America Recycles Markets Workgroup Steering Committee Meeting
Meeting Notes
Resource Recycling Conference 2019
Monday, August 26, 2019, 11:00 AM-12:00 PM (CT)
Sheraton New Orleans, Poydras Room

Purpose/Desired Outcomes:

- Review and discuss workgroup priority action –development of domestic markets toolkit.
- Determine next steps for steering committee and workgroup members to ensure delivery of priority action(s), announcements, and communications products for November Summit.
- Discuss recommended additional workgroup actions for inclusion in *National Framework for Advancing the U.S. Recycling System*, anticipated to be released in November 2019, including the timeline for finalizing the actions and commitments in the Framework.

Action Items:

- Waste Management (WM) will reach out to their purchasing organization, internally within WM, and to other relevant organizations for more information on purchasing guidance resources.
- EPA will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.
- EPA will explore the possibility of developing a Demand Champions-like program within WasteWise.

Meeting Notes:

Recap of Markets Workgroup Goal and Actions

- EPA provided a brief review of the near-term actions the group initially brainstormed.
- National Recycling Coalition provided an update on their Buy Recycled efforts.
    - NRC is working to re-establish the buy recycled business alliance.
    - An MOU between More Recycling and NRC has been signed.
        - NRC will host the web-based platform More Recycling develops which will include information about materials with recycled content facilitate connections between companies with recovered materials and companies looking for those commodities.
        - Commodities will be responsible for entering their own information on recycled content products and availability of recycled materials into the web-based platform.

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        - The web-based platform fills a need for governments, businesses and non-profits to find information about recycled content material.
        - EPA would like to make sure the web-based platform is connected to the recycled content requirements outlined in the Comprehensive Procurement Guidelines (CPGs).
- The workgroup participants agreed to focus on developing a "Buy Recycled"-like challenge program that could potentially expand on the idea of APR's Demand Champions Program.
    - The group decided it would be ideal to create program that would allow many levels of participation including private companies as well as federal, state, local, and tribal governments.
    - The group suggested that universities and educational institutions should also be included as participants in the program.
    - It is important that the proposed program shows visual to participants and consumers what "buy recycled" means, including:
        - Graphics on products themselves that convey the importance of buying recycled content or that show how the product supports market development for recycled materials and
        - Other ways to drive consumer demand.
    - The program could use a graphic that shows increasing demand is a two-step process; manufactures must buy recycled content and materials need to be recovered into new feedstocks.
    - APR is working on program to use high-density polyethlene (HDPE) in infrastructure piping and carts.

<u>Update on EPA activities</u>

- CPGs are a requirement for federal agencies (or other entities receiving $50K in federal funds) to procure products containing recycled content.
- The 25th anniversary of EPA's WasteWise program is this year (2019).
    - EPA is considering implementing a promotion/challenge to "Buy Recycled" or a "Manufacturers Challenge" to stimulate market demand for recycled content materials through WasteWise.
    - An organization sets a goal, and then report on progress made toward that goal.
    - EPA will confirm APR is okay with EPA collaboration on programs related to "demand champions," with an initial focus on major brands/corporations, state and local governments.

<u>Potential APR Demand Champions-like program</u>

- How can the America Recycles Workgroup promote the proposed new challenge?
    - The platform should include governments, companies, and consumers.

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- It was noted that sometimes there is little control over government purchasing and that there is a need for best practices to help small purchasing offices in local governments.
    - Workgroup members could find and share best practices which could then be included as a resource for challenge participants.
    - Workgroup members suggested that companies should have best practices for purchasing products with recycled content.
    - Waste Management will ask Walmart about best practices developed for its purchasing department.
        1. The Sustainability Consortium may have participated in the development of something for Walmart, as well.
    - Arizona State University also should have best practices about purchasing products.
    - Groups like Northeast Recycling Council (NERC), Southeast Recycling Development Council (SERDC), National Association of State Purchasing Officials (NASPO) will be helpful to distribute any best practices identified or developed by the workgroup.
- Sustainable Purchasing Leadership Council (SPLC) may have resources that would be helpful in developing best practices for purchasing as well.

- Pennsylvania Recycling Markets Center and APR have signed an agreement to promote Demand Champions to companies in Pennsylvania; reaching out to state market development organizations may be a very useful promotional tool to get this program off the ground.
- What should be the metric to demonstrate success of a the proposed "buy recycled" challenge?
    - More people to commit to buying recycled content.
    - Goal to have x number of organizations committed to buying recycled by x date.
    - Workgroup can grow the number of organizations that commit to buying recycled and then quantify amount of material used by the organizations.
    - Organizations could input all of this into WasteWise and then the workgroup can use that to track progress of the proposed "buy recycled" challenge.
- A member of the workgroup described how APR's Demand Champions program works.
    - Participants in the Demand Champions program report how much the use of post-consumer recycled (PCR) content been increased.
    - The program has two thresholds of success: purchasing items with PCR and increasing use of PCR in products.
- EPA explore the possibility of creating a Demand Champions-like program within WasteWise and will connect with the Association of Plastics Recycles (APR) to confirm collaboration with APR Demand Champions program.

- If EPA decides to proceed, it is expected there will be an announcement on America Recycles Day about such a program.
- EPA will work to ensure any potential program includes government, private sector, and universities.
- EPA will consider working with National Association of State Purchasing Officials.

Other points of discussion

- EPA is updating its ReCon tool.
  - The ReCon tool measures GHG reductions purchasing products with recycled content.
- The Recycling Partnership is developing best management practices for developing municipal recycling contracts. They expect that best management practices will be done before ARD.

Draft Schedule for Completion and Task Assignments

Task	Lead	Deadline
Identify next-steps for development of a "Buy Recycled" program for multiple recycled materials and scope for developing economic resources	Steering Committee	9/10
Conference Call to further discuss/finalize future actions to be included in National Framework	Steering Committee	9/10
Send concept of "Buy Recycled" program and actions for National Framework to workgroup for review	Workgroup	Week of 9/16
Revise "Buy Recycled" program materials as necessary and identify who will complete specific tasks	Steering Committee	Week of 9/16
Review/comment on draft Framework	Workgroup	Week of 9/23
Conference Call with full workgroup to discuss future actions to be included in National Framework	Workgroup	Week of 9/23
Develop 1-pager for Summit summarizing the committee's progress and any key concepts	Steering Committee	Week of 9/23
Provide feedback on 1-pager	Workgroup	Week of 9/30
Comments Requested on Framework Actions	Workgroup	Week of 10/7
Continue to make progress on November deliverables	Steering Committee	Week of 10/7
Send materials for printing	EPA	Week of 10/14

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