

## **NRC Markets Council Report to NRC Board 8-27-20**

The NRC Markets Council met twice this month, on August 5 and August 26, 2020. The primary focus for these meetings was consideration of HOW to revitalize the NRC Buy Recycled Business Alliance (BRBA).

The BRBA proposal includes programs to increase purchases of recycled products by businesses, governments and institutions. These purchases are critical for creating markets for recyclables which would otherwise end up in landfills and other disposal facilities. Purchases of recycled products also conserve resources, reduce energy use, limit generation of greenhouse gases, and create opportunities for new and expanded businesses and jobs. Public and private agencies should focus on buying recycled products and not just other environmentally preferable products.

The activities designed to increase purchases of recycled product include three areas:

- How to structure a revitalized Buy Recycled Business Alliance
- Information on buy recycled activities
- Training

These programs are not mutually exclusive. For example, the information on recycled purchases will be used for businesses and the training may include programs designed for businesses.

The Markets Council discussed suggested activities in each area. NRC needs to figure out how it could coordinate these activities with existing programs and tools to avoid duplication and ensure that NRC fills in gaps in existing programs.

### **Structuring the Buy Recycled Business Alliance**

- Determine target audience (size and number of businesses)
- Develop a structure to attract businesses to participate in the program (e.g., the Draft Proposal recommends organizing BRBA as a Technical Council of NRC, following existing Technical Council guidelines of the organization, or as may be amended by discussions about reorganization of the Board of NRC)
- Determine fundraising opportunities either directly or through NRC membership
- Identify deliverables (e.g., webinars, assistance in preparing guidelines, vendor lists, manual, honoring champions)

### **Information**

- List existing federal, state and local statutes
- Identify private companies that are buying recycled products

- Develop fact sheets/summaries of existing programs, especially in the federal government and states
- Determine actual purchases of recycled products
- Determine deliverables (e.g. summary of programs, model policies, model specifications)

### **Training**

- Identify who will manage the training
- Who will conduct the training?
- Charges for training (revenue?)
- Handouts (e.g. training manual)

Key issues for the Markets Council include identifying how to staff and fund the program. Interns may be able to assist with managing the programs. All three components will also require experienced staff to complete the projects, which could be organized as individual consulting contracts with NRC, or NRC contracts with other partner organizations who have such staff.

The Markets Council also discussed the Draft Proposal for the Revitalization of the Buy Recycled Business Alliance (see Attachment A). The Council agreed that it would be okay for Gary Liss to share the Vision, Mission and Sample Activities sections of this Proposal with the speakers invited to participate in the Buy Recycled Session at the National Recycling Congress on December 3, 2020. The focus of that session will be on identifying what the needs are for additional support for buying recycled content products, and recommendations to NRC on what role other buy recycled leaders would like to see NRC play in the future, and HOW NRC should implement those roles.



## **Attachment A - Proposal to Revitalize**

### **Buy Recycled Business Alliance**

**To the NRC Markets Council**

**Draft 6, August 27, 2020**

#### **Vision**

To maintain robust and self-sustaining recycling markets in North America

#### **Mission**

To 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. Help Alliance members write procurement guidelines for sharing with supply chains.
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 (e.g. Info Exchange).
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 Alliance members and suppliers to increase their purchase of products with recycled content.
7. Help make purchasing recycled products easier and provide resources, tools, and education to make members savvy purchasers (e.g. Buy Recycled products Directory, PlasticsMarkets.org, and Cradle to Cradle tool<sup>1</sup>).
8. Increase the understanding of the value, reliability and performance of recycled content products (e.g. how much content, type of content, Buy Recycled



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<sup>1</sup> Need footnote from Nina to provide link to "Cradle to Cradle tool."

- Products Directory, and transparency for improved market efficiency).
9. Recognize “Giants of Recycling” industry<sup>2</sup> and promote the aggregate impact (e.g. CO2 equivalent savings) of companies reporting in the amount of content used<sup>3</sup>
  10. Develop a social sharing calendar/strategy once criteria are defined for companies to:
    - a. Share products on a regular basis (e.g. Buy Recycled Products Directory)
    - b. Share factoids about the benefits of buying recycled (e.g. push out with NRC on [CircularityinAction.com](http://CircularityinAction.com), [LinkedIn.com](http://LinkedIn.com), Twitter, Instagram, Facebook accounts and get broader push potentially from APR, SPC, ACC, WWF, TRP and others).
    - c. Sharing about Alliance members success stories about their shifting of buying practices.
  11. Potentially make a badge (possibly a widget) available to Alliance members to incorporate in their sites to build a foundation of info sharing. Harmonize the call to action and social sharing schedule. (e.g. using Buy Recycled Products Directory, Info Exchange, and [CircularityInAction.com](http://CircularityInAction.com)).
  12. Survey member current usage of recycled content products and report that data annually to NRC.

## **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 could 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. Develop criteria and 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 at the National Recycling Congress and announce plans for 2021 on December 3, 2020.
5. NRC President appoints Buy Recycled Business Alliance Executive Committee by February 1, 2021, possibly to operate as a Technical Council of NRC, open to any and all NRC members.
6. NRC define a vision for recycling market development/stimulating demand connecting to a stimulus/economic recovery/climate action plan (with sections on policies and resources, and mapping out a campaign on how to accomplish that).

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<sup>2</sup> A feature coming as part of [CircularityinAction.com](http://CircularityinAction.com)

<sup>3</sup> A feature coming as part of [CircularityinAction.com](http://CircularityinAction.com)

## 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. National Association of State Procurement Officials<sup>4</sup>
7. Baltimore County, Maryland
8. More Recycling
9. Sustainable Concepts Studio
10. Berkeley Ecology Center
11. Upcyclers Network
12. Cradle to Cradle
13. King County, WA
14. America Recycles group
15. All State Recycling Organizations
16. Southeast Recycling Development Council
17. NAPCOR
18. AF&PA
19. Glass Recycling Coalition
20. Carton Council
21. USEPA Headquarters and Regional Offices (could announce at America Recycles event)
22. Recycling Industry Coalition
23. Can Manufacturers Institute
24. Paper Recycling Coalition
25. American Chemistry Council
26. *Steel Recycling Institute*
27. News Media Alliance
28. Fibre Box Association
29. Plastics Industry Association
30. US Composting Council
31. U.S. Department of Commerce
32. Ellen MacArthur Foundation
33. The Recycling Partnership

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<sup>4</sup> NASPO has [guidance](#) on how to write your own environmentally preferable purchasing policy.

## 34. World Wildlife Fund

### **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
6. More Recycling resources
  - a. PlasticsMarkets.org for suppliers of post-consumer recycled content (PCR)
  - b. Buy Recycled Products Directory for plastic products made with recycled content
  - c. The Info Exchange lists, maps environmentally preferable purchasing (EPP) programs across the country and other market development activities (all materials – not just plastic)
  - d. CircularityInAction.com is the clearing house for all of these tools plus tools created by other organizations and for other materials
  - e. Waste Wise and Demand Champions to be featured shortly in the new Giants of the Recycling Economy section. Businesses that register will see info on how to participate in WW and DC.
  - f. ReTrac gather and provide to the Info Exchange to promote or augment and encourage reporting in identified data capture platform.

### **Data Needs**

- a. How much is federal government buying?
- b. Track state and local government program purchasing
- c. Track business program purchasing (without sharing proprietary data)