

Networking Materials Exchanges



Northeast Recycling Council (NERC)

- Regional 501(c)(3) organization
- Our work includes the topics of source reduction, reuse, recycling, composting, and green purchasing



The Northeast



- And Delaware

Working with Materials Exchange Managers in Northeast

Key Findings

- Exchanges need greater visibility &
- Help with marketing

*Developed the No to Low-cost
Marketing Plan for Materials Exchanges*

www.nerc.org



More Key Findings

- Exchange websites need to be more user-friendly and secure
- Exchanges need to work together to raise profile of reuse

*Researched how to
better network Exchanges*



Reuse Marketplace Project

- EPA – funded pilot project
- Create a network of 8 Materials Exchanges
- Develop a Website to feature listings of all partner Exchanges





Connecticut Material Trader

MASSACHUSETTS
Material Trader

NORTH CAROLINA
C&D MATERIAL TRADER



Southern Waste
Information
eXchange

NEW YORK
C&D MATERIAL TRADER



Reuse Marketplace

- Built new Websites for Exchanges
- Using iWasteNot Systems Platform
- Network participant Exchanges to www.reusemarketplace.com
- Test site and monitor exchanges made



Measurables from Pilot

Since January 2010:

- 1,841 unique visitors to www.reusemarketplace.com
- 63 successful Exchanges worth \$23,995
- Reuse Marketplace generating up to 25% of traffic to individual Exchange sites
- Partner Exchanges generating up to an additional 23% traffic to the other Exchange sites



Transition to National Network for all Commercial/Industrial Exchanges

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