

CIF Project # 868 – Online Markets Directory

Background

In the past, municipalities complained of having difficulty finding buyers for their materials and had to make their own arrangements with commodity purchasers, frequently with different results even from the same purchaser. Reclay StewardEdge (RSE) proposed a two phase project to rectify this. Firstly, they evaluated municipal interest in having such an online tool and determined if brokers would be willing to contribute to this directory. The second phase was the actual development of the tool and some initial set up and updating of the directory.

Summary of Results

The directory was completed and is still available on Reclay StewardEdge's website at www.reclaystewardedge.com/ormd. Between September 1, 2015 and January 24, 2016 the directory had 615 views with 7.4% of site visitors registering or engaging with the “call to action”.

Financials

The total cost of the project supported by CIF was \$22,323.17.

Learnings

The project had limited value because many of the listings were already known to municipalities. The lack of quality controls caused some frustrations to users as some of the listings would not actually take blue box materials in practice. In other instances, they were actually just brokers redirecting the materials to the actual markets. The acceptability of a municipality's material is also largely a function of its actual quality which can cause a nuance that can't effectively be reflected in a simple directory. For example, a listed company might accept one municipality's material but reject another. This leaves directory users frustrated when they are turned away. Directories are high maintenance and there was limited value for the cost (i.e., utility). Word of mouth remains the most pragmatic solution.