# MARKET DEVELOPMENT
# RECOMMENDED MARKET DEVELOPMENT INSTRUMENTS & ACTIVITIES

*Rationale*

The success of recycling depends on the manufacture of recovered materials into useful products that reenter the economy. Recycling is only successful economically and environmentally to the extent that it replaces rather than augments the use of some virgin resources.

Rapidly increasing collection of recyclable materials to avoid high disposal costs poses potential opportunities of great magnitude for recycling including the creation of new jobs and economically competitive industries. Solid waste managers and industries that use secondary materials hold common interests in maintaining market reliability high quality standards for recovered materials and regional cooperation among public and private market development entities.

A major goal of market development is to close the gap between the supply of and demand for recyclables. Source reducing the supply of recyclables is a viable and desirable market development mechanism to be pursued in addition to, not instead of, other techniques. Source reduction may be cheaper and faster to implement than traditional market development options.

*Policy*

Market development programs must be made an integral part of recycling collection initiatives. In promoting markets for recovered materials economic development, management and environmental protection authorities must work with private firms to select fully fund and implement the most appropriate and cost-effective market development instruments and activities from among the following available policies:

- Material processing facilities.
- Contracts between suppliers and manufacturers.
- Economic development programs (including financial assistance and technical assistance with facility siting and permit review),
- Regional cooperative brokerage and transportation management programs.
- Preferential procurement of recycled products.
- Information and research programs (such as information clearinghouses and public, private and university R&D consortia) to develop new recycled products and expand the use of recovered materials in existing products.
- Investments in transportation infrastructure and marketing programs to facilitate increased use of recovered materials domestically and overseas.
- Reassessment of standards and specifications for products and secondary materials, and education programs for consumers and businesses to expand demand for recycled products.
- Revisions in the tax codes, including differential packaging or materials taxed that favor recycled materials. Additional market development instruments as required by innovation and change within the recycling industry.

The National Recycling Coalition encourages the federal government to support markets for all major recyclable materials, especially paper, plastic and glass products, through the following activities:

- Making federal funds available for educational and research programs that stimulate the collection, recovery and reclamation of recyclable materials, but do not duplicate ongoing private sector efforts.
- Supporting alternative uses (e.g., compost, building materials) of recovered commodities that cannot

be economically or environmentally recycled back into a primary or secondary recycling application.

- Encouraging manufacturing processes and products that reduce or eliminate the levels of contaminants that interfere with the recycling process.
- Disseminating technical information on methods to handle new contaminants to collectors, processors and reclaimers.
- Supporting all levels of government in the establishment of collection programs that effectively separate these recyclables from refuse.
- Establishing and implementing procurement guidelines for recycled content products used in federal government transportation and construction projects.

All local, state and federal government regulations, permitting processes and interagency coordination should be streamlined to facilitate the construction and operation of recycling facilities.

*Cross-reference: Legislation and Regulation; Procurement,' Education and Outreach*