
Making A Sustainable Difference

California Carpet Stewardship Program

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Carpet America Recovery Effort

CalRecycle Stakeholder Workshops
April 16-17, 2014



Why We Are Here

- Collaborate, Share, Learn, Refine
- Give Us your Constructive Feedback & Insights
- Help Us Identify Needs & Gaps
- Help Us Identify Resources & Opportunities
- Co-Create Solutions With Us
- Leverage Concurrent Efforts to Do More Together
- Share Best Practices That Are Working





About Us

Since 2002, Carpet America Recovery Effort (CARE) has served as THE national resource for **carpet recycling**

Our mission: To advance market-based solutions that **increase landfill diversion and recycling of post-consumer carpet**, encourage design for recyclability and meet meaningful goals in support of our vision.

CARE

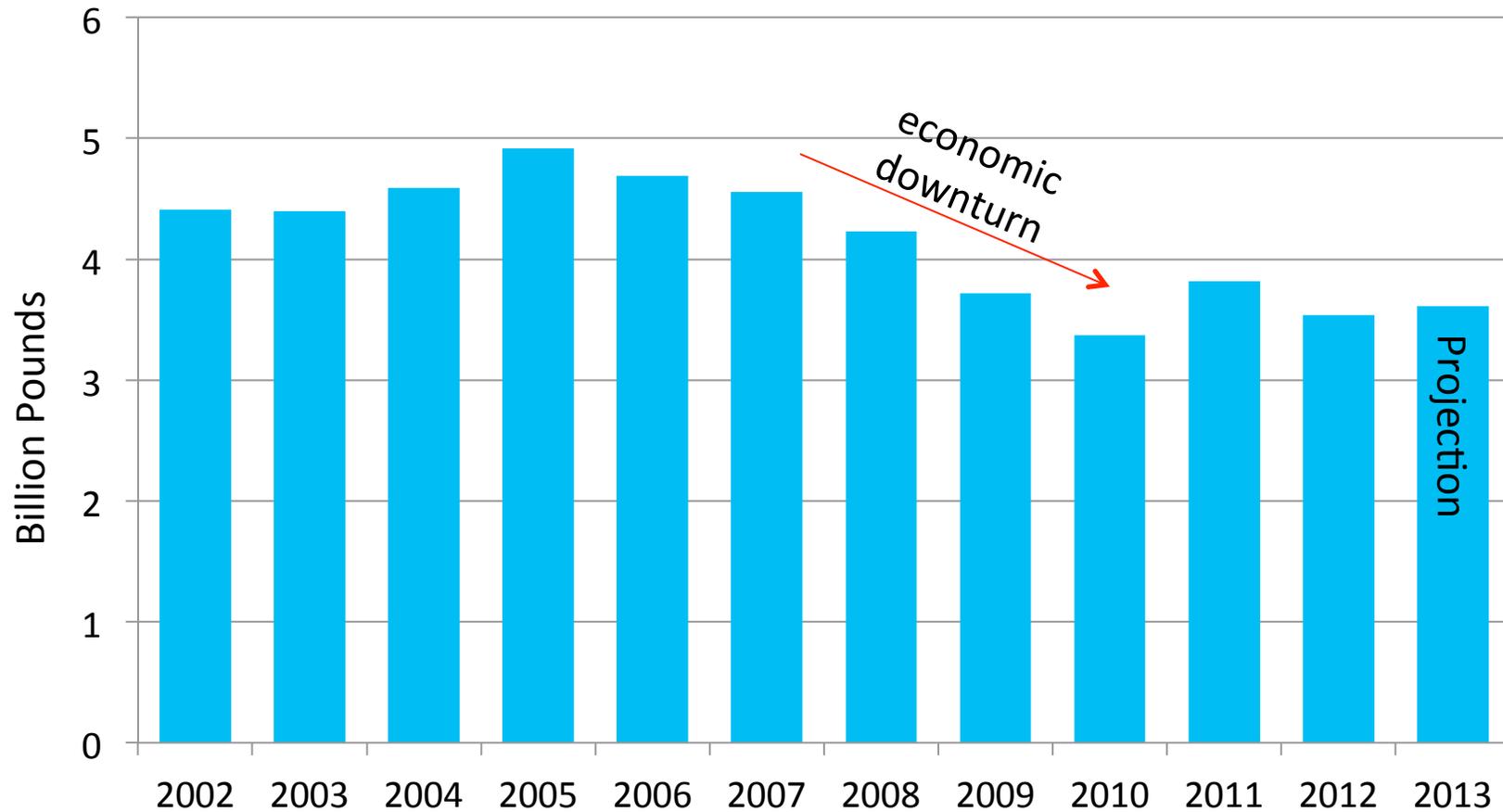


- Memorandum of Understanding (MOU) signed Jan 2002
- Voluntary, Nationwide Organization – 501 (c) 3
- California AB 2398 Carpet Stewardship Organization
- **CARE Members:**

- | | |
|-----------------|-----------------------------------|
| • Entrepreneurs | • Carpet Manufacturers |
| • States | • Fiber Manufacturers |
| • US EPA | • Architects/Designers/Specifiers |
| • NGOs | • Retailers & Dealers |

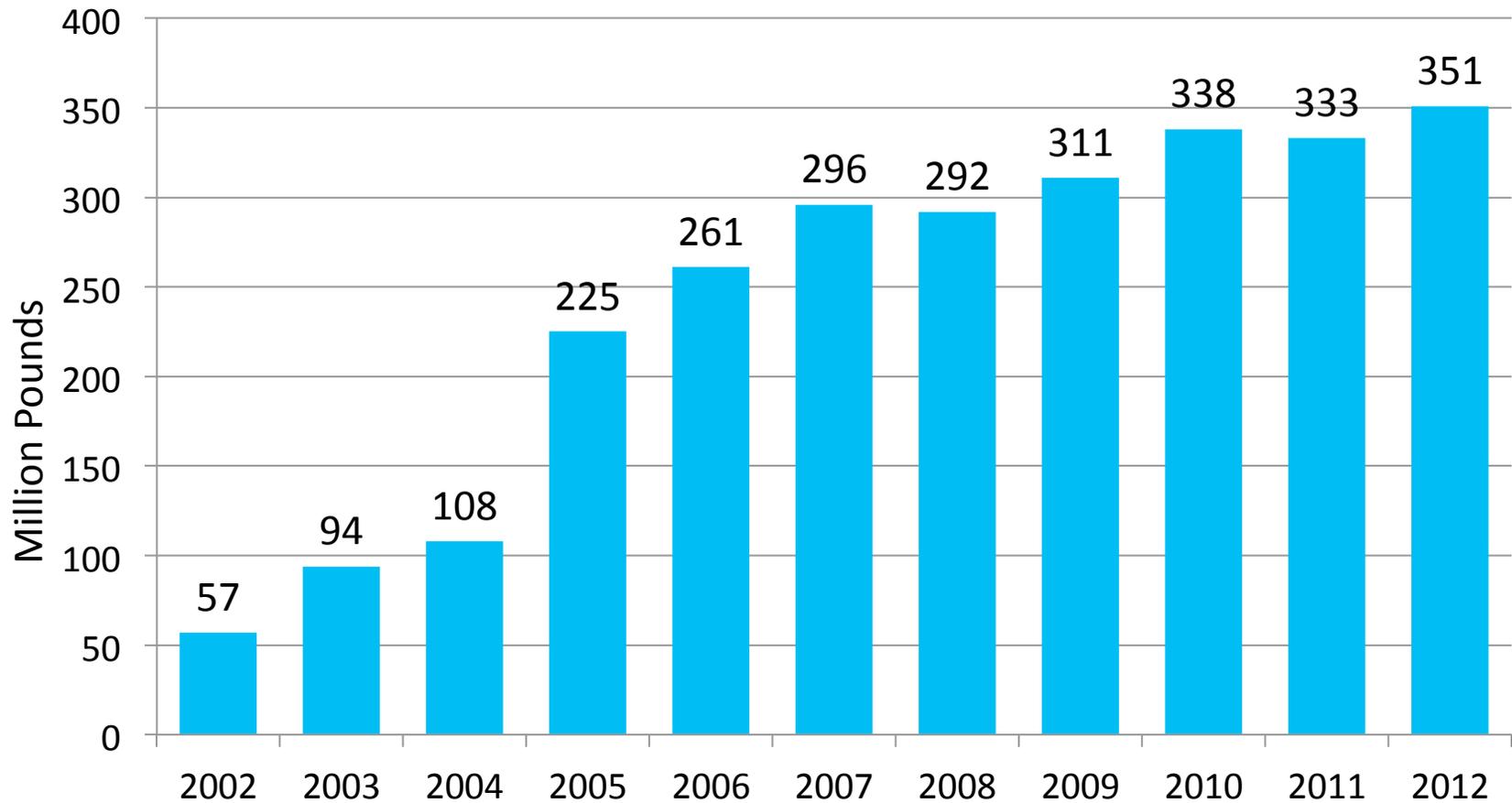


US Total Estimated Discards per Year



Source: 2012 CARE Annual Report

Total US Gross Collected per Year



Cumulative Gross Collected Since 2002 > 2.7 Billion Lbs



The Legislation

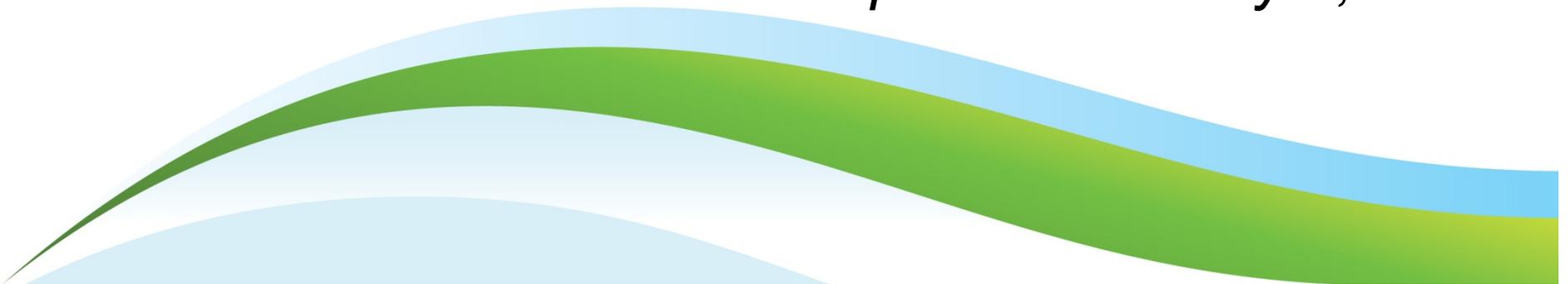
What is AB 2398?



California AB 2398 is Carpet Stewardship legislation, signed by the governor of California, on September 30, 2010.

The purpose of the legislation is to increase the diversion and recycling of carpet in the state of California.

Implemented July 1, 2011





What are the Goals of AB 2398?

- *Increase **Recyclability** of Carpets*
- *Increase **Reuse** of Post-Consumer Carpet*
- *Increase **Gross-Collection** of Post-Consumer Carpet from California Landfills*
- *Increase **Conversion** of Post-Consumer Carpet to Recycled Output*
- *Increase **Market Growth** of Secondary Products made w/ Post-Consumer Recycled Carpet Content*





Our Plan



Recyclability

- Technology Solutions:
 - ❑ Increased ease of materials separation into constituent parts
 - ❑ Increased opportunities for various fiber types
- Infrastructure Solutions:
 - ❑ Increased ease of recycling opportunities
- Manufacturer Annual Sustainability Reports





Reuse

- Carpet Often “Uglies” Before it Wears
- Educate Public about Reuse Options
- Promote Connections for Reuse with Resource Centers, Habitat for Humanity, etc.
- Broadloom More Challenging to Reuse
 - Customized sizing fit to place, soiled, etc.
- High Reuse Potential with Carpet Tiles





Gross Collection

■ Technology Solutions:

- ❑ Increase opportunities for streamlined collection
- ❑ Increase efficiency of existing collection

■ Infrastructure Solutions:

- ❑ Promote existing collection sites
- ❑ Outreach to establish new collection sites
- ❑ Work with stakeholders to increase participation





Recycled Output

■ Technology Solutions:

- ❑ Increase efficiency to generate for high value recycled output
- ❑ Increase solutions for non-nylon materials

■ Infrastructure Solutions:

- ❑ Increase gross collection
- ❑ Increase capacity for processing collected materials





Market Growth

- Technology Solutions:
 - ❑ Increase opportunities for recycled output utilization in new products

- Infrastructure Solutions:
 - ❑ Promote Post Consumer Recycled Carpet Content Products
 - ❑ Promote Procurement Opportunities



Diversion Goals & Pathways



- Present Recycled Output is at 12%
- 2016 Aim to Reach 16%
- 2020 Aspirational Goal to Achieve 24%
- Present Gross Collection is at 24% (Q3), 22% (Q4)
- Represents roughly $\frac{1}{4}$ of all estimated discards
- At current levels 16% RO, requires 32% GC ($\frac{1}{3}$)
- 24% 2020 goal would require 48% GC ($\frac{1}{2}$)
- Solution lies in: Increased RO (efficiency and fiber types), and Increased GC



Incentives

CA Carpet Stewardship

- Effective July 2011
- 5 cents/sqyd sold (broadloom and tile)
- Incentives:
 - ❑ 6 cents/lb for high value output
 - ❑ 3 cents/lb for low value output
 - ❑ 10 cents/lb over target level for high value only
 - ❑ 12 cents/lb for 2nd tier processor of non-nylon
 - ❑ CA university grant (non-nylon)
 - ❑ CA Program Manager in State





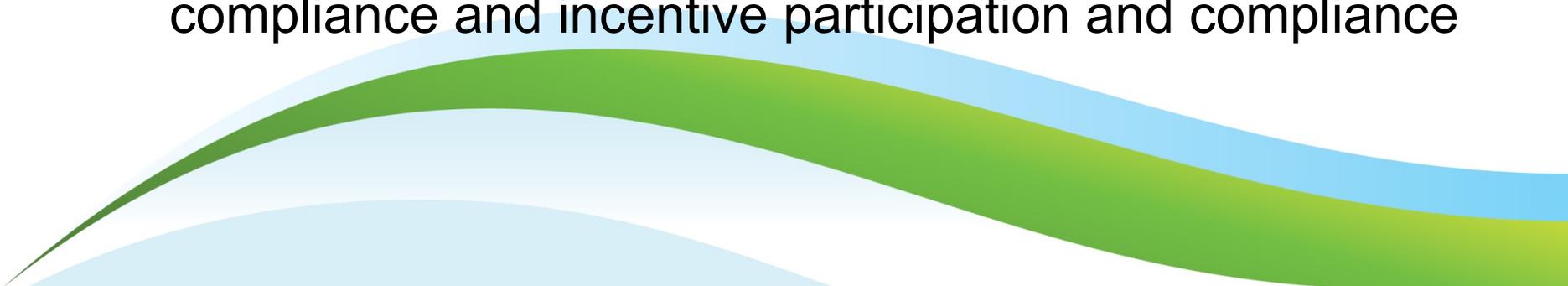
Education





Getting the Word Out – Efforts To Date

- Updated Website Resources
 - Stakeholder specific materials and links
- Retailer Education
 - Brochures, signage, window clings, education kits, outreach letters, webinars and industry presentations
- Manufacturer Outreach
 - Trade publications news, magazine and radio interviews and earned media, outreach letters, software vendor engagement, sales webinar training, compliance and incentive participation and compliance





Getting the Word Out – Efforts To Date

- Consumer Education
 - Print earned media, database listing Earth911
- Rural County Engagement
 - Presentations, webinars, monthly calls, planning, site visits, signage, brochures, handling and storage guidelines
- Outreach Presentations
 - Trade conferences and events





Building On a Strong Foundation

- Marketing, Education & Outreach focus:
 - Market Research
 - Research, Focus Groups, Surveys
 - Material Development
 - Based on Market Research, Targeted Audiences
 - Meet People Where They Are
 - Direct Engagement & Technical Assistance
 - Earned Media & Social Media Marketing





Building On a Strong Foundation

- Increase Reach, Impact & Effectiveness
- Making the Most of Every Dollar Invested
- Leveraging Resources Already in Place
 - Strong Stakeholder & Community Partners
 - Local Governments
 - NGOs, Community Groups
 - Haulers, Recyclers, Collectors, Processors
 - Trade Organizations, Business Associations



Challenges & Opportunities



- Program is newly underway, first years of ops
 - Complex material composition difficult to recycle
 - Multiple material types increase complexity
 - Limited recycling outlets for some materials
 - General flat and downward trends in recycled output
 - New collectors/processors in development
 - Rural county program increasing
 - Incentives are helping to encourage new technologies to further increase recycled output
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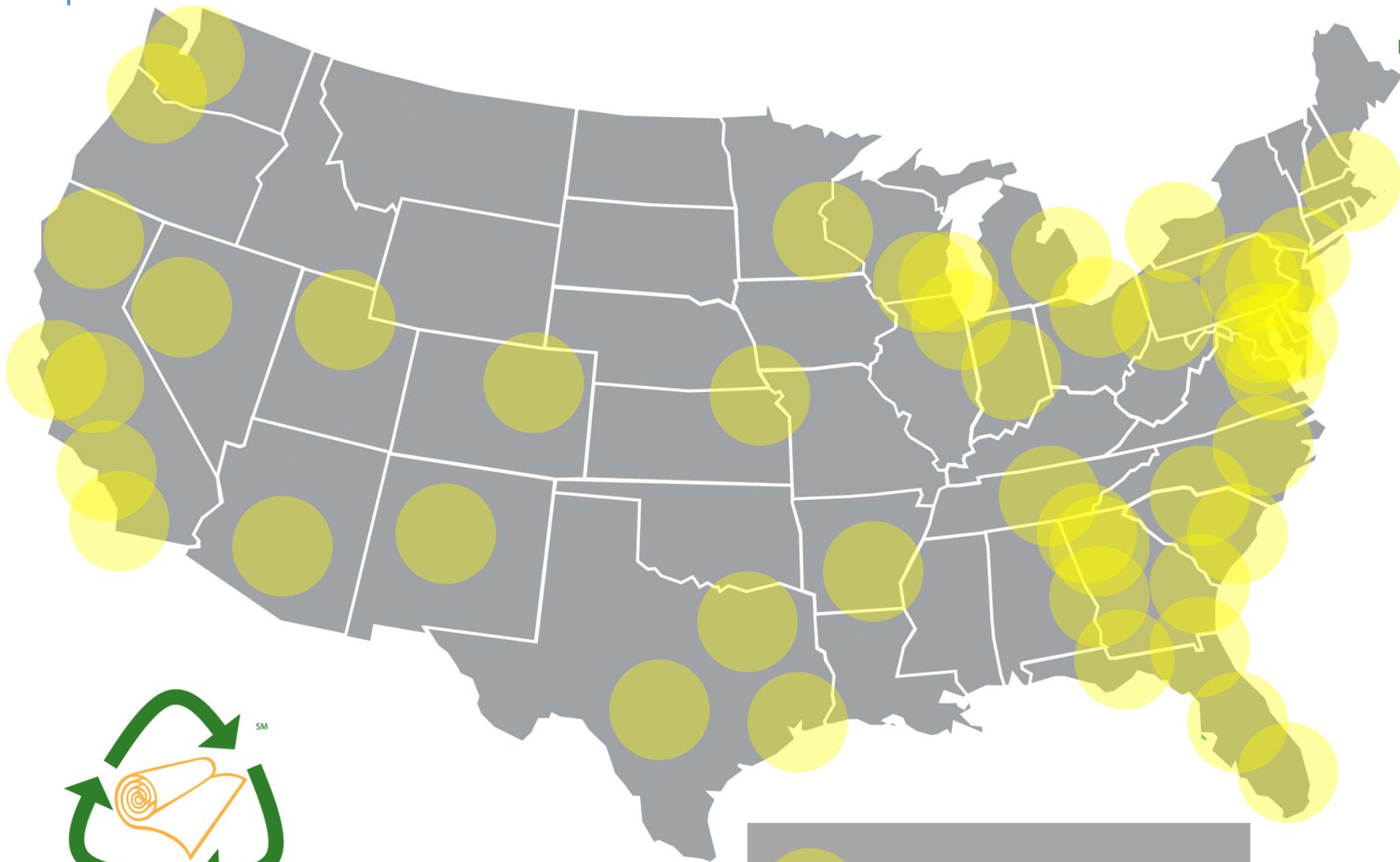
Results To Date

Collection Centers: ~65



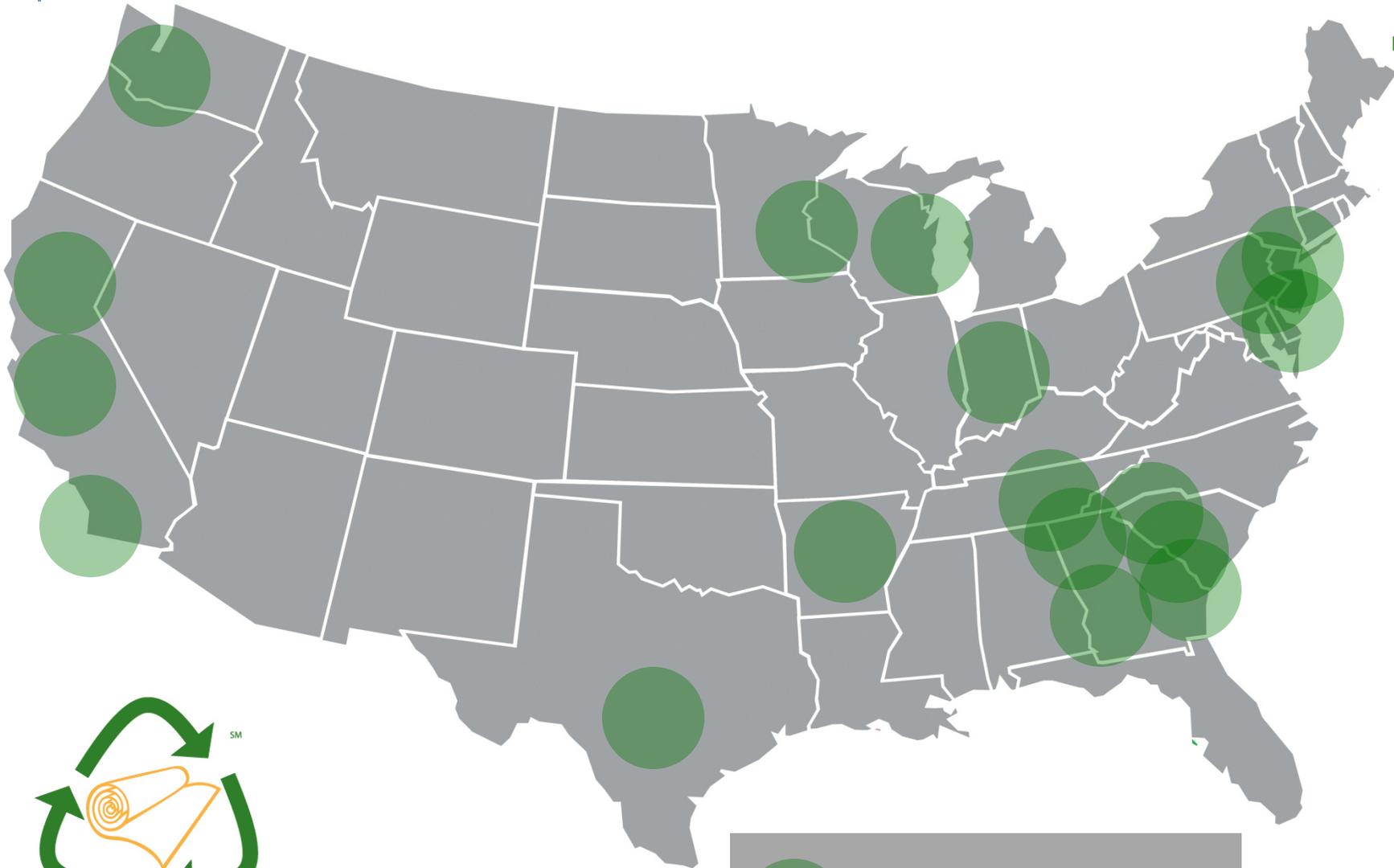
Independent Businesses

CARE Collection Network



 = 100 Mile Radius

CARE Processor Network



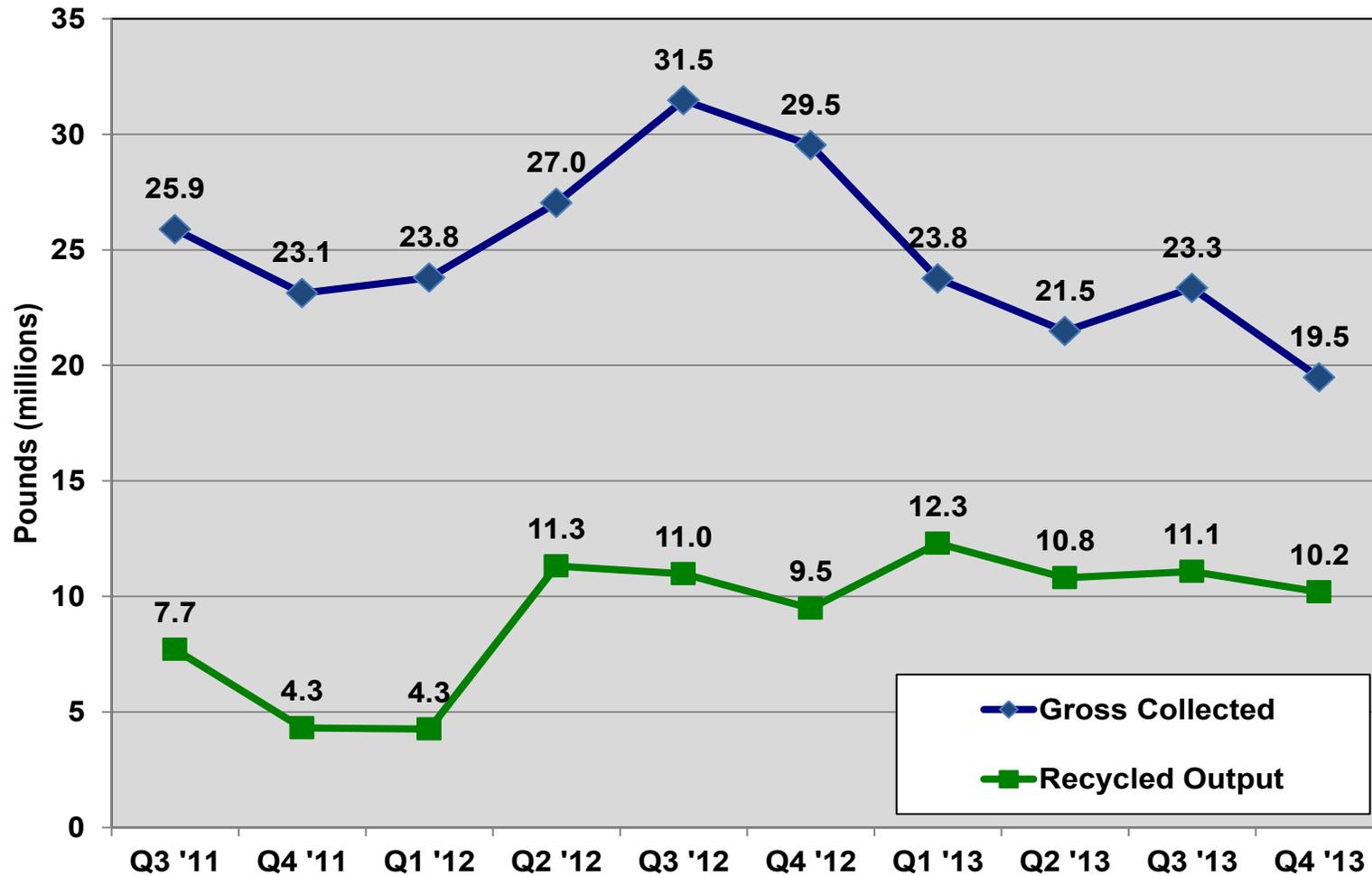
 = 100 Mile Radius

Local Resources

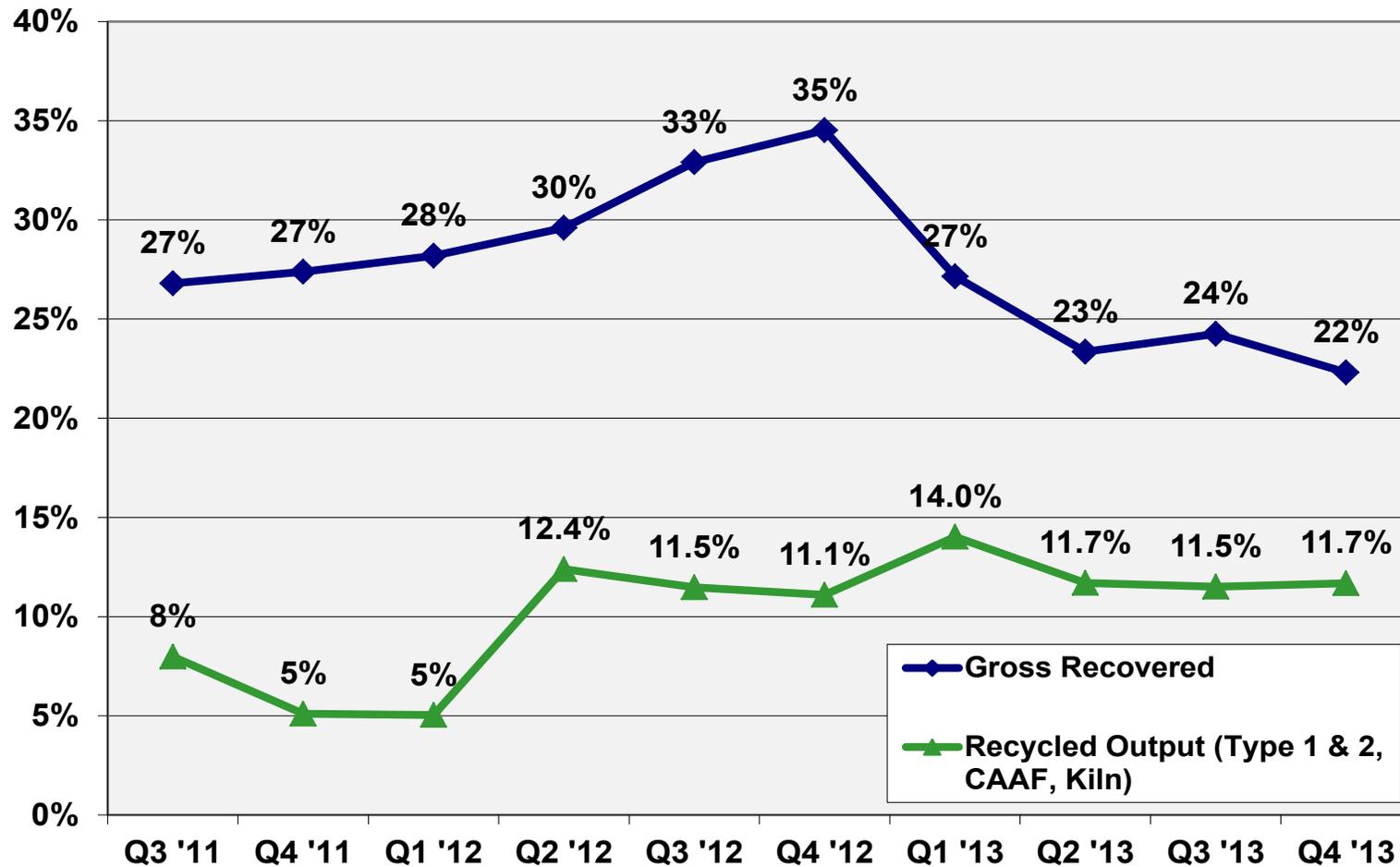


- **CARE Website: Certified Collector Finder**
 - *Find Collectors*
 - *Find Processors*
 - <http://www.carpetrecovery.org/collector-finder/index.html>
- **Local Governments**
 - *Local Recycling Coordinators, Haulers, and Facilities*
- **Local Retailers**
 - Direct service of retailers by Collectors/Processors
 - Direct pick-up service at hundreds of retailers
- **CARE CA Program Manager** — In Monterey Bay Area

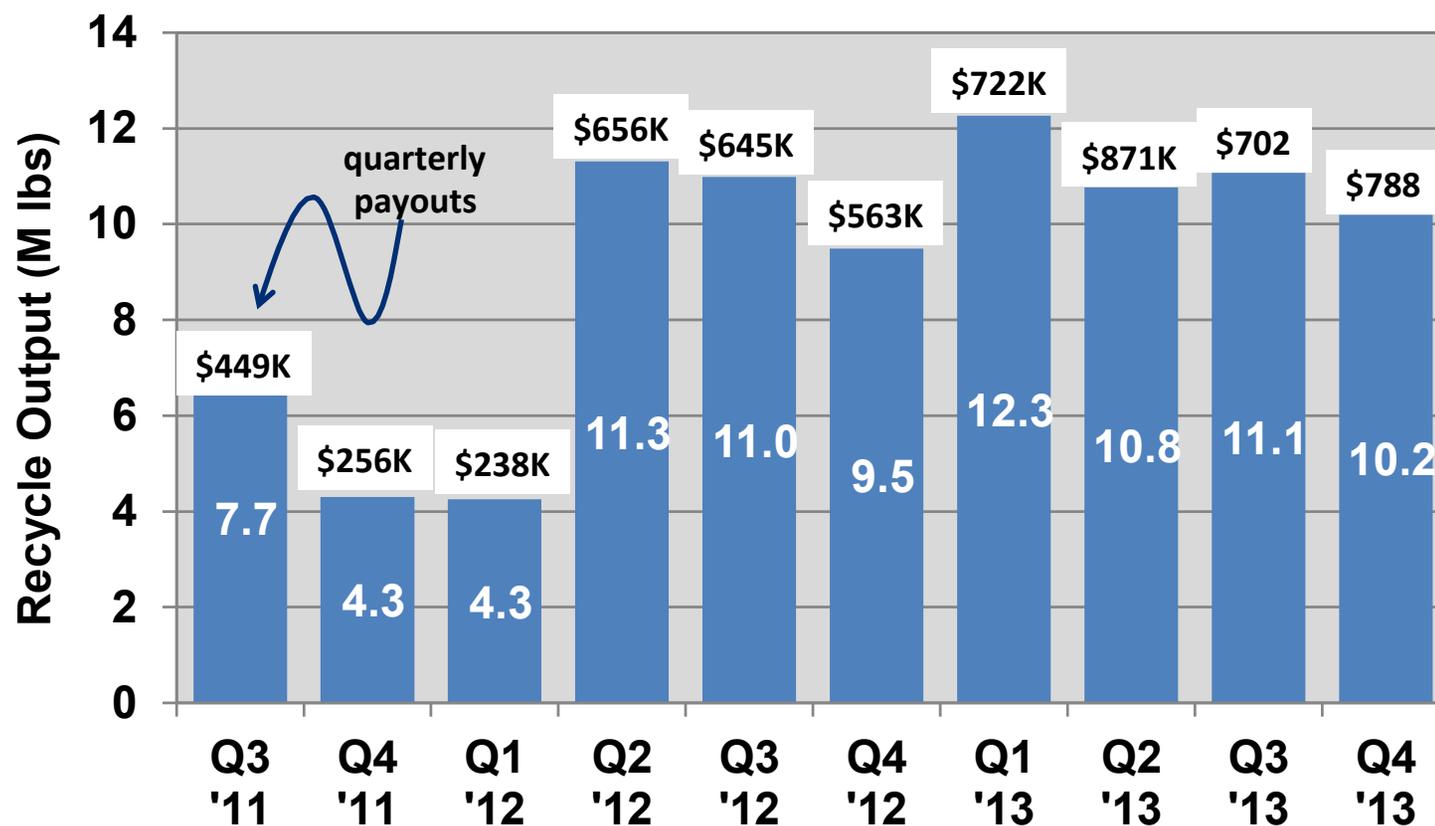
AB 2398 Performance Trends (pounds)



AB 2398 Performance Trends (percentage)



Recycle Output Summary – Processors*

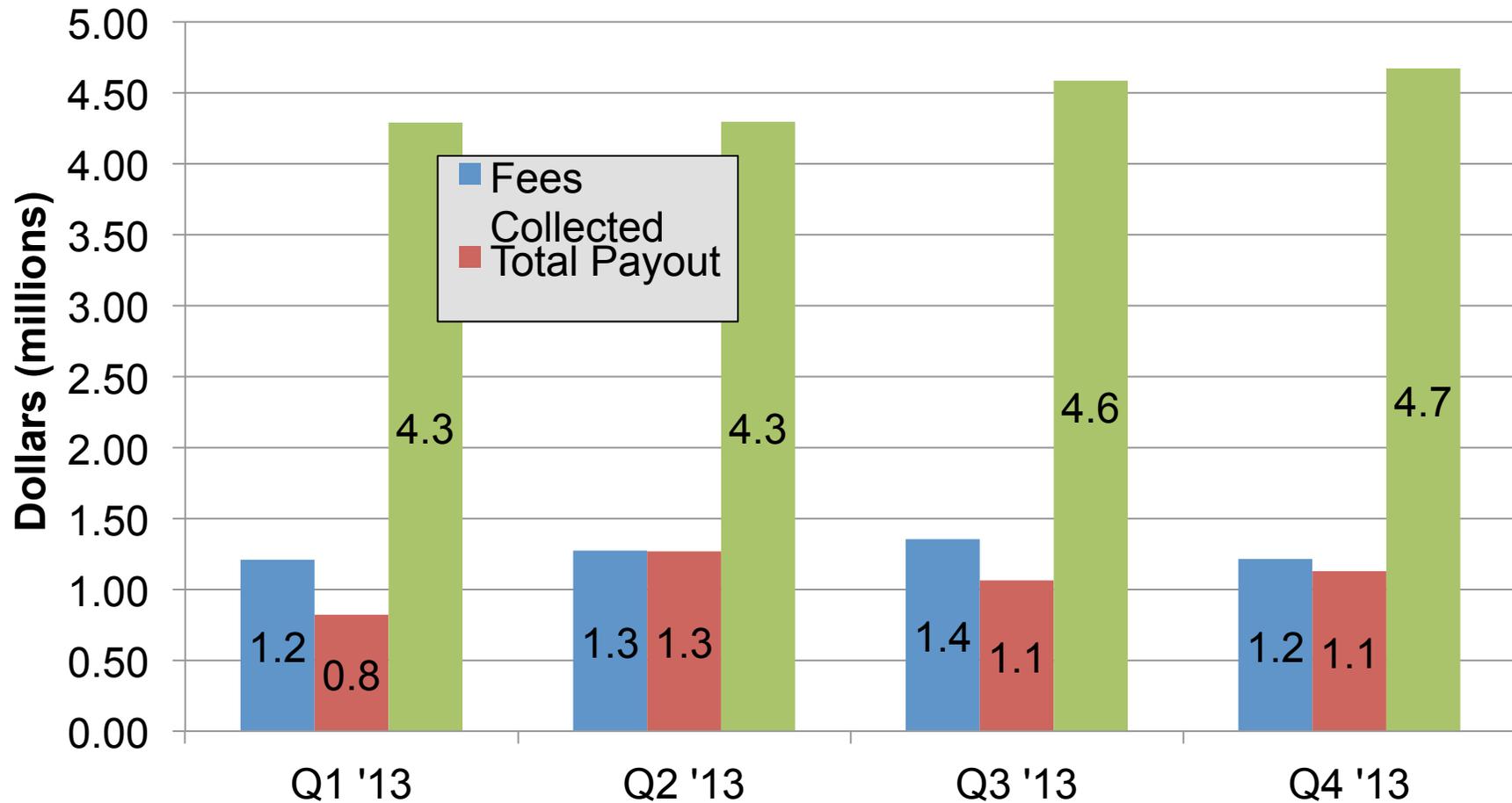


Cumulative pounds recycled: 93M

Cumulative Payments: Type 1 & 2 Processors \$ 5.9M

* Does not include Tier 2 payout

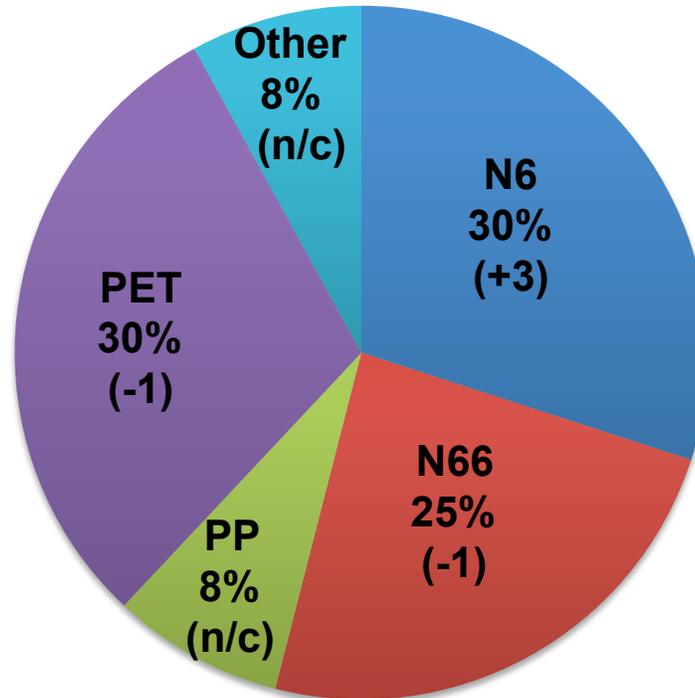
Fund Balance vs Time



Note: Balance includes 1Q deposits from Q4 fees

Quarterly Collection: Face Fiber Breakdown*

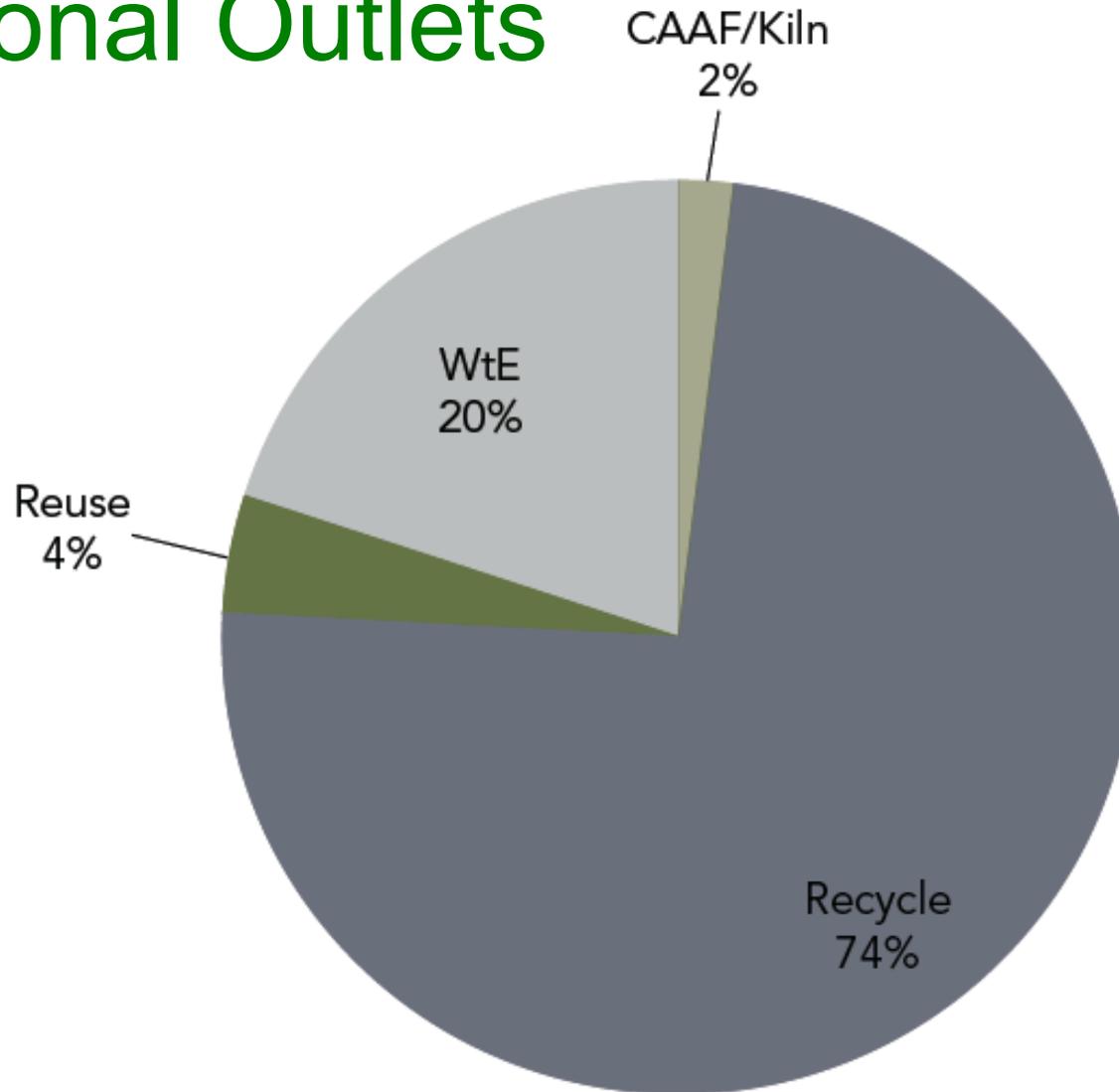
25-35% going ex-U.S.



Quarterly data from
Recycler's Reports

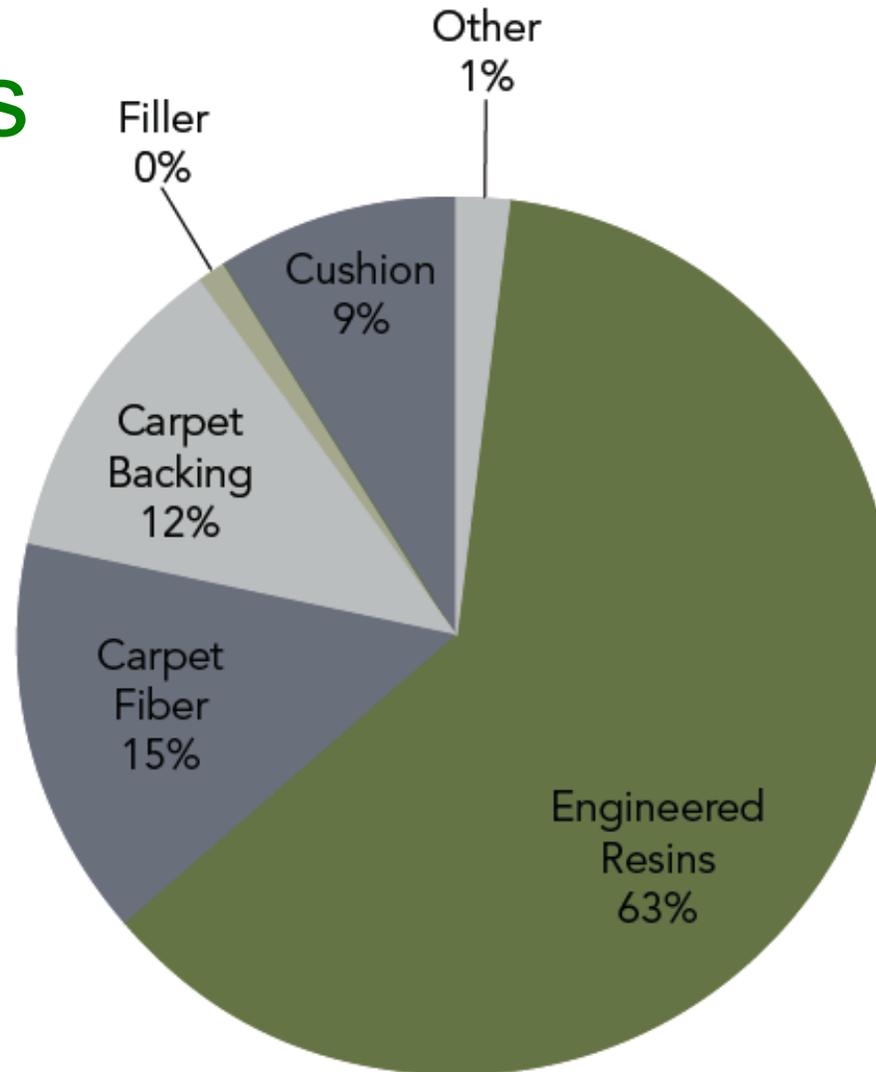
* Data based on reported percentages by CA recyclers, however, may not be accurate due to preferential selection of higher value nylon.

National Outlets



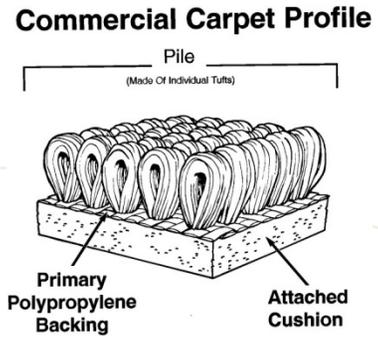
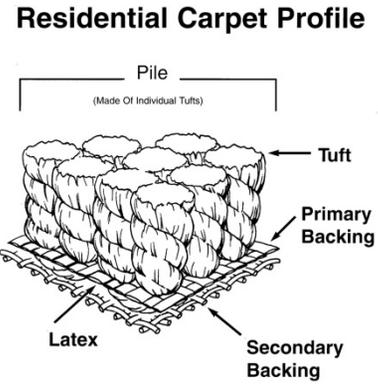
90% of recovered material stays in the U.S.

End Products



Today nearly 30% of the post-consumer carpet that is recycled in the United States goes back into carpet face fiber and backings.

Recycled Products



Other
1%

Carpet Cushion, 9%

74% recycled

Carpet, 27%



Engineered Resins, 63%

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Phone: (215) 369-1520
www.mdmfiber.com



Precast Concrete, Asphalt, and Plastic

Email: sales@lafiber.com
Phone: (323) 589-5637
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A product information card for the Environmental Performance Collection 7000 Berber Select Residential Carpet Cushion. The card is set against a background of a mountain landscape. The text on the card includes:

ENVIRONMENTAL PERFORMANCE COLLECTION 7000 .35"

BERBER SELECT

Residential Carpet Cushion
New Homes / Property Management / Carpet-Retail

LUXURIOUS FEEL UNDERFOOT
Offers maximum comfort & superior support with every step.

HELPS KEEP OUR ENVIRONMENT CLEAN
Raw materials obtained from post-consumer sources kept out of landfills.

A BALANCED CUSHION
Feel / firmness for maximum required support.

PROTECTS YOUR NEW CARPET
Keeps your new carpet looking newer, longer.

NOISE SUPPRESSION
Best selection for suppressing noise emanating from both within a room, upstairs, or from the outside.

ANTI-BACTERIAL
Prevents mold, mildew, bacteria, and odor to maintain freshness & extend wear.

RELIANCE FLOORING CONCEPTS
DIVISION OF:
RELIANCE CARPET CUSHION

Purchase environmentally friendly carpet cushion, make a difference in our environment. Environmental carpet cushions are manufactured from post-consumer carpet. Thank you for making a difference.

Carpet Cushion

GeoHay™

Gutter Buddies®



Synthetic Hay Bales & Filters



Our products are made from post consumer electronic and textile waste that would otherwise be discarded in our landfills and our process is flexible enough to utilize a variety of waste streams to create new products, signs and substrates

Traffic Signs



Indoor Signage



Thermoforming Panels



Indoor ADA Signage



What Stakeholders Can Do?

- Promote Carpet Recovery Collection Locations
- Incorporate Carpet Into Your Edu & Outreach
- Work With Local Waste Facilities & Retailers To Expand Local Collection Opportunities
- Specify Contracts To Recycle Discard Carpet/Tile
- Ask for a Recycle Certificate From The Mills
- Specify New Carpet Products in Line With NSF-140 Standard; Specify PCC Recycled Content
- Use PCC Fiber Cushion Vs. Foam Cushion
- Buy Products With PCC Content

PCC = Post Consumer Carpet



Join CARE in making a sustainable difference

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