



NCTCOG Launches North Central Reuse Marketplace to Scale Circular Economy

NCTCOG is thrilled to announce the launch of the [North Central Texas \(NCT\) Reuse Marketplace](#) on Thursday, September 19, 2024. The NCT Reuse Marketplace was developed through a partnership between the North Central Texas Council of Governments (NCTCOG) and Rheaply, a platform that allows governments, businesses and nonprofits to buy, sell, and donate reclaimed office assets and building materials. This project was funded through the NCTCOG's Solid Waste Program, which is funded by the Texas Commission on Environmental Quality (TCEQ).

Rheaply's platform builds on the NCTCOG and the Resource Conservation Council's (RCC) initiative to conserve, recover, and recycle valuable resources and to provide proper handling and disposal of non-recoverable waste materials. Kathy Fonville, RCC Chair and Public Education Manager with North Texas Municipal Water District testifies, "the North Central Texas Reuse Marketplace is a great opportunity to divert reusable items from landfills and provides a unique technology platform to facilitate the exchange of used goods, materials and equipment. It's like shopping on Amazon with the goal of creating a more sustainable, circular economy in our fast-growing region." Within Texas, Rheaply is already collaborating with the City of San Antonio's Materials Innovation Center and the City of Austin on circularity and reuse initiatives. To date, Rheaply's platform has reallocated over \$220 million of reusable assets across North America, diverting valuable materials from the landfill.

"The incredible momentum we've seen in Texas around circularity initiatives continues on, with the North Central Texas Council of Governments (NCTCOG) and the Texas Commission on Environmental Quality (TCEQ)'s investment in reuse infrastructure via Rheaply's technology. We can't recycle our way to net zero, and public sector sustainability leaders across the country are starting to make reuse more accessible to everyone and every business in their community. I'm so excited to champion NCTCOG's leadership by creating meaningful material supply and demand connections across 16 counties in North Texas." -Garry Cooper, CEO of Rheaply

In the North Central Texas region, 11.1 million tons of waste were disposed of in landfills in 2022, accounting for almost 30% of the state's total waste. The NCT Reuse Marketplace website provides a platform for businesses, municipalities, nonprofits, and other entities to exchange materials (either through donation or sale) that would otherwise be disposed of in the landfill. The NCT Reuse Marketplace will help the region work toward developing a circular economy, by extending the life of valuable items that would otherwise end up in the landfills.

There will be an informational webinar held on Tuesday, October 8, 2024, from 11 a.m. – 12 p.m.; all are invited to participate and register via [NCTCOG's website](#). A recording of the

webinar will be disseminated to registrants and posted online following the conclusion of the event.

For more information, press only:

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About the North Central Texas Council of Governments:

NCTCOG is a voluntary association of local governments established in 1966 to assist local governments in planning for common needs, cooperating for mutual benefit and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

NCTCOG is the state-designated planning agency for municipal solid waste in the 16-county region, which is centered within the metroplex of Dallas and Fort Worth. NCTCOG works with local public and private sector leaders and the public to analyze regional information, needs, and issues to amend the North Central Texas Regional Solid Waste Management Plan. Currently, NCTCOG has over 230 member governments including 16 counties, numerous cities, school districts and special districts. For more information on the NCTCOG Environment and Development Department, visit www.nctcog.org/envir.

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