



United States Business Council
for Sustainable Development

Materials Leadership Council Action Plan

Background

Interest in Sustainable Materials Management (SMM) is growing within both the public and private sectors. In particular, the US Business Council for Sustainable Development (US BCSD) Materials Marketplace has emerged as a leading path to SMM. The Materials Marketplace (MM) is an award-winning regional and national platform to facilitate company-to-company industrial reuse. In addition to diverting waste from landfills, these recovery activities generate significant cost and energy savings and create new jobs and business opportunities.

In a major milestone in public-private partnerships, a Materials Leadership Council (MLC) has been established among members of the Environmental Council of the States (ECOS) and of the US BCSD. The initial purpose of this partnership is to connect the capabilities and interests of state and business leaders to scale creative material reuse across industries and develop policy solutions that support these shared goals.

ECOS Materials Leadership Council members are environmental commissioners from the states of Minnesota, Ohio, Tennessee, Oklahoma, Colorado, and Louisiana. US BCSD participants are senior representatives of General Motors, Lockheed Martin, Ingersoll Rand, Entergy, LafargeHolcim, and others. Senior members of the US Environmental Protection Agency will be invited to observe and comment.

Pathway21 is private entity, conceived by the US BCSD, which scales up, leverages, and implements materials marketplaces, as well as supports these efforts through software, design, execution, and revenue models to allow them to be self-sustaining. There is no formal relationship between ECOS and Pathway21.

Timing

Work under this plan is designed to occur during the 2017 calendar year. Updates and presentations about this collaboration will be shared at various ECOS and US BCSD events and meetings, such as via a MLC roundtable at the ECOS Spring Meeting in Washington, DC on April 6-7.

Action Plan

Phase 1 - March to April 30, 2017

Tasks	ECOS	MLC	US BCSD	Pathway21
Develop key background information through a survey (draft at http://usbcsd.org/ecos-survey) to a subset of MLC and US BCSD members (list to be developed). Survey will be open to all ECOS/US BCSD members as desired. ECOS and US BCSD will distribute on or about March 1. Ask for:		x	x	
Top unrealized but viable materials reuse opportunities. Ask for potential values, and categorize by difficulty.		x	x	
States where regulatory systems are most supportive of material reuse, and why.		x	x	
Success stories from these states we can use to build the case.	x	x	x	x
Using results from the survey, identify high-level barriers preventing viable opportunities from being used, and opportunities for initial successes.		x	x	
Develop metrics for determining project success. Include:	x		x	
Environmental impact metrics	x		x	
Economic development metrics (investment, expansion, start-up activity)	x		x	
Job creation metrics	x		x	
Comparative metrics to view impact between keeping and reusing materials locally vs having them shipped overseas for processing	x		x	
Metrics traditionally accepted by economic development departments	x		x	
Metrics adopted by the Ohio EPA	x		x	
Identify the next 5-6 states to implement a Materials Marketplace project in 2017. Specify key drivers for implementation in each, and key contacts.	x	x	x	x
Short list: Minnesota, Colorado, Oklahoma, Michigan, California	x	x	x	x

Phase 2 - May 1, 2017 to December 31, 2017

Tasks	ECOS	MLC	US BCSD	Pathway21
Establish Work Teams	x	x	x	x
Legal	x	x	x	x
Technical	x	x	x	x
Policy	x	x	x	x
Economic Impact/Value	x	x	x	x
Develop approach to the Trump administration, and be able to present high-level plans by late April 2017. Include:		x		
Economic growth strategy		x		
Resilient communities		x		
Local and regional job growth potential		x		
Business case for local materials management		x		
Identify key points of contact for each state.	x			
Establish long-term financial plan, including requirements to implement the action plan and potential funding sources.	x	x	x	
Obtain NGO buy-in to support more informed decision making and avoid potential resistance as we push forward. Contact national groups first.		x		
Develop a set of replicable materials reuse solutions. Include:		x	x	x
High-volume, high-interest materials that are currently tagged as waste by existing regulatory structures.		x	x	x
For waste materials with clear highest and best use solutions, develop a clear pathway to reclassify and bring these materials out of the traditional waste environment and into better use.		x	x	x

Explore States as potential materials users by helping find markets for reusable state-owned materials (tires, gravel); and use the state's purchasing power to drive new markets for reusable materials.	x	x	x	
Develop new approaches for positive incentives and recognition. Initial ideas include:		x		
Economic and policy incentives for Materials Marketplace participants, suches as tax breaks for pro economic development opportunities.		x		
An Energy Star-like certification system to recognize reuse of materials.		x		
Models similar to investment and production tax credits used in the renewable energy space.		x		
Develop an actionable, sustainable and resilient 5-year plan.	x	x	x	