



NYC Coalition for Resource Recovery (CORR)

Global Green USA Announces Founding Members of NYC Coalition for Resource Recovery to Save Big Apple Money and Reduce CO2 emissions by Zeroing out Waste

Twenty-Seven Leading Corporations and Organizations Join Together at Kick-Off Meeting

October 28, 2008 – New York, NY – [Global Green USA](#) recently announced its innovative [Coalition for Resource Recovery](#) to dramatically reduce the waste stream and associated greenhouse gas emissions from transporting and disposing of this food packaging waste in New York City. To date, Global Green has enrolled six Founding members including:

- Action Carting Environmental Services
- Chemol Co
- Interstate Resources
- Pratt Industries
- Tomra
- Turner Foundation

On Oct. 1st, representatives from twenty-seven organizations, ranging from coatings manufacturers to restaurateurs, met at the Paley Center for Media in New York, NY to discuss ways to work collaboratively to generate business value through creating a zero waste New York City.

Over 15,000 tons of residential and commercial waste is exported to distant landfills each day resulting in a loss of valuable materials and the release of greenhouses which cause climate change. Achieving 70% waste diversion in New York City's accommodation and food service sector is estimated to reduce greenhouse gases by 1.7 million mtCO₂e/year, or the emissions released from the consumption of 4 million barrels of oil.¹

The Coalition for Resource Recovery seeks to reverse this trend by launching pilot programs in New York City to design materials for recovery and to reclaim them. Initial target areas include: Commercial food waste and food and beverage packaging. Due to the high cost of tipping fees and value of material the secondary market, it is believed that many of the materials once considered waste can now generate business value.

At the meeting, participants expressed interest in pursuing recovery programs for waste streams including: Wholesale packaging, beverages containers, commercial food waste, single use bags, and fiber-based prepared food packaging.

Opportunities discussed include a demonstration pilot at Hunt's Point Food Distribution Center to demonstrate the performance, cost savings, and environmental benefit of transfer packaging certified by the Fiber Box Association as recyclable. Another proposed program involves piloting onsite food waste reduction technologies at participating restaurants. And, one of the most ambitious programs is

¹ Tonnage based on CA waste characterization percentages. CIWMB. 2006. Targeted Statewide Waste Characterization Study: Waste Disposal and Diversion Findings for Selected Industry Groups and 2004 Commercial Waste Management Study data for commercial putrescible waste and percent contribution from various commercial sectors. Estimated GHG gas emissions are calculated using EPA's Warm tool assuming national average for landfill methane capture and US EPA's Greenhouse Gas Equivalencies Calculator.



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to design fiber-based prepared food packaging like coffee cups so that they can be recycled with old corrugated cardboard or mixed waste paper.

While the programs are ambitious, it was noted that many municipalities, like Seattle, Toronto, and many more, have set ambitious waste diversion goals and have targeted food and food and beverage packaging as a major reduction opportunity. The NYC Coalition for Resource Recovery seeks to facilitate this transition through collaborating with companies to realize the business benefits of waste diversion and to resolve key challenges. For more information on program or to view the meeting summary, please visit: www.thecorr.org.

Meeting participants included representatives from the following organizations: Action Carting; Alcoa; BASF; Coca Cola Company; Colling Swift, & Hynes; Columbia University; Container Recycling Institute; Coalition for Resource Recovery; Design & Source Productions; Dopaco; Durst Organization; Eco-Logic Strategies; Estee Lauder; Fiji Water; Green Order; HAVI Global Solutions; International Paper; MeadWestvaco; Pratt Industries; Spectrakote; Interstate Container; National Recycling Coalition; Salsberg Group; Sprint Recycling; Summit Foundation; Tomra; and Voss Water.

The [Coalition for Resource Recovery](#) is a project of [Global Green USA](#). Founded in 1993 by activist and philanthropist Diane Meyer Simon, Global Green is the American Arm of [Green Cross International \(GCI\)](#), which was created by President Mikhail S. Gorbachev to foster a global value shift toward a sustainable and secure future by reconnecting humanity with the environment.

Companies that join the Coalition for Resource Recovery's Founder's Circle by Nov. 15th will be announced at [Global Green's 9th Annual Sustainable Design Awards](#) and will be featured in the tribute journal for the event.

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