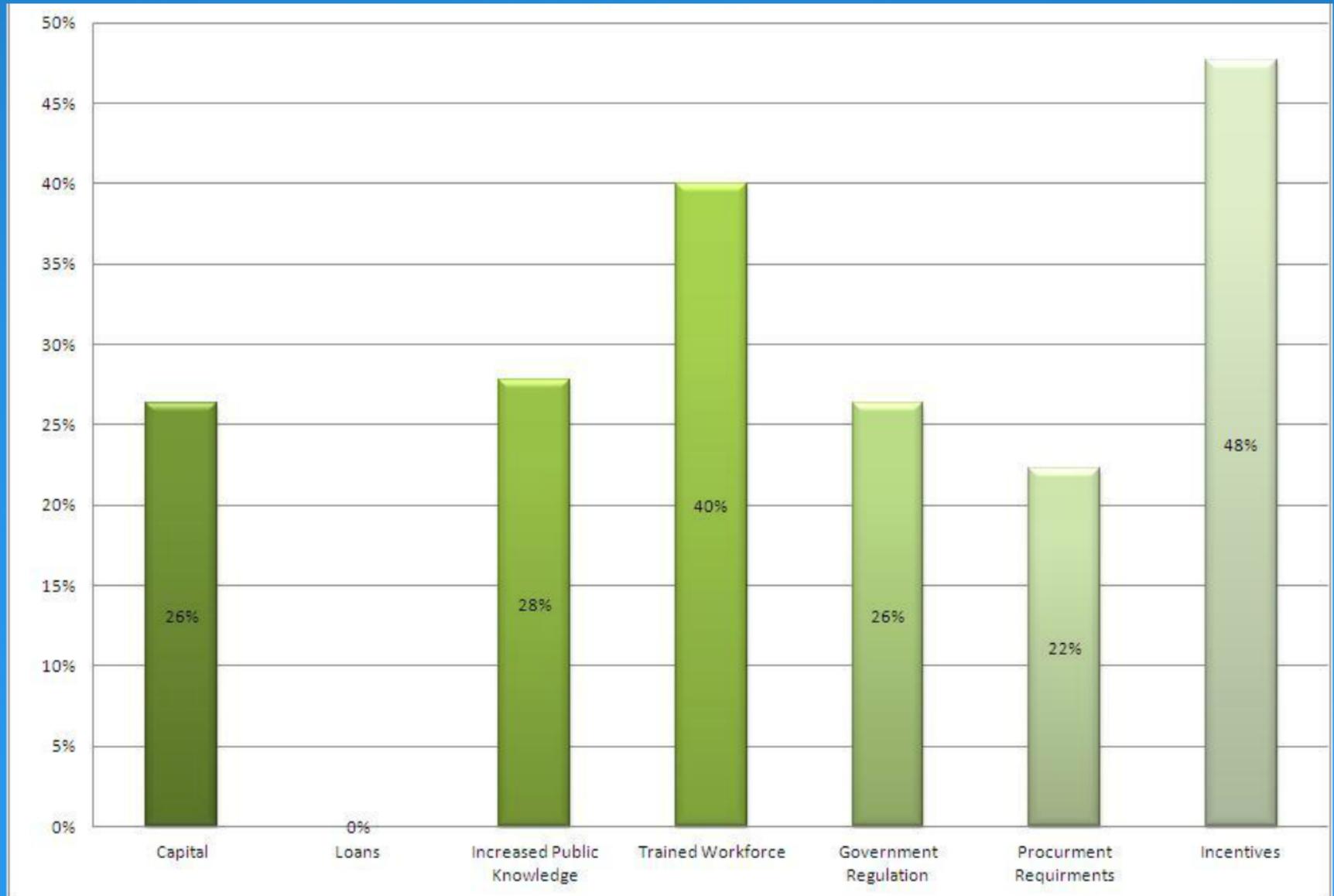


# What Would Help:

## Most Helpful

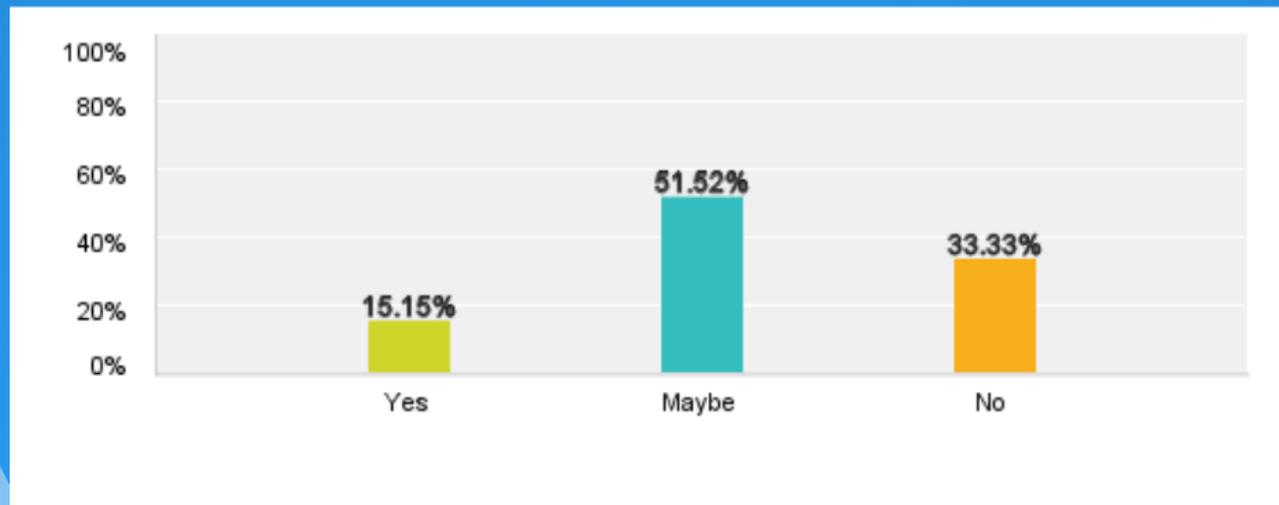


# Most Helpful

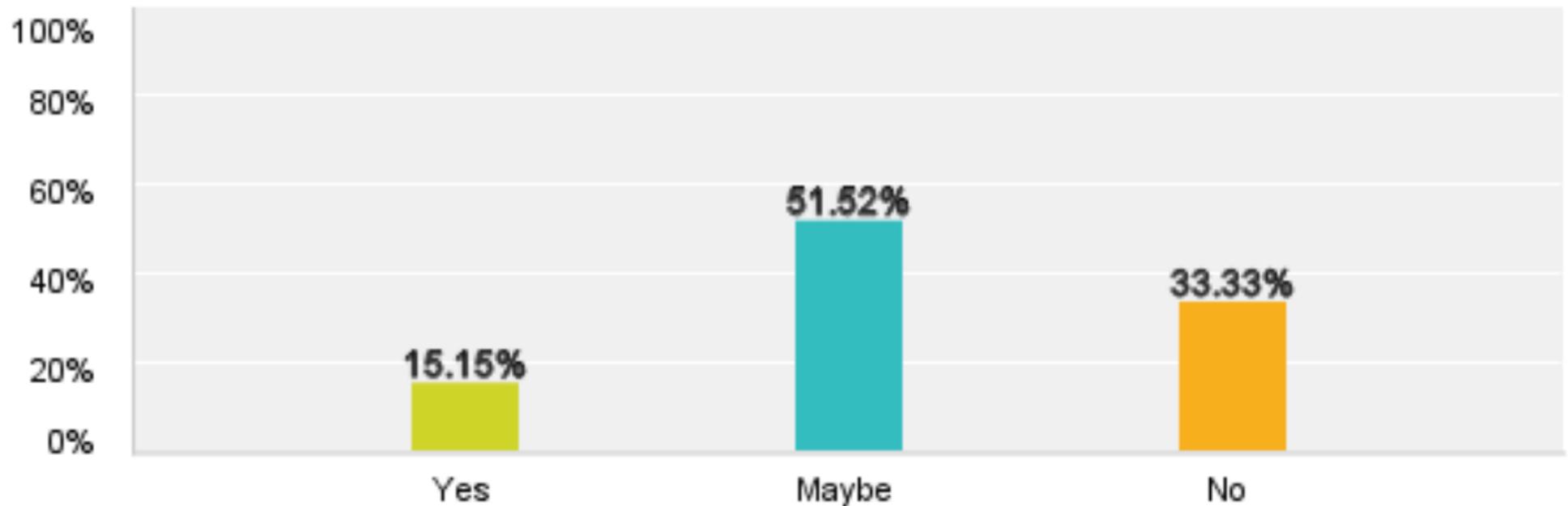


# Never Use

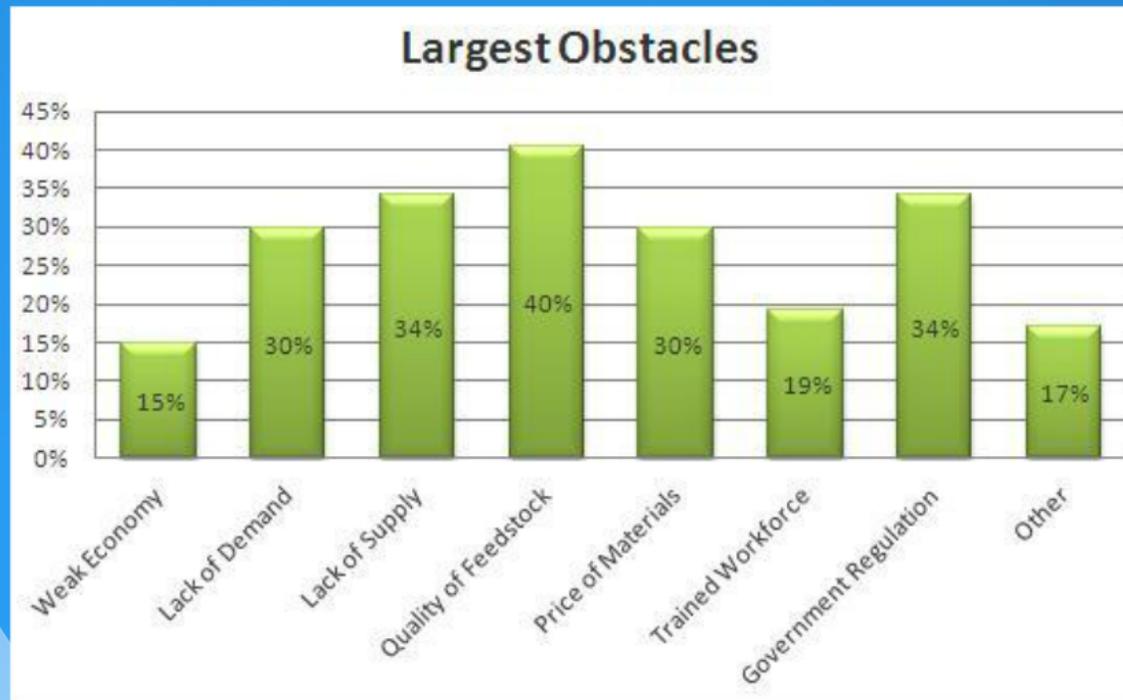
Would Be Interested In Using Recycled/Reused Materials:



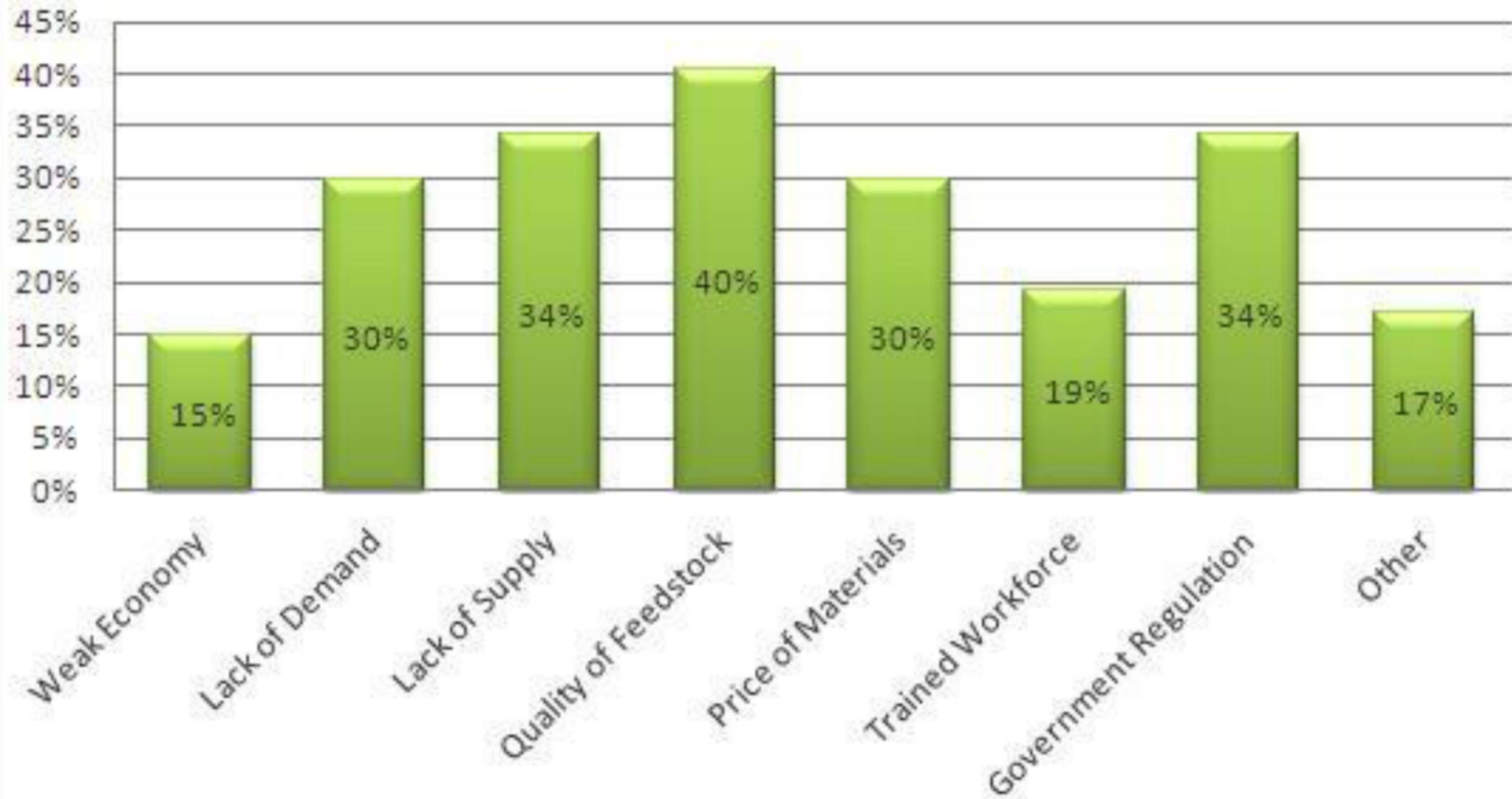
## Would Be Interested In Using Recycled/Reused Materials:



# What's Preventing Them From Using Recycled Materials:



# Largest Obstacles



# Moving Forward

## Next Steps:

- Expand/continue the Survey
- Create an eDirectory of Recycled Material users
  - Include specific types of metals, paper, etc.
  - Add an advisory tool for Manufacturers, Processors, Brokers, and Consumers
- Look into policy proposals to create financial incentives to using these materials

## Why Should Not Focus On Recycled Material Brokers

- Brokers are not geographically defined
  - Stretch regionally, nationally, or even internationally
- Driven by Demand of manufactures
  - can be fostered by directory and increased awareness
- Many of the larger brokers offer both recycled and virgin raw materials

To establish a market for recycled materials within the State there needs to be an increase in demand amongst the manufacturers which can be fostered by increased awareness brought on by the eDirectory

## Next Steps:

- Expand/continue the Survey
- Create an eDirectory of Recycled Material users
  - Include specified types of metals, paper, etc
  - Act as networking tool for Manufacturers, Processors, Brokers, and Consumers
- Look into policy proposals to create financial incentives to using these materials

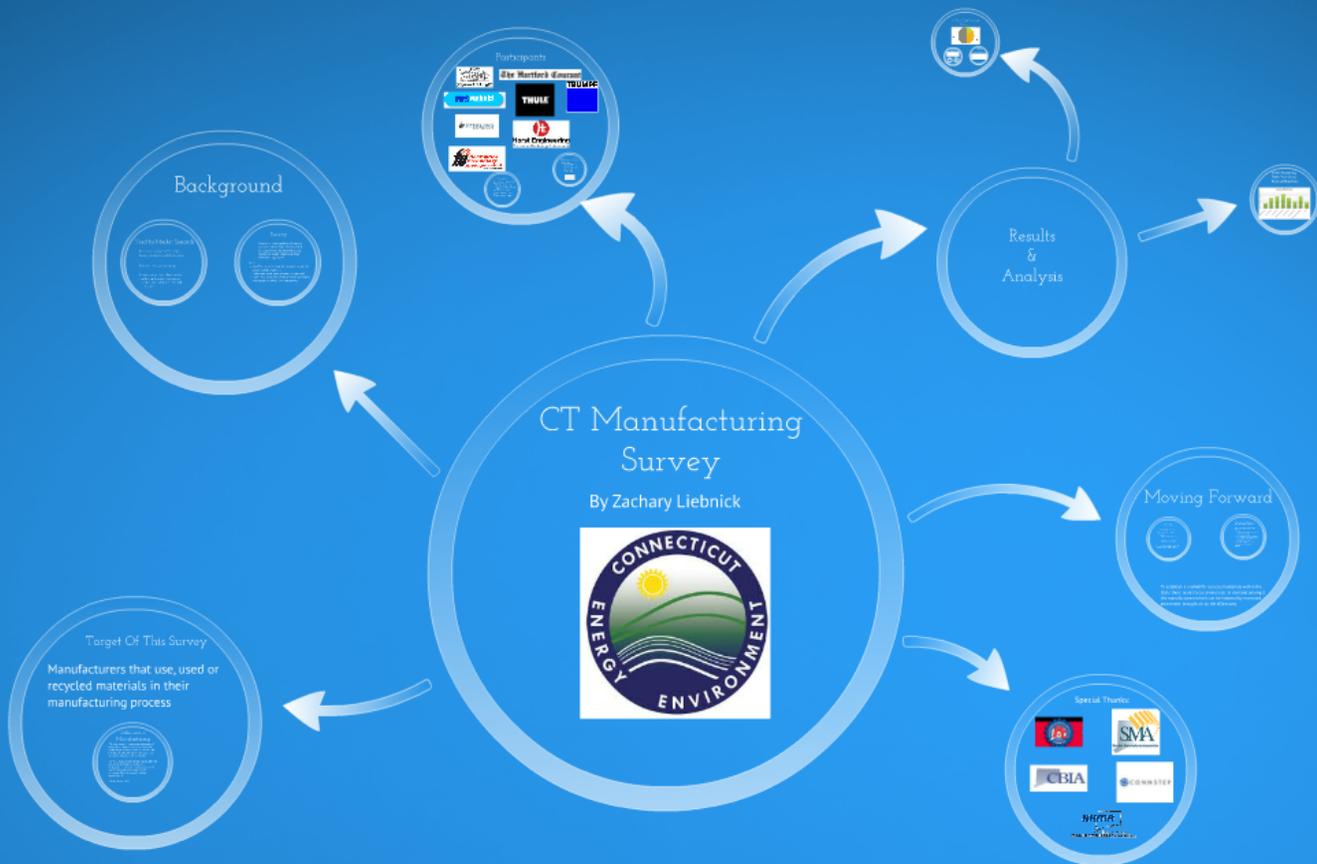
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## Special Thanks:





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