

# Northwest Carpet Strategy Project Implementation 2011 Work Plan

## Carpet Product Stewardship

*Pursue product stewardship measures, such as legislation, MOUs, product redesign, closed-loop recycling, take-back programs, etc.*

- Participate actively in Carpet America Recovery Effort (CARE) 2012 negotiations, and follow up on the possibility of state-specific MOUs.
- Plan support for SB 5110 in the 2012 legislative session

## Carpet Recycling Services and Recycled-Content Products

*Increase demand for carpet recycling services by target audiences (e.g., public and private property owners, architects, designers, project managers), and demand for products made from recycled carpet.*

- Increase public purchasing of products made with recovered carpet.
- Establish U.S. Communities flooring contract, including requirements for carpet reclamation and purchase of recycled-content carpet.
- Promote carpet recycling services to identified target audience(s).
- Outreach to property owners about recycling services through multi-family and construction and demolition programs.

## Carpet Recycling Infrastructure and Commodities

*Develop carpet recycling infrastructure and increase demand for commodities derived from recovered carpet.*

- Facilitate communications with and among carpet recycling supply chain participants
- Facilitate successful compliance and enforcement of solid waste handling and asbestos regulations.
- Research and encourage local markets for carpet derived commodities.
- Work with local manufacturers to use carpet-derived commodities and provide processing equipment or methods.

## Asbestos

*Reduce asbestos contamination of used carpet.*

- Develop and promote the use of carpet reclamation best management practices.

## Collaboration

*Network and collaborate with interested parties and potential participants.*

- Update the LinkUp carpet project website.
- Carpet Project communications
- Invite key contacts to tour a carpet recycling facility.
- Track 2011 Carpet Project Activities.

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