



CREATING SUSTAINABLE COMMUNITIES

A GUIDE FOR DEVELOPERS AND COMMUNITIES

RECYCLED CONTENT PRODUCTS

The purchase of post-consumer recycled content products is crucial to the ongoing success of New Jersey's many recycling programs, as well as recycling in general. By purchasing such recycled products, consumers help to create long-term stable markets for the recyclable materials that are collected from homes, businesses and institutions. The reference to "post-consumer" is important because it means that the product being purchased contains material from another product that had been used by a consumer and collected for recycling. This activity therefore keeps many tons of materials from being disposed in a landfill or incinerator. This is markedly different than "pre-consumer" recycled content as the material in this case is simply manufacturing scrap that is reincorporated into the production process. Such material is ordinarily handled in this fashion and therefore does not have the same impact on the waste stream as does post-consumer recycled products.

Those interested in promoting sustainability through the establishment of a "Buy Recycled" program should understand that the purchase of recycled products not only benefits the environment and provides positive publicity for your organization, but is as easy as purchasing products made with virgin resources. Recycled products have many attributes, including the following:

- **High Quality** - Recycled products meet the highest quality standards. Increased demand and major changes in technology have resulted in improved products that are comparable in quality to products made with virgin materials.
- **Readily Available** - Recycled products are available in major retail stores, building supply centers, hardware stores, garden centers, through catalogs and over the Internet.
- **Affordable** - Recycled products often cost less than products made with virgin materials! Consider enhanced durability and reduced maintenance costs for higher priced items.
- **Diverse** - There are thousands of different types of recycled products on the market!

Municipal purchasing officials will quickly discover that recycled products can be purchased and used in many municipal departments and applications. For example, in addition to paper and non-paper office products, municipalities can purchase recycled products for use in fleet maintenance, construction and interior design projects, landscaping projects and for janitorial applications, among other things.

Developers will, of course, have office operations that can utilize recycled products, however, their purchase of recycled building products and furnishings for development projects is the area where they can make the biggest impact. Ceiling panels made with recycled newspapers, carpeting made with recycled plastic soda bottles, insulation made with recycled glass and concrete blocks made with recycled concrete aggregate are just a few examples of the many recycled building products and furnishings available in today's market. Furthermore, the use of recycled content products is included as a recommended building practice in the U.S Green Building Council's Leadership in Energy and Environmental Design (LEEDä) rating system and can fulfill credit requirements needed for LEEDä certification.

APPLICABLE NEW JERSEY GOALS AND TARGETS

The New Jersey Statewide Mandatory Source Separation and Recycling Act, N.J.S.A. 13:1E-99.11 et seq., calls for the recycling of 50% of the municipal solid waste stream and 60% of the overall waste stream by the end of 1995.



SUGGESTED ACTIONS AND STRATEGIES

Establish a “Buy Recycled” program - The key steps to implementing a Buy Recycled program are listed below and while organizations need not follow each of the steps in order to succeed, these steps will undoubtedly help organizations get started and are placed in an order that lends itself to easy implementation.

The steps to implementing a Buy Recycled program are as follows:

- Obtain a commitment from the mayor or town council to buy recycled products
- Create a “Buy Recycled” team
- Learn about recycled products
- Evaluate current purchases for opportunities to buy recycled products
- Work with vendors
- Review purchasing specifications
- Review policies and procedures
- Set goals
- Evaluate progress
- Test products
- Promote your organization’s buy recycled program (internally and externally)
- Monitor your buy recycled program

Municipal purchasing officials should take advantage of the purchasing power of state government by buying recycled products through state purchasing contracts executed by the New Jersey Department of Treasury, Division of Purchase and Property.

Developers should consider LEED[®] certification for their projects and should take advantage of the credits provided for recycled product utilization.

STATE TECHNICAL/FINANCIAL ASSISTANCE

NJDEP, Bureau of Recycling and Planning - www.state.nj.us/recyclenj

Recycled Products Directory CD-ROM - www.state.nj.us/dep/dshw/recycling/cdrom05.htm and
www.anjr.com/buyrecycled/how_to_use.html

NJDEP’s Recycled Product Resources - www.state.nj.us/dep/dshw/recycling/resource_page.htm

“Buy Recycled” website - www.state.nj.us/dep/dshw/recycling/buy_recy/index.htm.

The New Jersey Department of Treasury, Division of Purchase and Property - www.state.nj.us/treasury/purchase/

NJ Executive Order #11 - www.state.nj.us/governor/news/news/approved/20060422.html

FURTHER INFORMATION

USEPA - <http://www.epa.gov/epaoswer/non-hw/procure/index.htm>

US Green Building Council - www.usgbc.org

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