

The New Jersey WasteWise Business Network

May 12, 2015

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 7, 2015

Minutes:

Welcome –Network Chair Steve Rinaldi (Steven.Rinaldi@dep.nj.gov) welcomed everyone and mentioned that there were 111 people registered for the meeting. Steve’s comments focused on the 2.5 Recycling Professional Recertification credits that can be earned by attending meetings of the New Jersey WasteWise Business Network. Steve explained that the New Jersey Recycling Certification Series was started in 1993 and provides training to public and private officials who are interested in learning all aspects of recycling. Once the training is completed, participants are then considered “Certified Recycling Professionals.” This is especially important for local government officials since the Recycling Enhancement Act requires recycling tonnage grant reports to be submitted by a Certified Recycling Professional. Over 500 people have been trained through this program, which is a cooperative effort of the New Jersey Agricultural Experiment Station Office of Continuing Professional Education (OCPE) at Rutgers University, the New Jersey Department of Environmental Protection and the Association of New Jersey Recyclers. The program has two training options based on an individual’s experience level. Once certified, Certified Recycling Professionals must complete 20 hours of continuing professional education/training on issues relating to solid waste and /or recycling every two years in order to maintain their certification. This is where the recertification credits for attending WasteWise meetings come into play. Contact Carol Broccoli of Rutgers University for more information about this program at broccoli@AESOP.Rutgers.edu.

“Green” Printing and a Whole Lot More! – Michael Kaufman, Owner, Cox Printers, mkaufman@coxprinters.com – Mr. Kaufman explained that his company, which is located in Linden, NJ, has embraced recycling, recycled product procurement and a number of other sustainable practices. The company recycled 114,000 pounds of paper in 2014, as well as plastics, glass, toner cartridges, batteries and hand towels. In addition, the company offers its customers a wide variety of recycled content papers for print jobs, as well as non-petroleum inks for these jobs. Other sustainable strategies employed by the company include the installation of a 36kW solar system and two wind turbines on the roof of their building. A partial roof garden, which reduces rainwater runoff, has also been installed on the roof of Cox Printers, as well as a

number of honey bee hives. The hives not only help support the struggling honey bee population, but also produced 60 pounds of honey last fall. Cox Printers has also installed low energy light fixtures throughout its facility and has embraced carbon neutral shipment of goods via UPS. (PowerPoint to be available at www.anjr.com).

Climate Change: Update on Recycling's Impact on Greenhouse Gas Reductions – Anthony Broccoli, Associated Professor, Rutgers University Department of Environmental Sciences, broccoli@envsci.Rutgers.edu – Professor Broccoli provided an overview of climate change data, statistics and trends and stated that climate change is real, it is happening now and it is affecting New Jersey. Among other information provided, Professor Broccoli focused on the rise in global temperatures, increase in atmospheric carbon dioxide and the increase in extreme precipitation events. The consequences of climate change – heat waves, drought, sea level rise and coastal flooding – were also addressed. Professor Broccoli's presentation also highlighted the annual greenhouse gas emissions generated by sector and noted that there is no single solution to reducing emissions, but there are numerous strategies that can be employed now to combat this problem. He noted that recycling is just one of many ways that can help reduce greenhouse gas generation and that it is important because it is achievable now. Furthermore, Professor Broccoli stated that if we were able to maximize the recycling of construction and demolition waste, municipal solid waste and food waste, it would result in an almost 10% reduction in the annual generation of carbon dioxide in the United States. (PowerPoint to be available at www.anjr.com)

Business Recycling Economics 101 (How Waste Reduction and Recycling Can Improve Your Bottom Line!) – Jim Morris, Associate Vice President, Rutgers University, Division of Continuing Studies, jmorris@docs.rutgers.edu – Mr. Morris stated that while recycling market prices are down, it is important to remember that prices for recyclable materials fluctuate just as they do for other commodities. He also stressed that we have seen such market cycles before and will continue to see cycles and fluctuations into the future. He also pointed out that commercial entities are much better situated to run cost-effective recycling programs since larger quantities of recyclable materials are generated at one location, the materials collected are often homogenous and because of the lower transportation costs associated with collection at business sites. Mr. Morris discussed the changing nature of employment over the past 100 years as some industries emerge and some disappear. Again, this is part of the normal economic cycle. Furthermore, the changing nature of the waste stream was discussed as technology changes over time. For example, plastic represented a little more than 5% of the solid waste stream in 1960 and now represents over 25% of the waste stream. The impact of the price of oil was also discussed as recycling commodity prices have been shown to have a direct correlation with oil prices. Notwithstanding the natural fluctuations of the market, recycling has a distinct advantage in that it is competing with solid waste disposal costs. Mr. Morris pointed out that recycling's "head start" is its "marginal benefit." More specifically, the marginal benefit of recycling is the revenue per ton for recycled material plus the avoided cost per ton of solid waste. This latter factor is often overlooked by recycling program managers, but it is critical in any analysis of the economic benefits of recycling. Mr. Morris also spoke about the goodwill that recycling brings to a company, which is something that is difficult to quantify. (PowerPoint to be available at www.anjr.com)

Case Study –Getting to Zero Waste and Beyond!– Dr. Nadereh Afsharmanesh, Vice President of Sustainability and Education, Earth Friendly Products, nadereh@ecos.com – Earth Friendly Products is a company that manufactures “green” (environmentally-friendly) cleaning products at its five U.S. plants, including a facility in Parsippany, New Jersey. The company recycles a variety of materials, readily promotes waste reduction and established “zero waste” as a company-wide goal. Earth Friendly Products uses solar power and has achieved carbon neutrality since 2013. The company has integrated sustainability into all business operations and views waste as a resource to be harnessed. Dr. Afsharmanesh indicated that the company is open to all ideas that can reduce waste and encourages employees to offer suggestions in this regard. Furthermore, she indicated that educating employees about recycling, waste reduction and sustainability is an important part of their in-house training program. Earth Friendly Products established four zero waste steps to be followed: 1) Monitor and analyze how much trash is going to the landfill; 2) Reduce, reuse, recycle and RETHINK; 3) engage employees and build a sustainability culture; and 4) provide multiple designated recycling bins across the production and office areas to separate plastics, papers, metals, electronic appliances etc. Dr. Afsharmanesh discussed the waste audit that she performed and how it led to changes that reduced waste generation at the company. These efforts and others helped the company reduce its trash stream significantly. In fact, she noted that Earth Friendly Products went from 20 dumpsters of trash per week to one dumpster of trash per week. This saved the company \$110,000. In addition, the company’s recycling efforts since 2010 have resulted in recycling revenue totaling over \$180,000! (PowerPoint to be available at www.anjr.com)

The following is the registration list for the 5/7/15 meeting:

Speakers:

Steve Rinaldi, NJDEP, Bureau of Recycling and Hazardous Waste Management,

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Michael Kaufman, Cox Printers, mkaufman@coxprinters.com

Anthony Broccoli, Rutgers University, broccoli@envsci.Rutgers.edu

Jim Morris, Rutgers University, jmorris@docs.rutgers.edu

Nadereh Afsharmanesh, Earth Friendly Products, nadereh@ecos.com

Attendees:

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

Dan Balboni, Complete Recycling Solutions, DBalboni@crsrecycle.com

Angela Bonanno-Lynch, Bergen County Utilities Authority, abonanno-lynch@bcua.org

Stephen Boyle, Virtua Health, Inc., SBOYLE@virtua.org

Brian Brady, Premier Facility Management, brian@pfmgreen.com

Jeff Bryk, Direct Waste Services, JBryk@tfaresedirect.com

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SR: Minutes May 7, 2015