Dear Entrepreneur,

Thank you for starting or aspiring to start a new enterprise in the recycling and reuse sector. Austin’s thriving small business and non-profit community and the success of our community goal to reach Zero Waste by 2040 depend on the initiative, passion and drive of entrepreneurs like you.

As part of our ongoing initiative to support businesses in the recycling and reuse sector, the City of Austin is pleased to present this Recycling and Reuse Enterprise Resource Guide. The guide provides information on local programs, services, resources, community groups, and regulations relevant to you as a zero waste entrepreneur.

The City is also happy to offer personalized assistance through the Recycling Economic Development Program. For more information, please visit http://austintexas.gov/recyclingecodev. For questions about this guide, or to suggest an addition or update, please contact me at recyclingecodev@austintexas.gov.

Thank you for doing your part to help Austin reach Zero Waste and for contributing to our vibrant local economy.

Sincerely,

Natalie Betts
Program Manager
recyclingecodev@austintexas.gov

This guide is not guaranteed to be up to date or comprehensive. If there is information missing or out of date, please email recyclingecodev@austintexas.gov to let us know so that we may update this guide. Links to web sites are for the convenience of the user. Such links and use do not constitute an express or implied endorsement or approval of any private sector web site, or of the products or services of specifically identified companies or of any of the private entities. This information does not reflect an endorsement of these entities, and therefore assumes no responsibility for the accuracy of data contained herein, or for the success or failure of any business transaction resulting from opportunities listed in this information.
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Steps to Starting a Small Business in Austin

City of Austin
The City of Austin provides a step-by-step online guide to getting your business established.

austintexas.gov/page/steps-starting-business

Small Business / Start-Up Coaching and Training

Small Business Program - BizAid Coaching
The City’s Small Business Programs offers one-on-one, no-cost, confidential business coaching services. This service includes business plan and marketing plan assistance, financial readiness assessment, and business management technical assistance.

austintexas.gov/department/bizaid

Small Business Program - BizAid Orientation
The City’s free BizAid Business Orientation provides a general overview of opening a small business or re-evaluating an existing business during its growth. In this session, you will be informed of key questions to consider when developing your business and resources to take you to the next level.

austintexas.gov/department/bizaid

Small Business Program – Business Skills Classes
These low-cost classes offered through the City of Austin provide counseling and assistance to small businesses, with a focus on developing and empowering small businesses in order to strengthen their business capability and survivability.

austintexas.gov/smallbiz

SCORE
SCORE Austin is a nonprofit association dedicated to free small business advice, educating entrepreneurs and helping small businesses start, grow, and maintain their businesses. SCORE certified mentors are experienced entrepreneurs, small business owners, corporate managers, and executives who volunteer their experience and knowledge to help small business owners and entrepreneurs.

austinscore.org

Texas State University Small Business Development Center
Texas State SBDC provides no-cost, confidential business advising, research services, and training workshops and seminars.

sbdc.mccoy.txstate.edu
Non-Profit Waste-Based Social Enterprise Consulting

Cascade Alliance

The Cascade Alliance provides free full-service consulting services to non-profit organizations to help establish waste-based (reuse or recycling) revenue-generating social enterprises. Managed by St. Vincent de Paul of Lane County with more than 50 years of experience, the alliance helps turn discarded mattresses, books, clothing, and other items into a stable revenue stream and source of secure, quality jobs.

cascadealliance.us

Social Entrepreneurship Accelerators & Co-Working Spaces

Austin + Social Good Accelerator and Fast Pitch

This annual program takes five startups from our pool of applicants and puts those teams through our 6-week Accelerator Program. Teams are coached and mentored by industry professionals over the course of several weeks to present at the A+SG Fast Pitch Event.
austinnplusocialgood.org

Concordia University Incubator for Innovation and Impact

The Incubator for Innovation and Impact enriches the community with its accessible ecosystem that amplifies an entrepreneurs’ resources and opportunities. Located in NW Austin at Concordia University, the Incubator connects entrepreneurs with professors’ invaluable insights, student support, mentors, development programs, and networking opportunities. With its framework the Incubator enables entrepreneurs to discover and execute business practices and ventures that positively impact local and global communities. By partnering with Tech Ranch & G51 (both Austin-based business focused on entrepreneurship) the Incubator will be a place for community entrepreneurs, student entrepreneurs, and company intra-preneurs to gather and brainstorm. The facility has individual, co-working, small group collaboration, and large group working spaces. Additionally, members of the Incubator will enjoy an easy commute, free parking, gym access, VIP events, discounted event space, snacks, printing services, and the serenity of Concordia’s nearly 400 acres of wooded campus. The value add of the incubator is in the ecosystem; the interconnected parts working together contributing to a thriving community with the common goal of supporting businesses seeking to have a positive social impact.

incubatorctx.com
Impact Hub Austin

Impact Hub Austin is a global coworking community that offers shared workspace, events and programming connecting Austinites to a movement for good at more than 85+ locations worldwide. Impact Hub focuses on combining resources in a collaborative environment. The community is connected by the shared goal of using business and entrepreneurship as a tool to drive positive change. For-profit, social-profit and nonprofit companies, organizations, entrepreneurs, activists and creative professionals are all welcome to join the movement of Austin’s next generation of purpose-driven enterprises.

impacthubaustin.com

Mission Accelerator

Mission Capital’s Mission Accelerator connects nonprofits to our consultants, local social entrepreneurs and business leaders to work together on complex community issues. Participants come away with a business growth plan, a powerful case for funding and access to additional forms of investment.

missioncapital.org/what-we-do/accelerator

Techstars Impact

Techstars Impact backs for-profit, mission driven founders building tech to solve social and environmental problems. The program invests $120K into startups from around the world who believe solving pressing social & environmental problems can sit hand-in-hand with building a successful company.

techstars.com/programs/impact-program

Makerspaces

ATX Hackerspace

ATX Hackerspace is a collaborative industrial workshop and co-working space for artists, designers, makers, hackers, fabbers, scientists, and more. Projects that need woodworking, soldering, welding, or painting equipment, power, or ventilation for fumes can be done here.

atxhs.org

CRAFT

CRAFT is Austin’s creative hub for DIY, crafting, workshops and events. They offer co-working with access to art supplies and tools.

madeatcraft.com
Real Estate

Brownfields Assistance
The City of Austin’s Brownfields Revitalization Office has grant funding available to provide free environmental site assessments, such as Phase I ESAs, which are needed for due diligence during property acquisition. The Office also has a flexible loan program with low-interest available for property cleanups. The program also assists lead-based paint and asbestos surveys and abatement.

austintexas.gov/brownfields

City-owned Property for Sale or Lease
When the City has property available for sale or open lease solicitations, information is posted online at the website below.

austintexas.gov/realestate

Austin Chamber of Commerce
The Austin Chamber of Commerce website provides lists of real estate service providers and available properties.

austinchamber.com/site-selection/real-estate/index.php

Local Funding Options

Social Entrepreneurship-Focused Funding Resources

[Re]Verse Pitch Competition
The [Re]Verse Pitch Competition is an annual social innovation program from the City of Austin and community partners to help turn valuable raw materials that are currently leaving local businesses, non-profits, and institutions as waste into the foundation of new social enterprises. Competitors work with mentors & advisors to develop repurposing business ideas for specific local byproducts and compete for an Innovation Prize to help start this new venture.

reversepitch.org

Zero Waste Business Rebate
Qualifying businesses can earn up to $1,800 in rebates from Austin Resource Recovery, a City of Austin service, to start, expand or improve recycling, composting or other zero waste programs.

austintexas.gov/zwbizrebate
Austin Foodshed Investors

Austin Foodshed Investors is an investor network and impact accelerator that helps local sustainable food companies raise growth capital, work with experts, and meet investors.

[austinfoodshedinvestors.org](austinfoodshedinvestors.org)

Austin + Social Good Social Innovators Fund

Every fall, Austin + Social Good crowdfunds a small seed round for an Austin-based social enterprise. This seed funding can be used for product development, sales, marketing, manufacturing – whatever the startup chooses. The fund is awarded to the winner of the Austin Plus Social Good Fast Pitch (see “Austin + Social Good Accelerator”).

[austinplussocialgood.org](austinplussocialgood.org)

Food+City

Food+City is a nonprofit that takes action through storytelling on our website, an annual print magazine, and an annual challenge prize. We offer networking opportunities, mentorship and funding to startups innovating within the supply chain to provide better food to more people with less waste. The Food+City Challenge Prize is the only international startup competition dedicated to innovation in the food supply chain. Entrepreneurs from across the globe apply for an opportunity to compete for $50,000 to improve how we feed cities. Participating entrepreneurs are connected to the people and funding that can take their businesses to the next level.

[foodandcity.org](foodandcity.org)

Notley

Notley invests in sustainable and scalable businesses and nonprofits that create positive change.

[notleyventures.com](notleyventures.com)

JUST

JUST is a social venture focused on investing in hard-working, low-income entrepreneurs to create a more financially resilient America. JUST offers a simple and straightforward approach to free entrepreneurs from the cycle of debt through microloans.

[hellojust.com/about/#about-us](hellojust.com/about/#about-us)

Philanthropitch

Philanthropitch™ is a social impact fast-pitch competition that provides high-potential nonprofits and social enterprises with access to human and financial capital.

[philanthropitch.org](philanthropitch.org)

Southwest Angel Network for Social Impact

SWAN is focused on providing funding for early-stage, for-profit companies which are working to make the work a better place. These companies are often focused on enhancing healthcare outcomes, improving educational results, or protecting the environment.

[swanimpact.org](swanimpact.org)
### Local Funding Options

| City of Austin Family Business Loan Program (Expansion Loan) | The Family Business Loan Program is a public-private partnership between the City of Austin, HUD, and participating private lenders to offer low-interest loans to qualified small businesses that are expanding and creating jobs. [austintexas.gov/department/family-business-loan-program](austintexas.gov/department/family-business-loan-program) |
| City of Austin Veteran Business Loan Initiative | The Veteran Business Loan is part of the Family Business Loan Program, a public-private partnership between the City of Austin Economic Development Department and the U.S. Department of Housing and Urban Development, which offers a low-interest rate loan and low borrower equity requirements to help create or expand a business. [austintexas.gov/sites/default/files/files/EGRSO/VeteransLoanInitiative.pdf](austintexas.gov/sites/default/files/files/EGRSO/VeteransLoanInitiative.pdf) |
| Central Texas Angel Network | CTAN is a member network of accredited local angel investors that provides early-stage investment and assists entrepreneurs and start-ups with mentorship and education. They have monthly open office hours where entrepreneurs can get feedback from active angel investors. CTAN is one of the Top 5 most active angel networks in the U.S. [centraltexasangelnetwork.com](centraltexasangelnetwork.com) |
| Small Business Incentives Guide | This City of Austin guide provides a list of incentives, rebates, grants, and other resources available at the local, state, and federal levels for small businesses. [austintexas.gov/sites/default/files/files/EGRSO/Small_Business_Incentive_Guide.pdf](austintexas.gov/sites/default/files/files/EGRSO/Small_Business_Incentive_Guide.pdf) |
| We Work Creator Awards | This competition provides $18-$360K to innovative projects and is open to entrepreneurs, artists, startups and nonprofits—anyone who embodies WeWork’s mantra of “Create Your Life’s Work.” [creatorawards.wework.com](creatorawards.wework.com) |
| Austin Industrial Development Corporation Bond Financing Program | The Austin Industrial Development Corporation offers tax-exempt or taxable bonds for eligible manufacturing projects, recycling and other exempt facilities projects, and projects owned and used by Section 501(c)(3) organizations. The Bond Financing Program provides project financing that can be lower-cost and have longer maturity compared with traditional financing. |
| Crowdfunding | Crowdfunding is the grassroots financial frontier made popular by sites like Kickstarter and Indiegogo. It creates fundraising opportunities through the collective efforts of online contributions. The Small Business Program regularly offers classes on crowdfunding (see “Small Business Program – Business Skills Classes”). |
| Non-Profit Community Lenders | Several local non-profits make loans. They include LiftFund, ACCION, BiGAustin, PeopleFund, BCL of Texas, Capital CDC, and Central Texas CDC. |
Doing Business with the City of Austin

Small and Minority Business Resources Department
This City department's purpose is to promote and encourage minority, women, and disadvantaged business owners to participate in business opportunities with the City of Austin. The department provides classes, certifications, and other resources to assist minority, women, and disadvantaged business enterprises.

austintexas.gov/department/small-and-minority-business

Vendor Connections
Vendor Connections provides a public clearinghouse to view detailed information about current business opportunities with the City of Austin. Registering on Vendor Connections is the first step to doing business with the City and allows business owners to receive notifications about open solicitations.

austintexas.gov/financeonline/vendor_connection/index.cfm

Promotion

Shop Zero Waste
The Shop Zero Waste program helps Austin residents find locally-owned businesses that sell reuse or recycle goods, or often repair or rental services.

austintexas.gov/shopzero

Austin Green Business Leaders
The Austin Green Business Leaders Program can help you protect the environment, save money, and make Austin a more livable place. Businesses that excel in the program are formally recognized as Silver, Gold, or Platinum Green Business Leaders—which can give you a competitive edge with customers.

austingreenbusiness.com

Austin Reuse Directory
The Austin Reuse Directory is a project designed to make finding a second home for everyday items easier. With the directory, Austinites will be able to easily figure out where to donate or sell their used clothing, electronics, furniture, and other household items.

austinreusedirectory.com

Networking Opportunities and Professional Organizations

Austin Materials Marketplace
In this program, companies work together to turn one company’s waste into another company’s resource. One company’s unused and unusual material can become another company’s valuable resource. The program hosts regular networking events.

austinmaterialsmarketplace.org/events
Austin Zero Waste Alliance (AZWA) educates about, advocates for, and promotes Zero Waste in Austin, by working with the general public, elected officials, governmental staff, businesses, schools, Councils of Government, institutions, state agencies, religious organizations, non-profits, the media, citizen and environmental groups, and any other relevant entities to achieve the realization of a sustainable Zero Waste economy in Austin before 2040. The group holds monthly meetings.

[Website](austinzerowaste.org)

Austin Regional Manufacturers' Association (ARMA) is a trade association dedicated to strengthening Austin-area manufacturing through advocacy, workforce development, and networking. They host monthly meetings including luncheons, educational events to improve business operations, trainings, and social gatherings. Membership includes some of the largest companies in the area, like Samsung, NXP, Flextronics and Pfizer, but the core group and focus is on providing value to small and medium size facilities.

[Website](arma-tx.org)

CleanTX is an economic development and professional association for cleantech, including waste and recycling, whose mission is to accelerate the industry’s growth through networking, education and information exchange, thought leadership, and strategic partnerships.

[Website](cleantx.org)

Net Impact is a global organization that connects a new generation of leaders transforming the world through the work they do in their communities and throughout their careers with a focus on using business as a force for beneficial environmental and social impact. Austin’s volunteer-led professional chapter drives change by bringing together a community of like-minded individuals who support one another in their quest to bring greater meaning to their work. The group hosts networking events, volunteer opportunities, and other programming.

[Website](netimpactaustin.org)

STAR Reuse Council is a new working group which focuses on promoting statewide waste diversion through reuse by providing education, professional development, networking and advocacy for the public, commercial, and private reuse sector. The Reuse Council welcomes all organizations and individuals interested to join. Upcoming council activities and membership information can be found on their website.

[Website](recyclingstar.org/working-groups/reuse-council/)

Austin Energy Green Building (AEGB) has information and assistance you’ll need to build green for single family, multifamily or commercial buildings. Since 1991, AEGB has led the building industry to a sustainable future with green building ratings, consulting services, code advancement, education and professional development. AEGB hosts monthly continuing education seminars that offer a great place to network with others in the green building community.

[Website](greenbuilding.austinenergy.com)
Austin's 2015 Community Diversion Study

The community diversion study is a comprehensive study of all of Austin's commercial and residential recycling, composting, and other diversion activities. The study determined that Austin's community-wide diversion rate in 2015 was approximately 42%.

austintexas.gov/2015diversionstudy

Austin Resource Recovery Master Plan

The ARR master plan outlines how the City will reach its goal of Zero Waste goal of 90% diversion from landfill or incineration by 2040, including economic development strategies.


Austin's 2015 Community Diversion Study

The community diversion study is a comprehensive study of all of Austin's commercial and residential recycling, composting, and other diversion activities. The study determined that Austin's community-wide diversion rate in 2015 was approximately 42%.

austintexas.gov/2015diversionstudy

City of Austin Zero Waste Ordinances

Construction and Demolition Recycling Ordinance

This ordinance requires construction projects that are building 5,000 sq. ft. or more of new, remodeled, or added floor area to reuse or recycle at least 50% of construction debris or dispose of less than 2.5 lbs of material per sq. ft. of floor area.

austintexas.gov/cd

Hauler Licensing

All private haulers that collect, remove, or transport waste, recycling, and/or organic/compost within the City of Austin for a fee must obtain a Private Hauler License. The City maintains an online list of licensed haulers.

austintexas.gov/hauler

Universal Recycling Ordinance (URO)

The URO supports Austin's Zero Waste goal by establishing minimum recycling requirements for apartments and commercial properties in Austin. The URO also requires an organics diversion program at food service establishments. The goal is to ensure that tenants and employees have access to convenient recycling. All properties will be required to ensure recycling services are available to their tenants and employees by Oct. 1, 2017. All food service businesses are required to implement organics diversion programs by Oct. 1, 2018. Please email CommercialRecycling@austintexas.gov or find more information online.

austintexas.gov/uro

City of Austin Studies & Plans

State of Texas Alliance for Recycling (STAR) Central Texas Regional Group

The mission of STAR Central Texas is to act as a resource to help advance recycling practices through education in the Central Texas region. This is the regional group of the STAR, the state-wide recycling industry association that works to increase recycling rates to the highest level afforded by balanced economic and sustainability principles. STAR Central Texas hosts quarterly events and the annual SPARK Forum.

recyclingstar.org/working-groups/central-texas-recycling-committee

City of Austin Zero Waste Ordinances

City of Austin Studies & Plans
Austin's 2014 Residential Waste Characterization Study

The residential waste characterization study is field sorting study conducted to determine the composition of the curbside trash and recyclables collected by Austin Resource Recovery. The study determined that 90% of what is sent to landfill can be diverted toward recycling and organic composting.


Study on the Economic Impacts of Recycling—TCEQ Study

TCEQ conducted a study on the current and potential economic impacts of recycling, including state and local revenue that may be considered lost because recyclable materials are not recycled.

tceq.texas.gov/p2/recycle/study-on-the-economic-impacts-of-recycling

Current and Potential Economic Impact of Austin's Recycling and Reuse Related Activity

This study by TXP, Inc. examines the current economic impact and jobs related to recycling and reuse in the Austin region in 2014 and the potential growth of the sector.

austintexas.gov/sites/default/files/files/EGRSO/TXP_Austin_Recycling_Report_Final.pdf

Imagine Austin Comprehensive Plan

Imagine Austin is the City's 30-year comprehensive plan for how Austin can grow in a compact and connected way. Imagine Austin also covers quality of life issues such as investing in the creative economy and advancing healthy, affordable living.

austintexas.gov/imagineaustin

Austin Community Climate Plan

This plan lays out energy, transportation, waste, and industrial sector action plans to meet the City’s goal of reaching net zero community-wide greenhouse gas emissions by 2050 or sooner.

austintexas.gov/climate

Other Government & Academic Resources

Environmental Protection Agency Sustainable Materials Management

EPA provides sustainable materials management tools and resources, including information on food recovery, industrial byproduct recycling and reuse and recycled material application research.

epa.gov/smm

Capital Area Council of Governments (CAPCOG) Solid Waste Planning

CAPCOG is the state designated planning agency for solid waste management issues in the region. CAPCOG provides technical assistance to local governments on solid waste issues and continuing education opportunities for local governments and solid waste professionals.

capcog.org/divisions/regional-services/solid-waste

Texas Commission on Environmental Quality

TCEQ is the state agency responsible for most recycling-related regulations including landfill permits, electronics recycling and hazardous waste laws. Find information on area landfills, MSW data, recycling resources, and waste management guidelines on their website.

tceq.texas.gov/p2/recycle/recycling.html
### Sourcing Reused Materials

**Austin Materials Marketplace**

This online, facilitated, business-to-business reuse tool can help source local, reusable or recyclable materials for your business. Whether you need scrap wood, business furniture, reclaimed textiles, or pallets, chances are the marketplace has that material available. Marketplace staff actively look for synergies and trade opportunities to help you find the materials you need or a home for materials you can no longer use. Businesses must join as participants to access the database.

[www.austinmaterialsmarketplace.org](http://www.austinmaterialsmarketplace.org)

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### Material Recovery Facilities

The City of Austin does not own or operate a MRF. To access MRF recycled materials, contact one of our three area MRFs:

#### Balcones Resources

Balcones receives approximately 60% of the City of Austin’s residential recycling and accepts residential and commercial recycling from throughout the Central Texas region at their Austin MRF.

[www.balconesresources.com](http://www.balconesresources.com)

#### Texas Disposal Systems

TDS receives approximately 40% of the City of Austin’s residential recycling and accepts residential and commercial recycling from throughout the Central Texas region at their Creedmoor, TX MRF. TDS also operates a landfill, composting operation, and construction and demolition recycling facility.

[www.texasdisposal.com](http://www.texasdisposal.com)

#### Wilco Recycling

Wilco recycles single stream material from residential, commercial, and industrial properties in the greater Austin region at its facility in Taylor, Texas.

[www.wilcorecycling.com](http://www.wilcorecycling.com)

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### Texas Department of Transportation Roadway Recycled Materials Summaries

TxDOT’s Road to Recycling initiative created packets of information on 12 recycled materials with great potential for use in road construction.


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### The University of Texas at Austin Materials Lab

The Materials Lab at the School of Architecture maintains the largest and most comprehensive academic material collection in the world with over 28,000 material samples. The collection can be searched online and can be sorted to view materials with recycled content or other sustainable features. The lab welcomes visitors and is open to the public.

[www.soaa.utexas.edu/resources/matlab](http://www.soaa.utexas.edu/resources/matlab)
City of Austin Recycle and Reuse Drop-Off Center
At the Recycle & Reuse Drop-Off Center, you can drop off many items to be recycled, reused or safely discarded. You can also pick up free items to reuse yourself, such as ReBlend recycled paint and mulch. Most services are free to Austin residents, but some services have a fee.

austintexas.gov/dropoff

Austin Reuse Directory
The Austin Reuse Directory is a project designed to make finding a second home for everyday items easier. With the directory, Austinites will be able to easily figure out where to donate or sell their used clothing, electronics, furniture, and other household items.

austinreusedirectory.com
FOR MORE INFORMATION CONTACT:
Natalie Betts | Program Manager
Austin Resource Recovery and Economic Development Department
City of Austin | 512-974-9235 | recyclingecodev@AustinTexas.gov