NRC Sustainable Materials Summit
North Carolina Perspective on Recycling Market Development

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Recycling Market Development

NC Experience

* Systems Approach
* Coordinated Activities Addressing Both Public Programs and Private Markets
* All Commodities Considered Targets for Action and Attention
Recycling Business Assistance Center formed in 1994 and still active.
Partnerships with NC Commerce, financing institutions, economic development community
Grants
  * Targeting for specific infrastructure needs
  * Attention to both supply and demand (collection, processing, and end-use)
Tax incentives
Supportive policies
  * E.g., Disposal bans, ABC law, Tip fee surcharge
Deep engagement with markets and market players
Participation in national and regional initiatives
  * CARE, SERDC, APR, SPC, CPRC
Recycling Helping to Reduce NC Dependence on Landfilling

DENR grants and technical assistance helped spur these infrastructure developments.

Waste Disposal Falling – Recycling Prevents Upward Growth

Tons of New Diversion Since the Recession

- Food Waste Diversion
- Private C&D Recycling
- Local Government Fiber and Container Recycling
- Shingle Recycling
Creating Jobs and Business Opportunities

Recycling Job Growth in NC

- Direct Private Sector Recycling Jobs Increased **5.4%** during the Great Recession
- Recycling Jobs Increased **12%** from 2010 to 2013

# of North Carolina Recycling Companies

- Recycling Company Listings in the NC Markets Directory Tripled Since 1989
- Currently 740 NC Companies List in the Directory
Carts: New Efficiency in Curbside Collection

Old Collection System Using Bins

New Collection System Using Carts

State assistance has helped curbside programs adopt carts

Average Bin-based program: 247 lbs/household/year

Average Cart-based programs: 445 lbs/household/year
Curbside Recycling Growth in NC

Curbside Tonnage

Number of Curbside Programs
Lessons Learned in NC

* Integration of all the pieces – collection, processing, manufacturing
* Balanced approach addressing both public and private sectors
* Scaling of BMPs
* Broad material focus
* Targeted injection of capital
* Usefulness of data, regulation, and policy
Paths Forward

* Industry leadership
  * Education and Advocacy
  * Intervention
    * Existing example: Carton Council
    * Potential Example: Glass Recycling Council (brandowner-led)
* EPA leadership
  * Funding
  * Convening
    * Previous example: EPA Financing Dialogue
    * Potential example: SMM Stakeholders Dialogue
* Leadership must be grounded in real experience and strategic systems thinking
Thank You!

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