



## Scholar's Secret Success-Finder

### Topic: Finding and Developing New Markets for Recycled Material

**As You Begin...** Recycling programs have diverted tons of refuse from landfills but have also spotlighted a new "problem": how to market these materials effectively. Municipalities and businesses can work together to turn the economics of recycling into genuine "green" opportunity. From which perspective will you approach this topic: civic, economic, environmental, political, social? Does the "partnership" approach work? Why or why not?

### Start by Getting an Overview of Your Topic:

The Environment Encyclopedia and Directory 2005. 4th ed. New York: Routledge, 2005.

Environmental Industry of the United States : overview by state and metropolitan statistical area. Washington, D.C.: U.S. Dept. of Commerce, International Trade Administration, Office of Environmental Technologies Industries, 2001.

McGraw Hill recycling handbook. New York: McGraw-Hill, 2001.

**Dig Deeper into Books – find them using the Library Catalog...** try browsing these subjects in the catalog (or scanning ~363.72 on the shelf):

Recycling (Waste, etc.) – Economic aspects.  
Recycling (Waste, etc.) – United States.  
Green products – Marketing.

Glass waste – Recycling.  
Waste paper – Recycling.  
Tires, Rubber – Recycling.

**Try these Keywords...** when searching the internet or library catalog:

recycl? and market?  
green and market?  
markets for recyclables

recycling and partnership  
green entrepreneur

**Read what Experts Say in Published Articles (search Indexes to find them)...** try limiting your search by *keywords in the title* (i.e. "recyclable? and market?")

Academic Search Premier (EBSCOhost)  
Business Index ASAP (Gale Group)  
GreenFILE (EBSCOhost)

SIRS Researcher (SIRS Inc.)  
Student Resource Center (Gale Group)

**Save Time by Exploring these Vetted Websites first...**

Recycle Indiana "Markets for Recyclables" [www.state.in.us/recycle/5726.htm](http://www.state.in.us/recycle/5726.htm)  
World Environmental Organization [www.world.org/weo/recycling](http://www.world.org/weo/recycling)

**Locate Experts, Find Statistics, or Review Research from Professional Organizations...**

Environmental Defense Fund [www.edf.org/home.cfm](http://www.edf.org/home.cfm)  
Indiana Institute on Recycling [www.recycle.net/assn/IIRecycling.html](http://www.recycle.net/assn/IIRecycling.html)  
National Recycling Coalition [www.nrc-recycle.org/](http://www.nrc-recycle.org/)