California Carpet Stewardship Program
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www.calrecycle.ca.gov/carpet

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Carpet Materials Management

Why focus on carpet?
Discarded carpet is one of the 10 most prevalent waste materials in California landfills, comprising about 3.2 percent of waste by volume disposed of in California in 2006. Most carpet is made from nylon and other polymers derived from virgin fossil fuel. Fortunately, numerous products can be manufactured from recycled carpets, including carpet backing and backing components, carpet fiber, carpet underlayment, plastics and engineered materials, and erosion control products.

What is being done?
California is the first state to establish a private-sector designed and managed statewide carpet extended producer responsibility program. This program, started in 2011, follows producer responsibility principles to ensure that over time discarded carpets become a resource for new products in a manner that is sustainably funded and provides jobs for Californians. Several carpet recycling facilities currently operate in California, offering jobs, and producing products and feedstock for products made from recycled carpet.

What can I do?
Find out how Californians are sustainably buying and recycling carpet to keep valuable materials in our economy, and what you can do as well! Click on the links to learn more.

www.calrecycle.ca.gov/carpet
Overview

• Update on progress toward goals
• New changes being implemented
• Looking ahead
Plan Goals

• Increase the **diversion and recycling**
  – CARE’s recycling goal of 16% by 2016
  – Aspirational goal: 24% by 2020

• Increase the **reuse** of post-consumer carpet

• Increase the **market growth of secondary products** made with Post-Consumer Recycled Carpet Content (PCRCC).

• Increase the **recyclability** of carpet
Trends for Key Goals: Recycling and Reuse

Diverted from CA landfills
Reused
Recycled output

Percent by weight of estimated total discards.
Performance Trends

Source: CARE Qtly update Q4 2014

Net Diversion = Gross Collection - Sent to landfill*

* Sent to landfill is both Processor & Sorter waste PCC plus processing waste.
AB 2398 Performance Trends (percentage)

Source: CARE Q4 2014 update

*As of Q1-2014, Gross Collections (GC) include refined data historically collected, not previously reported. These data adjust GC amounts beginning Q1-2013 through the current period.

**Beginning in Q3-2014, Recycled Output (RO) reported no longer includes estimated international recycled output. Beginning in Q1-2014, RO is adjusted to include only Type 1 + Type 2 pounds. Pounds diverted from landfill through
Market Growth of Secondary Products

- Metric: Quantify volumes of new products available with postconsumer carpet content.
- Plan states CARE will conduct annual survey to obtain this information.
- CARE list of secondary products on website.
Market development:
Increase Purchase of Carpet-Derived Products (CDP)

• New Catalog
  – Contact information
  – Photos of products
  – 15 Mfrs

Source: https://carpetrecovery.org/recovery-effort/innovation/
CA Tire Program: Sample Product Catalog

- Includes information on product features, benefits, certifications

Source: www.calrecycle.ca.gov/Tires/Products/Catalog/default.htm
Market development

• More carpet-derived products
• Better information on customers needs and specs
• Face-to-face meetings to explore needs and opportunities
• Public sector specs, policies, and procedures (register as vendor, certify with programs, etc.)
• Test that products meet specs, market-ready, verification of performance
• Incentives/reasons to take risk on new products
Indicator of Recyclablity:

Processing waste disposed in landfills*
(ideally goes down)

Includes: 1) contaminated whole carpets & small scraps; 2) sorted whole carpet without markets; 3) processing residuals (e.g., backing, CaCO3).
Fiber Types of Collected Carpet in CA, 2012-2014
(Percent of total collected by weight)
Current Status

• CalRecycle determination Sept 2014:
  CARE’s 2013 Calif Annual Report is non-compliant
    – Not making sufficient continuous and meaningful improvement towards the goals in the approved Plan
    – Not meeting minimum requirements per regulations
Delay in CalRecycle Administrative Action

• Wait until 2014 Annual Report to allow CARE:
  – to address key issues and deficiencies
  – to devote more resources to program implementation
  – See Public Notice for more details

• Next Annual Report is due July 1, 2015
  – Covers January – December 2014

• CalRecycle will consider administrative action to obtain compliance, if necessary
Flow of Funds with Plan Addendum

Carpet Manufacturer adds assessment to retailer invoice

$0.10/\text{yd}^2 \quad \downarrow \quad \uparrow

Retailer bills customer

$0.10/\text{yd}^2 \quad \downarrow \quad \uparrow

Customer

CARE funds activities in State approved Plan

- Incentives: recycled output, growth & Tier 2 non-nylon & growth, CaCO$_3$, carpet tile reuse/recycle
- State oversight & enforcement
- Research grant: market development
- Education and outreach
- Rural pilots: expand to 16 counties
- Hired in CA: 1.5 PY
- Assessment: 10 cents

Source: adapted from CARE presentation 2012, Purple = changes with Plan addendum Dec 2014
## CA Carpet Stewardship Program Incentives

<table>
<thead>
<tr>
<th>Element</th>
<th>Amount per lbs</th>
<th>Comment</th>
<th>Year starts</th>
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</thead>
<tbody>
<tr>
<td>Type 1 Recycled Output</td>
<td>$0.06</td>
<td></td>
<td>2011</td>
</tr>
<tr>
<td>Type 2 Recycled Output</td>
<td>$0.03</td>
<td></td>
<td>2011</td>
</tr>
<tr>
<td>Type 1 Bonus for Growth</td>
<td>$0.10</td>
<td>Target adjust annually</td>
<td>2013</td>
</tr>
<tr>
<td>Tier 2 End User Non-Nylon Growth</td>
<td>$0.17</td>
<td>Increased from $0.10 to $0.17/lb in 2015</td>
<td>2013</td>
</tr>
<tr>
<td>Tier 2 Bonus for End User Non-Nylon Growth</td>
<td>$0.10</td>
<td>Analogous to Type 1 growth bonus</td>
<td>2015</td>
</tr>
<tr>
<td>Calcium Carbonate</td>
<td>$0.07</td>
<td>Only for CaCO3 used as a raw material</td>
<td>2015</td>
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<tr>
<td>Tile Reuse &amp; Tile Recycle</td>
<td>$0.10</td>
<td>To drive reuse and 100% recycle of tile</td>
<td>2015</td>
</tr>
<tr>
<td>Time period of incentive (without decrease)</td>
<td>n.a.</td>
<td>12 mo + current Qtr for notification</td>
<td>2015</td>
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<td>Challenges for CARE</td>
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<td>---------------------</td>
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<td></td>
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<tr>
<td>• Macro US Economy &amp; commodity prices</td>
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<tr>
<td>• Transportation labor issues at ports</td>
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<tr>
<td>Actions within Purview of CARE (and mills)</td>
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<td>-------------------------------------------</td>
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<td></td>
<td></td>
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<tr>
<td>• Design &amp; implement program</td>
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<tr>
<td>• Provide incentives &amp; services; reduce risks</td>
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<tr>
<td>• Make carpet/flooring products with post-consumer carpet &amp; inform consumers</td>
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<tr>
<td>• Create and implement education and outreach strategy, make resources easy to find and use, etc.</td>
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<tr>
<td>• Hire sufficient dedicated CA resources to create robust program</td>
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Ease of Purchasing Carpet-derived Products

- Hard to identify products with postconsumer carpet content
  - Mfrs may not want to highlight
  - Focus on where consumer acceptance is greatest
Carpet as a product with postconsumer carpet content

• Public sector purchasers:
  – Performance, $, Availability
    check against customer documentation needs
  – Increase credibility: product quality and performance information
  – Resource: Marketing to government sector

• Certification programs assist buyers
  – Get certified, NSF-140 Plat, EPDs, ETC.
  – Make certification information easy to find
NSF – 140 Carpet Standard

• Awards points for mandatory and voluntary measures that are used to evaluate six key attributes of carpets:
  – Public Health and Environment, Energy and Energy Efficiency, Bio-based and Recycled Content, Manufacturing, Reclamation and End of Life Management, Innovation

• Includes three levels of attainment, silver, gold, and platinum

• Makes it easier to purchase qualifying carpet (reference in spec)

• Used for commercial carpet

• List of NSF/ANSI 140 carpet at CRI database: www.carpet-rug.org/carpet-and-rug-industry/sustainability/sustainable-carpet/sustainable-carpet-list.cfm

• Need active, balanced participation to update standards
Carpet as a product with postconsumer carpet content

• State gov buys carpet that is NSF-140 Platinum
• Is information posted current?
Feedback from Stakeholders

• **Communications:**
  – CARE doesn’t consult sufficiently with stakeholders
  – Retailers repeatedly say they have had minimal contact from CARE since the program started

• **Collection:** CARE's interactive map doesn’t reflect all collection locations and some regions lack collection

• **Adjustments to program:** Slow process to report and then adjust program

• **Insufficient program resources in CA**

• **Insufficient compensation to collectors via processors**

• **Rural program:** Timely delivery/pickup of containers (occasional issue); Good service being provided
Opportunities for Collection

• 280 million pounds of carpet per year not collected (2013 est)

• Local Government Waste Management Contracts (when renewed)
  – May require carpet recycling
  – Reduced tipping fee on source separated recyclables
Opportunities to Consider?

Design incentives to be responsive to changing market conditions

• Automatic adjustments associated with key commodity prices

Differential assessments

• Reduce assessment for products that advance goals
  – Closed-loop carpets
  – High recycled carpet content
• Base assessments on actual processing costs and/or commodity prices
Opportunities to Consider?

Incentives to try carpet-derived content products

• e.g., Grants for pilots or start-ups in California, donate product to try out
• Reduce risk
• Information sharing (e.g., pilot lessons)
• Update website information

Provide information to key stakeholders about the program and what they can do to help
CA Workshops: Save-the-date

2015 Workshops
– July 14 (City of Lakewood, LA Region)
– July 15 (Sacramento)
Register at: carpetrecovery.org/ca-workshops/

2014 workshops Public Notice
CalRecycle Related activities

• Tracking EPP/recycled content purchases by state entities
• Carpet Purchasing Tool kit (Climate Change Project with EPA)
• Climate change grants
Continued Grant Opportunities

– **Fiber, Plastic, and Glass (FPG) Grant Program** - $5M
– Part of Climate Change, Cap-and-trade Program
  • Governor’s 2015-16 Proposed Budget - $25 million Grants (Organics and FPG)
  • Infrastructure for *manufacturing products with recycled content* fiber, resin or glass
  • Must demonstrate GHG reductions & tons diverted
  • Competitive, must be in-state
  • [Join listserv](#) to receive announcements

– Website for Climate Change Grants:
  [www.calrecycle.ca.gov/Climate/GrantsLoans/](http://www.calrecycle.ca.gov/Climate/GrantsLoans/)
  • [Recycled Fiber, Plastic and Glass Grant Program – Overview](#)
California’s Safer Consumer Products Program

Safer Consumer Products Priority Product
Workplan  www.dtsc.ca.gov/SCP/PPWP.cfm

DTSC's Candidate Chemical list calsafer.dtsc.ca.gov

Contact: Andre Algazi
Andre.algazi@dtsc.ca.gov, 916-324-2659
Work Plan has new categories:

- Household/Office Furniture/Furnishings
- Beauty, Personal Care and Hygiene Products
- Fishing and Angling Equipment
- Cleaning Products
- Building Products – Paint Products, Adhesives, Sealants, Flooring
- Clothing
- Office Machinery Consumable Products
Carpet Reuse 😊
CARE Carpet Contacts

• California
  – Ms. Lisa Mekis, CA Senior Associate  
    (510) 862-6033, mekis@carpetrecovery.org
  – Ms. Brennen Jensen, CA Senior Associate  
    (831) 917-3720, bjensen@carpetrecovery.org

• National
  – Dr. Robert (Bob) Peoples, Executive Director  
    Carpet America Recovery Effort (CARE)  
    100 S Hamilton Street, Dalton, Georgia 30720  
    706-428-2127, bpeoples@carpetrecovery.org

• CA Carpet Stewardship:  
  http://carpetrecovery.org/AB2398.php
CalRecycle Points of Contact

Full carpet program team includes many parts of CalRecycle: Admin, Legal, Audits, Compliance and Enforcement, etc.

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  Kathy.Frevert@calrecycle.ca.gov  
  916-341-6476

• Fareed Ferhut  
  Faridoon.Ferhut@CalRecycle.ca.gov  
  (916) 341-6482

• http://www.calrecycle.ca.gov/carpet/  
  (Carpet Home Page)
Questions?