



# Coalition for Resource Recovery

*Global Green USA’s Coalition for Resource Recovery is an industry working group dedicated to generating business value through creating a zero waste New York City. Through conducting pilots in New York City, the Coalition identifies and promotes scalable, transferrable waste diversion technologies and programs.*

As the largest city in the U.S., New York City (NYC) offers an unparalleled opportunity for a national replicable demonstration aimed at total solid waste stream diversion. New York City generates and exports 15,000 tons of residential and commercial waste to distant landfills each day resulting in a loss of valuable materials and the release of climate change causing greenhouses (GHG) at a cost to tax payers and businesses of \$450 million annually.

## GOALS

- Divert 580,000 tons of waste per year from landfills, saving businesses \$70 million in disposal costs
- Reduce greenhouse gases by 1.7 million tons per year, equivalent to taking 300,000 cars off the road
- Develop effective waste diversion technologies and programs, transforming New York City and other major markets worldwide

## MISSION & APPROACH

the Coalition for Resource Recovery is dedicated to generating business value through creating a sustainable, zero-waste New York City. CoRR’s activities include:

- Conducting pilots and bringing successful models to scale
- Evaluating environmental and financial performance of programs and technologies and disseminating objective, third-party reports of results
- Apprising the public, city, and businesses of progress toward waste diversion, cost savings, and greenhouse gas reduction goals
- Promoting effective technologies and programs

## ANNUAL MEMBERSHIP CONTRIBUTION LEVELS

Annual corporate membership dues are based on the organization’s annual operating revenues.

Annual Operating Revenue	Corporations	Government Agencies
\$100 million or more	\$11,000	\$1,000
\$10M – 100 million	\$6,000	\$1,000
Less than \$10 million	\$2,500	\$500

## COALITION MEMBERS

Members of the Coalition for Resource Recovery include:

- Action Carting
- Chemol
- Duro Bag
- International Paper
- Interstate Container
- Plasma Waste Recycling
- Pratt Industries
- Spectra-Kote
- Starbucks Coffee Company
- Tomra
- Western Michigan University Recycling and Coating Pilot Plant

The Coalition for Resource Recovery is a project of Global Green USA. Founded by President Gorbachev, Global Green USA is a national environmental organization addressing three of the greatest challenges facing humanity:

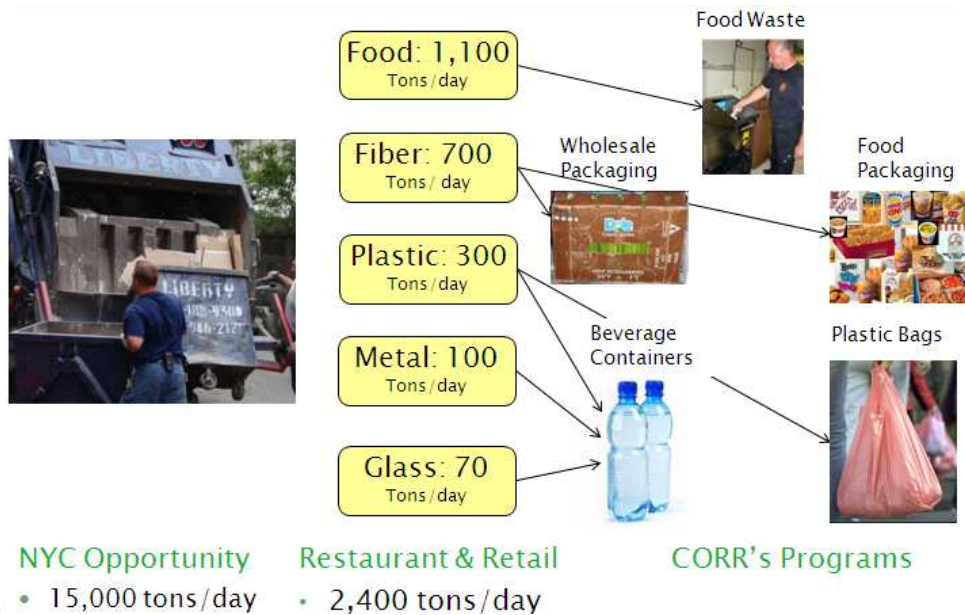
- \* Stemming global climate change by creating green buildings and cities.
- \* Eliminating weapons of mass destruction that threaten lives and the environment.
- \* Providing clean, safe drinking water for the 2.4 billion people who lack access to clean water.

Global Green's unique approach merges innovative research, cutting-edge community based projects and targeted advocacy that:

- \* Educates hundreds of millions of people annually
- \* Leverages billions of dollars for environmental initiatives
- \* Implements ground-breaking environmental policy

### PROGRAM ACTIVITIES

The Coalition will undertake programs based in the following streams to eliminate restaurant and retail waste.



### Recyclable Wholesale Transfer Packaging

Produce, seafood and poultry typically are shipped to restaurants and grocery stores in a cardboard box containing a moisture barrier that inhibits recycling. However, high performing, cost-competitive recyclable coatings are available, and boxes with recyclable coatings are identifiable through the Fibre Box Association recyclability seal.

The CORR's goal is to achieve 100% recyclable wholesale transfer packaging distributed through Hunts Point Food Distribution Center located in New York City's South Bronx, the largest food distribution center in the world. A successful demonstration at Hunts Point would have national implications for the procurement and ultimate recycling of Old Corrugated Cardboard.





## Coalition for Resource Recovery

The CORR will support this demonstration and transition to recyclable wholesale packaging by raising awareness about box options, coordinating trials to demonstrate performance in all application, and monitoring and reporting solid waste reductions, greenhouse gas reductions, and cost savings to key stakeholders.

### Closing the Loop on Coffee Cups and Other Fiber-Based Food Packaging at Fast Food Restaurants

Currently, fiber-based prepared food packaging, like coffee cups, are not recycled due to the coatings used and the absence of sorting programs at fast food restaurants. However, recyclable coatings exist, and in many countries, these materials are separated for recycling. Additionally, this fiber is valuable and in demand.



The CORR seeks to develop a recyclability protocol to certify fiber-based food packaging as a high grade secondary fiber that can be collected and recycled with cardboard boxes. With this designation and proper sorting mechanisms, spent food packaging can be collected with bundles of cardboard boxes, reducing the waste stream and adding significant quantities of fiber to the recycling stream. Once the protocol has been developed, pre-sort receptacles will be piloted.

### Commercial Food Waste through Onsite Reduction Technologies

Food waste is a significant portion of the waste stream throughout the US as well as in New York City accounting for 15% of New York City's commercial waste stream<sup>1</sup>.

A new category of technologies has emerged to process and reduce food waste onsite through mechanically removing its water content or through converting it to water or compost through microbial action. Estimates of food weight and volume reduction for these technologies range from 35%-90%. To accelerate the adoption of this class of technologies, CORR will site, test and serve as the 'Consumer Reports', to assist restaurateurs in understanding their performance and payback and providing needed feedback to technology providers to inform the next generation of technologies. Technologies will be evaluated for cost, performance, and environmental benefits in a range of restaurant types and results will be promoted through the National Restaurant Association.

### Plastic Bags

New York City uses 1 billion plastic bags annually, and it is estimated that less than 5% are recycled. Plastic bags negatively impact the city and the environment in numerous ways: They contribute to global warming, urban blight, negatively impact the recycling of other materials, and pollute the world's oceans.

CoRR seeks to reach millions of New Yorkers through a coordinated marketing campaign encouraging residents to bag their stuff in reusable bags and to always make sure they recycle. A key component of this campaign will be to bring Heal the Bay's Successful Day Without A Bag Campaign to NYC, reaching millions of New Yorkers through reusable bag distribution and media covering the event. On a specified day in December, holiday shoppers throughout New York City will be urged to forego the use of one-time use plastic bags in favor of reusable totes. A Day Without A Bag is a positive day of education and action, encouraging residents to take an immediate proactive step to stop global warming and improve the local environment.

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<sup>1</sup> Does not include c&d waste.



# **Coalition for Resource Recovery**

## **MEMBERSHIP BENEFITS**

Membership in the Coalition for Resource Recovery includes complimentary attendance for two corporate representatives at meetings of the NYC Coalition for Resource Recovery for one year and acknowledgement of being a member on the CoRR's website. Membership in the NYC Coalition for Resource Recovery does not constitute membership in Global Green USA or in the Board of Directors of Global Green USA.

Global Green USA, including all Global Green USA projects (e.g., CoRR), neither permits the use of its name, logo, or written materials for commercial purposes, including advertising, nor allows the suggestion of any endorsement, affiliation or sponsorship with any third-party's product or service, without its prior written consent. Members of the CoRR may indicate they are a "member of the Coalition for Resource Recovery" provided there is no indication of certification or endorsement of their product.

## **POLICIES**

Global Green USA is ultimately responsible and accountable for all actions of the Coalition for Resource Recovery. Global Green's President & CEO and Staff will make every effort to closely follow the recommendations of an elected Executive Committee (EC) appointed by the membership. However, the Director may modify or deviate from recommendations of the EC if they pose legal or fiscal liability to Global Green USA, or are contrary to already approved decisions regarding project management or implementation. The Director will notify the EC prior to taking actions that are contrary to EC and/or project team recommendations.

EC is authorized to request a meeting with the Global Green USA BOD if concerns are not being appropriately addressed by Global Green USA's Executive Director and Coalition for Resource Recovery staff.

### **Annie White (Key Contact)**

#### **Coalition for Resource Recovery Director, Global Green USA**

Annie White serves as the director of the Coalition for Resource Recovery, an industry working group inspired by cradle to cradle principles and dedicated to identifying, promoting, and implementing cost-neutral or better programs to divert, reclaim, recycle, and add value to waste. Annie's expertise lies in facilitating the collaboration of diverse constituencies to identify and implement innovative approaches to improve environmental and social outcomes. From 2003 to 2005, Annie served as the founding executive director of GreenBlue's Sustainable Packaging Coalition, an industry working group dedicated to realizing sustainable packaging solutions through supply chain collaboration. The Sustainable Packaging Coalition has grown from its nine founding member companies to over 150 members, and has been lauded as 'One of the most influential groups in packaging'.

While working with McDonough Braungart Design Chemistry and through independent endeavors, Annie has consulted with Fortune 500 clients on issues including: sustainable products and packaging, recycling, and sustainability reporting and communications. Clients include: Nike, Ford, Volvo, Wal-Mart, and Waste Management. Annie earned an MBA from the Ross School of Business and an MS in Sustainable Systems from the School of Natural Resources and Environment at the University of Michigan. She also holds a dual BS in Biology and Environmental Science from the College of William and Mary.



# Coalition for Resource Recovery

## ORGANIZATIONAL STRUCTURE

The following organizational structure will serve as the basis for discussions with founding circle members and the advisory committee to formalize the structure for the Coalition for Resource Recovery for 2009 and beyond. The model described below is the model employed by GreenBlue's Sustainable Packaging Coalition.<sup>2</sup>

The Coalition for Resource Recovery will operate through the productive efforts of participating companies, Global Green USA. The organizational structure of these relationships is outlined below and includes: Global Green USA Board of Directors (BOD), Global Green USA, Coalition for Resource Recovery Executive Committee (EC), and Coalition for Resource Recovery participants and Coalition for Resource Recovery Project/ Value Chain Workgroups (PWs). An Executive Committee will be established once membership in the Coalition reaches twenty companies. Until that time, all members will be play in an advisory role.



*Global Green USA Board of Directors (BOD):* A self-elected body which oversees all Global Green USA activities undertaken and ensures all work by Global Green USA furthers its mission. Therefore, the BOD has ultimate oversight of Coalition for Resource Recovery activities. Directors serve on a voluntary basis without financial compensation.

*Global Green USA President & CEO (P):* The Global Green USA Executive Director is a professional who serves as the managing director/executive officer of Global Green USA. The Executive Director manages the activities of the Global Green USA staff and serves as the primary contact between the staff and the Board of Directors.

*Global Green USA Staff (Staff):* A group of professionals who are responsible for carrying out the daily activities of Global Green USA. The Coalition for Resource Recovery Director is a senior member of Global Green USA who is responsible for and manages all aspects of Coalition for Resource Recovery activities. The Coalition for Resource Recovery Director serves as the primary point of contact for all parties involved in the Coalition for Resource Recovery.

<sup>2</sup>Sustainable Packaging Coalition's membership terms and governance model has been donated by GreenBlue.



## ***Coalition for Resource Recovery***

*Coalition for Resource Recovery Executive Committee (EC):* An advisory committee (6-10 members) whose purpose is to review all CORR activities & budgets and recommend appropriate decisions and actions to Global Green USA. The EC includes a senior member of Global Green USA, an appointed representative of CENYC as standing positions. The advisory will also include representatives from participating companies who will serve for a term for an agreed upon length to be determined.

*Coalition for Resource Recovery Members (members):* Any organization that qualifies for membership under eligibility in section F of this document and has been approved by Global Green USA based on those criteria. CORR members attend and participate in meetings, project workgroups and other educational activities. Each member organization has one vote within the CORR.

*Coalition for Resource Recovery Project/Value Chain Workgroup (PW):* Temporary and permanent groups that Coalition for Resource Recovery members form to jointly work on specific tasks which further the mission of the Coalition for Resource Recovery.

NYC Coalition for Resource Recovery Membership Registration Form			
<b>Name of Participant 1</b>			
Title		Company	
Address			
City	State	Postal Code	
Phone		Fax	
Email			
<input type="checkbox"/> Please check this box if you would <u>not</u> like your contact information included in the participant list distributed to other participants.			
<b>Name of Participant 2</b>			
Title		Company	
Address			
City	State	Postal Code	
Phone		Fax	
Email			
<input type="checkbox"/> Please check this box if you would <u>not</u> like your contact information included in the participant list distributed to other participants.			
<b>Membership Contribution Level</b>			
Contribution levels are determined by a company's gross annual revenue. Please check the appropriate contribution level. If annual operating revenue is under \$100 M, please submit documentation of revenues with registration form.			
<b>Corporate Annual Operating Revenue</b>		<b>Contribution Level</b>	
\$100 million or more		\$11,000 <input type="checkbox"/>	
\$10M – 100 million		\$6,000 <input type="checkbox"/>	
Less than \$10 million		\$2,500 <input type="checkbox"/>	
Payment Type (please circle one): Visa                      Mastercard                      Amex                      Check                      Send Invoice			
Please make checks payable to Global Green USA			
Name on Card		Billing Zip Code	
Card Number		Expiration Date	
Please return completed form to: Annie White, Global Green USA 2218 Main Street, 2nd Floor Santa Monica, CA 90405 Phone: 347.271.0243; Fax: (310) 581-2702 Email: <a href="mailto:awhite@globalgreen.org">awhite@globalgreen.org</a> <a href="http://www.thecorr.org">www.thecorr.org</a>			