



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Business Network

November 22, 2019

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

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

Subject: Minutes from the New Jersey WasteWise Business Network meeting of
November 13, 2019

Minutes:

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

Next Meeting: The next meeting of the New Jersey WasteWise Business Network will take place on **Thursday, May 7, 2020** 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 DEP's free educational program designed to help businesses and other organizations learn more about waste reduction, recycling and recycled product procurement. Steve highlighted the recent DEP recycling award winners who are also members of the New Jersey WasteWise Business Network - Monmouth University in the Institution category, IKEA Distribution Services North America in the Business category, Carolyn Brown-Dancy of Atlantic Health System in the Leadership category, Raritan

Valley Community College in the Outstanding Educator/Educational Program category and Waste Management of New Jersey, Inc. in the Recycling Industry category. In addition, Steve mentioned that at the national WasteWise program level, the Valley Hospital won the Partner of the Year award in the non-profit organization category and at the Region 2 WasteWise level, Ravitz Family Markets was among the winners. And finally, the Delaware River and Bay Authority was recently awarded the Northeast Recycling Council's Environmental Sustainability Leadership award. Steve also discussed America Recycles Day and the fact that recycling leads to reductions in greenhouse gas generation.

The DEP's Sustainability Speaker Series – Gina Gambacorto, NJDEP, Bureau of Sustainability, Gina.Gambacorto@dep.nj.gov – Ms. Gambacorto explained that the Sustainability Speaker Series (S3) is one of four programs administered by the Bureau of Sustainability – the others being the New Jersey WasteWise Business Network, the NJ Sustainable Business Registry and the Small Business Assistance Program. She further explained that the S3 program provides a forum to share ideas and strategies to expand social, environmental and economic sustainability in New Jersey. S3 meetings, each with its own unique sustainability theme, bring together experts and leaders from diverse sectors to discuss how organizations can incorporate sustainability into business decisions. Meetings are held at business locations throughout New Jersey and typically include a tour of the host company's operations. The program is free and open to businesses, colleges, government officials, schools, nonprofit organizations and residents. Visit <https://www.nj.gov/dep/aqes/s3.html> for additional information. (No PowerPoint used.)

Repair Cafes – Reuse/Waste Reduction that Benefits the Community – Lorraine Graves, United States Environmental Protection Agency, Region 2, graves.lorraine@epa.gov – Ms. Graves first explained that a repair café is a free community based meeting place to get a beloved but broken item repaired at no cost. One of the underlying principles behind repair cafes is to transform our throwaway society one item at a time. These events also allow those with repair skills to help the community and teach others how to repair various items. The typical items repaired at a repair café include small appliances (blenders, toasters), furniture, lamps, bikes, clothing, textiles, jewelry, toys, electronics and more. Ms. Graves stated that there are now 1,948 repair cafes in over 30 countries. The South Orange/Maplewood repair café was the first one established in New Jersey. Summit, Ridgewood, and Rutherford have also started their own repair cafes. To learn how to start a repair café, visit www.repaircafe.org. Also, check out the repair café video at <https://youtu.be/dX2Rc7OEGdY>. (PowerPoint to be available at www.anjr.com)

Green Purchasing and Waste Impacts and Innovations – Kevin Lyons, Rutgers Business School, klyons@business.rutgers.edu – Mr. Lyons explained that a “green” supply chain means integrating environmental thinking into supply chain management, including product design, material sourcing and selection, manufacturing processes, delivery of the final product to the consumers and end-of-life management of the product after its useful life. Among other benefits seen by those who adopt this approach are a reduction in waste and a reduction in waste disposal costs. Mr. Lyons also discussed the Rutgers Carbon Reduction Label concept, which would show the total greenhouse gas emissions/waste from every stage of a product's lifecycle, including production, transportation, preparation, use and disposal. Several green supply chain

initiatives developed in conjunction with private sectors partners were also highlighted. For example, Rutgers worked with UPS so that the trucks used to deliver items to Rutgers are fueled with biodiesel produced from Rutgers' cafeteria waste oils and fats. Mr. Lyons also discussed several innovative manufacturing and procurement initiatives that are under development with the City of Newark. (PowerPoint to be available at www.anjr.com)

TerraCycle's "Loop" Packaging Reuse Initiative – Benjamin Weir, TerraCycle, benjamin.weir@terracycle.com – Mr. Weir explained that Loop is a global platform that enables consumer product companies and retailers to shift from a disposable supply chain to a durable one. Simply put, Loop is akin to the old system where the milkman delivered milk to the home and took back the empty bottles to be cleaned and used again. In Loop, the consumer first pays a deposit and then orders a wide array of consumer products through an online platform. (Note - Loop products will soon be available in stores.) The products arrive at the consumer's home in reusable containers and after the product is used, the consumer returns the empty containers to TerraCycle via a specially designed tote. The product containers will then be cleaned, sanitized and used again. For example, where a standard deodorant container is used one time and then disposed, the deodorant container delivered through the Loop program could be reused 100+ times. As such, large quantities of packaging waste are avoided through this system. Loop was launched in May 2019 with inaugural markets in New York and Paris and will be expanding soon to other cities throughout the world. (PowerPoint to be available at www.anjr.com)

Case Study: Church & Dwight Co., Inc. – Waste Reduction and Recycling in the Office and Manufacturing Sectors – Vince Magda, Church & Dwight Co., Inc. - Vincent.Magda@churchdwight.com – Mr. Magda stated that Church & Dwight makes a variety of consumer products and has promoted sustainability for many years. He then described the company's attempt to establish an office recycling program wherein employees would have no recycling or waste bin in their office and be required to bring their recyclables and waste to one of numerous hallway drop-off locations. The program proved to be very unpopular and was scrapped in favor of a program that features deskside recycling containers with small "buddy" containers for waste. This strategy has proven successful and remains in place today. The company also promotes waste reduction through water bottle filling stations, a program that promotes reusable coffee mugs and cutlery and their toy reuse/donation program run in conjunction with Second Chance Toys. Mr. Magda described some of the key lessons that Church & Dwight has learned in regard to the development and implementation of office and manufacturing plant recycling and sustainability programs, including: communication is essential, getting buy-in from management and staff is critical, make sustainability programs relatable, education programs must be continuous, make it fun, make it local, be realistic in regard to your program goals, publish your results so people can see that they are making a difference, and remember that tiny changes can yield big results. (PowerPoint to be available at www.anjr.com)

The following is the registration list for the 11/13/19 meeting:

Speakers:

Steve Rinaldi, NJDEP, Bureau of Sustainability, Steven.Rinaldi@dep.nj.gov

Gina Gambacorto, NJDEP, Bureau of Sustainability, Gina.Gambacorto@dep.nj.gov
Lorraine Graves, USEPA, Region 2, Graves.Lorraine@epa.gov
Kevin Lyons, Rutgers Business School, klyons@business.rutgers.edu
Benjamin Weir, TerraCycle, benjamin.weir@terracycle.com
Vince Magda, Church & Dwight, Vincent.magda@churchdwight.com

Attendees:

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SR: Minutes November 13 2019