

The New Jersey WasteWise Business Network

November 28, 2011

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

From: Steven Rinaldi, Co-Chair
New Jersey WasteWise Business Network
NJDEP, Bureau of Recycling and Planning

Subject: Minutes from the Network meeting of November 22, 2011

Minutes:

Welcome – Network Co-Chair Al Fralinger reviewed the three main concepts of WasteWise, which are waste reduction, recycling and recycled product procurement, as well as the benefits of WasteWise membership. Network Co-Chair Steve Rinaldi, (Steven.Rinaldi@dep.state.nj.us) congratulated Network members that have recently won NJDEP and USEPA recycling awards, discussed the meeting agenda and reviewed administrative details.

1. **Environmental Stewardship and Economic Growth Go Hand In Hand** – Wayne Staub, Director, NJDEP, Office of Economic Growth and Green Energy (Wayne.Staub@dep.state.nj.us). Mr. Staub discussed the role that his office plays in the NJDEP and its five major objectives, which are as follows: accelerate the transition to a clean energy economy; enable responsible and sustainable economic growth; provide resources on sustainability; foster environmental and energy innovation; and address climate change and global warming. It is important to remember that recycling is a key aspect of sustainability, with numerous environmental benefits (including energy savings) and economic benefits (including disposal cost avoidance).
2. **Pedals for Progress...Supplying International Economic Aid Through Reuse** – Dave Schweidenback, Founder and CEO, Pedals for Progress (pdls4@comcast.net). Pedals for Progress is a non-profit organization based in High Bridge, New Jersey whose mission is to provide bicycles to those in the developing world whose economic growth is held back due to their being little or no means of transportation available. Mr. Schweidenback's organization collects used bicycles in the northeastern United States through various collection events held in conjunction with businesses, municipalities and various groups and then ships the bikes all over the world to those in need. Thus far, Pedals for Progress has shipped over 133,000 bicycles to 37 countries. Pedals for Progress will supply posters, news releases and other advertising materials to those who would like to hold a collection event. Mr. Schweidenback also mentioned that his organization collects and ships used sewing machines to the developing world. This program is also significant because a sewing machine equals a job in the developing world. Pedals for Progress is not only helping the impoverished of the developing

world, but also is helping the local environment by keeping thousands of bicycles and sewing machines out of the waste stream.

- 3. Food Scraps Recycling by Composting: Opportunities for Sustainability Leadership. When Brown is Green!** – Nicholas J. Smith-Sebasto, Ph.D., Executive Director of the Kean University Center for Sustainable Studies (nsmithse@kean.edu). Dr. Smith-Sebasto discussed the deteriorating state of the world's soils, the consequences of soil degradation and what can be done to address this situation. A key strategy that can help remedy this situation is to recycle food waste and other organic material and then return the finished compost back to the soil as a soil amendment. Of particular note, is the concept of on-site in-vessel aerobic composting where food waste is composted over a very short period of time in an enclosed digester. This approach is used at Kean University. In this system, the finished compost is then used at the point of generation in landscaping and garden projects. In addition to avoiding landfill disposal costs and trucking costs, such an approach provides numerous environmental benefits, such as a reduction in greenhouse gas generation and natural resource conservation.

- 4. Outsmarting Waste Through Innovation...The TerraCycle Story** – Albe Zakes, Vice President Global Media, TerraCycle Inc. (albe@terracycle.net). TerraCycle, based in Trenton, NJ, started out by recycling food waste, using worms to break down the organic matter (known as vermicomposting), to produce all purpose plant food and plant fertilizers. Interestingly, the company reuses plastic soda bottles for its plant food product packaging. Over the years, the company's focus has broadened to include "upcycling" of other companies' packaging and other difficult-to-recycle materials, such as juice pouches, chip bags, candy wrappers, pens, and more. An example of what the company means by upcycling is the creation of a gym bag from potato chip wrappers. TerraCycle uses "waste brigades", which are most often school groups, to collect these items and ship them to the company. The company pays the brigades for most of the materials that they collect, but the funds must go to a school or a charity. Thus far, 35,000 schools have participated in TerraCycle's product brigades. The company is also looking to collect material through single and multi-stream collection centers at shopping centers. This concept is currently being tested at a Wal-Mart in southern New Jersey. TerraCycle has also produced a sustainability curriculum for schools. The company is now a world-wide organization.

Note: Thanks once again to PSE&G for hosting the meeting and sponsoring the breakfast. Thanks also to Al Fralinger for making the arrangements!

The following is the list of registrants for the 11/22/11 meeting;

Speakers:

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