

MassDEP Recycling Market Development Working Group #4-Demand Side Strategies

June 7, 2022

Agenda

- Introduction
 - Update on Recycling Market Development State Agency Council
- Breakout Groups (40 Minutes):
 - **Packaging**-all forms of packaging
 - **Organics**-food scraps and other organics
 - **Construction & Bulky Materials**-construction, furniture and other bulky materials, mattresses & household goods (includes textiles)
 - **Materials with New and Evolving Markets**-Solar Panels, Wind Turbines, Electric Vehicle Batteries, and Heat Pumps
- Return for Discussion with All Participants
- Moving Forward
 - Fall/Winter 2022 Meetings
 - Google Group

Recap of Meetings 1-3

- Meeting 1 – Intro
 - MassDEP Market Development Programs
 - OSD Environmentally Preferable Purchasing
 - MassDevelopment
 - Mass Office of Business Development
- Meeting 2 – Regional and National Perspectives
 - NERC and Circular Matters
- Meeting 3 – Business Support & Economic Development Strategies

State Agency Council

- First meeting held in February 2022
 - Featured presentations by recycling and composting industry representatives
- Next meeting being planned on procurement opportunities for recycled glass products in construction applications
- Goal is to build on extensive environmentally preferable purchasing programs already in place
 - <https://www.mass.gov/guides/epp-program-environmentally-preferable-products-and-services-on-statewide-contracts>
- Key product criteria – availability, quality and price

Today's Discussion Topic

- Supply side strategies – ensure consistent availability of recyclables for manufacturing
- Demand Side Strategies-strategies to build demand for reused and recycled content products
 - State agency procurement – e.g., state contracts
 - Municipal procurement – e.g., grant incentives
 - Private sector procurement – e.g., education and product promotion
 - Policy or regulations – e.g., minimum recycled content legislation

Breakout Groups General Questions

1. Are there specific materials or products that we should focus on building demand for? Where are the best opportunities to build demand?
2. How can we increase recycled content purchasing by private businesses and NGOs?
3. What other organizations should we partner with to build demand for recyclable content products?
4. What program or policy models in other states should we consider for Massachusetts?

Fall 2022/Winter 2023

- September 2022-Working Group #5:
 - Education, Outreach, Networking, and Information Sharing
- November/December 2022-Working Group #6:
 - Research and Development-Product Testing and Technology Development
- Winter 2023:
 - Draft Action Plan

Google Group

- Facilitate communication between meetings
- MassDEP Recycling Market Development Google Group
- RMD-MassDEP@GoogleGroups.com
- E-mail me if interested: sean.sylver@mass.gov