



CARE 2002 Annual Report Highlights

CARE Annual Conference
April 25, 2003



Memorandum of Understanding

- CARE is responsible for monitoring, assessing and reporting on the progress toward the national goals for carpet recovery
- Evaluation and Performance Schedule
 - annual reports
 - interim reports in 2005 and 2007
 - 2010 negotiations – multi-stakeholder process
 - final report in 2012



Transparency in Reporting

- CARE works with stakeholders outside the carpet industry to assist with data collection, analysis, and program evaluation to ensure transparency in reporting.



University of Georgia

- Department of Textiles, Merchandising and Interiors
 - Dr. Patricia Annis
Associate Professor
 - Mary Sue Brewer
Research Assistant



2002 Data Collection

- First year – “pilot study”
establish baseline count of the amount of carpet diverted from landfills
- UGA surveys
 - 237 US carpet and fiber manufacturers
 - 85 reclaimable materials handlers and recyclers



Definitions

- *reclaimable materials handler* - any or all of the following: waste hauler, collector, converter, recycling center, materials recovery center, processor, dealer, broker, exporter, extruder, or importer
- *recycler* - processes waste carpet and creates a saleable (value added) end product



Survey Results

- Reported landfill diversion: **1.22%** of total PC carpet discards
(~57 millions lbs)
- CARE goal: **3.8%** landfill diversion
(~178 million lbs)
- Deficit of **2.58%** of total discards
(~120 million lbs)



2002 Data Collection

- Caveat: low response rate
- 18 out of 237 manufacturers (7.6%) and 5 out of 85 handlers/recyclers (5.9%) provided usable data
- reported diversion vs. actual diversion (underreporting)



Reported Landfill Diversion

- 80.82% recycling
- 15.85% reuse
- 3.33% WTE

- 70.1% diversion by handlers/recyclers
- 29.9% by manufacturers



Post-Industrial Carpet

- PI landfill diversion ~ 333 million lbs
- PC and PI combined landfill diversion: approx 390 million lbs
- PI = 85% of total PC+PI diversion, almost 6x amount of PC diversion
- PI is preferred feedstock for recycling purposes



Survey Challenges

- low response rate
 - lack of resources within companies
 - voluntary (not mandated)
 - confidentiality
 - CARE recognition
 - computer phobia
 - economic conditions



CARE-Specific Survey Challenges

- weak demand for PC carpet – misperception that PC carpet lacks value
 - Evergreen Nylon Recycling Facility
 - low tipping fees at landfills
- collection infrastructure / logistical problems
 - ID of fiber types
 - no consistency in collection options – storage and transportation issues



Lessons Learned

- input from survey recipients
- additional players in collection network – distributors, retailers, installers, contractors, C&D
- simplify survey
- CARE recognition
- overlap in collection network - possibility for double counting



Government Involvement

- carpet recycling/reuse not a high priority at federal or state levels
- efforts vary, no consistent approach
- most efforts are centered around small business assistance
- lack of funding was major impediment



CARE Accomplishments

- organization – 501(c)3 non-profit with BOD
- CARE committees
- sponsorship program
 - grants for entrepreneurs
- entrepreneur partnerships
- website – www.carpetrecovery.org



CARE Sponsors

Sustainability Leadership

DuPont Flooring Systems

Interface Americas

SB Latex Council

Green

Solutia

Corporate

bp Amoco

C&A Floorcoverings

The Dixie Group

ERCS

J&J Industries

Lees Carpets

Mannington Mills

Mohawk Industries

State of North Carolina

Shaw Industries



Market Development

- enabling entrepreneurs
 - increase exposure, recognition, support
- increase demand for PC waste carpet
- progress in 2002
 - products in commercial operation
 - products in R&D stage



CARE in 2003

- marketing - continue locating and supporting entrepreneurs
- recovery – support establishment of viable, dynamic collection system
- Executive Director
- expand sponsorship program



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Questions and Answers