NRC Sustainable Materials Summit North Carolina Perspective on Recycling Market Development

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Recycling Market Development
NC Experience

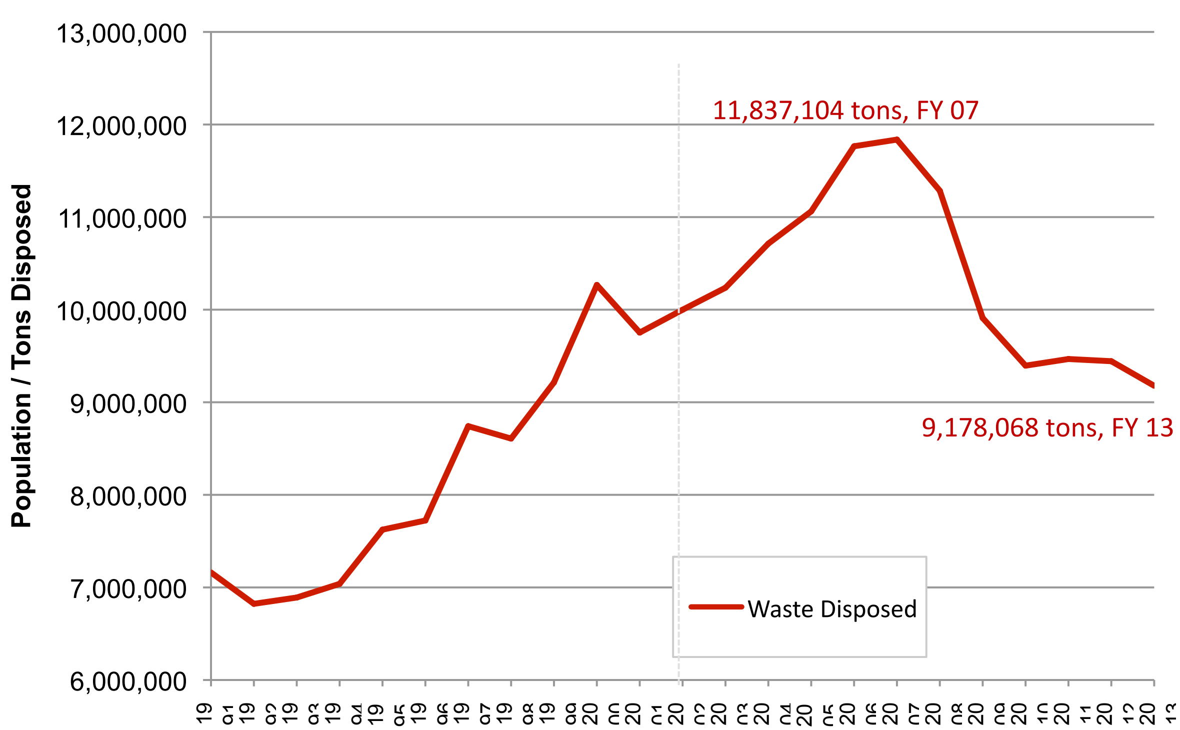
* Systems Approach
* Coordinated Activities Addressing Both Public Programs and Private Markets
* All Commodities Considered Targets for Action and Attention

Main Components of NC Market Development

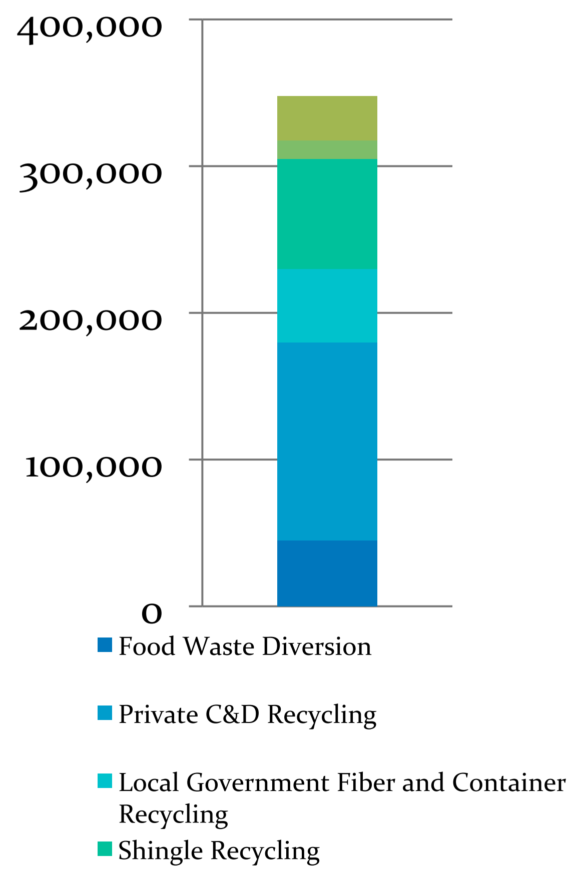
* Recycling Business Assistance Center formed in 1994 and still active.
* Partnerships with NC Commerce, financing institutions, economic development community
* Grants
  * Targeting for specific infrastructure needs
  * Attention to both supply and demand (collection, processing, and end-use)
* Tax 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

Waste Disposal Falling – Recycling Prevents Upward Growth

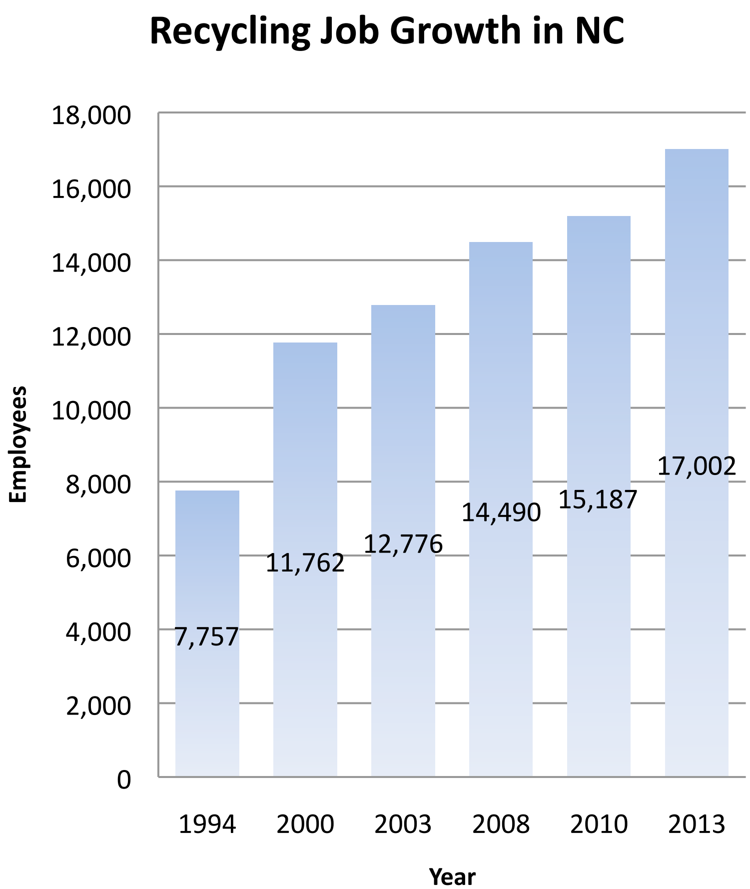


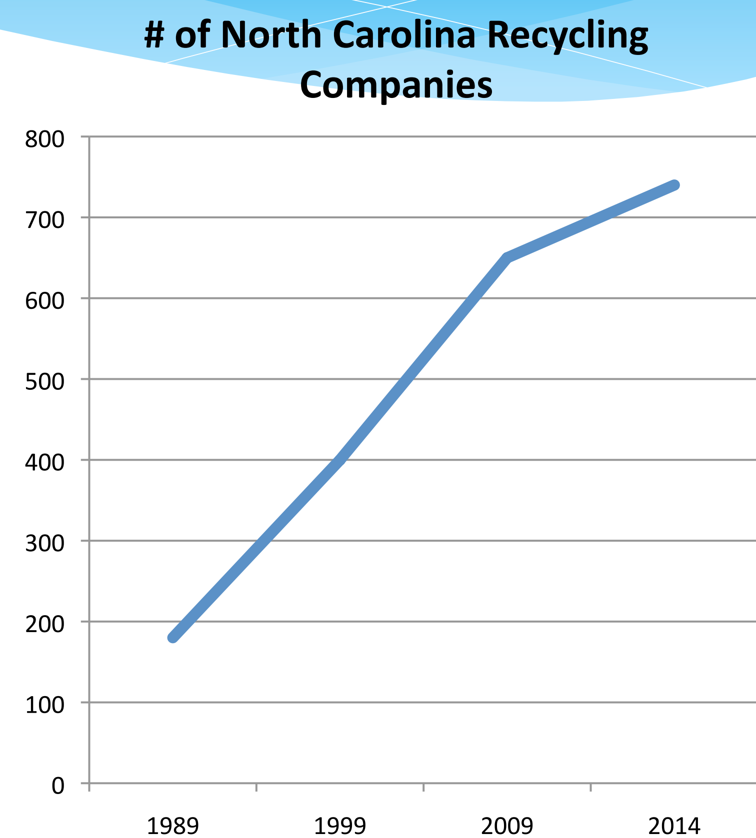
Tons of New Diversion Since the Recession



DENR grants and technical assistance helped spur these infrastructure developments

Creating Jobs and Business Opportunities





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

- 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

State assistance has helped curbside programs adopt carts

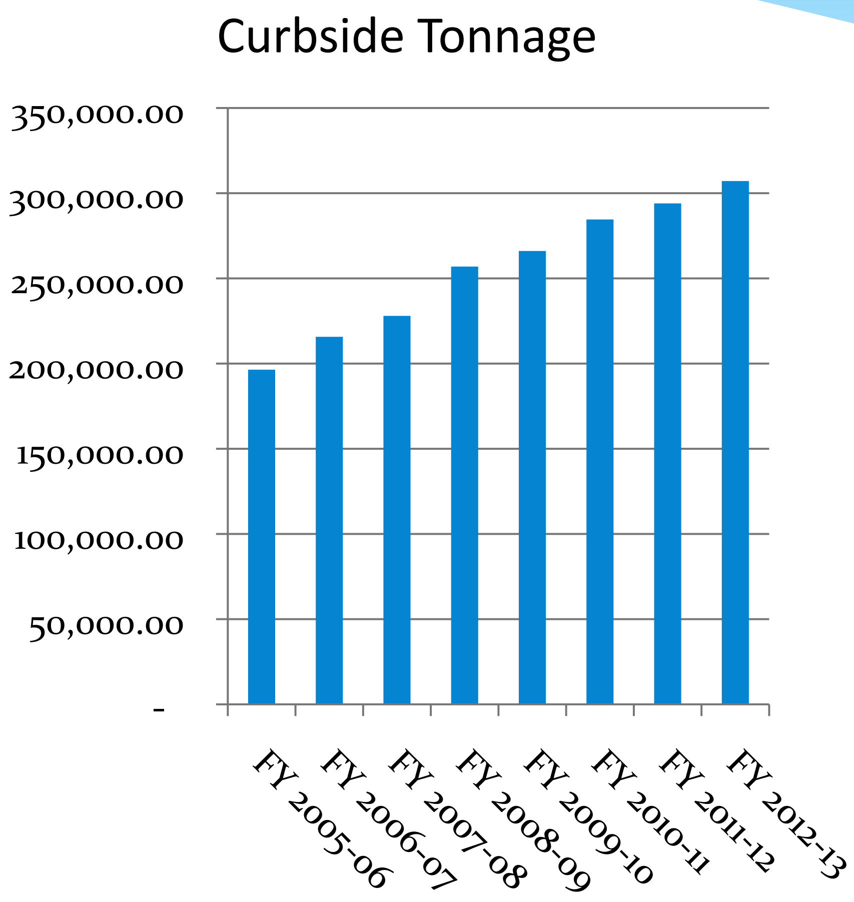
Old Collection System Using **Bins**

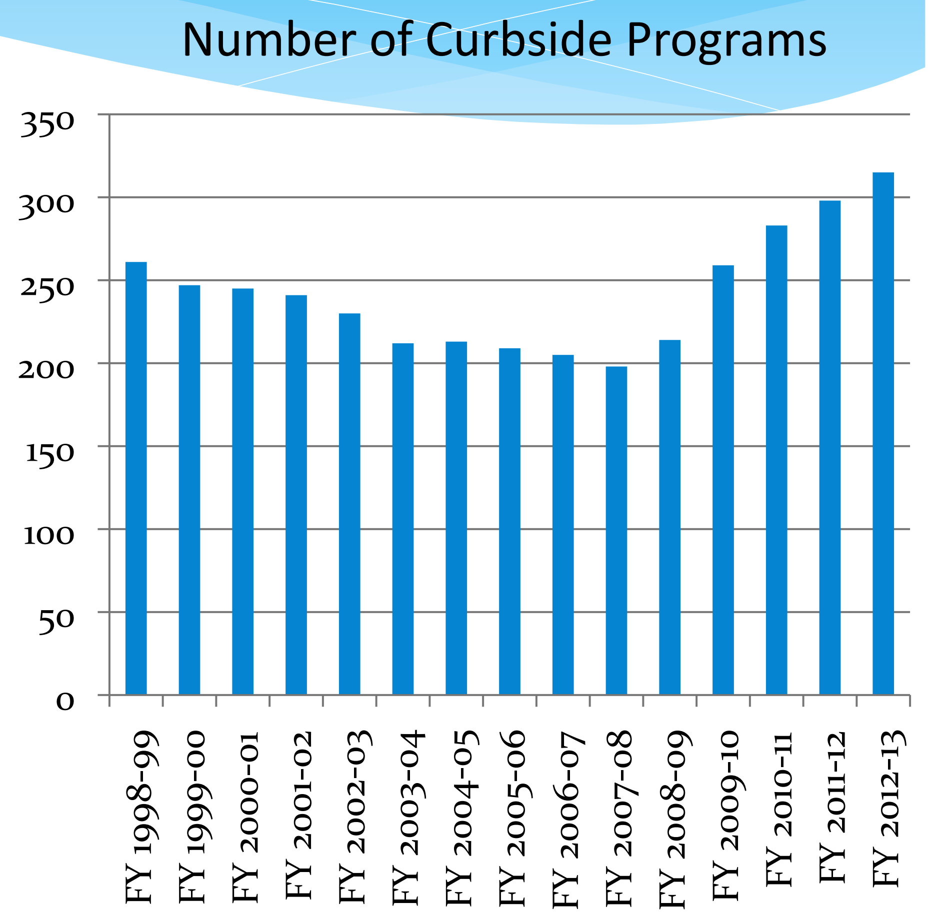
Average Bin-based program:
247 lbs/household/year

New Collection System Using **Carts**

Average Cart-based programs:
445 lbs/household/year

Curbside Recycling Growth in NC





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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