

AZ Recycling Coalition Conference

August 9, 2011

**Reuse Alliance -
Increasing Membership and Relevance
in the States**

Presented By Nicole Tai



www.ReuseAlliance.org

Common Goal of Recycling & Reuse

To Change Perceptions & Actions: Materials are Resources, Not Waste!

- Provision of goods & food constitutes **42% of the GHG** emissions*
- Green materials management practices, such as **reuse**, have positive **social, environmental and economic impacts**

* Source: EPA Study on GHG Emissions “A Systems View”

Reuse

Resource Recovery & Reuse: It's Nothing New!



What is Reuse?



What is Reuse?

- Simply stated, **reuse** is extending the life of an item by using it more than once (same or new function).
- By taking useful products & exchanging them without reprocessing (i.e. recycling), reuse help us save \$, energy & resources.
- It offers quality products to those with limited means, while generating jobs & business activity that contributes to the economy.

Categories of Reuse

- Conventional Reuse (use as-is)
- Creative Reuse (upcycle/repurpose)
- Reclamation / Salvage (bldg materials)
- Adaptive Reuse (entire buildings)
- Refurbish / Remanufacture
- Refillable / Reusable (i.e. packaging)
- It even includes Regifting!

Types of Reuse Orgs

- Building Materials Reuse Centers
- Creative Reuse Center
- Thrift Stores, Consignment Shops
- Virtual/Online Materials Exchanges
 - Residential, Commercial, In-house, Specialty:
Building Materials, etc.
- Furniture Refurbishing/Remanufacturing
- and much more...

Drivers for Change

- Increasing cost of energy & other resources (raw materials)
- Recognition of the value of reusables
- Web connections foster reuse
- Thrift economy is returning
- Need for more green collar jobs

Realizing Value of Reusables



We're More Connected

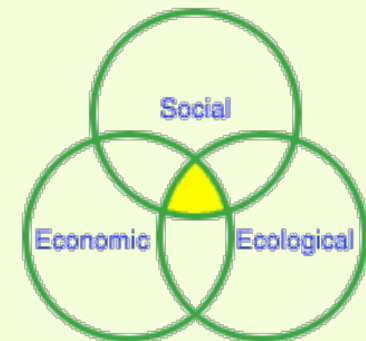
Changes in Exchanges of Info & Stuff



Reuse & the Triple Bottom Line

Consider the positive impacts of a Reuse Service has on its community:

- Social (People)
- Environmental (Planet)
- Economic (Prosperity)



Ex: MFTA (Creative Reuse Ctr)

- **Social** - Provides free art & other materials to nonprofits & schools
- **Environmental** - Diverts valuable resources from landfill; promotes resource conservation; reduces need for energy & raw materials
- **Economic** - Provides cost savings to donors & recipients (avoided disposal, avoided purchase, tax benefits); provides green collar jobs

Measuring Impact

Data sets that help us assess impact:

- # of tons diverted from the landfill
- \$ avoided disposal costs (donor/seller)
- \$ avoided purchase costs (recipient/buyer)
- \$ value of materials donated (donor)
- \$ revenues earned (donor/seller)
- # of job created or retained
- # of families/individuals/orgs assisted

Reuse Stats at Work

Reuse is the Original Green Collar Job:

- Incinerate 10k tons of materials = 1 job
- Landfill 10k tons = 6 jobs
- Recycle 10k tons = 36 jobs
- Reuse 10k tons = 28-296 jobs

Sources: EPA, "Resource Conservation Challenge: Campaigning Against Waste," EPA 530-F-02-033, 2002, and Institute of Local Self Reliance

Our Mission & Vision

- The Reuse Alliance is a national [501(c)3] nonprofit that works to increase awareness of reuse by educating the public about the social, environmental and economic benefits of reuse.
- We envision a world where people are actively engaged in the reuse movement and as a result have created a cleaner environment and a greener economy for their communities.

Our Work

The Reuse Alliance:

- Brings individuals & organizations together to develop a “reuse community”
- Provides forums for useful discussions
- Educates the public about reuse
- Provides networking & training
(“Master Reuser”, state summits, nat’l conferences, etc)
- **Advocates for reuse** (e.g. ensured reuse was in DOL’s green collar job definition, reuse in EPA’s WaRM model, working on Nat’l Reuse Day, etc)

The Need

We're here to help:

- Change perceptions - *“Materials that can be reused are resources, not waste!”*
- Increase public access to reuse opportunities
- Develop reuse infrastructure - a challenge given our logistical difference from recycling
- Spark innovation, cooperation, & communication among the Reuse community

Our History

- 2005: Formed as a NYC reuse network
- 2008/9: Launched as a national network
- 2009: Hosted reuse track at Nat'l Zero Waste Conf, launched 1st state chapter
- 2010: Organized 1st national reuse conference and several state summits; implemented 1st round of Master Reuser Certificate Program; received 501c3 status from IRS, launched chapters

Our Services

- Training Workshops (Master Reuser)
- Conferences/Networking Opportunities
- R&D Projects
- Online Resources
- Discussion Forum
- Donation Referrals
- Proposal Reviews & Letters of Support

Reuse Conferences

ReuseConex 2012

- 2nd National Reuse Conference & Expo
- Oct 18-20, 2012
- DoubleTree Inn
- Portland, Oregon
- Website: www.reuseconex.org

Reuse Summits

Past/Future Reuse Summits

- National – Boston, 2009
- Northern California – San Fran., 2010
- Carolinas – Asheville, 2010
- National – Raleigh, 2010
- Southern California – LA, 2011
- Minnesota – St. Paul, 2011
- Southern California – Los Angeles, 2011
- National – Portland, 2012

Our Chapters

We currently have six state chapters:

- California
- Minnesota
- New York
- North Carolina
- Oregon
- Texas
- *With more on the horizon ... Arizona?*

Our Chapters

Reuse Alliance California

- Chapter Coordinator: Nicole Tai (me!)
- Contact: nicole@reusealliance.org
- Working on:
 - Developing Network/Steering Cmt.
 - Hosted/hosting 2 regional reuse summits, meetings & social hours (San Fran, LA)
 - Speaking engagements to promote reuse and the chapter

Our Chapters

Reuse Alliance Minnesota

- Chapter Coordinator: Arielle Courtney
- Contact: arielle@reusealliance.org
- Working on:
 - Developing Network/Steering Cmt.
 - Implemented Reuse Sector Survey
 - Developing a Reuse Sector Data Standard
 - Hosting 4 GreenDrinks Events

Our Chapters

Reuse Alliance North Carolina

- Chapter Coordinator: Jessica Moore
- Contact: jessica@reusealliance.org
- Working on:
 - Developing Network/Steering Cmt.
 - Hosted 3 Reuse Rodeos (community reuse/donation days)
 - Reuse Resources (What to Know, Before You Throw)

Our Chapters

Reuse Alliance New York

- Chapter Coordinator: Harriet Taub
- Contact: harriet@reusealliance.org
- Working on:
 - Received funding for web-exchanges
 - NY Biomass Trader
 - NY C&D Material Trader

NY Biomass Trader

The screenshot shows a Windows Internet Explorer browser window displaying the NY Biomass Trader website. The browser's address bar shows the URL <http://biomass trader.org/ny/>. The website header includes navigation tabs for "Member, Biomass Trader Network", "Food Trader", "Ag Trader", and "Biomass Trader". Below the header is a banner with the text "NEW YORK BIOMASS TRADER WHERE ORGANIC WASTE BECOMES A RESOURCE" and a row of seven images illustrating biomass and energy production. The main content area features a "News and Info" section with several articles, including "New Waste to Biogas Mapping Tool Pacific Southwest" and "Auto powered by wood pellets". A "Browse Listings" section is visible at the bottom of the main content area. The browser's taskbar at the bottom shows several open applications, including "Free Cal...", "New Yo...", "CHASE ...", "POWER...", "RA - NY...", "RA - NC...", and "New Yo...". The system tray shows the time as 11:03 AM and the battery level at 110%.

Member, Biomass Trader Network

Food Trader Ag Trader Biomass Trader

NEW YORK BIOMASS TRADER
WHERE ORGANIC WASTE BECOMES A RESOURCE

Tell a Friend | Contact Us | Help

Navigate

- Home
- Browse Listings
- Events
- Directories
- News and Info
- Sponsors

Members

News and Info

[New Waste to Biogas Mapping Tool Pacific Southwest](#)
This tool is designed for decision-makers with significant technical expertise in the fields of waste management, wastewater treatment, and renewable energy. This includes businesses, state and local governments, and non-profits.

[Auto powered by wood pellets](#)
\$20 of fuel per 120 miles

[Biomass Heating Plants becoming unaffordable](#)

[Massachusetts Biomass Reg's slows power plant growth](#)
Industry says regulations will stifle growth of once-heralded alternative power source

[Result Page]:
[<< << [1] [2] [3] [4] >> >>]

Item (1..4) of 13

Browse Listings

Done

Internet | Protected Mode: On

110%

11:03 AM

NY C&D Material Trader

The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.cdmaterialtrader.org/ny/>. The browser's address bar shows the URL, and the page title is "New York C&D Material Trader". The website header features the "REUSE MARKETPLACE" logo and a "Member, C&D Trader Network" badge. Below the header is a green banner with the text "NEW YORK C&D MATERIAL TRADER WHERE REUSABLE BUILDING MATERIALS FIND A NEW HOME" and several images of building materials like bricks, lumber, and a "BUILD GREEN" sign. The main content area includes a "News and Info" section with links to "C&D Trader hits the News..." and "Welcome to the NY C&D Material Trader, a service of Reuse Alliance!". There is also a "Browse Listings" section with a search form containing fields for "Search For", "Type" (set to "All"), and "Search Area" (set to "New York C&D Material Trader"). A "Search" button is located below the search area. The browser's taskbar at the bottom shows several open applications, including Firefox, Archive, RA NYSWA C..., RA NC BM R..., and New York C&D... The system tray shows the time as 11:05 AM and the date as 11/05/11.

Our Chapters

Reuse Alliance Oregon

- Chapter Coordinator: Joe Connell
- Contact: joe@reusealliance.org
- Working on:
 - Network / Steering Committee Development
 - Helping to develop and implement ReuseConex 2012, 2nd national reuse conference & expo

Our Chapters

Reuse Alliance Texas

- Chapter Coordinator: Ramona Brady
- Contact: ramona@reusealliance.org
- Working on:
 - Network / Steering Committee Development

Contact Us!

MaryEllen Etienne
Executive Director
maryellen@reusealliance.org

Website:
www.reusealliance.org

Choose to Reuse!
For People, Planet & Prosperity

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