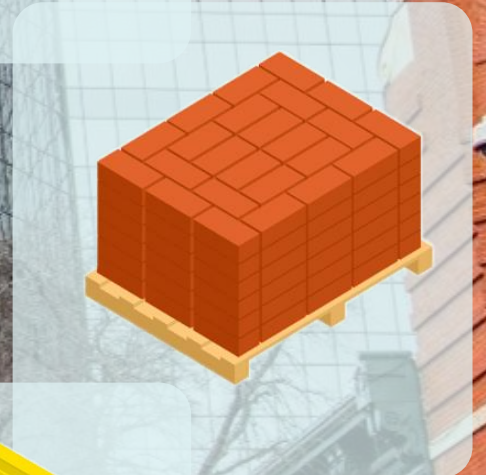
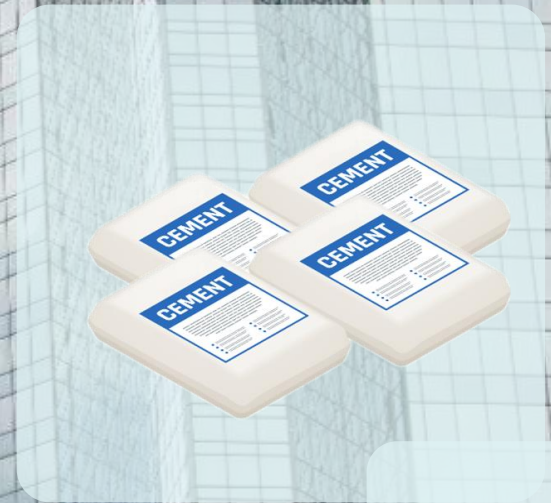




# North Central Texas Reuse Marketplace

## Post-Launch Webinar





Today's agenda

Introductions

About NCTCOG

Understanding the Problem

How it Works

Q&A + Guided Demo



# Introductions

Meet the NCT Reuse Marketplace Team



**Daniel Kietzer**

Senior Director of Sustainability  
Rheaply



**Tom Fecarotta**

Head of Marketing Communications  
Rheaply



**Hannah Ordonez**

Senior Environment & Development  
Planner  
NCTCOG



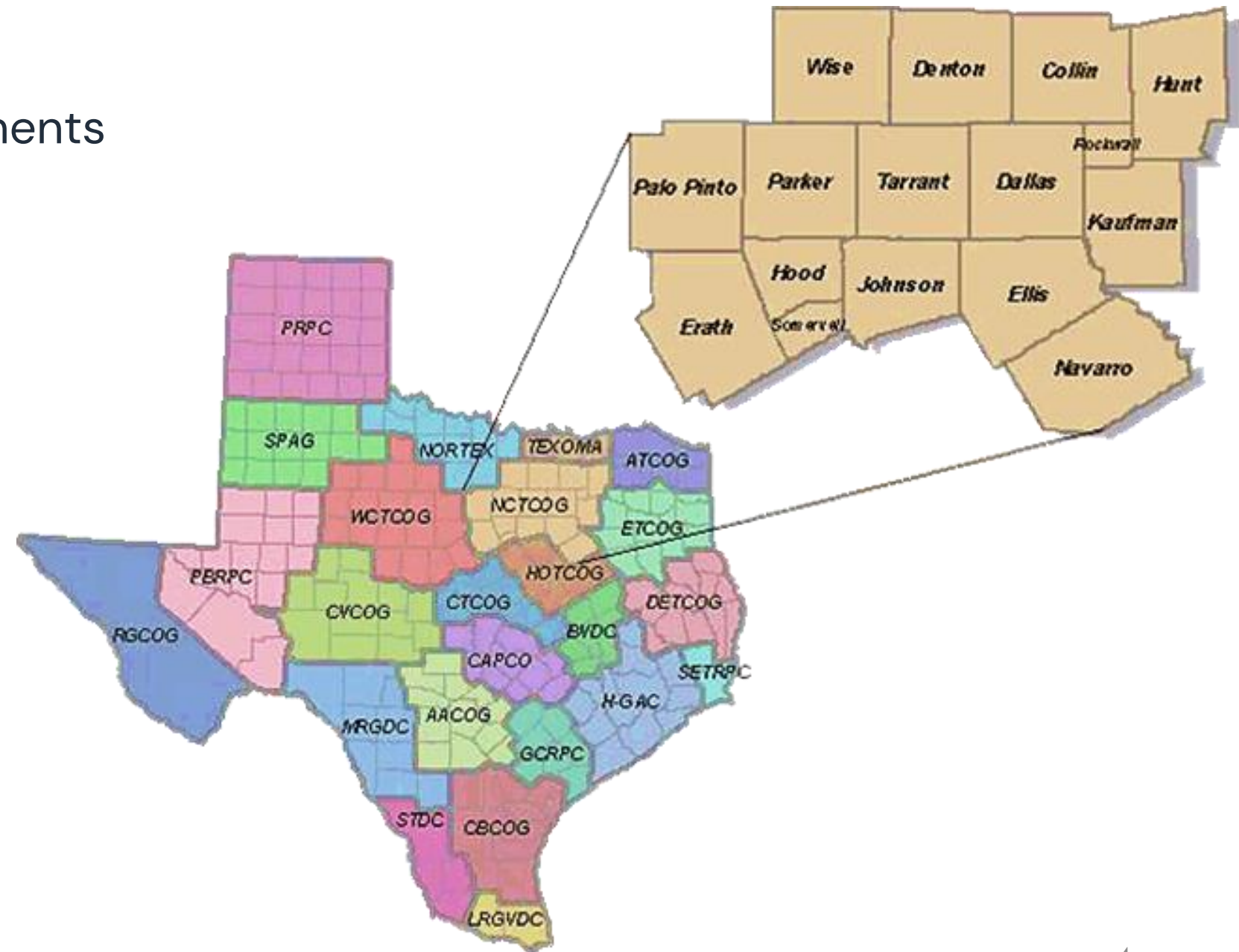
**Alexa Gilbert**

Environment & Development Planner  
NCTCOG



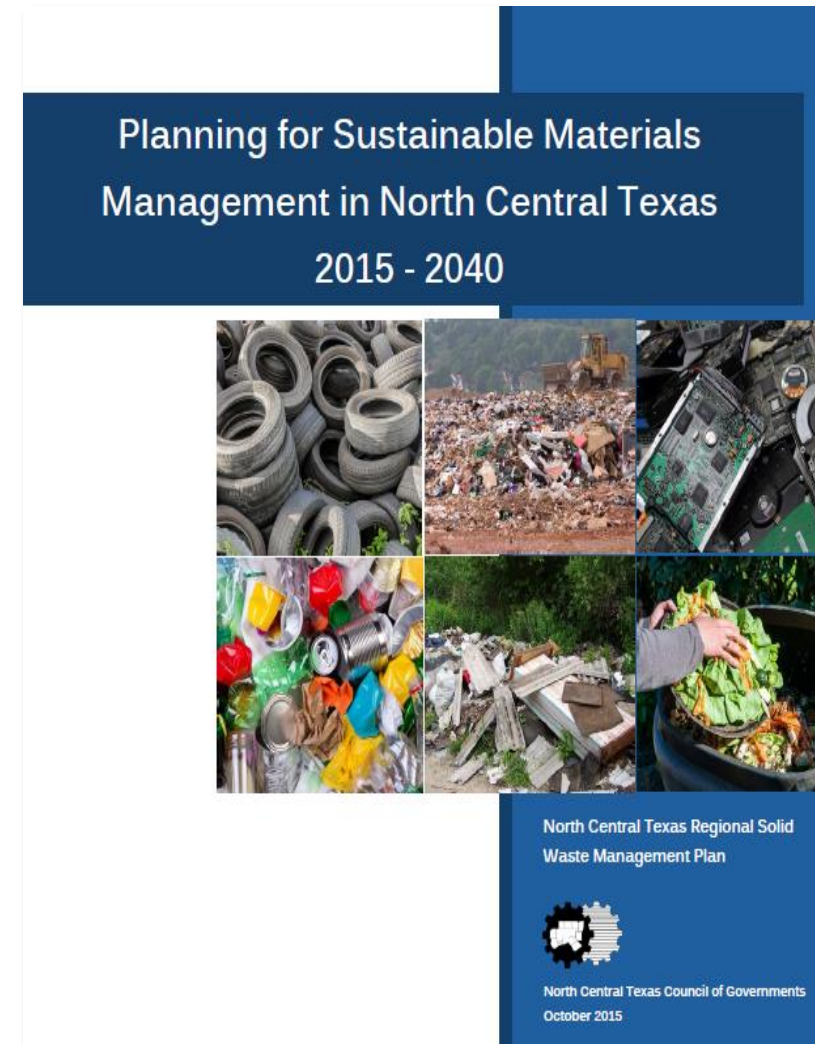
# What is the North Central Texas Council of Governments?

- Voluntary association of local governments
- Established in 1966
- Assists local governments in:
  - Planning for common needs
  - Cooperating for mutual benefit
  - Recognizing regional opportunities
  - Resolving regional problems
  - Making joint decisions



# Regional Materials Management Planning

- NCTCOG is the designated regional solid waste planning agency for North Central Texas.
  - Store a Closed Landfill Inventory
  - Promote education and outreach
  - Administer a pass-through grant program
  - Support the Resource Conservation Council
  - Provide local governments with technical assistance
- Coordinate with partners to implement and advance materials management programs in North Central Texas.
- Maintain “Regional Solid Waste Plan.”



# Contact | Connect

## **Hannah Ordonez**

Senior Environment and Development Planner

[hordonez@nctcog.org](mailto:hordonez@nctcog.org)

817-695-9215

## **Cassidy Campbell**

Program Manager

[ccampbell@nctcog.org](mailto:ccampbell@nctcog.org)

817-608-2368



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[EandD@nctcog.org](mailto:EandD@nctcog.org)



[nctcog.org/envir](https://www.nctcog.org/envir)





Build a community where every workplace  
resource finds its next, best use

Founded in  
2016

\$225M  
in asset value

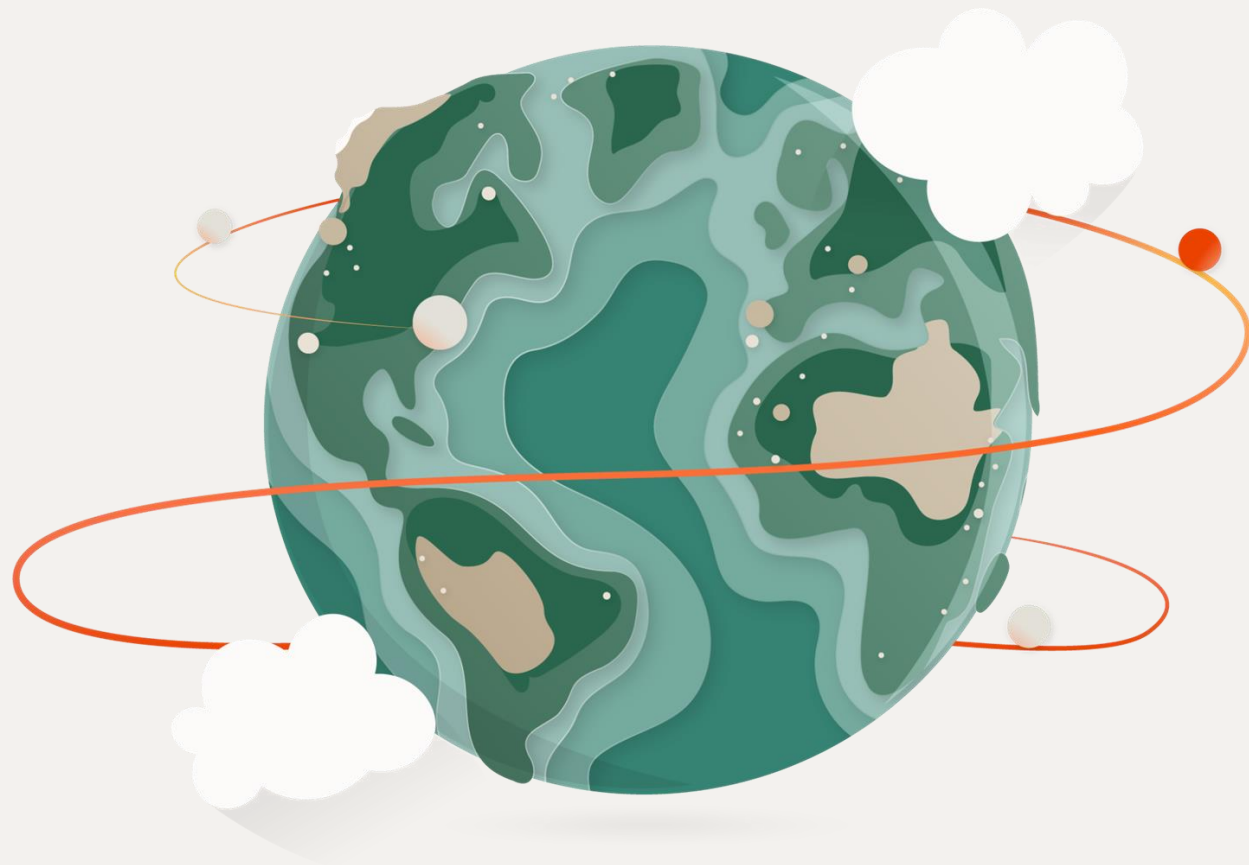
3,500+  
ecosystem partners

\$145M  
GMV

Trusted by  
all types of large  
organizations



# The three principles of a circular economy



1

Eliminate waste and pollution

2

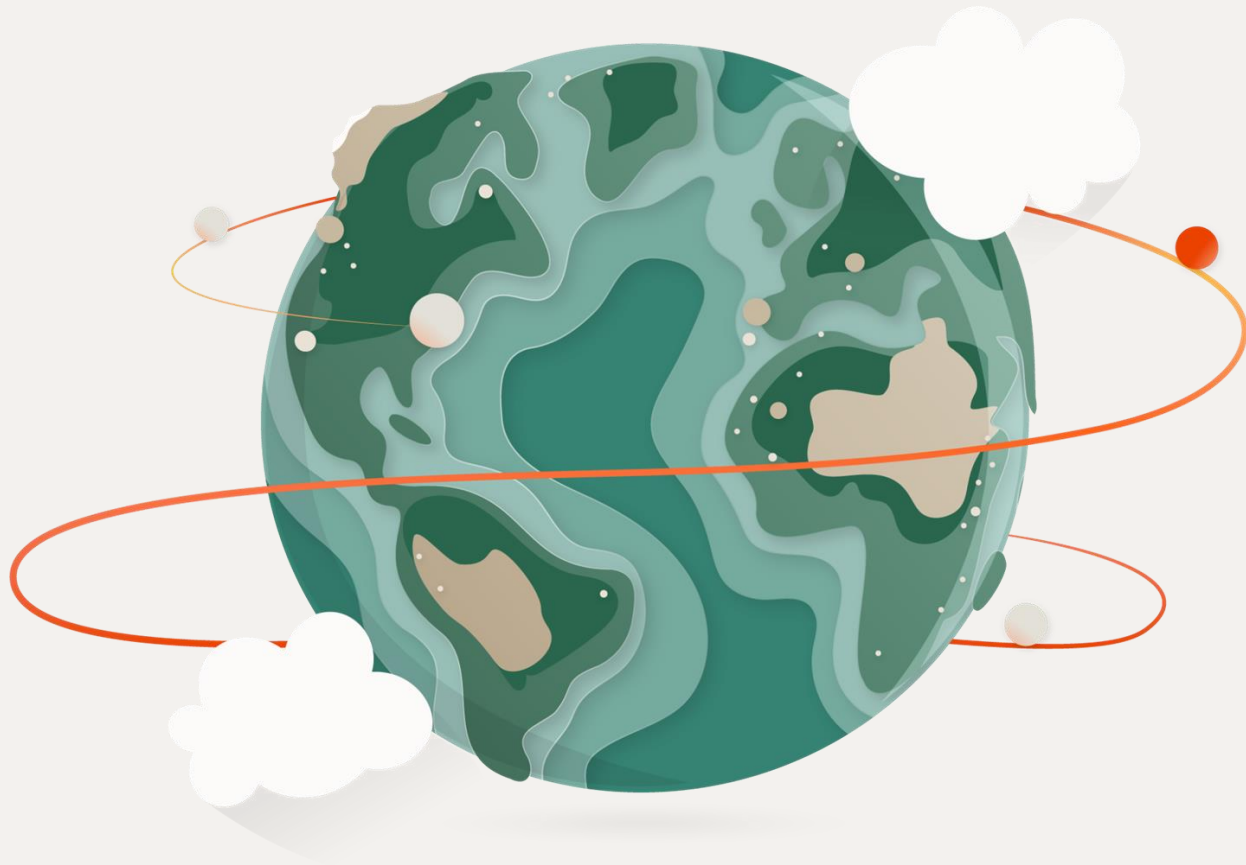
Circulate products and materials  
(at their highest value)

3

Regenerate nature



## Plus a bonus fourth principle



1

Eliminate waste and pollution

2

Circulate products and materials  
(at their highest value)

3

Regenerate nature

4

Redefine a meaningful life with  
less consumption

Each year companies are burdened with two expensive problems...

**\$193 billion**

is spent on  
storing assets

**\$450 million**

spent on landfill  
tipping fees

**35  
Years**

North Central Texas landfills have a  
remaining capacity of only 35 years

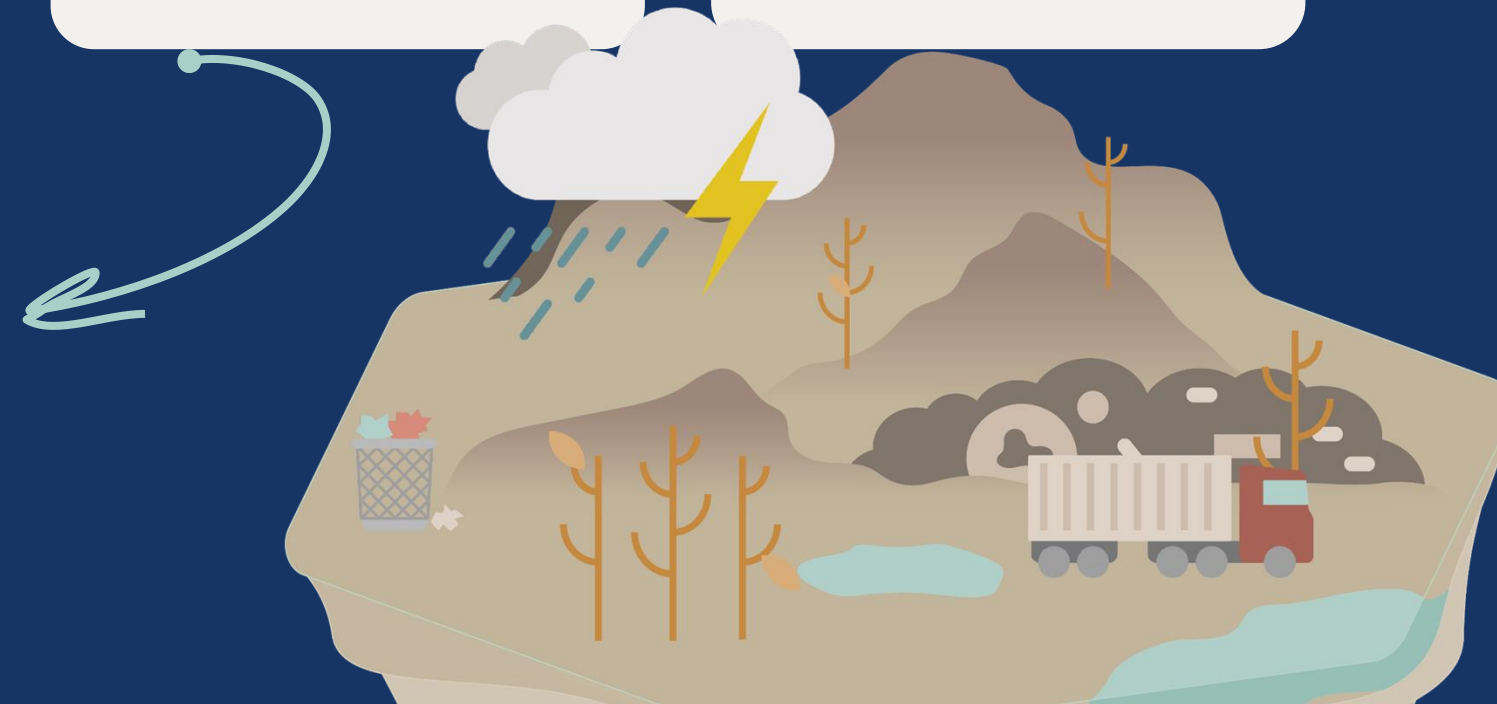
And these problems create a lot of waste ...

**17 billion lbs**

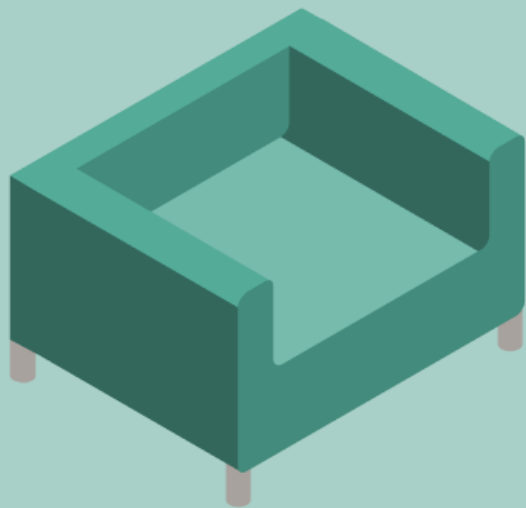
of office assets go  
to the landfills

**80%**

of furniture and  
equipment end up in the  
landfill



# Manufactured products are a carbon hotspot, and throwing away idle assets means throwing away a lot of carbon



**45 kg CO<sub>2</sub>e**

*2x its weight*



**70 kg CO<sub>2</sub>e**

*3x its weight*



**30 kg CO<sub>2</sub>e**

*2x its weight*



**150 kg CO<sub>2</sub>e**

*100x its weight*



# Scope 3

## Upstream

1. Purchased goods and services
2. Capital goods
3. Fuel and energy related activities
4. Upstream transportation and distribution
5. Waste generated in operations
6. Business travel
7. Employee commuting
8. Upstream leased assets

## Downstream

9. Downstream transportation and distribution
10. Processing of sold products
11. Use of sold products
12. End-of-life treatment of sold products
13. Downstream leased assets
14. Franchises
15. Investments



## Upstream

1. **Purchased goods and services**
  2. **Capital goods**
  3. Fuel and energy related activities
  4. Upstream transportation and distribution
  5. **Waste generated in operations**
  6. Business travel
  7. Employee commuting
  8. Upstream leased assets
- 

# Scope 3 Where does circularity fit in?



## Downstream

9. Downstream transportation and distribution
  10. Processing of sold products
  11. Use of sold products
  12. **End-of-life treatment of sold products**
  13. Downstream leased assets
  14. Franchises
  15. Investments
- 

## Introducing the NCT Reuse Marketplace

The NCT Reuse Marketplace connects businesses and organizations to develop and scale new reuse and recycling market opportunities.

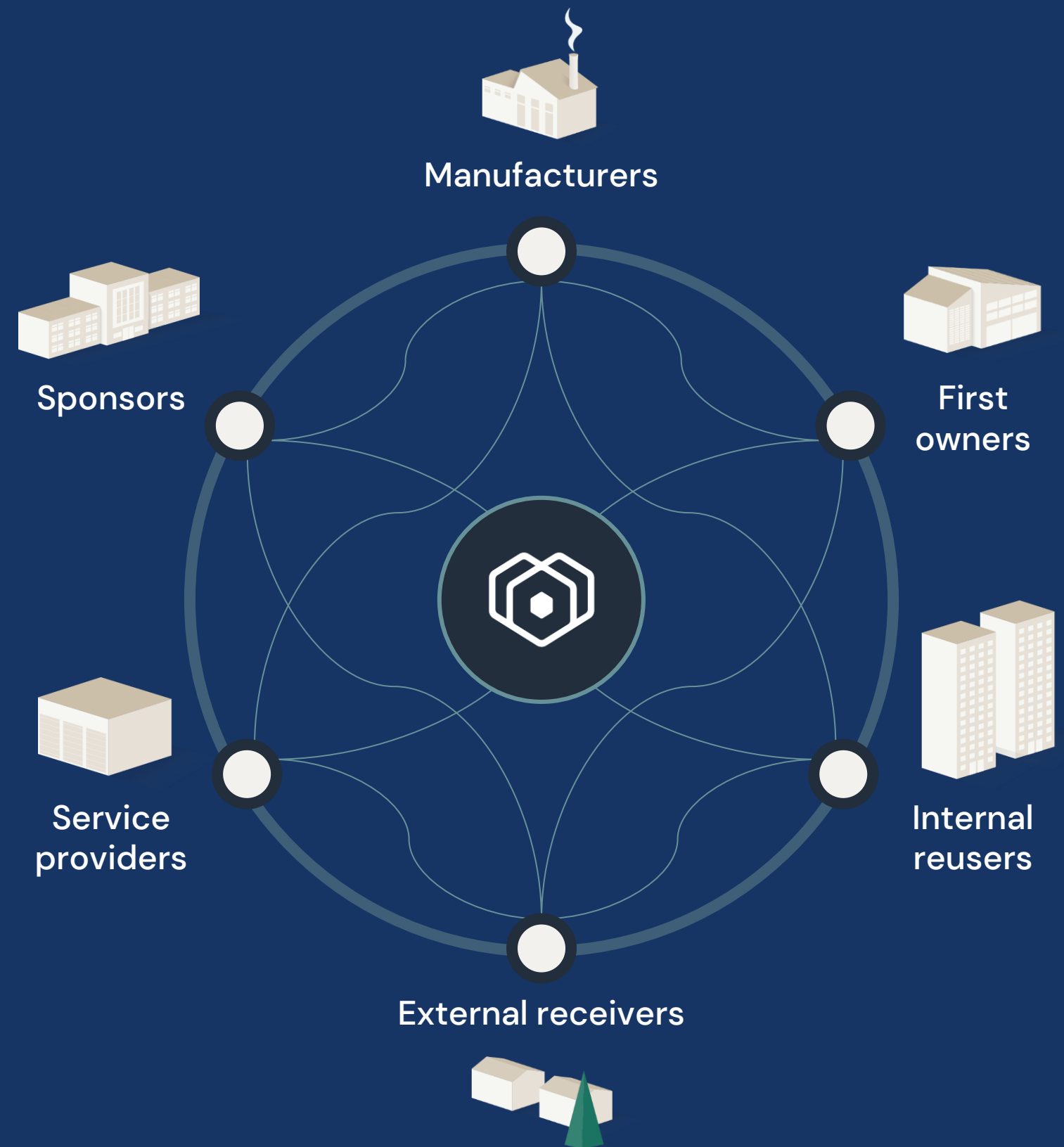




# Connecting the dots

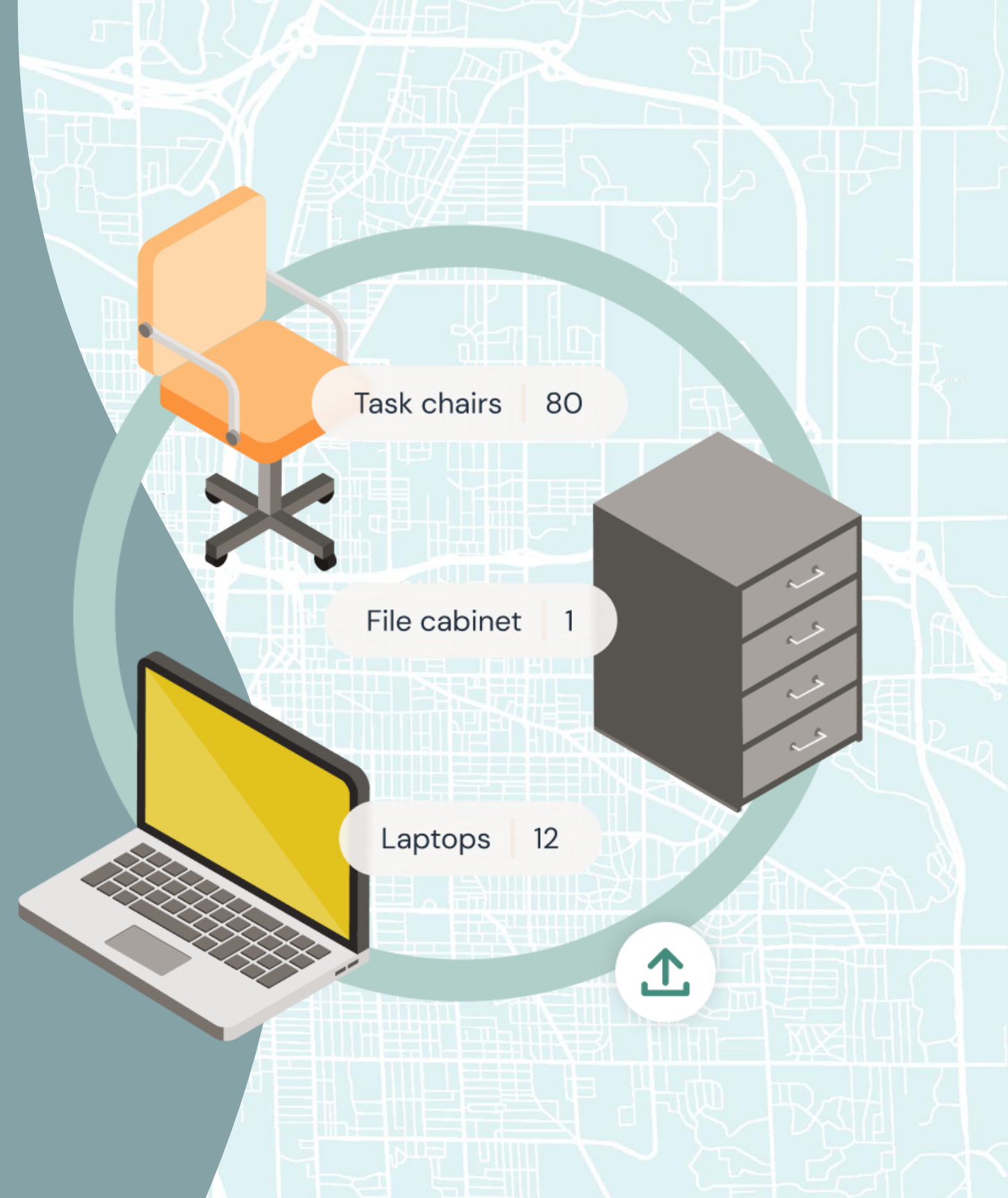
Cities are complex ecosystems with a diverse array of potential circular economy participants.

Productive systems need a central nervous system; technology can help.



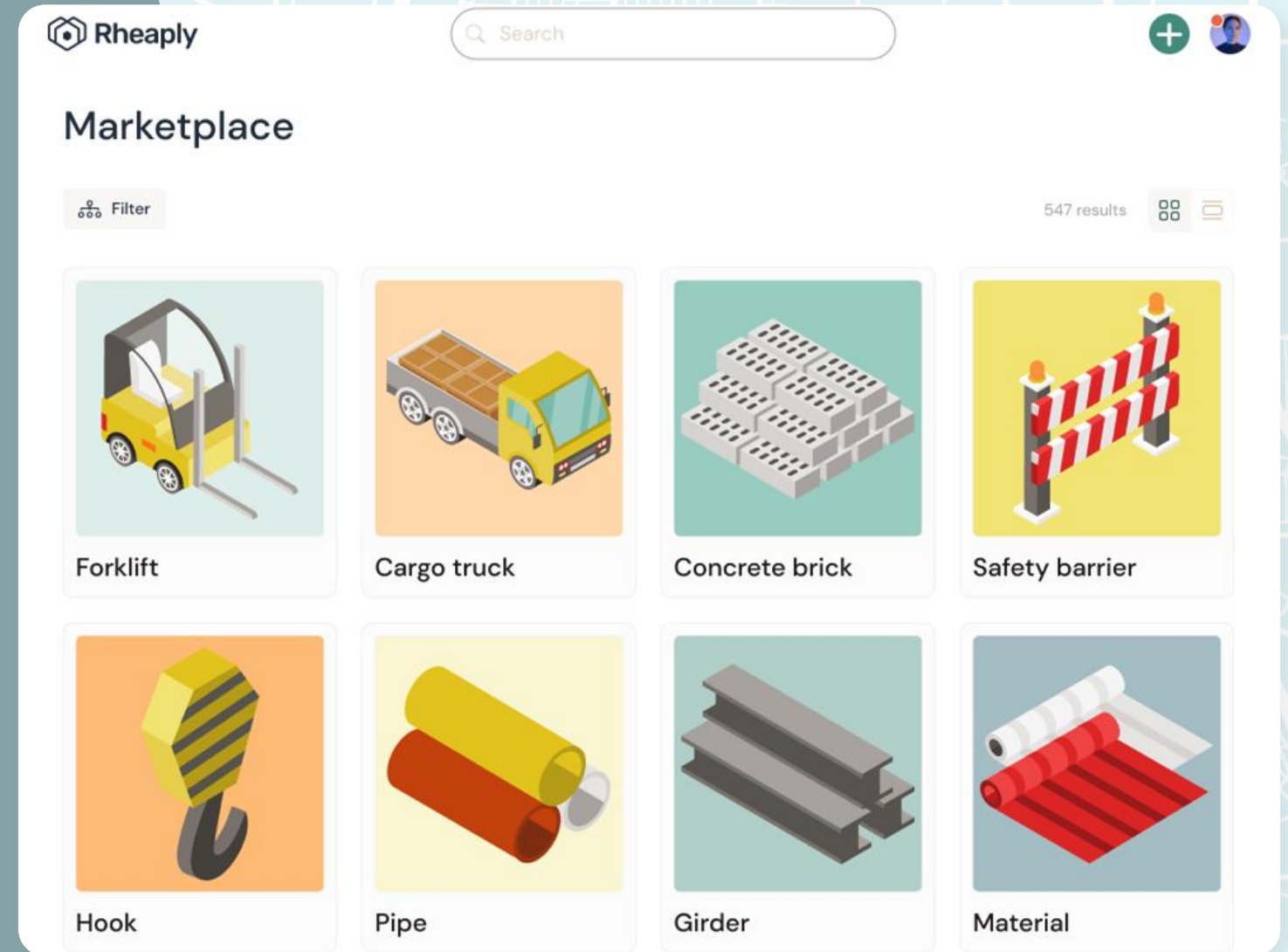
# What can I do?

- ✓ **Source, sell, or donate** surplus, by-product, or otherwise under-utilized materials
- ✓ Connect with other businesses and create new local, sustainable supply chain connections
- ✓ Leverage data-driven insights to embed circularity into your operations



# Who should join?

- ✓ North Texas businesses of all sizes
- ✓ Manufacturers
- ✓ Circular entrepreneurs
- ✓ Nonprofits
- ✓ Schools and universities
- ✓ Local governments







Read the [2023 Reuse Report](#)

# Office building decommission with the Cleveland Guardians

Rehoming furniture and office equipment from Progressive Field to Cleveland-area nonprofits.



In just 48 hours we saw...

**\$108,995**

Total value

**75,000 lbs**

Weight diverted

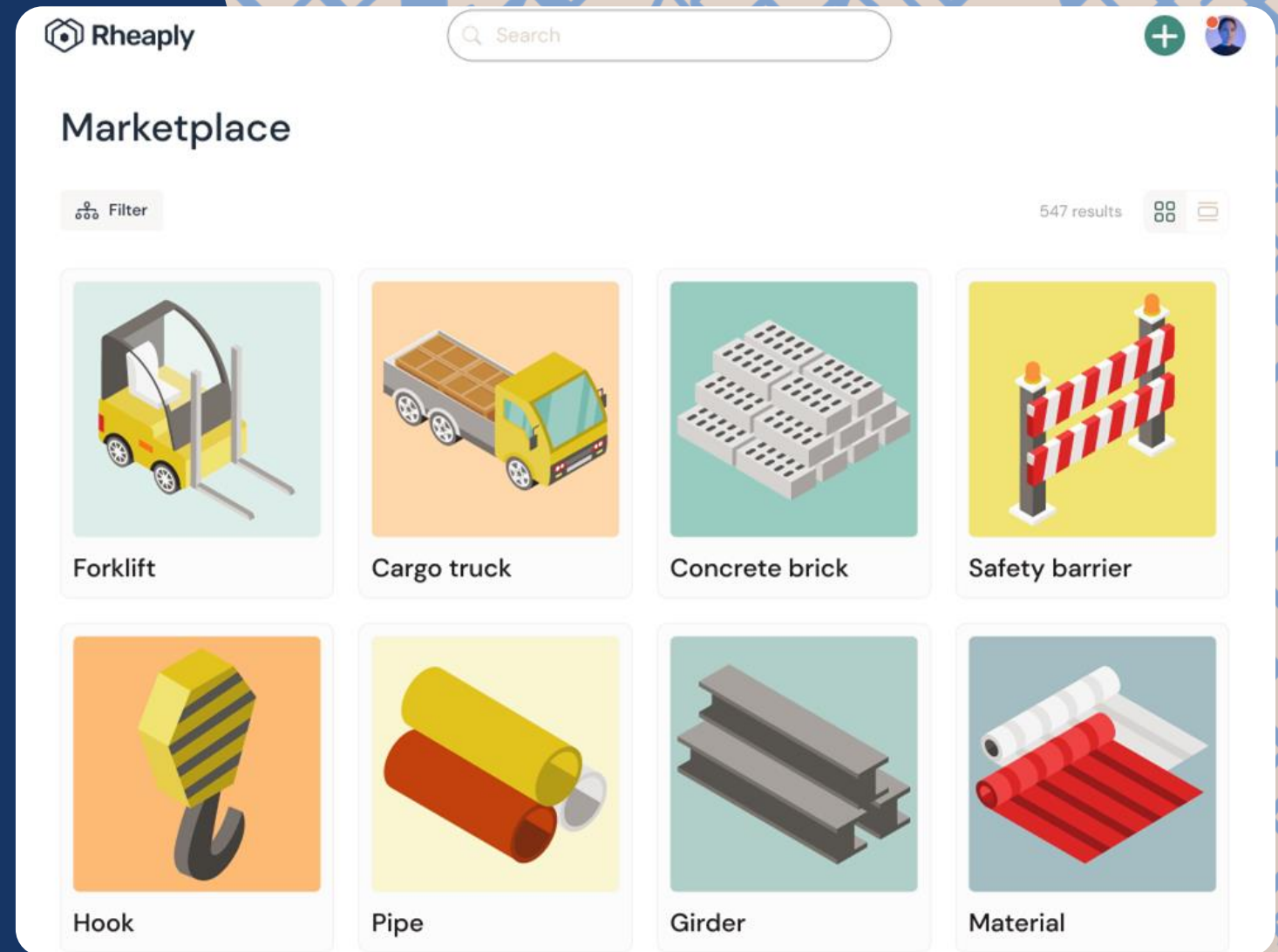
**23 nonprofits**

Recipients impacted



# Platform Demo

- ✓ What is the Marketplace
- ✓ Walkthrough of the Platform



# What's next?

- ✓ Create account on the Platform
- ✓ Share the [flier](#) with your network
- ✓ Post your first listings
- ✓ Move materials!

Sign up for NCT Reuse  
Marketplace



Share with  
your network!

Use the [flier](#) to talk about the NCT Reuse Marketplace at your organization and share with organizations in your community.

Free-to-join Reuse Marketplace


**North Central Texas,  
reuse is on the table  
for your business**




What does circularity mean for your business? At Rheaply, it's about creating a community for businesses to buy and sell locally, redirecting resources away from the landfill.

**Introducing Rheaply's North Central Texas Reuse Marketplace,** sponsored by NCTCOG. It's the perfect place to post surplus

 Access a digital marketplace of materials in North Central Texas

 Save time and money by sourcing materials locally

 Sell (or donate!) goods when you no longer need them