

Carpet Recycling Workgroup - Strategy for Establishing Processing Capacity and End Markets

Proposed Tactics for discussion:

1. Facilitate connections among businesses manufacturing, selling, installing/removing carpet; collecting, sorting, shipping, processing used carpet; compounding/brokering fiber and plastics; manufacturing, marketing products from recovered carpet fiber.
We have developed a sizeable community of relationships already; receive regular contacts from most of the above sectors; and can continue/increase actively joining parties such as sellers with haulers, recyclers with manufacturers and end-users, etc.
2. Compile existing and create additional funding and business incentives to grow local carpet processing infrastructure.
Government incentives, from favorable tax structure on recycled materials to job-training and development zone programs, have been compiled; lending, credit, or private-sector investment potential is less-known currently. New incentives and creative forms of support have not been much explored yet.
3. Engage economic development and B2B (Business-to-Business) services .
See above. We haven't fully tapped existing business services or organizations; we haven't motivated them to promote recycling-industry. Several states and regions have, however, established centers or consortia and tools and/or funds for the purpose (MACREDO, City of New York, SERDC, others).
4. Convene strategic meetings, forum, or symposium to further carpet recycling infrastructure development.
Seattle-LinkUp Carpet Forum March 2008; consider "CARE Entrepreneurs"-West meeting, mirroring Atlanta meeting in late October.
5. Convene strategic meetings, forum, or symposium to further end market development for products from recovered carpet materials.
6. Speak and exhibit at local conferences, trade shows, classes.
(Examples: WSRA "WA Recycles Every Day"; panel scheduled for Buildex 2009 trade show Oct 14-15; boote at TRENDS rental housing trade show Dec 2009; ILCA 2008 special session on industrial ecology.) Note CARE has decided to exhibit at Buildex in Seattle in October, and would co-host a meeting the day before or after.
7. Engage architecture-and-design and green building community; property owners/property managers/rental housing community; and/or product design/material sciences community.
How do we get more jobs to specify carpet recovery? Avoid asbestos contamination? Incorporate in salvage-and-deconstruction? Include recycling/takeback in purchase?
8. Publish and promote carpet recovery specification; work with building permit departments to provide best practices information and training. *See above.*
9. Partner/collaborate with CARE on recycling-infrastructure and market development.
Partner/collaborate with interested carpet manufacturers. Partner/collaborate with interested flooring sellers/wholesalers. Partner/collaborate with recycling industry members.
10. Confer with carpet recycling, collection, and processing businesses elsewhere in the country (including CARE Entrepreneurs group.)
11. Network and communicate regularly with interested contacts and groups, via e-mail updates, LinkUp and CARE websites, other means.
12. Place articles in selected publications to reach selected audiences; craft an outreach/communication plan.

13. Hire national expert or experts to advise on subjects such as thermoplastics markets, product specifications, etc.
We've met and can search out others; increase our knowledge and use existing credibility and experience in the communities we seek to engage. In addition to academic colleagues already on the list, consider others in academia, consulting, market analysts, etc. Examples: Ron Sherga; Dennis Hayford, Polymer Centers for Excellence; Linda Campbell, Entek. Bring in at appropriate times.
14. Advise/guide region government purchasing of carpet, government remodel/demolition and recycling specifications.
State of WA has mandated carpet recovery and recycled carpet in purchasing for past 7 years; other agencies used these contracts. Currently solicitations planned at State and in process in Seattle. WSCA recent process did not apply. Strong connections with local govt. purchasing, property managers, and building project managers, who specify in public works and tenant improvements.
15. Establish disposal pricing and disposal restrictions to steer carpet away from garbage and toward recycling.
Seattle has reported to City Council intention to introduce disposal restrictions. High tip fees for garbage; lowest for C&D recycling. King County doesn't accept C&D loads. Manufacturer-direct or flooring seller recycling charges vary.
16. Include solid waste planning and policy measures, such as in Comprehensive Solid Waste Plans, budget for project work and/or staffing, secure executive and legislative support for carpet recycling and end-markets growth.
17. Develop consolidation "centers" for receiving used carpet for recycling.
18. Develop hauling/logistics network and handling protocols to maximize recovery of clean desirable used carpet.
Local recyclers, flooring sellers, C&D haulers interested in carpet. Need to prevent asbestos contamination in loads. Need to consider fiber types.
19. Certify businesses complying with best practices for best rates of recovery of recyclables.
Leverage effects of local policies and higher-profile efforts to increase diversion of construction-and-demolition (C&D) materials.
20. Launch design "challenge" or competition with appropriate schools and design community to develop awareness and uses of both carpet designed-for-recycling and green products made from recovered carpet. Support (pay for) prototyping of new end-products and/or processes.
21. Pursue experimental product designs and demonstration products using carpet-derived materials (for example, try out drainage or erosion control products in local projects, and report on performance).
22. Develop a regional "center" as a take-back consolidation point.
23. Convene a working group with broader membership than locally.
24. Propose projects to academic labs such as
 - Advanced Materials Sciences and Engineering Center, Western Washington University
 - Wood Materials and Engineering Lab, Washington State University
25. Facilitate individual or group meetings of key supply chain participants (e.g., recyclers, haulers, sorters, manufacturers, etc.)
26. Research/share information about new developments in carpet design, fiber-making, and processing technologies.

Note that many of these are underway to some extent by Seattle and/or King County and maybe by others, too.