

Recycling market development options

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The background of the slide features a light green gradient with a faint, stylized city skyline at the bottom. A thick, curved green line arches across the lower portion of the slide, partially overlapping the logo. The logo itself consists of the word "RESOURCE" in a bold, black, sans-serif font, with a small green triangle to the left of the "R". Below "RESOURCE" is the word "RECYCLING" in a smaller, green, spaced-out, sans-serif font.

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What we'll look at today

- **Option 1: Market development policies**
- **Option 2: Market development programs**
- **Option 3: Market development projects**

State market development policy

- Executive order stressing commitment to market development.
- Inclusion of market development as a goal in the state's waste management plan.
- Inclusion of recycling end users as a targeted industry in terms of the state's economic development plan.

State market development program

Include recycling market development within the state's business development program (such as in its clean technology or green investment section). Possibly embed a state environmental staffer within the program.

State market development program

Establish a market information and market intelligence center. Gather data on quantities collected, prices paid, employment levels, etc., as data can be an important market development tool. In a sense, you cannot manage what you do not measure. Also, seeking input from key players is useful.

State market development program

Create a multi-agency market development working group to better assess problems and opportunities. For instance, transportation agencies can be major consumers of recycled materials and compost.

State market development program

Unique market development programs can be established for specific materials, such as those focusing on agricultural plastics, 3-7 plastics, aseptic cartons, glass containers and shingles. Strategies used to boost demand for one material may be far different than techniques used to grow markets for another product.

State market development program

Many states now consider market development to include initiatives to boost recycling collections. We see that in the Southeast for plastic bottle recycling. This might entail assistance in hub-and-spoke processing systems and promotion of efforts to boost collection volumes (pay-as-you-throw, etc.).

State market development projects

- Tax credits
- Property tax waiver or reduction
- Recycled product procurement
- Grants
- Loans
- Research and development funding
- Academic involvement (technology research, etc.)
- Eco-industrial parks (often brownfield sites)

State market development projects

- Fast-track permitting
- Recycling markets directory
- Waste exchange services
- Jobs studies
- Investment community engagement
- Materials specialists providing technical assistance
- Materials-specific councils
- Cooperative marketing arrangements

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Drop me a line

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The bottom of the slide features a stylized city skyline in shades of green and grey. A thick, curved green line arches across the skyline. In the bottom left corner, the company logo is displayed. The word "RESOURCE" is in a large, bold, black sans-serif font, with a small green square to its left. Below it, the word "RECYCLING" is in a smaller, green, spaced-out sans-serif font.

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