CARE 2002 Annual Report

Highlights

CARE Annual Conference
April 25, 2003
Memorandum of Understanding

- CARE is responsible for monitoring, assessing and reporting on the progress toward the national goals for carpet recovery

- Evaluation and Performance Schedule
  - annual reports
  - interim reports in 2005 and 2007
  - 2010 negotiations – multi-stakeholder process
  - final report in 2012
Transparency in Reporting

- CARE works with stakeholders outside the carpet industry to assist with data collection, analysis, and program evaluation to ensure transparency in reporting.
University of Georgia

- Department of Textiles, Merchandising and Interiors
  - Dr. Patricia Annis
    Associate Professor
  - Mary Sue Brewer
    Research Assistant
2002 Data Collection

- First year – “pilot study” 
establish baseline count of the amount of 
carpet diverted from landfills

- UGA surveys
  - 237 US carpet and fiber manufacturers
  - 85 reclaimable materials handlers and recyclers
Definitions

- *reclaimable materials handler* - any or all of the following: waste hauler, collector, converter, recycling center, materials recovery center, processor, dealer, broker, exporter, extruder, or importer

- *recycler* - processes waste carpet and creates a saleable (value added) end product
Survey Results

- Reported landfill diversion: **1.22%** of total PC carpet discards (~57 millions lbs)
- CARE goal: **3.8%** landfill diversion (~178 million lbs)
- Deficit of **2.58%** of total discards (~120 million lbs)
2002 Data Collection

- Caveat: low response rate
- 18 out of 237 manufacturers (7.6%) and 5 out of 85 handlers/recyclers (5.9%) provided usable data
- reported diversion vs. actual diversion (underreporting)
Reported Landfill Diversion

- 80.82% recycling
- 15.85% reuse
- 3.33% WTE
- 70.1% diversion by handlers/recyclers
- 29.9% by manufacturers
Post-Industrial Carpet

- PI landfill diversion ~ 333 million lbs
- PC and PI combined landfill diversion: approx 390 million lbs
- PI = 85% of total PC+PI diversion, almost 6x amount of PC diversion
- PI is preferred feedstock for recycling purposes
Survey Challenges

- low response rate
  - lack of resources within companies
  - voluntary (not mandated)
  - confidentiality
  - CARE recognition
  - computer phobia
  - economic conditions
CARE-Specific Survey Challenges

- weak demand for PC carpet – misperception that PC carpet lacks value
  - Evergreen Nylon Recycling Facility
  - low tipping fees at landfills

- collection infrastructure / logistical problems
  - ID of fiber types
  - no consistency in collection options – storage and transportation issues
Lessons Learned

- input from survey recipients
- additional players in collection network – distributors, retailers, installers, contractors, C&D
- simplify survey
- CARE recognition
- overlap in collection network - possibility for double counting
Government Involvement

- carpet recycling/reuse not a high priority at federal or state levels
- efforts vary, no consistent approach
- most efforts are centered around small business assistance
- lack of funding was major impediment
CARE Accomplishments

- organization – 501(c)3 non-profit with BOD
- CARE committees
- sponsorship program
  - grants for entrepreneurs
- entrepreneur partnerships
- website – www.carpetrecovery.org
CARE Sponsors

Sustainability Leadership
DuPont Flooring Systems
Interface Americas
SB Latex Council

Green
Solutia

Corporate
bp Amoco
C&A Floorcoverings
The Dixie Group
ERCS
J&J Industries
Lees Carpets
Mannington Mills
Mohawk Industries
State of North Carolina
Shaw Industries
Market Development

- enabling entrepreneurs
  - increase exposure, recognition, support
- increase demand for PC waste carpet
- progress in 2002
  - products in commercial operation
  - products in R&D stage
CARE in 2003

- marketing - continue locating and supporting entrepreneurs
- recovery – support establishment of viable, dynamic collection system
- Executive Director
- expand sponsorship program
CARE 2002 Annual Report

Questions and Answers