

NOTIFICATION OF BUY RECYCLED POLICY

MassDEP Municipal Waste
Reduction Branch
November 17, 2020



Notification of Buy Recycled Policy (NBRP)

- Sustainable Materials Recovery Program (SMRP) Grant requirement
 - Overview and Certification of Minimum Eligibility Criteria
- Importance of BRPs
 - Supports the work we do
 - **Economic** and **environmental** benefits
 - Close the loop



Closing the Loop



Good Examples

- Memo or Email
- Dated within the fiscal year
- Sent from Chief Executive Officer or Chief Purchasing/Procurement Officer
- **Touches on the importance of buying products made with recycled content**
- Examples on [SMRP webpage](#)



Town of Reading
16 Lowell Street
Reading, MA 01867-2685

FAX: (781) 942-9071
Email: townmanager@ci.reading.ma.us
Website: www.readingma.gov

TOWN MANAGER
(781) 942-9043


MEMORANDUM

Memo

Addressed to Dept. Heads

TO: Department Heads
Superintendent of Schools
RMLD

Dated within fiscal year

FROM: Robert W. LeLacheur 

Memo sent from Town Manager

DATE: January 27, 2020

RE: Purchase of Recycled Materials

As you are aware, the Town of Reading has been actively engaged in the recycling of a number of products for some time. We've been doing a good job of collecting these materials at the curb, but it is very important to understand that a successful recycling system does not end there. As public sector purchasers we need to focus on completing the recycling process by purchasing products made with recycled materials.

Buying recycled materials is critical to the success of our efforts to recycle materials. If we don't purchase recycled products, then there is no economic motivation for manufacturers to use raw materials collected as part of our recycling program. As a result, the demand for our recycled materials diminishes and our recycling program ultimately becomes less effective.

There are, of course, environmental benefits to purchasing recycled materials. Natural resources, energy and water are saved in recycling hazardous materials such as paint, oil and tires has obviously environmental benefits. Additionally, the recycling industry has created a number of jobs and contributes significantly to the states economy.

In the past, recycled products may have represented less quality and higher price, as a result of improved technology and increased competition, recycled products are extremely cost competitive, the performance matches the standards of their non-recycled counterparts.

Memo



Gary LeBlanc <gleblanc@rockportma.gov>

[All Management] Purchasing Recycled Materials

1 message

Mitchell Vieira <mvieira@rockportma.gov> Tue, May 19, 2020
AllManagement@rockportma.gov

Good Afternoon,

Addressed to Dept. Heads

Buying recycled products makes a difference.

As you are all aware, Rockport's recycling program is steadily growing. We have been doing a great job of collecting recyclables, but success does not end here. As public sector purchasers, we need to complete the recycling process by purchasing products made with recycled material.

Recycling is big business in Massachusetts.

Buying products made with recycled material is critical to our efforts. If we don't purchase recycled products, there is no economic motivation for manufacturers to use the raw materials that we do recycle. Additionally, the recycling industry is adding jobs daily and contributes significantly to the state's economy.

Today, recycled products are high quality.

In the past, recycled products may have represented less quality and cost more, but tremendous advances from improved technology and increased demand have resulted in recycled products that are extremely cost competitive and high quality. Many products routinely purchased contain recycled content such as toilet tissue, paper towels, plastic trash bags and copy paper.

Email

Dated within fiscal year

The Town of Rockport is officially committed to buying recycled products.

As a community, we are committed to buying recycled. The Board of Selectmen passed a buy recycled purchasing policy urging all departments to purchase products that are environmentally preferable and/or made of recycled materials. Please see attached.

So the next time you place an order with a vendor, you are encouraged to ask for products containing recycled content.

Your support is greatly appreciated and vital to the success of our recycling efforts. If you have any questions, please contact Gary LeBlanc at x40163.

Mitchell R. Vieira
Chief Procurement Officer

Mitchell R. Vieira, MPA, MCPPO
Town Administrator
34 Broadway
Rockport, MA 01966
P: (978) 546-6786

Email sent from Town Administrator

Example of Unacceptable Notification

Notification of Buy Recycled Policy



Smith, John



- No date included
- Sent from Recycling Coordinator
- Unclear who received email

From: Recycling Coordinator

Sent: Tuesday, November 03, 2020 2:33 PM

Subject: buy recycled policy

Please see attached for buy recycled policy, required as part of our DEP grant application.

John Smith

Recycling Coordinator

Anytown, MA

NBRP for the MUNI22 Grant Period

- Send NBRP to municipality staff in the new year
- Send NBRP to me by **January 31, 2021** attach to the Minimum Eligibility Criteria form on your behalf
- When it comes time to complete your SMRP Grant Applications, this task will be completed!
- Send to: cathy.doodnauth@mass.gov

Buy Recycled Policies

- 87% of BRPs on file last updated in the late 90s
- Consider updating BRP (model [online](#) along with our examples of NBRP [online](#))
- Sustainable Purchasing Policy (SPP) is an option!



Thank You!

Cathy Doodnauth
Environmental Analyst
MassDEP
cathy.doodnauth@mass.gov