Carpet Recycling Toolkit
Cameron Ruen, CRWG Co-chair
Marketing Efforts Overview

Figure 1: Annual Carpet Production Increase 2 Fold in 60 Years

1950  97 million
2007  1.6 billion

Annual productions, according to the Carpet and Rug Institute, have increased 2 fold in 60 years. Total industry shipments in 2007 totaled 1.6 billion square yards. In 1950, industry shipments were 97 million square yards.
Carpet: The Numbers

National 2012 estimates show:
• 3.54 billion pounds (1.77 million tons) of carpet discards*
• 8% recycled
• 2% diverted to WTE and cement kiln fuel
• 90% landfilled

Source: CARE 2012 Annual report
*Discard data derived from independent Torcivia report on total U.S. sales estimates.
What about in Illinois?

Based on CARE’s national estimate of 14 pounds of carpet per person per year, and an Illinois population of 12.8 million, we might estimate that the amount of carpet discarded annually in Illinois is **around 180 million pounds**.

However, based on the 2009 *Illinois Commodity/Waste Generation and Characterization Study*, it could actually be as **high as 560 million pounds**. According to that same study, carpet and padding are 2% of what is landfilled in Illinois.
IL CRWG Member Make-up

Currently have 25 active members from:
• Local Government
• Solid Waste Agencies
• Carpet Collectors (inc. construction and demolition transfer stations)
• Carpet Processors and Recyclers
• Carpet Manufacturers
• IRA (Illinois Recycling Association)
• IEC (Illinois Environmental Council)
• IEPA (Illinois Environmental Protection Agency)

Additional 8 members in the loop from:
• PSI (Product Stewardship Institute)
• IMA (Illinois Manufacturers’ Association)
• IRMA (Illinois Retail Merchants Association)
• CARE (Carpet America Recovery Effort)
• USGBC (United States Green Building Council)
• ILCSWMA (Illinois Counties Solid Waste Management Association)
• Carpet recycling presents unique challenges.

• There are various methods of collecting carpet.

• Residential waste collection programs, offering bulk-item pick up for free or low cost, deliver all material to landfill.

• PET is currently difficult to recycle, and presents a cost burden for processors, which threatens the longevity of the current voluntary market-driven approach.

• Process of identification, transportation and processing carpet has high costs.

• Manufacturer responsibility for Design for Environment principals and the end-of-life process of the product.

• Legislation may be necessary to make this happen.
CRWG Sub Groups

**Education & Outreach**
Website, Database, Education Material Development, Outreach, and Summit Planning  
Point Person: Karen Rozmus

**Increasing Collections**
Public Drop-Offs and Single-Day Collection Events  
Point Persons: Nick Fiore & Eugene Knaus

**Legislation & Policy**
State Carpet Bills, Illinois Carpet Bill, and Environmental Purchasing Policies  
Point Person: Walter Willis

**Market Development & Best Practices**
Market Development, Funding, and Best Practices Research  
Point Person: Eric Nelson
Marketing Efforts Overview

- Carpet Recycling Briefing Paper
- Carpet Recycling Action Report
- Website – swanaillinois.org/carpet
- Extended Directory Updates
- Customized Flyer – Residential outreach
- Press Releases and press release templates
- Newsletter articles
- Conference sessions
- End Markets and Best Practices Report
- Carpet Recycling Toolkit
Marketing Budget
Carpet Recycling Toolkit

• Breakdown of Collection Models
• Best Practices Considerations
• Compilation of Carpet Recycling Resources
• Appendices of Working Documents
• Carpet is not a one size fits all program
Toolkit Collection Models

• One-Day Collection Events (Kane, Will, DuPage)
• Permanent Drop-Off Site (12 current)
• Curbside Collection (Oak Park)
• Retail Take-Back (back-of-house/ not public)
Toolkit Resources

- Acceptable and Unacceptable Materials
- Education and Outreach
- Program Impact and Data Tracking

Carpet Recycling Toolkit | Carpet Recycling Working Group | swanaillinois.org/carpet
Toolkit Appendices

- Sample Service Agreement
- Event Worksheet for Collection Events
- Staff Guidelines
- Severe Weather Plan
- Request for Bids
- Carpet Recycling Flyer
- Survey Worksheet
Moving Forward in Illinois

WE NEED YOU!

• Spreading the word
• Considering drop-off locations
• Adding on to existing events
• Talking to retailers in community
• Submitting press releases
• Joining the CRWG family
• Promoting product stewardship
Contact Information

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