

The New Jersey WasteWise Business Network

May 16, 2014

To: Members and Prospective Members of the New Jersey WasteWise Business Network

From: Steven Rinaldi, Chair
New Jersey WasteWise Business Network
NJDEP, Bureau of Recycling and Hazardous Waste Management

Subject: Minutes from the Network meeting of May 14, 2014

Minutes:

Welcome –Network Chair Steve Rinaldi (Steven.Rinaldi@dep.state.nj.us) welcomed everyone and mentioned that there were over 115 people registered for the meeting. Steve also discussed the mission of the national WasteWise program and its relationship to the New Jersey WasteWise Business Network, as well as the recent reorganization of his division, which is now called the NJDEP, Bureau of Recycling and Hazardous Waste Management (formerly was the NJDEP, Bureau of Recycling and Planning). Margaret Kevin-King (mking@pppl.gov) of the Princeton Plasma Physics Lab and the Network’s National WasteWise Advisor spoke briefly about the national WasteWise program. Ms. Kevin-King indicated that Waste-Wise Retrac Connect is up and running and that “partners” and “endorsers” should have received email updates about this. In addition, there will be training webinars on this topic on the following dates (contact Margaret at mking@pppl.gov if you have questions regarding the upcoming webinars):

May 27th, 11am - 12pm EDT
June 3rd, 3pm - 4pm EDT
June 10th, 11am - 12pm EDT
June 17th, 4pm - 5pm EDT
June 24th, 11am - 12pm EDT

Ms. Kevin-King also mentioned that the report deadline for Partners and Endorsers is May 31, 2014 and that the “Tracker Light” program has replaced the “WARM” program and is able to provide more graphs and reports regarding partners’ waste reduction and recycling activities. (PowerPoint to be available at www.anjr.com.)

1. The Sustainable Business Initiative – Athena Sarafides, New Jersey Department of Environmental Protection, Office of Sustainability and Green Energy, (Athena.Sarafides@dep.state.nj.us) - Ms. Sarafides indicated that sustainability is a broad topic

that encompasses waste reduction and recycling, among other issues. Furthermore, she mentioned some important sustainability initiatives that are underway, including Sustainable Jersey (see note below), the Garden State Green Hotels Project and her office's Sustainable Business Initiative and Registry.

(Note for those attendees that represent municipalities: Municipalities can earn five (5) points in the Sustainable Jersey program for being an EPA WasteWise “partner.” Visit <http://www.sustainablejersey.com/actions-certification/actions/#/open/action/107> for details. In addition, there are a number of Waste Management actions in the Sustainable Jersey program that municipal representatives should investigate. Visit <http://www.sustainablejersey.com/actions-certification/actions/> for details. Contact Samantha McGraw of Sustainable Jersey at 609-771-2938 or at mcgraws@tcnj.edu for additional information.)

The Sustainable Business Initiative and Registry is a partnership between the DEP and the business community that hopes to highlight the sustainable efforts made by many of New Jersey's businesses. It is a no-cost program that will initially focus on businesses with 100 employees or less, although it will be open to all. Similar to the Sustainable Jersey program for municipalities, there are a number of categories of sustainable activities that businesses can choose from in this program. Participating businesses must provide information on at least five of these activities, provide at least one measurable result for an activity adopted and provide cost savings for one activity. Participating businesses will benefit from the free marketing provided through the program, free information and technical assistance, informative webinars and the many opportunities for recognition. Ms. Sarafides stated that the program will be implemented later this year. (PowerPoint to be available at www.anjr.com)

2. Computer Reuse for the Advancement of Education - Mark DeTroia, President and Co-Founder, Computers for Kids of America, (mark.c4k@gmail.com) – Mr. DeTroia explained that the goal of Computers for Kids of America is to repair, refurbish, and then redistribute computer and electronic equipment to those in need. It was noted that 30% of Americans do not own a laptop or personal computer at this time. Computers for Kids of America is trying to change this by donating refurbished computers and electronic equipment to schools, churches, and organizations like Big Brother/Big Sister and the Boys and Girls Club. Computers for Kids of America accepts “anything with a plug” and strives to “upcycle” (repair and refurbish) as much of this equipment as possible. Items that cannot be upcycled are sent to one of the organization's partners for recycling. Any proceeds generated from the recycling process are put back into the organization's education programs for underprivileged children. Mr. DeTroia mentioned that the United States currently discards 300-400 million electronic items every year and that less than 20% of this “e-waste” is upcycled or recycled. (PowerPoint to be available at www.anjr.com)

3. Domestic and International Recyclable Paper Markets – George Chen, President, New Jersey Paper Recycling Association, GTTIC@aol.com – Mr. Chen began by saying that 2014 continues to be a very challenging and tough year for the paper and paper recycling industry. Nevertheless, Mr. Chen indicated that several U.S. paper mills have added new mill capacity recently that will keep more recovered paper tonnage in the U.S. Mr. Chen pointed out that single stream recycling remains a challenge for the paper recycling industry as glass continues to

contaminate loads of recyclable paper. This is especially significant in light of China's "Green Fence" policy, which is an enhanced inspection policy instituted by the Chinese government to ensure that loads of recyclable materials received in the country are free of trash and other contaminants. Loads that are rejected at Chinese ports are sent back to their departure point at a significant expense to the exporter. Mr. Chen indicated that despite these challenges total paper recovery in the U.S. exceeded 51 million tons in 2012 and that paper recovery for recycling has exceeded 60 percent each year since 2009. In terms of export markets, China remains the largest importer of recyclable paper from the U.S, with India a distant second. In looking at future market demand, Mr. Chen indicated that the recent slowdown in the Chinese economy will reduce the demand for old newsprint and various printing grades, but that demand for old corrugated cardboard will continue to grow. Mr. Chen stated that recycling program operators need to provide more education to residents in order to improve the quality of recyclable loads. He also indicated that operators of processing centers need to utilize the best sorting equipment possible to ensure quality control. Lastly, Mr. Chen Price stated that he believes that recyclable paper prices will remain steady and flat into the foreseeable future and that demand from India and Vietnam will increase over time. (PowerPoint to be available at www.anjr.com)

4. Case Study: Miele Inc. Sustainability Initiatives for Recycling, Waste Reduction and Environmental Responsibility – Steve Polinski, Senior Manager for Regulatory Affairs and Lauren Tait, Manager of Administrative Services, Miele, Inc. (spolinski@mieleusa.com and LTait@mieleusa.com) – Miele, Inc. is a German company that manufactures domestic and commercial vacuum cleaners, dishwashers, refrigerators and other appliances. The company's U.S. headquarters is located in Princeton, New Jersey. Mr. Polinski indicated that sustainability is ingrained in the company's corporate strategy and integral to the company's self-image. Miele, Inc.'s sustainable approach starts with its supply chain as the company looks for materials with a high percentage of recycled materials. This approach can also be seen in Miele's manufacturing processes. Among other factors, the company's production goals at its factories include the conservation of resources wherever possible. Mr. Polinski stated that the company's upper management supports the company's sustainability strategies and even strives to raise employee awareness of sustainability in everyday life. Miele, Inc. also plans to use innovation, such as its RemoteVision program to help consumers, the environment and the company's bottom line. In this program, an appliance that is not working properly would be able to transmit information to Miele so that the problem can be assessed in advance of a home visit. This could result in a service visit being averted, or if a visit is required, spare parts can be allocated to avoid a return visit. Ms. Tait spoke about some of the company's in-house recycling and waste reduction programs, among other things. In addition to recycling the traditional recyclable materials generated in an office setting, the company also tries to reduce waste by reducing the number of printers in the building so as to encourage the electronic sharing of information. The company plans to update its recycling information signs where needed and provide additional education to its employees about the company's recycling program rules. Ms. Tait mentioned the company has embarked on many other sustainable initiatives, including lighting retrofits, the purchase of Energy Star equipment and the use of a smart irrigation system at the Princeton site. (PowerPoint to be available at www.anjr.com.)

The following is the list of attendees for the 5/14/14 meeting:

Speakers:

Steve Rinaldi, NJDEP, Bureau of Recycling and Planning, Steven.Rinaldi@dep.state.nj.us

Margaret Kevin-King, Princeton Plasma Physics Lab, mking@pppl.gov

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Mark DeTroia, President and Co-Founder, Computers for Kids of America,
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George Chen, President, New Jersey Paper Recycling Association, GTTIC@aol.com

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Attendees:

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Scott Applegate, Supreme Asset Management & Recycling, sapplegate@reusableassets.com

Eric Babek, NJ Turnpike Authority, babek@turnpike.state.nj.us

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SR: Minutes May 14, 2014