



COALITION *for* RESOURCE RECOVERY

# Coalition for Resource Recovery: 2013 Recap and 2014 Plans

*Foodservice Packaging Summit  
Hosted by Global Green USA*



Washington, DC | December 12, 2013

# About Global Green USA

- We are the US Chapter of Green Cross International, founded by President Mikhail S. Gorbachev to foster a value shift to a sustainable and secure future by reconnecting humanity with the environment. We have over 30 national affiliates around the world.
- Global Green's programs use **catalytic projects** to create **sustainable urban environments** by merging innovative research, technical assistance, cutting-edge community based projects and targeted education and outreach.
- We are a 501c3 non-profit organization



# About Global Green USA's Coalition for Resource Recovery (CoRR)

- CoRR is an industry working group dedicated to combating climate change and **transforming waste to assets**, and assisting cities in reaching 70% waste diversion.
- CoRR conducts **pilots and related research** to identify and accelerate development of scalable, transferable waste diversion programs and technologies.



# A Coalition of Members

Action Env' I Group

BASF

Cascades Industrial  
Packaging

Chemol

Clean River Systems

Design & Source

Global Enviro

Green Bay Packaging

Green Box

Interstate Container

Jamba Juice

LBP Manufacturing

NatureWorks, LLC

Pratt Industries

Pratt Institute

Pret A Manger

SEaB Energy

Spectra-Kote

Transtech, Inc.

Waste Management

Wastequip

Western Michigan Univ.



# CoRR's Programs

## Recyclable Wholesale Transfer Packaging



# CoRR's Programs

## Commercial Food Waste Recovery



# CoRR's Programs

## Recovering Paper Foodservice Packaging



# Who CoRR Assists

Transforming Waste into Assets

## Farms



## Cities



## Restaurants/Grocers



## Schools





# A Few Key Findings

- We Have the Will
  - *Restaurants and schools want to recycle, but need it to be cost-effective for them and their haulers*
  - *Waste haulers will accept it if there is demonstrable acceptance (or demand) by paper mills*
- We Have the Technology
  - *Food scraps and most foodservice packaging can be recovered using existing infrastructure, where available*
  - *For paper, pilots with WMU and mills support this*

# A Few Key Findings

- Industry Coalitions are an Effective Model
  - *Bringing together the supply chain* can ensure that all needs are understood, and hopefully met
  - Example: Pret A Manger reached an estimated 55% diversion at 80% of their locations
- Public Agencies Can Play a Role
  - Example: the City of New York has proposed a ban on large producers landfilling food waste

# A Few Key Findings

- It's Gaining Momentum
  - Example: In 2012, Action Environmental Group, the largest hauler in NYC announced that **they now recycle post-consumer foodservice packaging from all their customers**
  - Starting with a CoRR pilot at 7 stores in NYC, 24% of *all* Starbucks' locations now offer front-of-house recycling for their cups

# 2013 Activities – Trays and Cold Cups

- Recyclable *and* compostable school lunch tray project with Parsons The New School of Design
- Supporting Jamba Juice in transitioning to a recyclable paper cup design

**RE**/SERVE  
RECYCLABLE      COMPOSTABLE



# 2013 Activities – Events and Tours

- Global Green USA's Foodservice Packaging Conference in Washington DC (April 2013) with focus on large venues
- Recyclable paper foodservice packaging mill pilots
  - Preparing video and case study of mill tours



# 2014 Work Plan – Events and Tours

## ➤ Opportunities

- Festivals and Marathons in NYC, DC, California



## 2014 Work Plan – Schools

- Sharing tray design with manufacturers and potentially promoting nationally
- Potentially working in San Francisco and East Bay to explore recoverable serviceware



# 2014 Work Plan – Paper Mills

- Paper Mill Case Study Series
  - We know that others are doing similar work
  - We are happy to coordinate data gathering and outreach
- MRF survey for paper cups
  - We have had some members request this kind of study
  - Any way we can coordinate our data gathering process? Help promote existing work and spread the word?



# 2014 Work Plan – NOLA Waste Analysis

- Working with the City of New Orleans and the Environmental Research and Education Foundation to do a waste characterization
  - Glass and paper recyclers are interested in sponsoring





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