Lessons Learned

The Commonwealth of Massachusetts
Carpet Contract
Purchasing Experience

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Overview

- Why Carpet?
- EPP Purchasing Program
- MA Carpet Contract
- Next Steps
Why Carpet?

**Massachusetts Market:**

- Recycling costs competitive with disposal
- Disposal facilities balking at carpet
- Municipal government wants solutions to increasing disposal costs *(sign from municipal transfer station in Massachusetts)*
Why Carpet?

• State Policy:
  – Regulations: Carpet disposal ban “when, not if”
  – Fulfill responsibilities as an MOU signatory
  – Executive Order: State Sustainability Program
    – State Agencies “Walk the walk” -- including environmentally preferable purchasing
Massachusetts EPP Program

- Partnership between environmental and purchasing agencies (Operational Services Division – OSD) since 1994
- State recycled / EPP purchases increased from $2.8 in FY92 to an estimated $140 million in FY05
- Contracts include environmental specifications: recycled content, energy efficiency, toxics use reduction, water conservation and waste prevention
- Outreach: Annual vendor conference, conducts workshops, helps other states, and maintains a website
#FAC25 Carpet Contract History

  - Examined other states’ procurement efforts
  - Reviewed carpet industry/third party data
  - Checked federal guidelines (EPA’s CPGs and FTC)

- **Process (2001)**
  - Prior to bid – input from carpet manufacturers
  - Based bid criteria on this direct feedback

- **Strategy (2002)**
  - Allowed for flexibility in meeting specifications
  - Award made to manufacturers - not local vendors
MA Carpet Contract: Post-Consumer Recycled Content Specifications

- **No longer** allowed to sell zero post-consumer recycled-content carpet
- Must contain highest %
- Modular Tile = 10%
- Broadloom = 10% (Goal: 15%)
- FTC Guidelines
- Option for Reusable / Reclaimed
MA Carpet Contract: Post-Consumer Recycled Content

Roles

Manufacturers
- Add or delete vendors who sell their products
- Provide recycled-content info to vendors

Vendors:
- Contact with purchasers
- Listed on state contract
MA Carpet Contract: Recycling Specifications:

- Recycle discarded carpet when selling carpet, whether it is your brand or not
- No carpet will be landfilled or WTE
  - Exceptions for contaminated carpet (e.g. asbestos)
- Recycling into any product is acceptable
MA Carpet Contract: Recycling Requirements Roles

Manufacturers

- Certify to OSD that their vendors provide a carpet recycling program
- Ensure vendor compliance
- Manufacturers and vendors sign partnership agreement
MA Carpet Contract: Recycling Requirements Roles

Vendors

- Arrange for recycling
- Provide OSD with reporting on recycling
  - Manufacturer name
  - Post-consumer recycled-content
  - Quantity sold
  - Estimated weight
  - Type of material being replaced
  - Old carpet removed & recycled (cubic yards/weight)
  - Recycling vendor and cost
Initial Challenges to MA Contract Success: Disconnect on Recycling

Programs
- Manufacturers – “programs are in place”
- Vendors – “infrastructure not available locally”

Cost
- Manufacturers – “recycling cost competitive”
- Vendors – “can’t sell it to customers – too costly”
Remedial Measures: Recycling

- **Summer/Fall 2003:** OSD researches local recycling and carpet reuse options and negotiates competitive pricing for use by FAC25 contractors
- **Fall 2003:** OSD hosts meeting of manufacturers and vendors to brainstorm issues and solutions and present local recycling options
- **Spring 2004:** OSD sends letter to awarded manufacturers requesting funding assistance and/or education materials, reiterates issues at CARE meeting
- **Spring/Summer 2005:** Again reiterates concerns at CARE Annual Meeting and Board of Directors
What’s Still **Not** Working

- Recorded carpet sales are low: $1M for FY05
- Recycled-content:
  - Not meeting 15% goal for broadloom
  - Need more offerings!
  - Manufacturer to vendor communication insufficient
What’s Still Not Working?

Recycling (gotten better, still needs improvement):

- Compliance spotty
- Reports are incomplete, but getting better
- Manufacturer to vendor communication insufficient regarding recycling requirements
Next Steps: What Massachusetts Needs

Compliance with MA contract

- Recycled-Content Products:
  - FTC guidelines
  - Recycled content:
    - Not meeting 15% goal for broadloom--Need more offerings!
  - Improve communication from manufacturers to Commonwealth and vendors regarding offerings (e.g. recycled-content percentage)
Next Steps: What Massachusetts Needs

Recycling Education --

- Manufacturers to their vendors
  - Recycling Required
  - Recycling Vendors
  - How to recycle

- Vendors
  - Consistent representation to customers in job quotes
Education:
Recycled-content products
Education: Recycling

Educational materials for customers:

- Environmental and economic benefits of recycling – companies recycling carpet in MA

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Total Recycling Services

Allegheny Contract
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