

Report of NRC Markets Council to NRC Board 7-29-20

The following topics were discussed on Markets Council calls on July 15 and July 29, 2020:

1. Buy Recycled Business Alliance Revitalization Proposal (see attached Draft 4 of proposal, based on discussion on last 2 calls and edits provided by Council members)
2. National Zero Waste Conference and National Recycling Congress, December 1-3, 2020
 - a. National Policy Town Hall
 - b. Upcyclers Network and Buy Recycled Forum
3. Buy Recycled Manual (Richard Keller)
4. NRC Market Development Website
5. EPA Comprehensive Procurement Guidelines
6. Markets Council Webinars for 2021
7. *Recycling Markets Info Exchange* - Nina wants the current MOU to expire. She wants to further discuss with the Markets Council on how best to proceed next with this.



Proposal to Revitalize **Buy Recycled Business Alliance**

To the NRC Markets Council

Draft 4, July 29, 2020

Vision

Expand recycling markets in North America by creating more demand for recycled products¹.

Mission

increase the purchase of products with recycled content by business.

Examples of Potential Alliance Activities

1. Hold webinars and virtual trainings for companies to support increased purchasing of products with recycled content.
2. Update the Buy Recycled Business Alliance Manual for members of the Alliance.
3. Include Buy Recycled messaging in all NRC and affiliated organizations events.
4. Include articles about buying recycled on a quarterly basis in the NRC Newsletter and submit related articles to trade journals and state Recycling Organizations to use in their newsletters.
5. Share information on federal, state, and local buy recycled laws, policies and programs, as well as other programs supporting these efforts
6. Encourage Alliance members to require their supply chains to provide them with higher volumes of recycled raw materials and greater recycled content in finished goods, and for those companies to increase their purchase of products with recycled content.
7. Help make purchasing recycled products easier by providing resources, tools, and education to make members savvy purchasers, including an understanding of the value, reliability and performance of recycled content products.



¹ "Recycled content products" and "recycled products" are used interchangeably and when used by the Alliance, refer broadly to reused, recycled and compost products.

NRC Board and Markets Council 2020 Objectives

1. Review Alliance Proposal by November 1, 2020 with national Buy Recycled leaders to refine the Proposal and obtain their recommendations for what role NRC should play on this and how NRC role and activities will be implemented.
2. Identify existing national initiatives by November 1, 2020 that promote buy recycled action by the private sector and seek to build relationships with them as part of the Alliance.
3. Begin to identify companies interested in being part of a Buy Recycled Business Alliance Executive Committee by December 1, 2020.
4. Encourage people to attend the Buy Recycled session (December 3, 2020) at the National Zero Waste Conference and announce plans for 2021.
5. NRC President appoint Buy Recycled Business Alliance Executive Committee by February 1, 2021, possibly as a Technical Council of NRC.

Coordination

The Alliance seeks to work with existing Buy Recycled leaders and organizations to help promote, support, and amplify their efforts. Organizations that will initially be asked to join with the Alliance include **[Note: please add suggestions to list]:**

1. Conservatree
2. Responsible Purchasing Institute
3. Sustainable Purchasing Leadership Council
4. Northeast Recycling Council
5. Association of Plastic Recyclers Demand Champions Program
6. Baltimore County, Maryland
7. More Recycling
8. Sustainable Concepts Studio
9. Berkeley Ecology Center
10. Upcyclers Network
11. King County, WA
12. America Recycles group
13. All State Recycling Organizations
14. Southeast Recycling Development Council
15. NAPCOR
16. AF&PA
17. Glass Recycling Coalition
18. Carton Council
19. USEPA Headquarters and Regional Offices
20. Recycling Industry Coalition
21. Can Manufacturers Institute

22. Paper Recycling Coalition
23. American Chemistry Council
24. *Steel Recycling Institute*
25. News Media Alliance
26. Fibre Box Association
27. Plastics Industry Association
28. US Composting Council

Existing Resources for Alliance and NRC to Build On

The following are suggested as resources for NRC and Alliance members to share with members:

1. NRC/More Recycling, ***Recycling Market Info Exchange***
2. Baltimore County Short Buy Recycled Training Manual (2 pages)
3. Baltimore County Buy Recycled Resource List
4. Baltimore County Buy Recycled Training Manual (currently 44 pages)
5. Richard Keller provided a list of Buy Recycled training sessions he conducted of more than 180 events that he is open to conducting with NRC and/or the Alliance. Those Buy Recycled training programs have been tailored to time available; most training has been 2-6 hours. The training includes the following:
 - a. Why buying recycled is important
 - b. Making a commitment to buying recycled
 - c. Legislation and content standards
 - d. Price, Quality and Availability
 - e. Specifications
 - f. Testing
 - g. Contracts, Cooperative Purchasing and Closed Loop
 - h. Waste Prevention and EPP
 - i. Record Keeping and Evaluation