

MassDEP



Reduce & Reuse (R&R) Workgroup

Topic: Reduce & Reuse
Action Plan methodology,
prioritization and outline

Virtual Meeting – January 27,
2021

Agenda

- **10:00 AM** – Welcome & Background
- **10:15 AM** – Developing the R&R Action Plan
 - Prioritizing Strategies
 - Working Group Survey
 - Measuring Progress
- **10:40 AM** – Q&A and Open Dialogue
- **10:55 AM** – Announcements
- **11:00 AM** – Adjourn

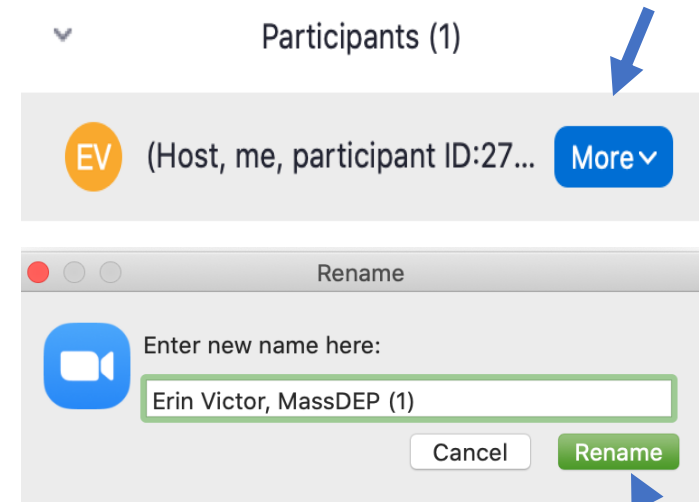
1. Mute yourself
during presentations

2. Share your video
during breakout sessions

3. Rename yourself

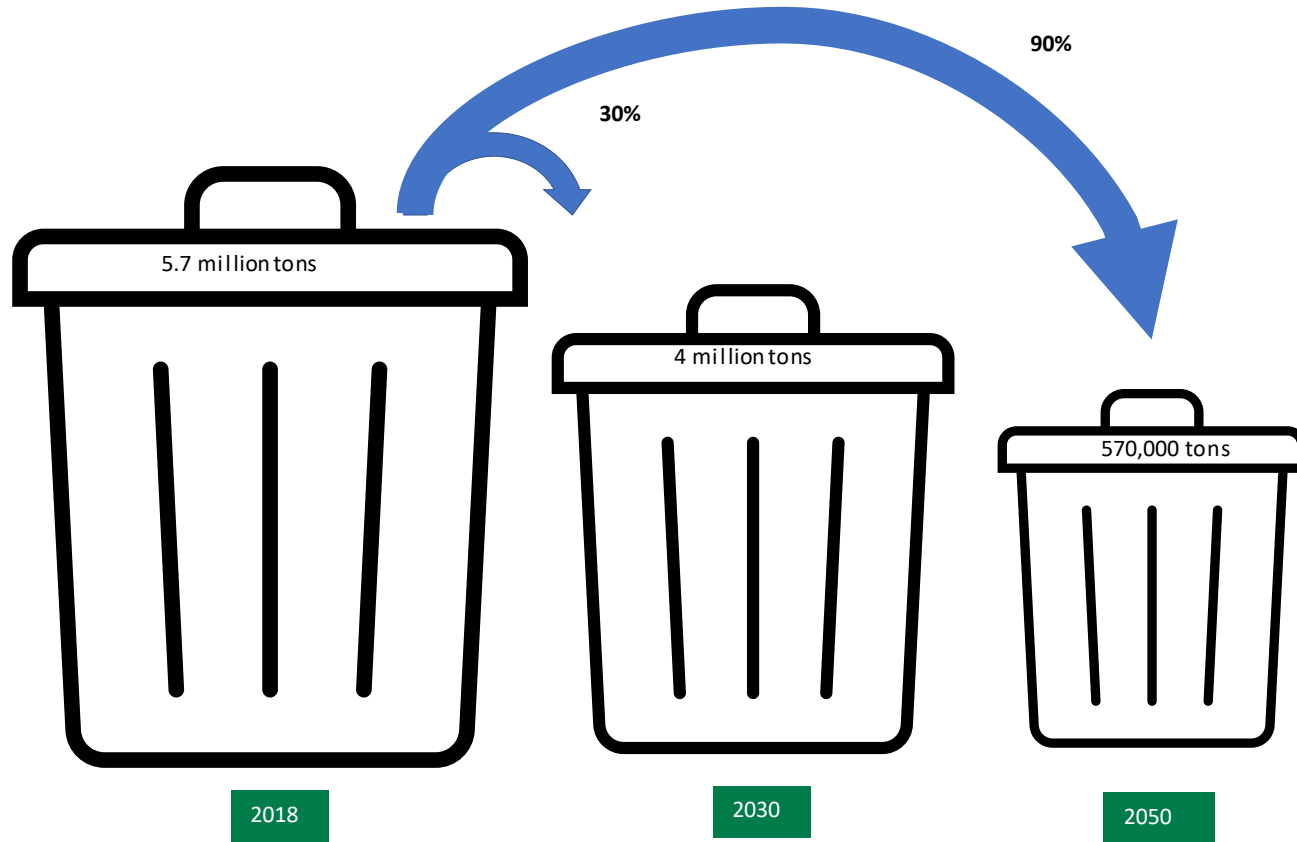
4. Chat with other
attendees & ask
questions

5. We are recording this
meeting. Slides and link to
recording will be shared
out afterwards



Zoom Tips & Tricks

MASSACHUSETTS WASTE REDUCTION GOAL



[Draft Massachusetts 2030 Solid Waste Master Plan](#)

PRIORITY MATERIALS



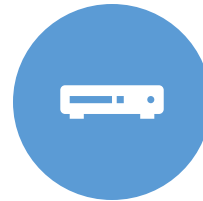
Single Use
Packaging



Building Materials



Textiles & Clothing



Electronics



House Durable
Goods



Furniture, Fixtures
& Equipment

Recap of 2020 R&R Workgroup Progress



KICKOFF MEETING -
[MARCH 2020](#)



CREATING A CULTURE OF
REUSE IN MA - [APRIL 2020](#);
[MAY 2020](#); [JULY 2020](#)



REUSE ROUNDTABLE: *THE
FUTURE & SAFETY OF
REUSE IN MA* - [MAY 2020](#)



HOUSEHOLD DURABLE
GOODS - [MAY 2020](#); [JUNE
2020](#)



REPAIR PANEL DISCUSSION
- [AUGUST 2020](#)



SINGLE USE PACKAGING –
[OCTOBER 2020](#)

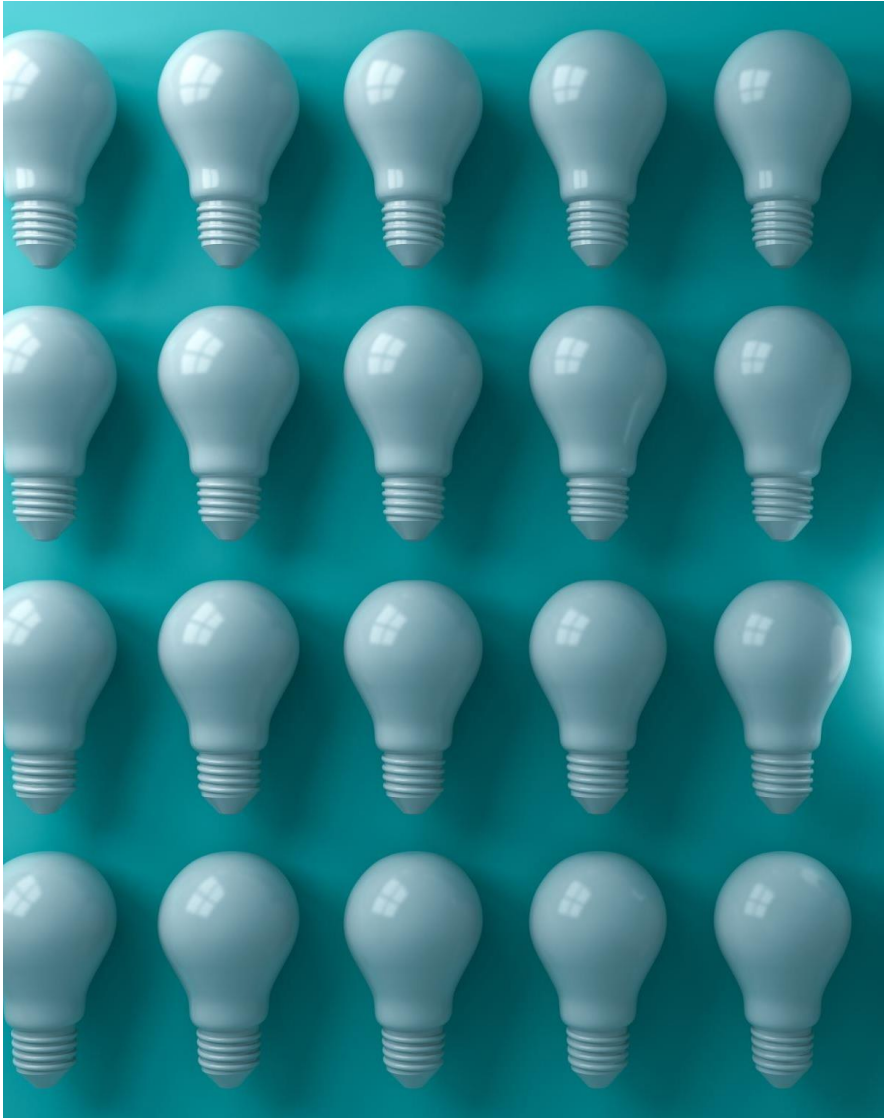


PRIORITY MATERIALS DEEP
DIVE – [DECEMBER 2020](#)



2020 Reduce & Reuse Working Group Objectives:

- Discussing what are the barriers to greater waste prevention and reuse in Massachusetts
- Identifying the actions MassDEP can take to overcome these barriers.



Next Steps:

How does MassDEP most effectively utilize our limited staff and funding capacity to work towards our statewide goal to **reduce disposal by 30% by 2030 and 90% by 2050?**

Prioritization Matrix

Criteria	Scale
Impact If this initiative is successfully implemented, how impactful will it be towards achieving our waste prevention and reuse goals?	High-Medium-Low
Feasibility What is the probability that the initiative will be successfully implemented and adopted given institutional and cultural barriers?	High-Medium-Low
Stakeholder Support What is the level of stakeholder support for this initiative?	High-Medium-Low

Impact:

If this initiative is successfully implemented, how impactful will it be towards achieving our waste prevention and reuse goals?

Questions to consider:

- Does the initiative focus “upstream” – i.e. does it change the choice environment or mandate a change that applies to all entities or is it focused on individual consumers/companies/residents/organizations to voluntarily choose to opt-in
- Is the initiative likely to significantly reduce the disposal of targeted material?

Feasibility

What is the probability that the initiative will be successfully implemented or adopted given institutional, financial and cultural barriers?

Questions to consider:

- How heavy of a lift is the action for the consumer/organization to adopt?
- Does DEP have the authority and influence to implement?
- Does it require legislation or a regulation change?
- How large is the target audience and how does the scale impact the likelihood that the project will successfully be implemented?
- How administratively burdensome is the action for DEP staff – is it a one-time thing? Is it an ongoing initiative that needs maintaining over time?
- How costly is this initiative considering both the initial start-up costs and any ongoing maintenance costs?

Stakeholder Support

What is the level of stakeholder support for this initiative?

Questions to Consider:

- Have R&R working group participants expressed strong support for this initiative?
- Is this initiative one that will likely receive a lot of opposition or backlash – either from working group participants or other stakeholders?

Strategy	Timeframe	Sector	Priority Material	Tool	Status	Notes
Support businesses switching to reusable transportation and distribution systems through the RBDG Grant.	Short Te...	Busine... NGO	Transpor... Single Us...	Grant Fu...	Comple...	In RDGB 2021 Application released April 2021, reusable transportation packaging was added one of the grant priorities. MassDEP received 4 grants related to this and awarded 2 of them for a total of \$500,000
Launch Reuse Smart MA educational campaign	Mid-ter...	Gener...	Househol... Electronics Single Us... Textiles	Best Pra...	In Progr...	MassDEP currently has a RFP out for a marketing vendor to help support the launch of a Reuse Smart educational program similar to the Recycle Smart program
Update waste ban regulations to include textiles	Short Te...	Busine... Municipal... Gener...	Textiles	Regulatio...	In Progr...	
Develop model ordinance for local municipalities	Long ter...	Munici...	Building ...	Legislation Best Pra...	Not Star...	MassDEP is currently looking at model ordinances in passed in other states

Reuse Action Plan : A Living Document

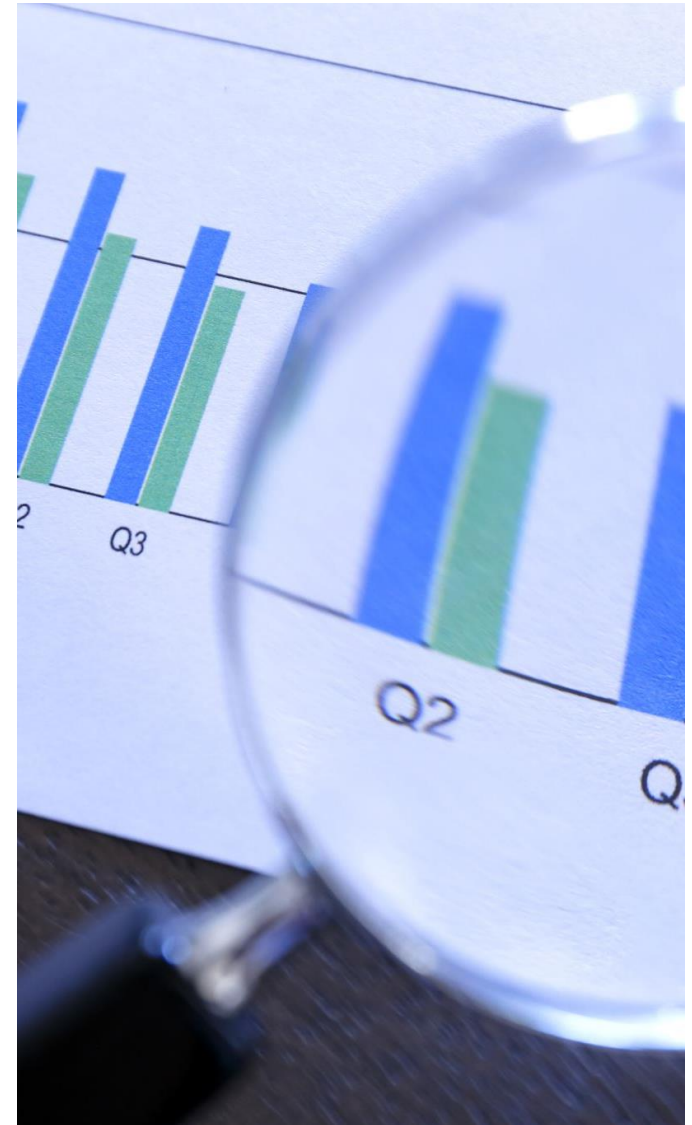


An Invitation for Collective Impact

- The Reduce & Reuse Action Plan will focus on the strategic role MassDEP will play to move towards our zero-waste future.
- However, MassDEP cannot do this work alone. Reaching our waste reduction goals will require businesses, institutions, local, state, and federal government, non-profit organizations, community groups and individuals all working together towards a shared vision.
- We hope R&R stakeholders will consider taking the lead on any of the valuable strategy ideas generated during this planning process that MassDEP is unable to take on at this point in time.

Measuring Progress

- Leading Measures – Program Performance
 - Annual Reporting
- Lagging Measures (Outcome)
 - Report every 3-5 years
- Progress updates on plan strategies:
 - Strategies completed or in progress
 - Which measures are on target, close to target, or need improvement



Performance Measures

Measuring the support MassDEP provides for reuse initiatives provided through Recycling Works, Recycling Business Development Grant (RBDG), Recycling Loan Fund, Micro-Grants, and SMRP Grant programs:

Proposed Measures

- # organizations supported (grant awards and technical assistance)
- Total grant money requested and awarded to reduce/reuse initiatives
- # of technical assistance requests for waste prevention or reuse support (indicator of demand)
- # RecyclingWorks hotline calls related to waste prevention and reuse (indicator of demand)
- # of Recycling Loan Funds requested and total loan funding provided related to Reduce/Reuse

Outcome Measures

Short Term

Proposed Measures:

- Results from Reuse Micro-Grants
- Results from Reuse related RDBG and SRMP Grants*
- % communities with access to a Library of Things/ Tool Lending Libraries
- % communities with access to regular Repair Events
- % communities with access to Swap Shops
- % communities with access to Zero Waste Events

Reporting Period:

- Updated every year (*or depending on grant period)

Outcome Measures

Long Term

Proposed Measures:

- Survey of resident's attitudes and behaviors related to reduce and reuse
- Economic "health" of the reuse sector (Tufts UEP project)
- Reduction in waste disposed (SWMP goal) - **reduce disposal by 30% by 2030 and 90% by 2050** (based on 2018 baseline measures)
- Reductions in the waste characterization based on priority materials (% and total disposal) – Spring 2023/Spring 2026


Reporting Period:

- Updated every 3-5 years

Discussion

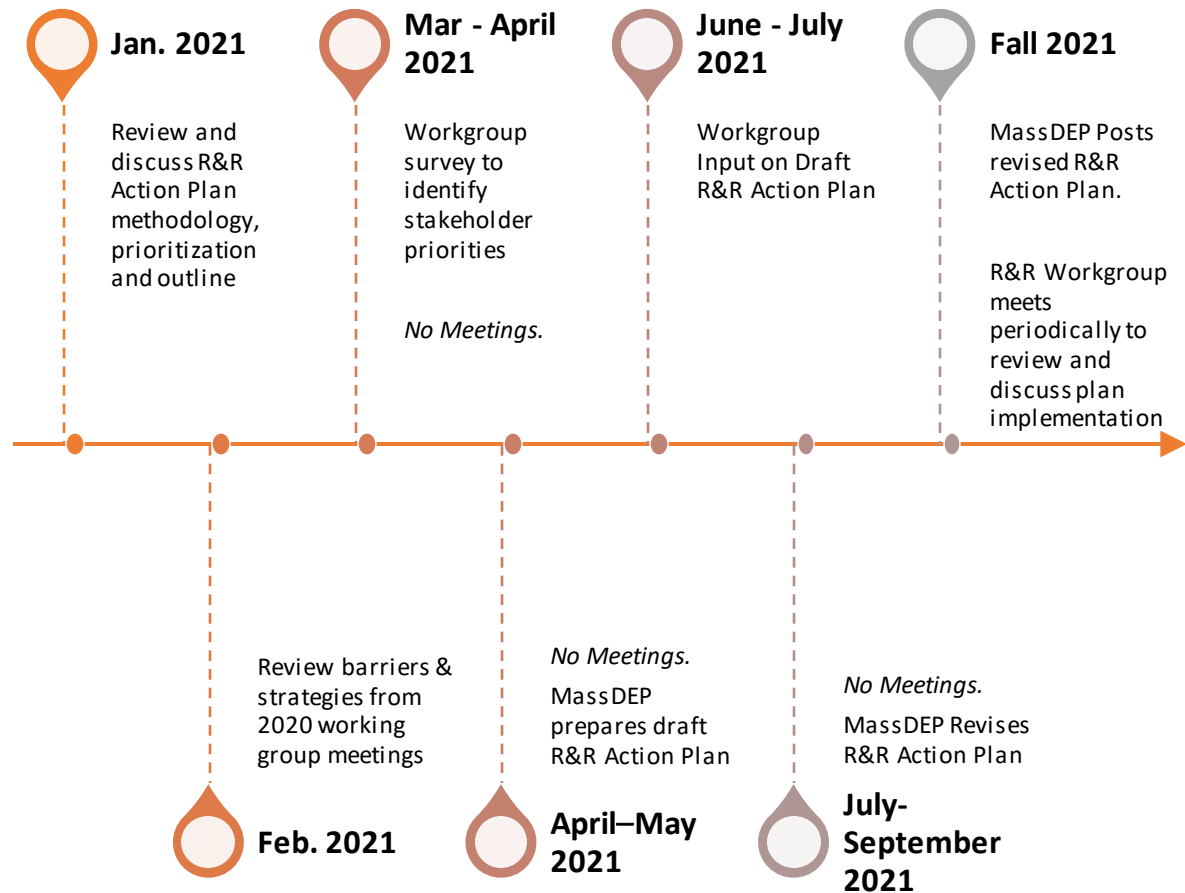
"Recycling is what we do when we're out of options to avoid, repair, or reuse the product first. Firstly: Reduce. Don't buy what we don't need. Repair: Fix stuff that still has life in it. Reuse: Share. Then, only when you've exhausted those options, recycle."

Annie Leonard



REDUCE

Tentative 2021 R&R Working Group Schedule



Next Meeting

The R&R workgroup typically meets the 4th Wednesday of each month at 10 AM.

- **Date:** Wed, February 23
- **Time:** 10AM - 12PM
- **Location:** Virtual
- **Meeting topic:**
- *Review barriers & strategies from 2020 working group meetings*

NETWORKING RESOURCES

- [R&R Working Group Directory](#)
- **MA Reduce & Reuse Network**
(*googlegroups*)

Join by emailing:

[ReduceReuseNetwork-
MA+subscribe@googlegroups.com](mailto:ReduceReuseNetwork-MA+subscribe@googlegroups.com)

