

The New Jersey WasteWise Business Network

November 13, 2017

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

From: Steven Rinaldi, Chair
New Jersey WasteWise Business Network
NJDEP, Bureau of Energy and Sustainability

Subject: Minutes from the Network meeting of November 2, 2017

Minutes:

Special Note: Thank you again to all who donated breakfast foods/coffee for the meeting! Your generosity was appreciated by all! SR

Next Meeting: The next meeting of the New Jersey WasteWise Business Network will take place on **Thursday, May 10, 2018** in Hamilton, NJ.

Welcome –Network Chair Steve Rinaldi (Steven.Rinaldi@dep.nj.gov) welcomed everyone and explained that the New Jersey WasteWise Business Network is the New Jersey chapter of the USEPA’s national WasteWise program, which is a program designed to help businesses and other organizations learn how waste reduction, recycling and recycled product procurement not only help the environment, but also their bottom line. Steve’s opening comments mentioned the recent DEP recycling awards, the new DEP radio public service announcements on recycling and the new DEP e-waste recycling listserv. Steve also briefly discussed China’s announcement that it was going to ban the receipt of certain recyclable materials by the end of this year and tighten its quality control standards for recyclable materials entering the country

The New Jersey Sustainable Business Registry – Helaine Barr, NJDEP, Bureau of Energy and Sustainability, Helaine.Barr@dep.nj.gov – Ms. Barr explained that the New Jersey Sustainable Business Registry was created to recognize and promote sustainable businesses, nonprofit organizations and higher education institutions across the state. There is no cost to join the registry. To become a member, companies and organizations need to create an online business profile and must: 1) submit a brief written description of five sustainable actions/practices that have been adopted; 2) identify one measurable environmental benefit from a practice; and 3) identify one cost savings from a practice. Eligible practices include waste reduction, waste reuse and recycling initiatives, as well as energy and water conservation programs and other initiatives. Ms. Barr discussed the numerous benefits associated with the program, such as free publicity and statewide recognition. (PowerPoint to be available at www.anjr.com)

Maintaining a New Jersey Green Business Chamber of Commerce – Allan Fliss, Founder and Executive Director, New Jersey Green Association, afliss@nj-green.org – The New Jersey Green Association is a non-profit organization that functions like a “Green Business Chamber of Commerce.” Mr. Fliss explained that the NJGA was established as a means of bringing businesses, educational institutions and virtually any organization that seeks to sustain our environment together. The purpose of the association is inform and educate businesses on sustainability issues that affect our state's green initiatives. One of the goals of the NJGA is to be a key source of information on sustainability for businesses, organizations, educational institutions, as well as the general public. In addition, Mr. Fliss explained that the NJGA offers idea exchanges on a broad range of green topics and provides networking opportunities for its members, which connects them to other green organizations in wide variety of other fields. (PowerPoint to be available at www.anjr.com)

Contamination of the Recycling Stream and the “Recycle Often, Recycle Right” Educational Campaign – Bill Lehman, Area Business Development Manager, Waste Management, Inc., BLEhman@wm.com - Mr. Lehman began his presentation discussing recent actions by the Chinese government that have negatively affected the global recycling industry. More specifically, he discussed China's import ban on several recyclable materials, their reduction of the contamination threshold to 0.3% for incoming recyclable materials and their suspension of all new import license approvals. These actions are having a major impact on the recycling industry, as well as on local recycling programs. Mr. Lehman indicated that these actions are the result of too much contamination in loads of recyclable materials and that the best response to this is an enhanced public outreach and education program for the public and for commercial generators. As such, Waste Management, Inc. developed its “Recycle Often, Recycle Right” educational campaign to help address this situation. Problem materials, such as plastic bags, were discussed, as well as some of the items that lead to confusion, such as what to do with bottle caps, clamshell packaging, etc. Mr. Lehman stressed that it is important to keep the recycling message simple to avoid confusion. Other issues, such as changes in packaging and the increase in packaging resulting from e-commerce, were also addressed. The company's Recycle Often, Recycle Right website found at <http://recycleoftenrecycleright.com/> includes educational resources for both residential and commercial recycling program managers. (PowerPoint to be available at www.anjr.com)

Zero Waste Strategies and Certification – Sue Beets-Atkinson, Zero Waste Advisory Council Chair, Green Business Certification, Inc. and SBM Site Services, Inc., SBeets@sbscorp.com – Ms. Beets-Atkinson explained that Zero Waste means designing and managing products and processes to systematically avoid and eliminate the volume and toxicity of waste and materials, conserve and recover all resources, and not burn or bury them. She also highlighted the many benefits associated with zero waste strategies, such as saving money, reducing greenhouse gas emissions and gaining a marketing advantage. Ms. Beets-Atkinson discussed highest and best use strategies to pursue and provided case studies of companies doing a great job on the road to zero waste. The steps to be taken on the road to zero waste were also laid out and discussed. Measuring your results – before and after program implementation – was another important point mentioned. Ms. Beets-Atkinson also stressed that a culture change is needed to make these programs work and that all staff must be on board with the new approach. The

importance of a continual education program was another important factor that was highlighted by Ms. Beets-Atkinson. (PowerPoint to be available at www.anjr.com)

Campbell Soup Company's Appetizing Waste Reduction and Recycling Program – Michael Downs, Sustainability Analyst, Campbell Soup Company, Michael_e_downs@campbellsoup.com – Campbell's operates 28 manufacturing facilities in the United States and around the world. Mr. Downs indicated that waste reduction, recycling and sustainability are important strategies at these locations. Mr. Downs noted that his company's various environmental initiatives have resulted in an 86% recycling rate, as well as significant reductions in greenhouse gas emissions and water consumed. In addition, the company has installed solar panels at several of its sites and has also implemented programs to enhance energy efficiency. Recognizing that food waste is a significant issue, the company has set a goal to halve per capita global food waste (by 2030) at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses. Mr. Downs also mentioned the company's asset recovery program promotes the reuse and recycling of food processing and electronic equipment. Campbell Soup Company has conducted waste audits as part of their waste reduction and recycling program to assess waste streams at their many different facilities. Mr. Downs also highlighted the waste education and awareness campaigns put in place for employees. Mr. Downs suggested that companies looking to advance sustainability programs should engage leadership, create a sustainability team and develop measurable goals. (PowerPoint to be available at www.anjr.com)

The following is the registration list for the 11/2/17 meeting:

Speakers:

Steve Rinaldi, NJDEP, Bureau of Energy and Sustainability, Steven.Rinaldi@dep.nj.gov
Helaine Barr, NJDEP, Bureau of Energy and Sustainability, Helaine.Barr@dep.nj.gov
Allan Fliss, New Jersey Green Association, afliss@nj-green.org
Bill Lehman, Waste Management, Inc., BLEhman@wm.com
Sue Beets-Atkinson, Zero Waste Advisory Council Chair, Green Business Certification Inc., SBeets@sbmcorp.com
Michael E. Downs, Campbell Soup Company, Michael_e_downs@campbellsoup.com

Attendees:

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Brenda Anderson, City of Newark, Andersonb@ci.newark.nj.us
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Ronda Fliss, New Jersey Green Association
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