

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

Dave Keeling	President	WI
Lisa Skumatz	Chair	CO
Stephen Bantillo	Executive VP	CA
MaryEllen Etienne	Vice President	OH
Leslie Lukacs	Vice President	CA
Kerrin O'Brien	Vice President	MI
Sarah Pierpont	Secretary	NM
Charlotte Pitt	Treasurer	CO
Bob Gedert	Past President	OH

Together, We Are Recycling!



NRC's 2016-17 Board of Directors

Susan Attridge	NY	Susie Gordon	CO
Mick Barry	IA	Carey Hamilton	IN
Robert J. Bylone, Jr	PA	Brent Hildebrand	CO
Maggie Clarke	NY	Maite Quinn	NJ
George Dreckmann	WI	Antonio Rios	PR
Barbara Eckstrom	NY	Robin Wiener	DC
Wayne Gjerde	MN	Melissa Young	NY

Together, We Are Recycling!





Thanks
to our
Sponsors



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

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered on a white background that is partially framed by these blue shapes.

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

TYPES OF STRATEGIES

- ▶ Technical Assistance
- ▶ Financial Assistance
- ▶ Match-ups - Direct connections, support, networking
- ▶ Research / Info / Research - proactive & on-demand
- ▶ Advocacy
- ▶ Outreach
- ▶ For non-curb-side recyclables: Reuse and repurposing programs

STRATEGIES THAT WORK

- Local Economic Development Tools for ZW
 - Support local ZW businesses
 - Support of Materials Marketplace
 - R&D Support
 - Eco-Industrial Park
 - Dedicated staff
 - Informational Packets
 - Help address technical specs
- Grant Funding
 - Permit Concierge
 - Targeted Virgin Material Substitution Encouragement / Assistance
 - Transportation Info /Creative Options
 - State-sponsored Economic Development Incentives
- Closed Loop Purchasing
 - State Mandated Procurement
 - Innovation Support
 - Vertical Integration
 - Mobile Solutions
 - Cooperative Marketing Value Add
 - Resource Parks
 - And many others...

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

Marjie Griek, Executive Director

National Recycling Coalition

720-745-0966

marjie@nrcrecycles.org

www.nrcrecycles.org

