



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Business Network

May 9, 2023

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 5/4/23 New Jersey WasteWise Business Network webinar

Minutes:

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, recycled product procurement and sustainability. Steve also briefly discussed the upcoming annual DEP Recycling Awards program, which includes a new award category called the Recycled Products Procurement Star. The award nomination package will be made available by the end of May.

Introduction to the DEP’s Plan for Sustainability – Ky Asral, Chief, NJDEP, Bureau of Sustainability, Ky.Asral@dep.nj.gov – Mr. Asral first introduced the audience to the various programs managed by the DEP’s Bureau of Sustainability, which includes the New Jersey WasteWise Business Network, the NJ Sustainable Business Registry, the Sustainability Speaker Series, the Small Business Environmental Assistance Program and the Pollution Prevention program. Mr. Asral then introduced a new initiative that will be launched by the bureau later this

year, called the DEP's Plan for Sustainability. The Plan for Sustainability will be a tool that businesses can use to create a company sustainability plan based on measurable sustainable actions. The initiative is targeted at small and medium sized businesses that do not have sustainability or environmental staff. The program will include a "sustainability roadmap" that will guide users. It will include recommended sustainability strategies, information on benchmarking and setting goals, using metrics to measure progress, helpful resources and more. Mr. Asral mentioned that DEP, Bureau of Sustainability staff will provide technical assistance to businesses preparing plans. (PowerPoint to be available at www.anjr.com)

"Compostable," "Degradable," "Recyclable," "Recycled content," and Other "Green" Product Claims That Confuse the Public - The Federal Trade Commission Green Guides and their Impact on Waste Management – Matthew Karmel, Principal Attorney, Offit Kurman Attorneys At Law, Matthew.Karmel@offitkurman.com – Mr. Karmel first discussed how use of the above green product claims impacts the amount of contamination found in the recycling stream, decisions pertaining to recycling infrastructure and investment and the integrity of industry members and their products in the eyes of consumers. In order to provide marketers with guidance on green product claims, the Federal Trade Commission (FTC) established its Green Guides more than 20 years ago. By adhering to the Green Guides, it is hoped that businesses will avoid what is called "greenwashing" (i.e., making environmental claims about a product that are not true or are exaggerated). While the Green Guides are not legal requirements, there are legal mechanisms in place that can be used to enforce the provisions of the guide. The FTC recently concluded a public comment period regarding its draft update to the Green Guides. Among other topics that surfaced during the public comment period is the long-standing issue of what is hypothetically recyclable versus what is actually recyclable. (PowerPoint to be available at www.anjr.com)

Sustainable Asset Management – Reuse and Recycling Opportunities for the Business Sector – Robert Frustaci, President and Nelson Silva, Project Coordinator, Sustainable Asset Management/Premier Facility Management, bob@pfmgreen.com, nelson@sustainableassetmanagement.com - Mr. Frustaci introduced his company and its mission to help business and industry find reuse and recycling options for unusual waste materials that would otherwise be sent for disposal. Mr. Frustaci mentioned that he coordinates this work with numerous other organizations, such as charities, that are glad to receive usable goods. Several examples were highlighted in the presentation, including a project in New Jersey wherein 30 pallets of non-recyclable plastic bags were donated to food banks, a project that saw new toys with damaged packaging be sent to charitable organizations rather than the landfill and a project wherein 20,000 wooden crates full of airplane parts were salvaged instead of sent for disposal. (PowerPoint to be available at www.anjr.com.)

The Business Case for Reducing, Rescuing and Recycling Wasted Food – Victoria Phillips, Waste Reduction Consultant, Center for EcoTechnology, Victoria.Phillips@cetonline.org - Ms. Phillips explained that the Center for EcoTechnology is a non-profit organizations whose mission is to help people and businesses save energy and reduce waste. CET provides technical assistance, including evaluations of existing waste streams, identification of opportunities to prevent, recover and divert waste, creation of customized waste bin signage and development of cost analyses. CET's waste reduction efforts with various businesses and organizations have

resulted in 150,000 tons of food waste being diverted from disposal since 2013, which resulted in 70,000 tons of CO2 emissions avoided. Ms. Phillips highlighted several case studies wherein CET helped organizations reduce their food waste generation through various strategies, including its work with the Martin Luther King Jr. School in Paterson. (PowerPoint to be available at www.anjr.com)

Waste Reduction and Recycling Strategies at Firmenich, Inc. – Clare Lumkong, Director of Sustainability, Firmenich, Inc., clare.lumkong@firmenich.com – Firmenich is in the business of manufacturing fragrances, flavors and ingredients and has been in business since 1895. The company has several locations in New Jersey, including its Plainsboro office and its Newark manufacturing facility. Ms. Lumkong discussed the company’s various sustainability goals and programs, including Firmenich’s zero waste to landfill goal for all company locations (by 2025). Another key waste management goal for Firmenich is its plan to make 100% of its plastic packaging fully recyclable or reusable. Ms. Lumkong highlighted the various waste streams recycled by Firmenich, which includes paper, cardboard, glass bottles, aluminum cans, fluorescent light bulbs, pallets, drums, solvents, electronic waste, batteries and construction and demolition debris. An important means by which Firmenich translates its goals into actions is through its Green Guide, which is a comprehensive sustainability plan for all company operations. The Green Guide includes numerous facilities management operational best practices checklists, which help steer the company towards its sustainability goals. Ms. Lumkong also mentioned the importance of employee engagement and working with partners. (PowerPoint to be available at www.anjr.com)

SR: Minutes May 4 2023