

Addressing Packaging Waste in Alameda County

Strategies and Opportunities



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CalRecycle Packaging
Workshop

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STOP WASTE
at home • at work • at school

Today's Talk

- ❑ What is StopWaste
- ❑ Our path to packaging
- ❑ Reusable Transport Packaging
- ❑ Food Service Ware Packaging
- ❑ Packaging LCA & Labeling



STOP WASTE

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- Countywide public agency with 17 member agencies, 1.4 M pop.
- Mission is to reduce waste
- Programs in Business Recycling/Composting, Green Building, Bay-Friendly Landscaping, Environmental Purchasing, proper hazardous waste disposal
- Funded by per ton disposal fees



RECYCLING

NOW IT'S THE LAW

FOR

BUSINESSES

AND

**MULTI-FAMILY
RESIDENCES**

UNDER 10 BY 2020

2008

60%

2012

42%

2020

<10%

ESTIMATED % OF RESIDENTIAL GARBAGE THAT'S READILY RECYCLABLE OR COMPOSTABLE

Product Decisions Overview

- Adopted PD Targets in FY 11/12 per strategic plan
 1. **Waste Prevention:**
 - Institutional Food Service/Commercial Cafeterias
 - Reusable Transport Packaging
 2. **Household Hazardous Waste:**
 - Product Alternatives
 3. **Recycled Content:**
 - Bulk Compost
 - Bulk Mulch
 - Building Materials
 4. **Hard To Recycle:**
 - Institutional and Commercial Food Service Ware & Packaging
 - Packaging Life Cycle Analysis and Recyclability Labeling
- Adopted Single Use Bag Reduction Ordinance

Product Decisions Overview

- Adopted PD Targets in FY 11/12 per strategic plan

- 1. Waste Prevention:

- Reusable Transport Packaging

- 4. Hard To Recycle:

- Institutional and Commercial Food Service Ware & Packaging
 - Packaging Life Cycle Analysis and Recyclability Labeling



Waste Prevention

Reusable Transport Packaging

Reusable Transport Packaging

90% of businesses in Alameda County with appropriate shipping and receiving circumstances are utilizing reusable transport packaging when economically advantageous.



Top 5 Materials Landfilled from Commercial Sector

1. Food Waste
2. Other Paper
3. **Uncoated Cardboard Boxes**
4. **Unpainted Wood Pallets**
5. **Film Plastics Stretch Wrap**



Approach

- Workshops & Trainings
- Web-based tools
- Technical Assistance
- Cost Benefit Analysis
- Facilitate Vendor/Supplier Conversation
- Follow-up to monitor and assist
- Case Study Development
- Funding Assistance
- Toolkit for Other Agencies & Partners

What We've Achieved (known)

- Workshops & Trainings – 22 in 3 states with 868 attendees
- Technical Assistance – 200+ since 2010
- Waste Prevented: 3,416 tons
- GHG Reduction: 13,385 tons and growing
- Case Study Library: 16+ online w/ 5 printed
- Funding Assistance - ~\$120K leveraging > \$1.4m total project value
- Resources for Other Agencies & Partners

Challenges & Opportunities

- Limited level of influence
- Project complexity
- Geography
- Long project timelines
- Funding
- Depth of expertise (we've got it)
- Lots of opportunity
- Multiple Benefits
 - worker safety/improved ergonomics
 - labor savings
 - operational efficiency
 - WP/GHG
- Points of connection with other communities



Hard to Recycle

Food Service Ware & Packaging

Food Service Ware & Packaging

90% of **Institutional** and **Commercial** customers with separate organics collection purchase and **use readily reusable/recyclable/compostable** food service ware and packaging.



Approach (in development)

- Baseline Data
 - What type of FSW is currently being purchased, used and discarded in Alameda County
 - Pilot Clean Water Fund's *ReThink Disposables* campaign with institutional dining, restaurant/cafes

- Education & Outreach
 - Model purchasing policies
 - Framework for making preferred FSW purchasing decisions (reduce, reuse, recycle, compost)
 - Share success stories
 - Reusable, Recyclable and Compostable (not including compostable plastics) Food Service Ware products list



Compostable Plastic Food Service Ware Challenges & Opportunities

- ❑ Labeling and Identification issues
- ❑ ASTM standards need revision
- ❑ Consumer and Generator Education
- ❑ Impacts on OMRI/Organic certification
- ❑ Contaminates in recycling/organics stream



Hard to Recycle

Packaging LCA & Labeling

Packaging LCA & Labeling



Approach (in development)

Engage Businesses with education and incentives so they adopt recommended tools and use them to make informed and sustainable packaging decisions.

□ Education & Training

- Essentials of Sustainable Packaging Class
- Packaging Design for Sustainability Guidance
- LCA Tools for Sustainable Packaging
- The How2Recycle Label and why it should be on your packaging

□ Incentives (under exploration)

- Free access to LCA tools (via StopWaste site license)
- Free LCA analysis and recommendations report (conducted by SW staff or consultant)
- Subsidies for labeling

Challenges & Opportunities

- “Sustainable” and “recyclable” can be at odds
- Limited level of influence over large brand owners
- Hard to reach target audience (packaging designers/engineers)
- Strong relationship with SPC – they are the right partners
- Existing tools/filters are credible and available



THE BATTLE OF THE BABY FOODS

THANK YOU!

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