



## Recycling Market Development – Part 2

by Roger Guttentag

### **Ohio**

Ohio Department of Natural Resources Division of Recycling and Litter Prevention has a market development grant program that is awarded on a competitive basis to businesses or non-profit organizations that are sponsored by an agency of the state such as local governments (e.g. municipalities and counties), a state university or a solid waste management district. Grants can fall into one of four general categories: Construction & Demolition Recycling, Manufacturing and Processing, Material Recovery Facility and Organics Recycling. The maximum grant amount per project for 2012 is \$250,000 and requires a 100-percent match.

### **Pennsylvania**

Recycling market development programs are managed through the Pennsylvania Recycling Markets Center (PRMC), a nonprofit 501(c)(3) organization. The mission of the PRMC is to serve as a central clearinghouse on best practices for the use of recyclable materials and to share this expertise through the sponsorship of forums, training events and the provision of consulting services to specific organizations requesting their assistance. In addition, the PMRC works through a cooperative knowledge network located within Pennsylvania and the U.S. Northeast and a recently developed partnership program called the Center of Excellence. These relationships and programs are described in further detail on the PMRC website along with a listing of specific types of assistance they can provide and the work they have accomplished for different materials such as organics and tires.

### **South Carolina**

There are two websites that describe recycling market development activities in South Carolina. First, there is the Green State of Mind (GSM) section of the South

Carolina Commerce Department. GSM promotes South Carolina as a competitive location for recycling industries based on its infrastructure, workforce and tax incentive programs. An interesting feature of the GSM site is a listing of short case studies of new recycling ventures that have emerged within the state. The other site to consult is RecyclonomicsSC (RSC) which is described as a competitiveness initiative specifically oriented to recycling industries. RSC would be best described as a networking resource for helping South Carolina based recycling entrepreneurs to secure the financing, technical knowledge and access to new opportunities they need for achieving commercial success.

### **Utah**

The Recycling Coalition of Utah (RCU) site has a page that describes the state's Recycling Market Development Zone Program that was legislatively established in 1996. Details listing tax incentives and technical assistance services that available to businesses locating in eligible recycling zones along with how to contact the RCU for additional information are provided.

## Multi-State Organizations

### **Northeast Recycling Council (NERC)**

NERC is a coalition of 10 states that are committed to sustainable materials policies. NERC has conducted for the past 15 years research on the a wide range of recycling economic and market issues on behalf of these member states which, fortunately, are available as downloadable PDF documents. These reports are organized into seven categories such as Business Assistance, Electronics Recycling Business Development and Green Procurement. It is valuable information resource that should be consult-

In this month's column, I conclude my survey of state recycling market development resources that can be found on the Web. This covers the activities undertaken by specific states as well as regional, multi-state programs.

## Individual states

### **North Carolina**

The mission of the Recycling Business Assistance Center (RBAC), a section of the North Carolina Division of Pollution Prevention and Environmental Assistance, is to facilitate the creation or expansion of recycling-based enterprises through the provision of financial, business development and materials sourcing services. Financial assistance can be provided in the form of competitively awarded grants, low interest loans and special tax incentives or exemptions. The RBAC business development services are based on delivering assistance specific to the needs of recycling-based commerce such as market research as well as connecting users with other state programs that can help with such issues as equipment acquisition, permitting and siting. Finally, RBAC operates several online exchanges for waste materials, biomass, construction and demolition materials and reusable products that can help businesses with either their material sourcing needs or to find markets for waste they may generate from their operations.

ed by anyone who has an interest or professional involvement in recycling market development.

### ***Southeast Recycling Development Council (SRDC)***

The SRDC is a regional network of 11 southeastern states and businesses that are committed to programs and policies that will increase their recycling rates. The SRDC pursues this goal through conducting conferences and workshops for recycling professionals, undertaking educational outreach to public officials on the economic role of recycling in the region and undertaking research relating to issues affecting the market demand for recyclable materials. Reports and conference or webinar presentations from SRDC-sponsored events, many of them addressing recycling market development topics, can be downloaded from this site. Another useful resource of the SRDC is the mapping of commercial demand sources for recyclable material feedstocks in the Southeastern U.S.

## **Final Thoughts**

This survey revealed for me a good news/bad

## **Web Address Directory**

|  |   |
|--|---|
| North Carolina Recycling Business Assistance Center              | <a href="http://tinyurl.com/NCRecyclingMarkets">http://tinyurl.com/NCRecyclingMarkets</a>     |
| Northeast Recycling Council – Recycling Market Development       | <a href="http://tinyurl.com/NERCRecyclingMarkets">http://tinyurl.com/NERCRecyclingMarkets</a> |
| Ohio Recycling Market Development Grants                         | <a href="http://tinyurl.com/OHRecyclingMarkets">http://tinyurl.com/OHRecyclingMarkets</a>     |
| Pennsylvania Recycling Markets Center                            | <a href="http://www.parmc.org">http://www.parmc.org</a>                                       |
| Recycling Coalition of Utah – Recycling Market Development Zones | <a href="http://tinyurl.com/UTRecyclingMarkets">http://tinyurl.com/UTRecyclingMarkets</a>     |
| RecyclonomicsSC  | <a href="http://recyclonomicsc.com">http://recyclonomicsc.com</a>                             |
| South Carolina Commerce – A Green State of Mind                  | <a href="http://www.recyclinginsc.com">http://www.recyclinginsc.com</a>                       |
| Southeastern Recycling Development Council                       | <a href="http://www.serdc.org">http://www.serdc.org</a>                                       |

news situation for recycling market development in this country. The good news is that there are 15 states with some kind of active public programs specifically targeting the creation of new or expanded recycling-based businesses representing roughly 50 percent of the U.S. population. The bad news is that this is just 50 percent of our country. However, given the current political climate regarding the need to slash public sector budgets, it is not only doubtful in my view that we can expand the number of publicly-sponsored

recycling market development programs, and it's anyone's guess how long the existing programs will be maintained. For this reason, I believe the future of recycling market development programs will depend on how well we cultivate effective alternative strategies that don't rely on public revenues for their support.

---

Roger M. Guttentag is a recycling and solid waste consultant located in Harleysville, Pennsylvania. He can be contacted at (610) 584-8836 or [rguttentag@comcast.net](mailto:rguttentag@comcast.net).