



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



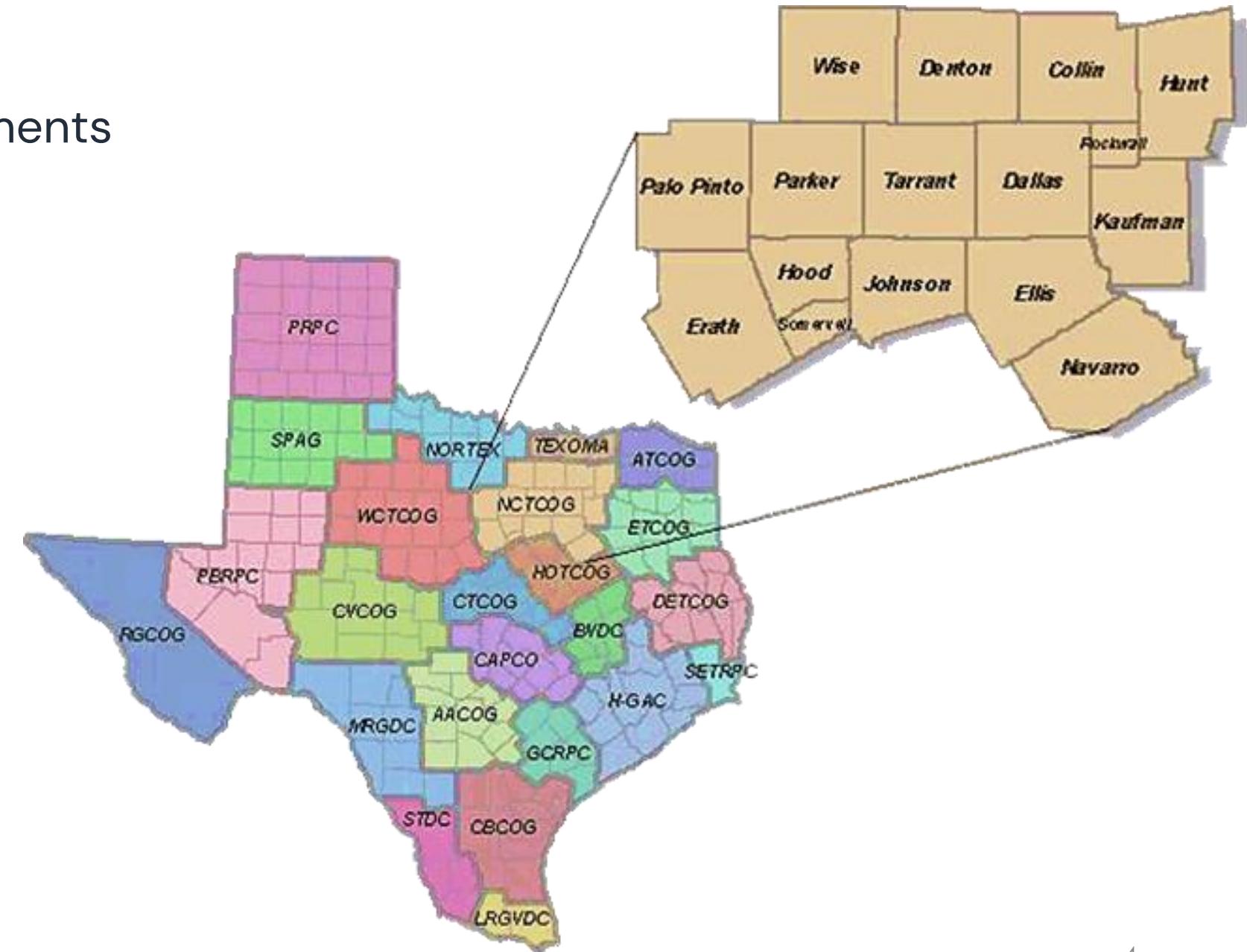
Hannah Ordonez
Senior Environment & Development
Planner
NCTCOG



Alexa Gilbert
Environment & Development Planner
NCTCOG

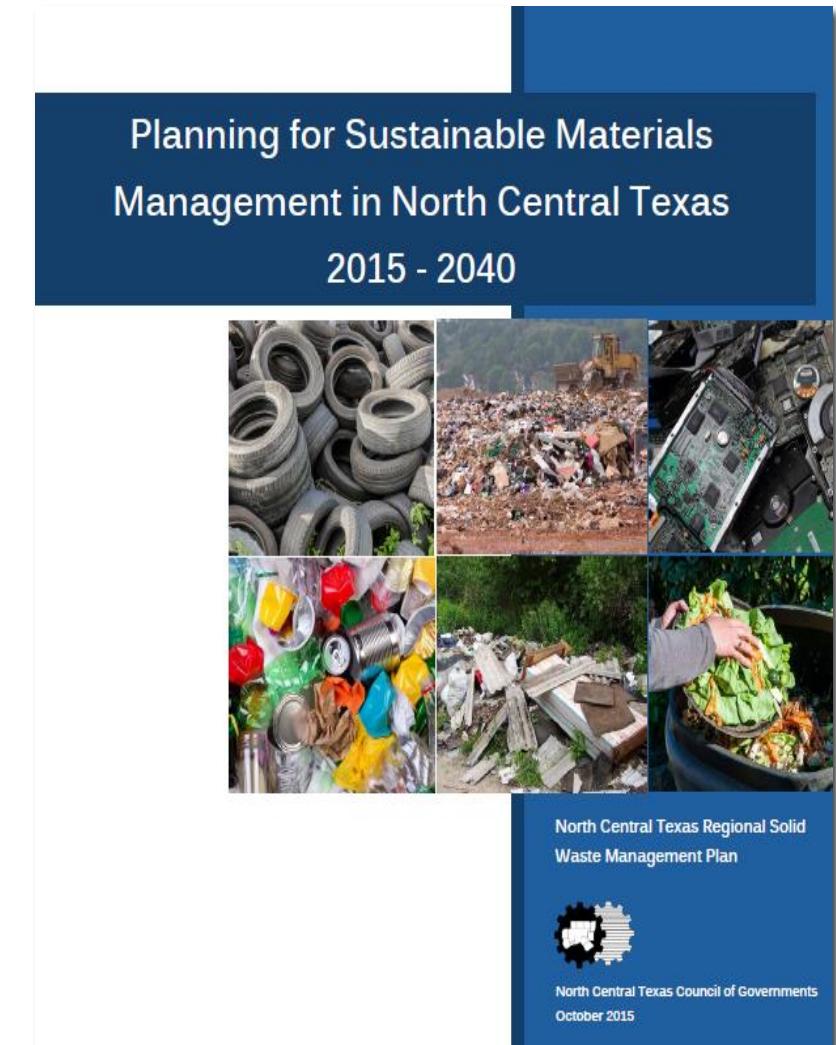
What is the North Central Texas Council of Governments?

- 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

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Connect



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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

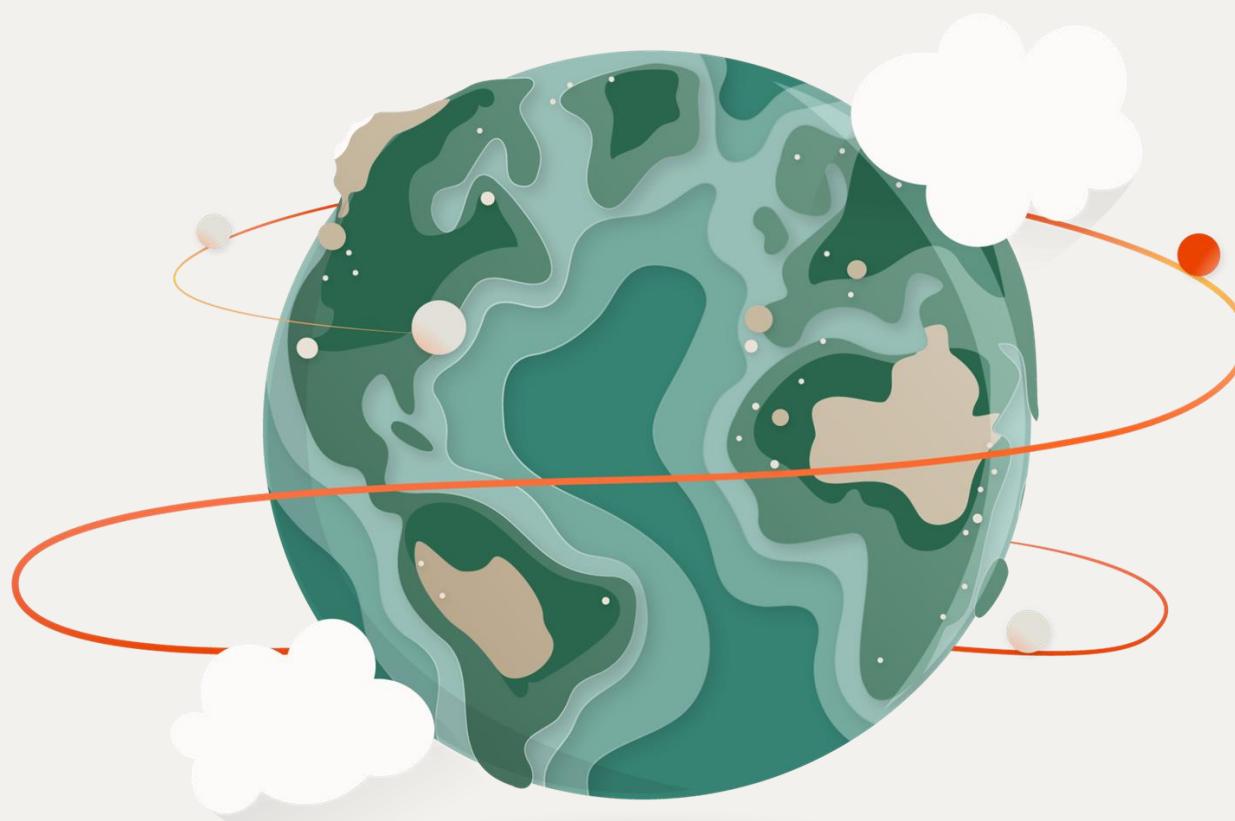
2

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

And these problems create a lot of waste ...

17 billion lbs

of office assets go to the landfills

80%

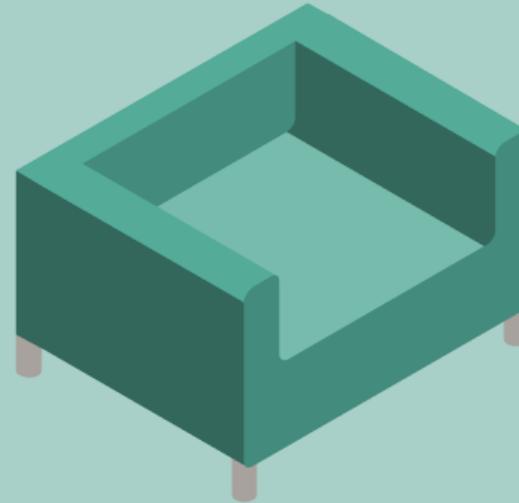
of furniture and equipment end up in the landfill

**35
Years**

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



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



45 kg CO₂e

2x its weight



70 kg CO₂e

3x its weight



30 kg CO₂e

2x its weight



150 kg CO₂e

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



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Scope 3 Where does circularity fit in?

Introducing the NCT Reuse Marketplace

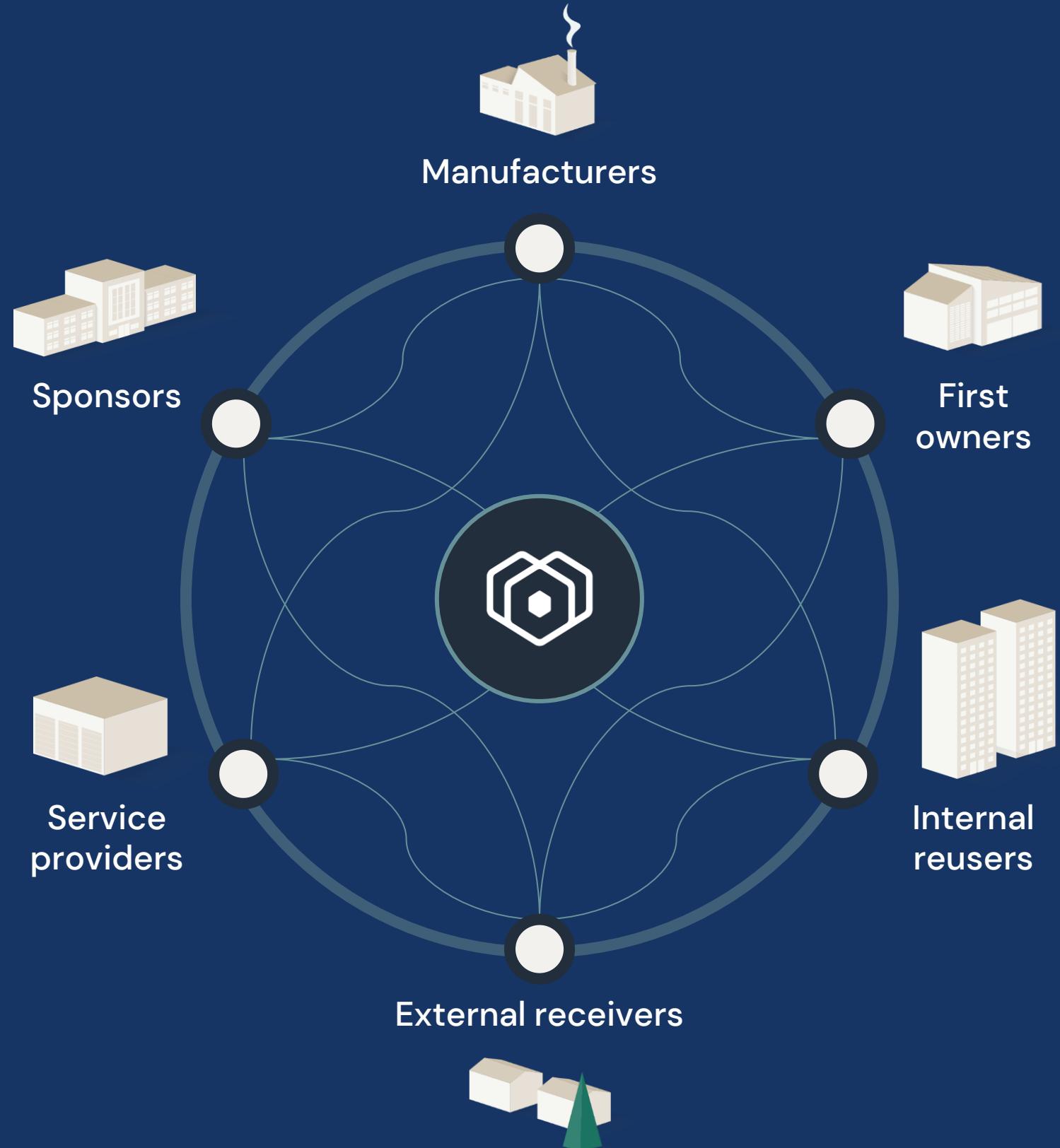
The NCT Reuse Marketplace connects businesses and organizations to develop and scale new reuse and recycling market opportunities.



Connecting the dots

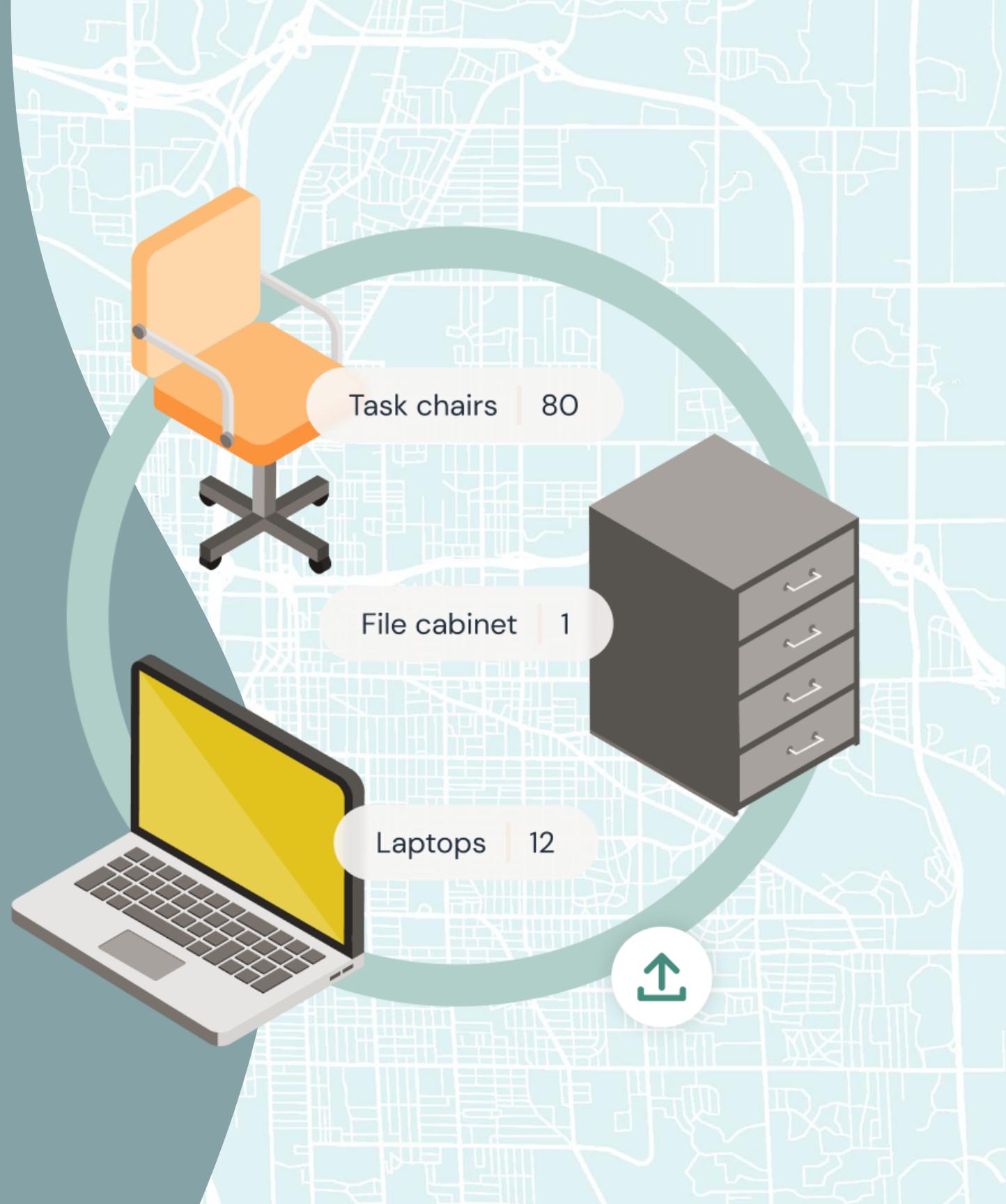
Cities are complex ecosystems with a diverse array of potential circular economy participants.

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



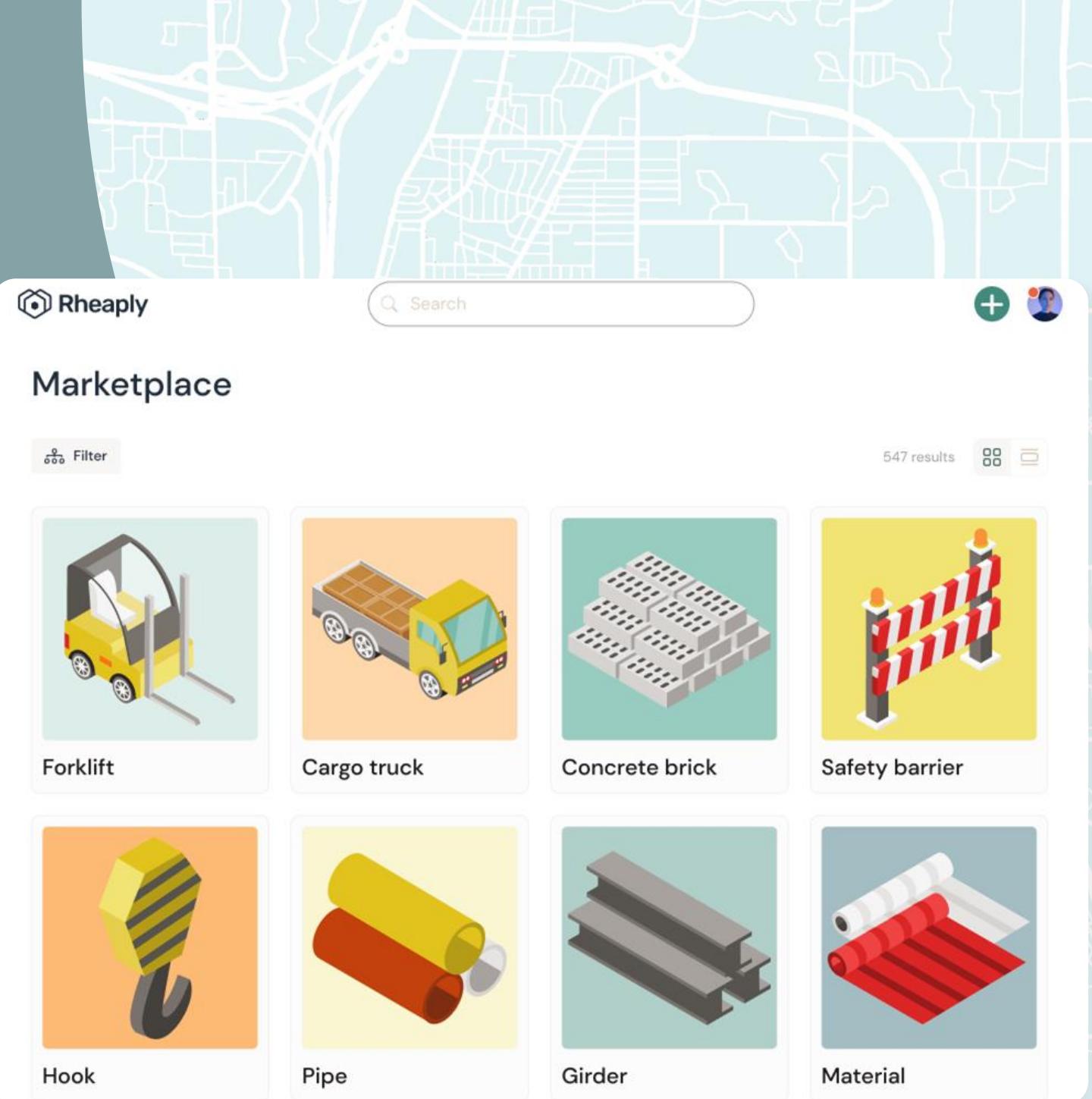
What can I do?

- ✓ **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.



Environmental Protection Agency



In just 48 hours we saw...

\$108,995

Total value

75,000 lbs

Weight diverted

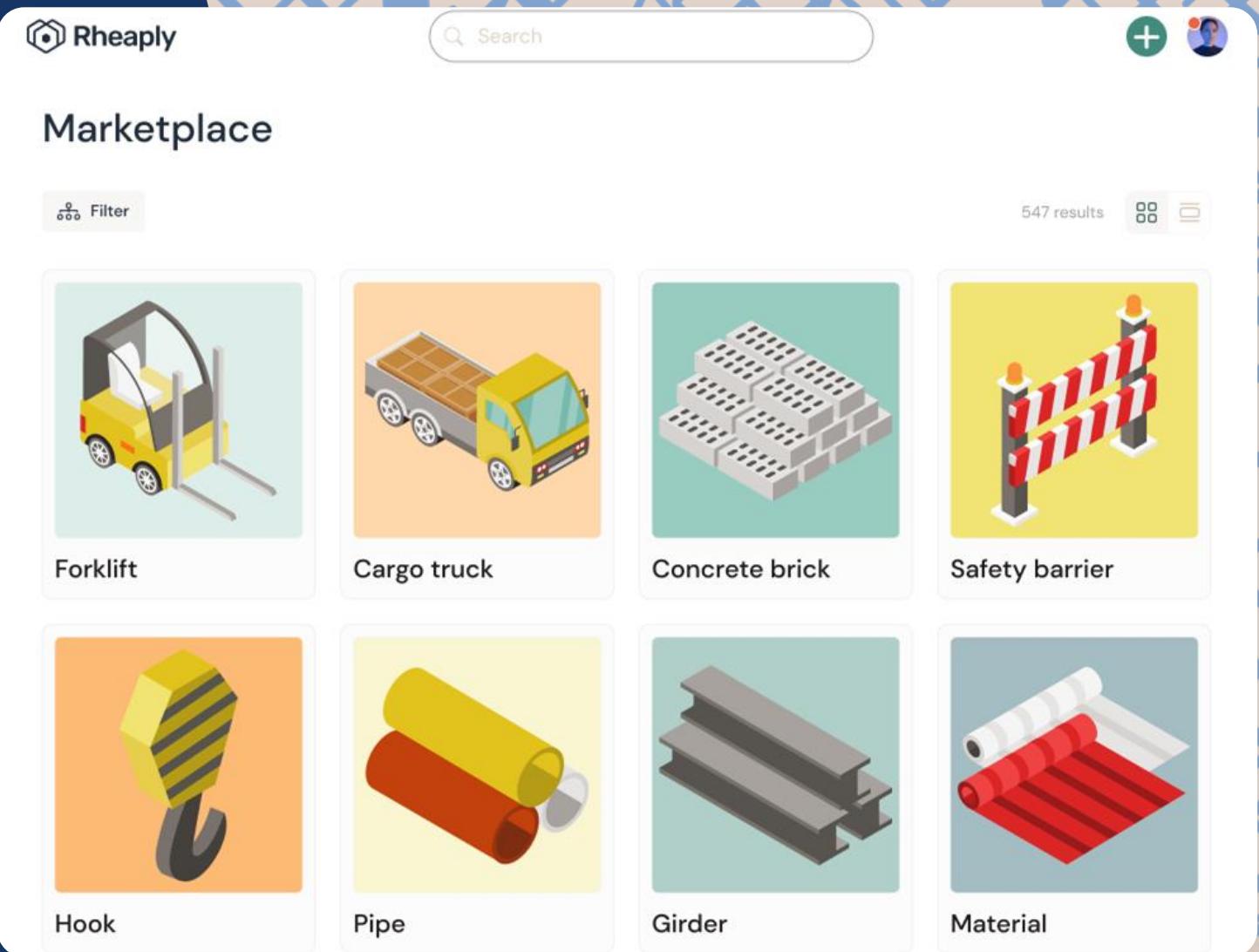
23 nonprofits

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