

BEYOND THE BIN - ADVANCED RESOURCE CONSERVATION

Presented by
Catharine Lurie with Eco-Cycle®

Agenda

- Introduction
- Why go Beyond?
- Four Basic Principles
- Beyond the Bin - Case Studies
- Achievable Challenges
- Creating incentives - Earning your Stripes



- Founded 34 years ago
- One of the largest not-for-profit recyclers in the U.S.
- Started one of the first curbside recycling programs in nation
- Created the first Center for Hard-to-Recycle Materials (CHaRM) in the U.S.



Eco-Cycle's Hard-to-Recycle collection services include:

- E-scrap (computers, TVs, etc.)
- Styrofoam (block foam)
- #2 and # 4 Plastic bags
- Textiles and shoes
- Books
- Fire extinguishers
- Toilets and sinks
- Bicycles and parts
- Cooking oil
- Scrap metal
- And more...





In 2006 Eco-Cycle started collecting Hard-to-Recycle items at businesses.



The Process for Hard-to-Recycle materials

1. Identify materials
2. Find a viable market for the material
3. Partner with businesses (preferably local) to collect the material

Why go beyond?

Just a sample...

- ↓ Reduced need for virgin materials
- ↓ Reduced demand for energy
- ↓ Less pollution
- ↑ More jobs



HOW TO GET TO

0

A large, bold, black number zero is centered over a satellite view of the Earth. The Earth's surface is shown in shades of blue and white, with clouds and landmasses visible.

The Four Basics



- Step 1: Commit
- Step 2: Single-Stream Recycling
- Step 3: Compost
- Step 4: Hard-to-Recycle

Commit

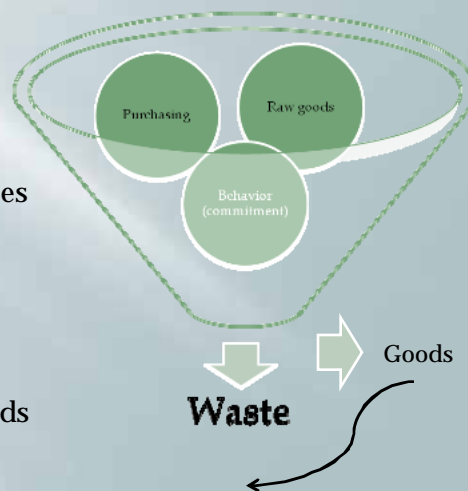
Evaluate...

What is coming in?

Purchasing practices
Raw materials

What is going out?

Waste stream
Manufactured goods



Commit



Goal setting

- Today
- Tomorrow

Single-Stream Recycling

- Basic, but important
- First step towards behavior change



Making the leap

Step 3 and 4 take more commitment but provide a bigger reward...



Compost

- Harder to implement than single-stream recycling

- Barriers:
 - New behavior change
 - Cost
 - Infrastructure

But...

Big bang for your GHG buck!



Hard-to-Recycle

- Critical to reducing most toxic waste
- Public, private partnerships key to success
- Can't get towards Zero without it!



Beyond the Bin Creative Approaches

Hard-to-Recycle Case Studies

University Bicycles – Creative partnerships

Pharmaceuticals – A collective challenge

University Bicycles

A Boulder favorite, opened its doors in 1985 and one of the largest bike shops in town.



University Bicycles

Like all bike retailers, University Bicycles has large volumes of Hard-to-Recycle items, including:

- Bike tires
- Bikes tubes
- Scrap metal
- #2 and #4 plastic bags

University Bicycles

The Hard-to-Recycle Challenge:

Scrap metal and plastics bags had established markets...

but **not** bike tires or bike tubes.



University Bicycles

How they did it!

1. Committed to Zero Waste
2. Already recycled
3. Created partnerships
4. Made it easy
5. Employee training



University Bicycles

Partnerships!

Bike Tires – Magnum
Recycling in Hudson

Bike Tubes – Green Guru, are
turned into bike messenger
bags



University Bicycles

Made it easy

Color coded bins with
simple guidelines

Employee training!



University Bicycles

Results:

Before: 6 yards of trash 3 X per/week

Recycled = 2 yard dumpster hauled 2 X per/month

Today: 6 yards of recycling 3 X per/week

Trash = 2 yard dumpster hauled 1 X per/week

Bonus! Improved employee morale, and great PR

Pharmaceuticals

Boulder County, home to large
pharmaceutical companies such as...

- Array Biopharma
- Thermo Fisher
- Microphage
- Merck
- Roche
- Amgen

Pharmaceuticals

Pharmaceuticals create large volumes of Hard-to Recycle materials, including:

- #6 White Block Foam
- #2 and #4 plastic stretch wrap
- Electronics
- Pipette trays

Pharmaceuticals

The Hard-to-Recycle Challenge:

#6 white block foam, plastics wrap and electronics have established market, but **not** pipette trays



Pharmaceuticals

The pipette tray challenge

Pipette trays are:

- Used to make pharmaceuticals
- Are single-use containers/cannot be reused
- Made of virgin #5 polypropylene or # 7 plastic
- Cannot be recycled through single-stream
- A huge volume of pharmaceutical waste

Pharmaceuticals

Finding a solution

- Eco-Cycle and participating companies created a partnership
- Pipette tray “pilot” was implemented
- Viable local market – Buckles for bags
- Collection of pipette trays
- Goal: need 40,000 lbs of material = one trailer

Achievable Challenge

The pipette tray pilot

- Storage is a challenge for both parties
- Cannot accept #7 pipette trays
- Coordination with local processors and local buyers

Achievable Challenge

Exciting opportunities beyond the bin

- Partnerships
- Feeding and creating local markets
- Resources are saved from the landfill
- Manufacturer responsibility = Closed-loop recycling

Creating Incentives

In 2005 Eco-Cycle initiated the “Earn your Stripes” campaign

Window decal identifies participating businesses as a Zero Waste Community Partner

Stripes are visible on storefronts

Each “Stripe” is earned when a new material is diverted



Questions?

Contact Information:

Catharine Lurie 303-990-1783

Email: Cathy@ecocycle.org

www.ecocycle.org

