WELCOME!

National Recycling Coalition
Forging Ahead: Recycling Markets Development in the 21st Century
Atlanta, GA
July 31, 2018
NRC’s 2017-18 Board of Directors

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Together, We Are Recycling!
# NRC’s 2016-17 Board of Directors

<table>
<thead>
<tr>
<th>Name</th>
<th>State</th>
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<tbody>
<tr>
<td>Susan Attridge</td>
<td>NY</td>
<td>Susie Gordon</td>
<td>CO</td>
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<td>Mick Barry</td>
<td>IA</td>
<td>Carey Hamilton</td>
<td>IN</td>
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<td>Robert J. Bylone, Jr</td>
<td>PA</td>
<td>Brent Hildebrand</td>
<td>CO</td>
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<td>Maggie Clarke</td>
<td>NY</td>
<td>Maite Quinn</td>
<td>NJ</td>
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<td>George Dreckmann</td>
<td>WI</td>
<td>Antonio Rios</td>
<td>PR</td>
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<td>Barbara Eckstrom</td>
<td>NY</td>
<td>Robin Wiener</td>
<td>DC</td>
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<tr>
<td>Wayne Gjerde</td>
<td>MN</td>
<td>Melissa Young</td>
<td>NY</td>
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*Together, We Are Recycling!*
Thanks to our Sponsors

Steel Recycling Institute

RRS recycle.com

ISRI

Strategic Materials

PRATT 100% RECYCLED

KEEP AMERICA BEAUTIFUL

SKUMATZ ECONOMIC RESEARCH ASSOCIATES, INC.
40 Years of supporting recycling!

NATIONAL RECYCLING COALITION

Become a member or sponsor at www.NRCrecycles.org
NRC Executive Director - Marjie Griek

- Regional Markets Development Workshops 2018
  - Portland, OR - April 4, 2018
  - Atlanta, GA - July 31, 2018
  - Midwest - Nov. 2018
- Updates at Resource Recycling Conference October 2018
- Working with RRS to develop report of findings / outcomes
Forging Ahead: Market & Economic Development Strategies
Successes Around the US
MARKET DEVELOPMENT FOR RECYCLING AT THE LOCAL AND STATE LEVEL

- Recycling can be job creator, save energy and reduce GHGs
- However, benefit derives from the use, not collection of recyclables
- Recycling economics & jobs can be enhanced the more the materials can avoid expensive transportation and be used locally
- A key goal for local job creation is to add value to recyclables before they leave the state
- Examined research from around the country*
- Interviewed program leads in states and localities

*Main sources; Skumatz & Griek 2017; Gedert 2017, 2018.
TYPES OF STRATEGIES

- Technical Assistance
- Financial Assistance
- Match-ups – Direct connections, support, networking
- Research / Info / Research - proactive & on-demand
- Advocacy
- Outreach
- For non-curbside recyclables: Reuse and repurposing programs
# STRATEGIES THAT WORK

<table>
<thead>
<tr>
<th>Local Economic Development Tools for ZW</th>
<th>Grant Funding</th>
<th>Closed Loop Purchasing</th>
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<tbody>
<tr>
<td>Support local ZW businesses</td>
<td>Permit Concierge</td>
<td>State Mandated Procurement</td>
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<tr>
<td>Support of Materials Marketplace</td>
<td>Targeted Virgin Material Substitution Encouragement / Assistance</td>
<td>Innovation Support</td>
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<td>R&amp;D Support</td>
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<td>Vertical Integration</td>
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<tr>
<td>Eco-Industrial Park</td>
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<td>Mobile Solutions</td>
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<td>Dedicated staff</td>
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<td>Cooperative Marketing</td>
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<td>Informational Packets</td>
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<td>Value Add</td>
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<tr>
<td>Help address technical specs</td>
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<td>And many others...</td>
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SUCCESSFUL EXAMPLES / MODELS AT THE STATE LEVEL

- SC:
  - Aggressive business recruitment linked to specific target materials available and products manufactured, and to businesses already in place
  - Started building fund in 1992

- MN:
  - Dedicated staff; focused on finding ways to add value before materials leave the state to provide jobs; look for the part of the value stream they can affect
  - Help steer businesses through processes of locating, plans, sourcing, etc.

- NC:
  - Dedicated staff; focused on building up supply networks
  - Strong, regular messaging to legislators that recycling is a dynamic part of state’s economy

- PA:
  - Vibrant economic development program, works with existing manufacturing base and new firms
  - Start-up funds from state
SUCCESSFUL EXAMPLES OF JOINT / COOPERATIVE MODELS

- Oregon Beverage Recycling Cooperative:
  - Non-profit, moving beyond collection / processing; becoming vertically integrated
- Maine:
  - State is the broker of recycled materials
- Northeast Resource Recovery Association (NRRA):
  - Collects and markets for 3 states cooperatively
- California:
  - Market Development Zones; aggressive program for market development
SUCCESSFUL EXAMPLES / MODELS AT THE LOCAL LEVEL

- Austin Recycling Economic Development Program: Multi-faceted
  - Mission to attract, retain, grow ZW businesses & entrepreneurs
  - Website, Marketplace, Business Rebate, Innovations Investment Forum
- Des Moines, IA: One-stop shopping web site
- Portland, OR: Vibrant, proactive reuse opportunities
- Phoenix resource park:
  - Joint city/college venture
  - Land and enterprise fund & ability to enter into long-term contracts
STRATEGIES THAT WORK

- Much has been tried with success, but, tailored by material-sensitive to the LOCAL opportunities, building on LOCAL businesses / materials is the BEST approach.
- Today is about finding the opportunities, making new matches, and creating an action plan of next steps to move market strategies forward in Georgia.
- Look around you - part of your solution may be sitting next to you.
- Hear from experts, but then this afternoon is all about you!
FORGING AHEAD - STRATEGIES THAT WORK

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