



New York City 150 Store Foodservice Packaging Recycling Pilot

Restaurant Participation Guide

Call to Action

Global Green USA's Coalition for Resource Recovery is seeking **Quick Service Restaurants** to participate in a **150-store pilot** in New York City. The pilot project will inform the design of a cost effective, national recycling solution for foodservice packaging. Participating restaurants will have the opportunity to advance their sustainability and waste diversion performance, better serving customers seeking to lead a greener lifestyle. With the assistance of **Global Green USA**, your company will be ensured both ease of implementation and achievement of programmatic goals.

Progress to Date

Global Green worked with Starbucks Coffee Company and Pret A Manger to conduct two eight-week, in-store recycling tests. In 2009 Global Green worked with Starbucks testing the feasibility of recycling coffee cups and sleeves in 7 stores. In 2010, Global Green commenced a 3-store pilot with Pret A Manger to not only recycle coffee cups but a range of paper and plastic foodservice packaging items. Both pilots met established targets to merit additional testing—contamination rates decreased over time and there was no operational burden on the stores. Due to these successful results, many paper mills have expressed interest in testing the viability of post-consumer paper foodservice packaging as a feedstock.

Rationale for 150 Store Pilot

Global Green's goal is to develop redundant end-markets for paper food service packaging, ultimately achieving a national, self-sustaining market-based recycling solution. 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.

How to Participate

Participation in the pilot program is open to members of Global Green's [Coalition for Resource Recovery](#). To learn more about becoming a member, please click [here](#).

With membership, assistance from Global Green is offered through each of the following pilot stages:

Identify Specific Restaurants to Participate in the Pilot

Global Green will work with your company and recycler to identify the right number and which restaurants locations to include in the pilot program.

Identify Materials to Include in Pilot

Global Green will work with your company to identify which paper and plastic packaging items can be included in the recycling pilot. Building on the results of previous pilots and working with the prospective restaurant and its existing packaging suppliers, Global Green will identify which packaging items are a fit within the recycling pilot program. Packaging will be categorized accordingly: Recyclable within pilot program; Likely to be recyclable but lab testing will be needed; Unlikely to be recyclable within existing pilot program. Costs of lab testing are not included as part of membership. Please note that non-recyclable packaging items in your product line do not disqualify a restaurant from participation in the pilot, it means that the item(s) will be designated for the trash stream for the pilot program.

“Global Green USA provided a turn-key solution for Starbucks to test a new recycling concept in the NYC market. From on the ground support to technical analysis, Global Green ensured all aspects of the pilot were coordinated and well managed.”

– Jim Hanna, Director of Environmental Impact Starbucks Coffee Company

Communications & Bin Design

Through previous pilots, significant learnings on optimal bin design, bin placement, and customer messaging have been gleaned. As a CoRR member, your organization would have access to CoRR reports documenting these findings. In addition Global Green staff will provide feedback on prototype designs and bin messaging as needed. For the pilot, Global Green's preference is that restaurants will implement a three bin sorting system: metals, plastic and glass; paper foodservice packaging; and trash; however, alternative-sorting systems will be considered.

[CleanRiver™](#), a company focused on building recycling containers and programs, and who has developed systems for Tim Horton's and Prêt a Manger, has offered to donate 150 containers for in-store use for the pilot program. As a result of a unique patent pending design approach, the recycling containers provide the flexibility to expand from one to four streams and utilize 4-color customizable label/poster messaging options, to support optimal customer pre-sort. For companies who would like to utilize the donated bins, Clean River will provide labeling design and guidance. Each participating brand will be offered up to 30 containers with the objective of having 5 different restaurants brands participating in the program for R & D purposes.



3 Stream Back Wall Style,
53 USG
90-Degree Angle
Container Size:
22 x 22 x 30"high



Restaurants will only be charged for the cost of shipping for the bins. In exchange for this donation CleanRiver is seeking restaurant feedback on the performance of the bins, looking for ways to improve future designs. At the end of the pilot, stores may choose to keep their recycling containers, or return them to CleanRiver. Participants can customize their containers by choosing from a number of options:

- Color: blue, black, grey or brown
- Restrictive openings for: compost, paper, bottles & cans, comingle and more
- Number of streams: single, double, triple or quadruple
- Full color, graphic labels (may be branded)

Pilot Implementation

The goal of pilot implementation at the restaurant will be that there is no operational burden on participating pilot stores and that needed volumes and purity levels (minimal contamination) of collected material are achieved. Global Green will work with participating restaurants to develop educational and operational materials about the program for its employees, if desired. Global Green can provide occasional in-store spot checks at select restaurants stores in New York City as additional on the ground support. Global Green will work with the restaurant's recyclers to ensure the recyclables are being collected as specified for the pilot program.



4 Stream Back Wall Style
53 USG
90 Degree Angle
Container size:
22 x 22 x 30"high

Evaluation

Pilot success measures include in-store, material recovery facility, and mill performance. In-store success measures include that no additional operational burden be placed on participating stores and contamination is minimal. Global Green in conjunction with the members of its Coalition for Resource Recovery will conduct a waste sort on a sample of the recyclables generated by one or more of the restaurant outlets eight weeks after the launch of the pilot to determine the percent purity/contamination and to identify the key contaminants to further improve the recyclability of the material.

Success of the pilot over the course of the year will be determined by mills expressing interest in accepting post-consumer paper foodservice packaging as a feedstock on an ongoing basis and that this material can be cost-effectively delivered to them. For this measure, success is not just based on the performance of one restaurant brand but the group in aggregate. Global Green staff will coordinate and evaluate results of mill, collection, and sorting tests.

Promotion and Sharing Key Findings with CoRR Members

Global Green USA will work with participating restaurants to identify promotional opportunities and to craft press releases regarding the pilot as desired. To participate in the pilot program, Global Green USA requires that Global Green is described as a pilot partner in communications about the pilot program. As a pre-requisite for pilot support from Global Green USA, high-level findings from the pilot program would need to be shared with members of Global Green's Coalition for Resource Recovery and the foundations supporting this initiative.



About CoRR

The Coalition for Resource Recovery (CoRR) is a working group of companies, under the direction of Global Green USA, dedicated to combating climate change and generating business value by transforming waste into assets. CoRR identifies and promotes effective waste diversion technologies and programs by conducting pilot programs and related research initiatives.

The Coalition for Resource Recovery is a project of Global Green USA, a non-profit, 501(c)(3) tax-exempt organization. Started in 1994, Global Green is the U.S. arm of Green Cross International, which was founded by President Mikhail S. Gorbachev to foster a value shift toward a sustainable and secure future by reconnecting humanity with the environment. The organization works to create sustainable urban environments and combat global warming through a unique cross-cutting approach that merges innovative research, technical assistance, cutting-edge community based projects and targeted education and outreach.

Members Include:

- Action Carting
- BASF
- Bemis
- Chemol
- Clean River Systems
- DBB Partners
- Design & Source
- Duro Bag
- First Fiber Corporation of America
- Green Bay Packaging
- HAVI Global Solutions
- IESI
- Imerys
- Interstate Container
- LBP Manufacturing
- N&V International
- Pratt Industries
- Pratt Institute
- Pret A Manger
- Spectra-Kote
- Starbucks Coffee Company
- Transtech
- Ulterion
- Waste Management
- Western Michigan University

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