

# Global Green USA and its Coalition for Resource Recovery (CORR)

## § Website:

<http://globalgreen.org> and [www.the\\_corr.org](http://www.the_corr.org)

## § Founded:

Global Green: 1994; GG Coalition for Resource Recovery: 2008

## § About:

Founded in 1994 by activist and philanthropist Diane Meyer Simon as the United States affiliate of Green Cross International, Global Green USA is a 501(c)3 non-profit organization whose mission is to foster a global value shift toward a sustainable and secure future by reconnecting humanity with the environment. Global Green is committed to creating sustainable urban environments and combating global warming through a unique, cross-cutting approach that merges innovative research, technical assistance, cutting-edge community-based projects, and targeted education and outreach.

Global Green has offices in Santa Monica, New Orleans, New York City and Washington, DC that work jointly to mitigate global warming by establishing affordable green homes, green schools, and sustainable neighborhoods as well as by advancing national and regional green building policies, resource recovery initiatives, and environmental advocacy and education. Through these efforts, Global Green succeeds in educating hundreds of millions of people annually; leveraging billions of dollars for environmental initiatives; implementing revolutionary environmental policies; stimulating the economy through workforce development and the creation of green jobs, and improving the overall quality of life for tens of thousands of people living in disadvantaged communities. Each aspect of Global Green's work reinforces the others, thus creating synergy and a high degree of leverage in effecting change, transforming markets and advancing policy.

Global Green's Coalition for Resource Recovery (CoRR) is an industry working group founded by and under the direction of Global Green USA that is dedicated to combating climate change and generating business value through transforming waste into assets. CoRR conducts pilots and related research to identify and accelerate development of scalable, transferable waste diversion programs and technologies.

To identify and facilitate waste diversion solutions achieving scale through a market based solution, CoRR combines a research and development model with a coalition structure. Support for a sustainable shift develops and expands through the process of conducting technical research and convening stakeholders. Pilots, projects, and stakeholder meetings yield both valuable answers to existing challenges, and result in increased support and participation in working toward a solution.

Global Green USA plans and coordinates each stage of the R&D process, including:

- Problem identification;
- Pilot planning & metrics development;
- Implementation & data collection (as needed);
- Analysis of results;
- Promotion; and
- Next steps planning

## §• **Packaging and waste sustainability programs:**

CoRR current programs address the waste streams generated by the accommodation, foodservice, and retail sectors.

### **Foodservice Packaging:**

Overarching Goal: Recycling paper foodservice packaging into valuable, high-quality materials in a cost effective manner.

2012 Goal: Identify mill outlets and cost-effective recycling collection and delivery systems to facilitate the development of redundant end-markets for recycling post-consumer paper foodservice packaging, ultimately achieving a national, self-sustaining market-based recycling solution.

Accomplishments: In 2008, Global Green's Coalition for Resource Recovery embarked on a journey to develop a cost-effective system to recycle paper food service packaging into valuable, high-quality material. Global Green worked with Starbucks Coffee Company and Pret A Manger to conduct two eight-week, in-store recycling tests. Due to these successful results and the associated press and outreach, a variety of paper mills have expressed interest in testing the viability of recycling paper foodservice packaging.

Current Activities: Global Green is coordinating a New York City recycling pilot which will include a minimum of 150 stores, five brands, and seven packaging types. Participation of 150 or more quick service restaurants will generate the post-consumer paper packaging material needed for mill, collection, and sorting tests. Through these tests, mill outlets and cost-effective recycling collection and delivery systems will be identified. Global Green will leverage the pilot's in-store infrastructure to commence a similar initiative for plastics packaging recycling.

### **Recyclable Wholesale Transfer Packaging**

Overarching Goal: Replace non-recyclable wax-coated wholesale transfer packaging with recyclable alternatives.

2012 Goal: Increase demand for recyclable coated wholesale transfer packaging for produce and protein by educating grocers and restaurants about recyclable wholesale transfer packaging.

Progress to Date: Documentation, promotion and conversion of the largest poultry plant in the U.S. to recyclable wholesale packaging. Hosting a series of field trips for members of its Coalition for Resource Recovery where participants got a detailed view of the box's life cycle through visiting box manufacturing facilities, farms, a commercial cooling facility, a produce auction and a distribution facility. The purpose of these trips was to bring coatings manufacturers together and to the field with box makers and growers to share insights and discuss solutions for replacing wax-coated boxes with a recyclable alternative. At every site, farmers and box-makers alike agreed on the importance of replacing wax-coated boxes with a recyclable alternative. Relationships developed are being leveraged for trials planned in 2012.

Current Activities: Coordinated pilot in Salinas Valley scheduled for spring 2012, the salad bowl capital of the world, featuring the piloting of CoRR-member recyclable boxes for a range of produce types.

## **Commercial Food Waste Recovery**

Goal: Accelerate the development of a reliable, environmentally sound, and economical commercial food waste recovery infrastructure.

Progress to Date: Hosted three conference in New York City in which the following topics were discussed: existing food waste recovery infrastructure servicing New York City, food waste recovery and New York City's sustainability plan, community and transportation related siting considerations, aerobic composting, anaerobic digestion, gasification, co-digestion, end markets for products from food waste recovery technologies, innovations in collection and logistics, and suitability of compostable packaging for the range of technologies.

Current Activity: Developing infrastructure plan for recovering the 1,100 tons per day of food waste generated by New York City's foodservice sector which includes an evaluation of technologies in the context of specific sites, collection and logistics options and innovations, as well as opportunities for source reduction and review of onsite technologies. A technical advisory committee, including representatives from the U.S. EPA's Office of Resource Recovery, University of Washington, Environmental Research and Education Foundation, has been formed to review and provide feedback on methods and analysis.

Future Plans: Conduct similar analyses and stakeholder dialogues in New Orleans, LA & DC

### **New Orleans**

New Orleans provides a unique opportunity to develop model recycling programs, increase recycling participation and infrastructure thereby spurring green tourism and jobs. To catalyze this shift, Global Green is hosting this conference to explore opportunities:

- To increase green economic growth through the local siting of recycling and organics recovery infrastructure
- To increase residential recycling participation through education and rewards/incentive-based programs; and
- For the New Orleans accommodation, retail, and foodservice sector to improve resource recovery, enjoy cost-savings, spur green tourism and infrastructure development through participation in innovative recycling and composting programs.

The meeting is scheduled for March 2, 2012.