



## **Recycling Market Development: Create Jobs, Cut GHGs, Make Money**

The Recycling Build Infrastructure Now Coalition (aka the BIN Coalition) was founded in mid 2011 by the Greater Stockton Chamber of Commerce, the California Association of Recycling Market Development Zones (CARMDZ), the California Product Stewardship Council, and the California Association for Local Economic Development (CALED). The objective for creating the Coalition then and now was to promote the maximum *conversion* of recycled materials collected throughout California into value-added products, creating quality new jobs for Californians while helping the state to reduce generation of greenhouse gases. Over the past year, the Recycling BIN Coalition has consistently advocated for a more aggressive effort to fund and build additional recycling market development infrastructure throughout California, and to reach for an alternative to the current export of 80% or more of recyclables to offshore markets.

At the first Recycling BIN Coalition on August 9, 2011, also here in Stockton, we posed the following key question to engage those who gathered that day: *What is to be done in the legislative, regulatory, financial and technical arenas to make recycling market development part of the standard way of doing business in California?* Based on the enthusiasm generated at our first Summit, and through ongoing networking of the Coalition's message with other environmental and economic development organizations, as well as existing recycling-based processors and manufacturers, the BIN Coalition has grown to nearly 20 diverse partners, with more members expected to be added in the weeks and months ahead. As the Coalition grows, so too does the urgency to make real, positive change in policies being evaluated in the California Legislature, and at key state agencies such as CalRecycle and the California Air Resources Board (CARB).

***Developments in the Past Year*** In fact, during 2011, the BIN Coalition watched closely as the legislature and CARB both considered policies aimed at increasing California's recycling rate to 75% by 2020. Ultimately passed by the legislature as AB 341 (Chesbro), this mandate means that much more recyclable material will be available in the marketplace. The BIN Coalition has consistently emphasized that enhanced in state demand for recycled materials must also be a central concern of the law's implementation. Indeed, the core findings stated in the bill affirm this concept: "By exercising a leadership role, the state will lead the business community toward a future in which the environment and the economy both grow stronger together by recycling materials, which creates new jobs, instead of burying resources, which exit the economy forever." CalRecycle's initial concept paper on best implementation strategies to reach the key goals of AB 341 lists "Increase Recycling Infrastructure" as the first among 10 key drivers of the initiative, which is testimony to the fact that the Coalition's message is shining through statewide policy.

Nearly simultaneous with the passage and initial implementation of AB 341 was a closely related discussion at CARB of how that agency might lead implementation of its own piece of legislation, AB 32 of 2006, which seeks to dramatically reduce greenhouse gas generation in California without harming the state's ailing economy. Representatives of the BIN Coalition asserted the advantages of enhanced recycling market development to increase economic productivity while also cutting California's carbon footprint. The result was that language to this effect was included in CARB's resolution implementing its critical carbon emissions "Cap and Trade" scheme, which will penalize excessive emissions and allocate funds to strategies that can significantly reduce those emissions.

With this history in mind, we are convening again at this BIN Summit II to shift our focus from raising awareness of the importance of recycling market development for enhanced economic and environmental performance, to calling for specific actions by the legislature and key state agencies in order to help translate our vision to reality.

**Priority Actions for Building California's Recycling Infrastructure**

***RMDZ Loan Fund Allocate*** up to \$20 million a year in low interest loans available for this proven loan fund for source reduction, recycling, and composting per AB 341

***Extended Producer Responsibility*** Existing EPR frameworks for materials including carpet and paint should be managed in such a way to encourage expansion of existing processing and manufacturing capacity inside California; any new EPR initiatives should similarly take into account existing infrastructure and development of new facilities inside state lines

***Market Development Incentive Payments Building*** on the model of California's successful Plastic Market Development Program (aka AB 1149 of 2011) to provide performance-based investment to value-added processors and manufacturers using key materials

***Grant Funding*** for MRFs and organics and C&D processing facilities to increase recovery of value-added feedstocks from mixed materials

***Purchasing*** State agencies would continue to strengthen and expand purchasing priorities for recycled content products, creating a preference for products made in California over those imported from other states and countries, and keeping the GHG footprint – and revenue -- for those products within California

***Planning*** Institutionalize planning for recycling infrastructure locally/regionally, including development of statewide, programmatic EIRs for key facility types; consider a requirement that each county have 15 years of organics and C&D processing capacity. Incorporate recycled manufacturing and composting energy savings and GHG reduction impacts in Office of Planning and Research CEQA and general plan guidance. Begin including recycling and composting job creation in SB 375 plans.

***Regulatory Reform*** Review existing CalRecycle regulations (such as those governing development of compost and C&D infrastructure) and those of other environmental agencies to detect complex or contradictory rules, and make necessary changes. CalRecycle provide site selection, environmental review, business plan, and financing assistance to local governments willing to site needed recycling, composting and reuse projects.

***Research and Development*** Provide funding for strategic partnerships with universities, and research labs to facilitate research and development to assist California manufacturers to overcome technical barriers to using recycled materials

We invite you to add your voice to that of the BIN Coalition partners as we work together to build a more truly sustainable economy in California which addresses both economic needs as well as environmental stewardship.

California Association of Recycling Market Development Zones (CARMDZ); California Product Stewardship Council Board (CPSC); California Association of Local Economic Development (CALED); Greater Stockton Chamber of Commerce; California Resource Recovery Association (CRRA); California Compost Coalition; Californians Against Waste; California Partnership for the San Joaquin Valley; Mojave Desert and Mountain Recycling Authority; Recycling Organizations of North America (RONA); California Refuse Recycling Council (CRRC); Epic Plastics; Onsite Electronics Recycling; Natural Environmental Protection Company (NEPCO); Dart Container; Golden By-Products; Rubber Bark; American Recycling; and MBA Polymers.

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