



Recycling Means Business: EPA's Market Development Strategy



The three chasing arrows of the recycling logo portray a seemingly simple system. Materials are collected out of the waste stream for recycling. Next, they are processed and used to make new products. Finally, the purchase of recycled products closes the loop. Recycling, however, is much more complex than the symbol indicates. At its core, recycling is about shifting to an environmentally-responsible manufacturing economy that conserves natural resources, energy, and disposal capacity. For this shift to take place, numerous barriers must be addressed. For example:

- ▶ Recycling businesses often lack ready access to technology, marketing information, and business development assistance. In addition, recycling businesses are often perceived as risky ventures by financiers unfamiliar with the recycling industry.
- ▶ Many state and local government market development programs need mechanisms to coordinate their activities, share information, and learn from each other's experiences.
- ▶ Government agencies and private sector entities often lack partnerships that would enable them to work cooperatively to build markets.
- ▶ Manufacturers and distributors of recycled products often find it difficult to gain access to markets provided by large purchasers such as government agencies and large corporations.
- ▶ Recycled products have not achieved widespread public acceptance due to a lack of performance history and general public awareness.

Market Development, which is defined as the process of strengthening or expanding both intermediate and end-uses of materials collected for reuse or recycling, can mitigate these barriers while advancing other national goals of the U.S. Environmental Protection Agency, such as:

- ▶ Harmonizing environmental protection with economic growth
- ▶ Preventing pollution and conserving natural resources and energy
- ▶ Enhancing the capacity of State, Tribal, and local government programs
- ▶ Promoting public-private partnerships and building government alliances
- ▶ Fostering technology development and transfer.

In this Strategy, EPA is adopting three equally important Market Development goals that will guide the Agency's market development activities and leverage other resources outside EPA.



EPA's Market Development Goals

1) SUPPORT AND STRENGTHEN THE LINK BETWEEN INCREASED MARKET CAPACITY AND SUSTAINABLE ECONOMIC GROWTH.

Objectives: Stimulate interaction and coordination among the economic development, financial, and recycling communities.
Promote the use of recycled feedstock by assisting recycling businesses.

Through leadership and advocacy, EPA can demonstrate that environmental protection and economic prosperity are complementary pursuits. By implementing this goal, EPA will build bridges between the public and private sectors, create and expand networks to provide processors and manufacturers with needed assistance, and encourage them to use recycled feedstock.

2) LEVERAGE FEDERAL RESOURCES AND BUILD FEDERAL PARTNERSHIPS FOR MARKET DEVELOPMENT.

Objectives: Maximize Federal purchases of recycled products.
Facilitate access to Federal information, research, and programs.
Mobilize Federal participation in market development.

Acting as a catalyst, EPA can demonstrate how Federal agencies can further their primary missions while incorporating environmental protection goals. Achieving this goal will demonstrate how Federal agencies can not only procure recycled products, but also participate in the strengthening of recycling infrastructure by promoting resource efficient approaches and partnerships.

3) DEVELOP INFRASTRUCTURES THAT SUPPORT MARKETS FOR RECYCLABLES AND RECYCLED PRODUCTS.

Objectives: Strengthen State, Tribal, and local government capabilities.
Foster the establishment and exchange of market development information.
Maximize public and private sector purchases of recycled products.

By helping to create, expand, and disseminate information about existing organizational infrastructures, EPA can establish foundations for the activities of other groups. Through this goal, EPA will help improve existing market development programs, provide opportunities for the exchange of information and lessons learned, and promote increased procurement of recycled products by the public and private sectors.

These goals are the basis for EPA's internal market development Strategy which will direct EPA activities in fiscal years 1995-1996 and beyond. I look forward to working with the public and private sectors to implement this Strategy which will promote the development of mature recycling markets to permanently "close the recycling loop."



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