



Maryland
Department of
the Environment

Maryland House Bill 164 (HB164): Recycling Marketing Development



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What is HB164?



- Passed during the 2021 Legislative session by the Maryland General Assembly
- HB164 was intended to promote the development of markets for recycled materials and recycled products within Maryland



What does that mean?

- Evaluate the availability of local, national and international markets for recycled **materials and recycled products**



HB164 Provisions

- Make recommendations to improve markets for recycled materials and recycled products in the state, including **measures for reducing contamination** of recyclable materials





HB164 Provisions

- **Identify** the recyclable materials representing the **largest** portion of the recycling **waste** stream





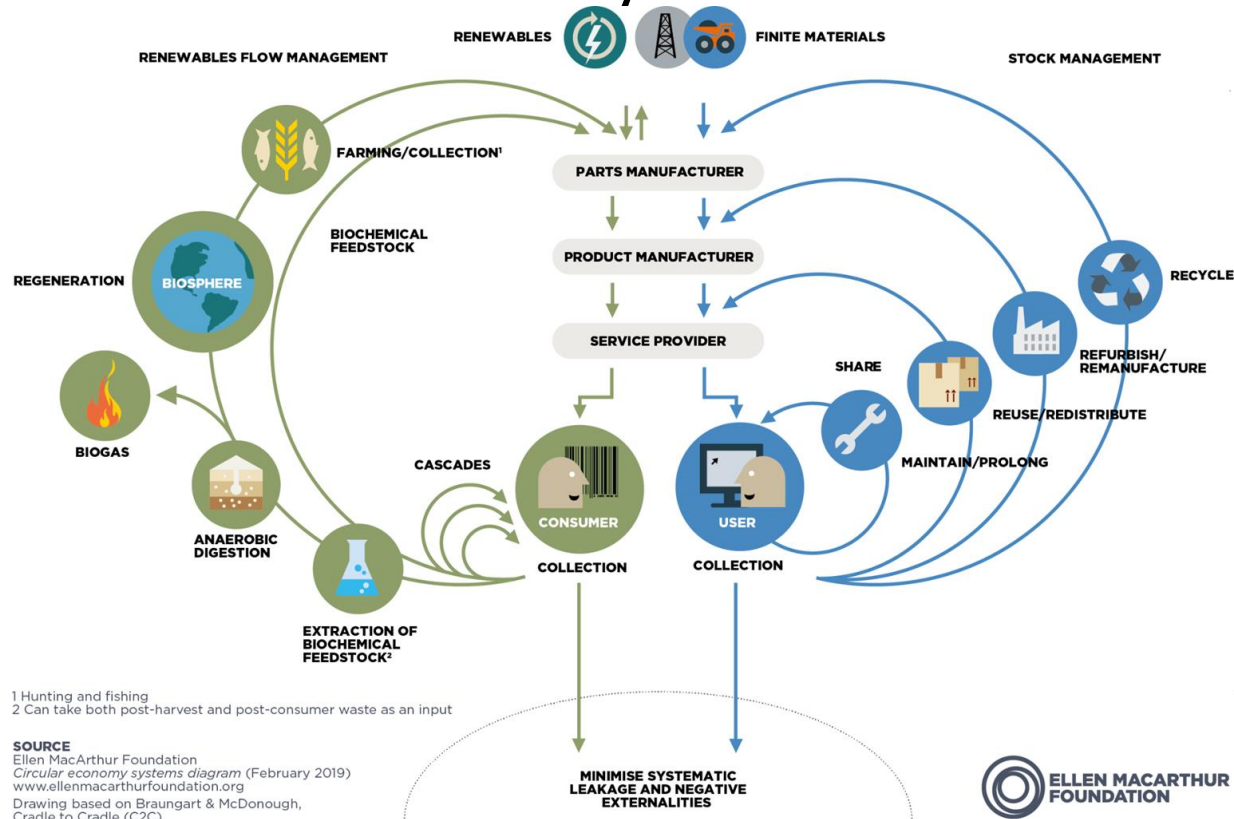
HB164 Provisions

- Identify businesses in the state that use recycled materials, including businesses that **reuse, repair, and remanufacture** recycled materials



HB164 Provisions

- Identify **opportunities** for businesses in the state to **increase their use of recycled materials**





MD HB0164 Provisions

- Provide resources to businesses to **match sources** of recycled materials with **potential users**

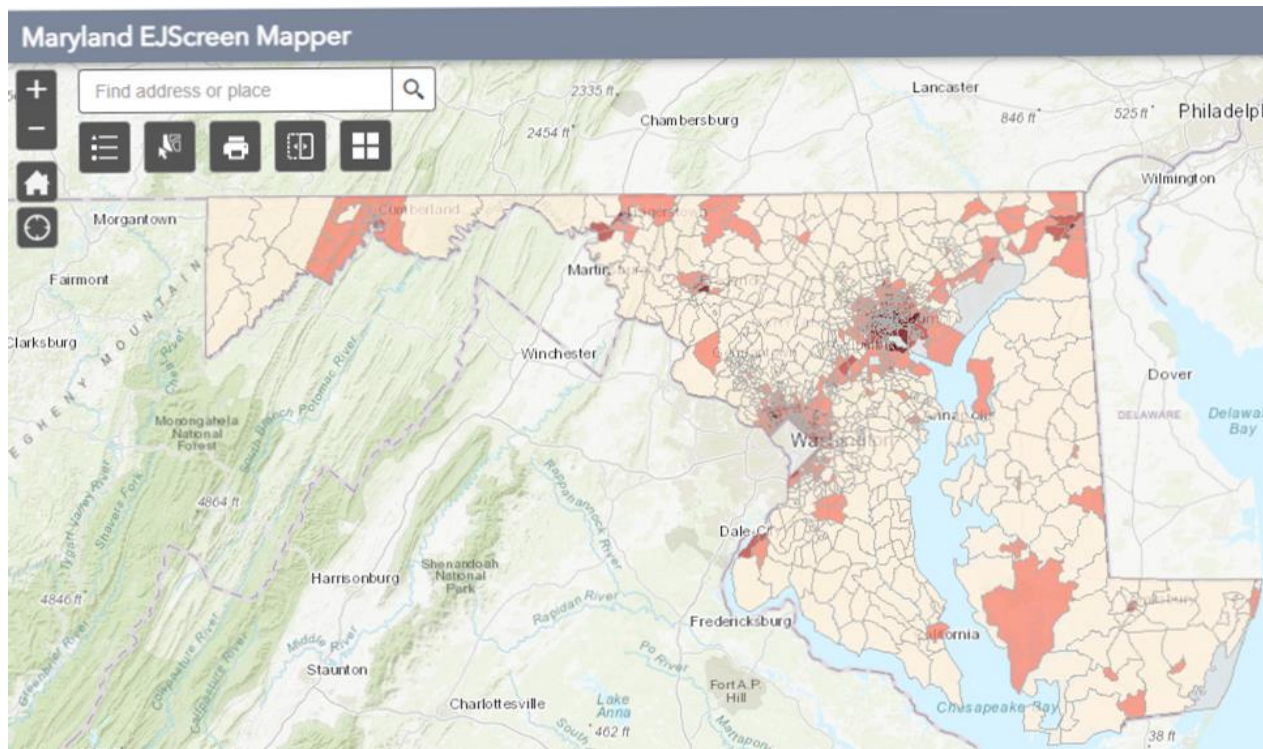


What application works best for MD?



HB164 Provisions

- Examine businesses that have closed in the state for **potential reopening** using recycled materials





HB164 Provisions

- Examine opportunities for the **co-location** of business that use, reuse, repair, and remanufacture recycled materials.

How to Measure the 5Rs of Reverse Logistics





HB164 Provisions

- Examine existing **funding** mechanisms for recycling market development



The screenshot shows a web browser displaying the Maryland Business Resources website. The page title is "Funding Programs | Maryland is...". The URL is "open.maryland.gov/business-resources/funding-programs/". The navigation menu includes "Maryland", "Why Maryland", "Key Industries", "Living in Maryland", "Success Stories", "Business Resources", and "Contact Us". The "Business Resources" menu is expanded, showing a list of links: "Starting a Business", "Global Expansion for Maryland Businesses", "Funding Programs", "Workforce", "Buildings & Sites", "Maryland Stats & Data", "Government Contracting", "Networking & Support", "Business Regulations", "Minority, Veteran & Women Owned Businesses", "Entrepreneurship", "Defense Business Growth", and "International Expansion in". The main content area is titled "Funding Programs" and includes the text "Find resources to support your business." and "Review Available Finance Programs". A "VIEW MORE" link is visible at the bottom.



HB164 Provisions

- Establish and promote “**Maryland is Open for Recycling Business**” campaign to attract new businesses to the state

**OPEN FOR
RECYCLING
BUSINESS**





HB164 Provisions

- Provide **advisory and technical services** to support the development of markets for recycled materials and recycled products in the state.

Maryland
OPEN FOR BUSINESS

WE PROVIDE
BUSINESS

Building Maryland's Recycling

OUR SERVICES

COMPANY DEVELOPMENT
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CREATIVE CONCEPT
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BUSINESS ANALYSIS
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ABOUT US!

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Overall Timeline

- Bill passed and signed into law by Governor Hogan in May 2021
- Kickoff meetings started in December 2021
 - MD Agencies
 - Stakeholders
- Counties were sent survey in May 2022
 - Outreach to neighboring states on recycling markets
 - Researching how to achieve bill requirements



MD Agencies Involved:



Maryland

Department of
the Environment



Maryland
ENVIRONMENTAL
SERVICE



Maryland

DEPARTMENT OF COMMERCE



MARYLAND DEPARTMENT
OF TRANSPORTATION

**STATE HIGHWAY
ADMINISTRATION**



Survey for Counties



What county/organization do you work for? *

Your answer

What material(s) is most difficult to find a buyer for? *

Your answer

What material(s) do you have the most success (in the past 5 years) in selling? *

Your answer

What material(s) would you be most interested in recycling IF we could assist in finding a market? *

Your answer



Survey for Counties - Early Results

Most Successful Markets:

- Metal (scrap and beverage containers), mixed paper, OCC, #1 and #2 plastics

Most Difficult Markets:

- Plastics other than #1 and #2, textiles, plastic film, mattresses, mixed glass

Types of Support Desired From State:

| | |
|-----------------------|---------|
| Finding Buyers | (87.5%) |
| Funding for Equipment | (62.5%) |
| Education | (50%) |



Stakeholder Markets



Recycling Markets – Why Are They Important?

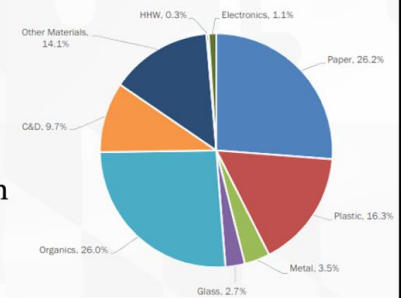
- Many past government programs have focused on recycling collection (access, participation)
- Recycling is not new - low-hanging fruit has already been captured
- To further increase recycling, need viable markets for the collected material
- Full greenhouse gas and other environmental benefits of recycling are only realized if the material is returned to the market
- International market challenges and recent fluctuations have highlighted the need for strong domestic markets
- The waste stream has shifted and gotten more complex – need markets for constantly evolving material types



Areas of Interest

- Mattresses- recyclable though labor intensive
- Glass- markets exist for clean, color separated glass, not MRF cullet
- Tires- limited options in Maryland
- Landfill diversion

MARYLAND ENVIRONMENTAL SERVICE



- In December 2021, the Maryland Environmental Service presented findings of materials and their current and anticipated market figures.



Connection

- Sign Up on our interest list here: bit.ly/MDHB164Int
 - How can you get involved in the near future?
 - Stakeholder meetings
 - Public comment/outreach
-

For any questions, please contact:

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