

Reusable Transport Packaging

Improving Business through Reuse



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Forum

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STOP WASTE
at home • at work • at school

Today's Talk

- What is StopWaste
- Our path to Reusables
- What Are Reusables
- What We've Achieved
- What's Next
- How to Realize the Benefits
- Resources available



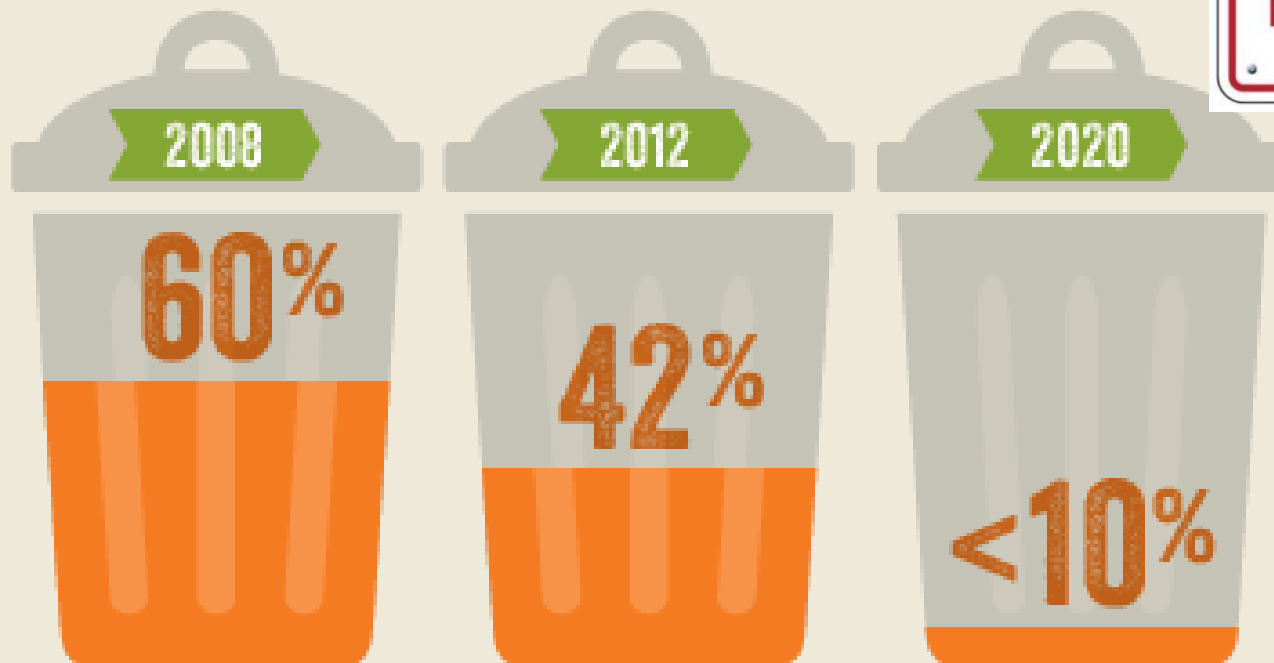
STOP WASTE

at home • at work • at school



- Countywide public agency with 17 member agencies, 1.4 M pop.
- Mission is to reduce waste
- Programs include:
 - Business recycling & composting
 - Reusable & sustainable packaging
 - Food waste prevention
 - Recycled content products & materials
 - Proper hazardous waste disposal
- Funded by per ton disposal fees

UNDER 10 BY 2020



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



RECYCLING

NOW IT'S THE LAW

FOR

BUSINESSES

AND

**MULTI-FAMILY
RESIDENCES**

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

Reusable Transport Packaging

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



Reuse Comes into Play

ANG Newspapers, 2001



37 tons wood waste prevented annually + reduced labor costs

Ghirardelli, 2003



350 tons cardboard prevented annually + reduced product loss

Top 5 Materials from Businesses Going to Landfills

1. Food waste
2. Other paper
3. Uncoated Cardboard *boxes*
4. Unpainted wood *pallets*
5. Film plastics *stretch wrap*



Reusable Packaging is comprised of pallets, containers, wraps, bands and dunnage designed for reuse within a supply chain.

- Typically never disposed of by the end user
- Used to move components, finished products or raw materials
- Durable construction
- Lifetime is measured in years
- Qualifies as source reduction



Reusables are Not:

Single use or Limited use



Everyday Reusables



Benefits of Reusables

- Reduce costs (waste & material)
- Improve efficiency
- Improve worker safety/ergonomics
- Improve product protection
- Lasting operational change
- Corporate responsibility



Packaging in U.S. Solid Waste

Disposable Containers & Packaging are 30% of North America's Municipal Solid Waste



56% of these valuable resources are wasted in landfills.

The remaining 44% are recycled; often downcycled into less valuable products.

Total MSW Generation (by category), 2008
250 million tons (before recycling)

U.S. Greenhouse Gas Emissions

Over 1/3 of U.S. Greenhouse Gas Emissions are Attributable to Producing & Transporting Goods

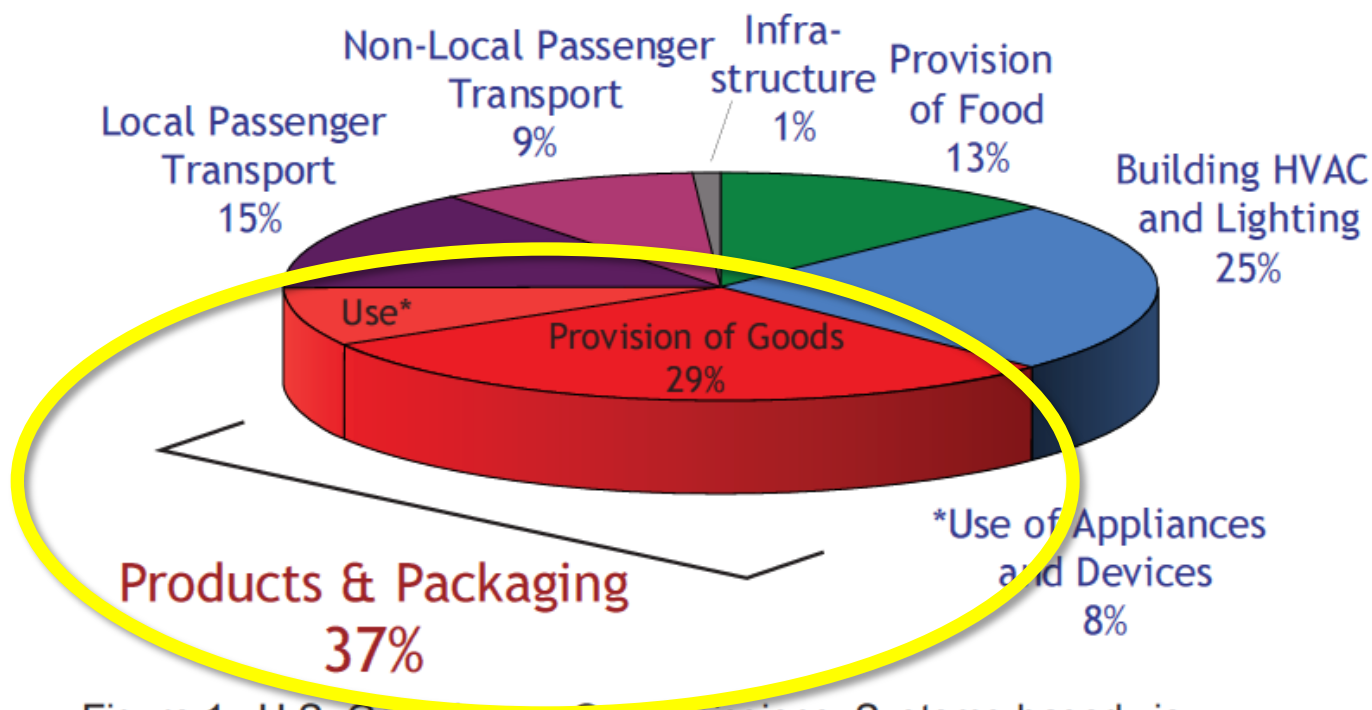
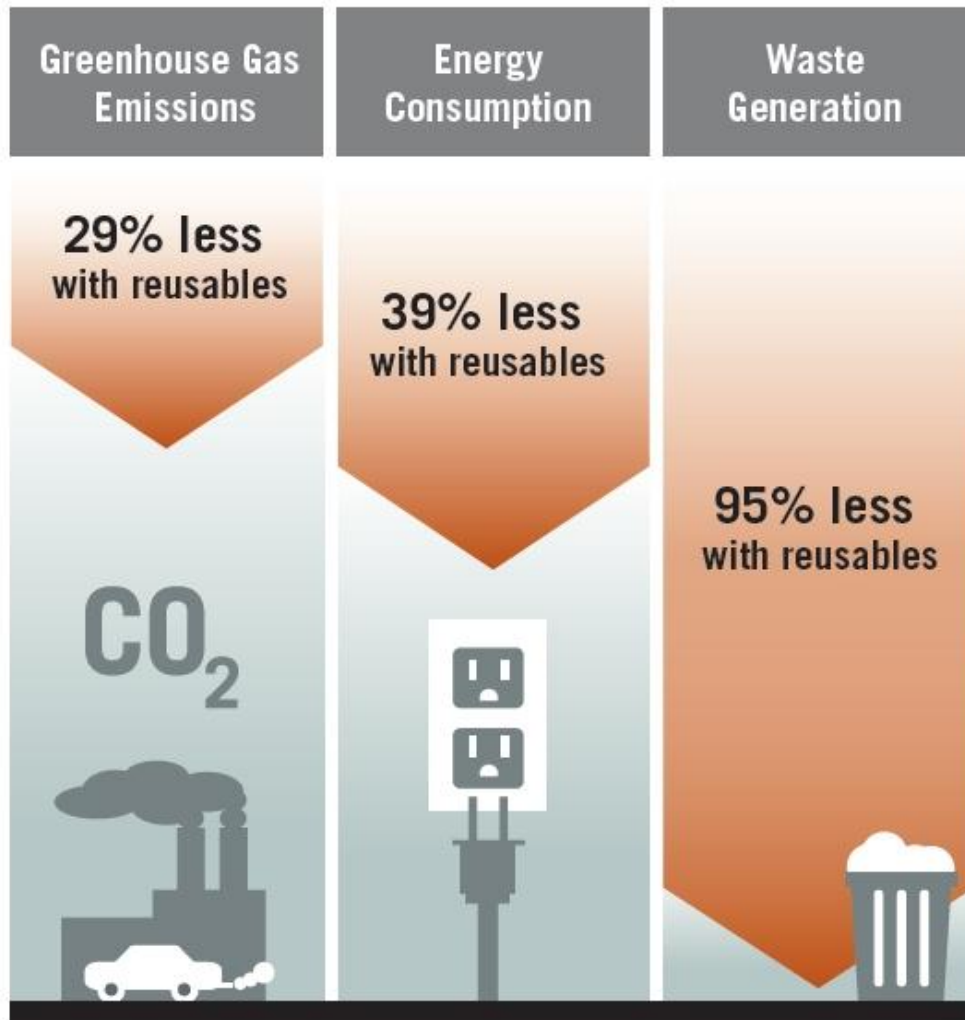


Figure 1: U.S. Greenhouse Gas Emissions: Systems-based view.
Source: U.S. EPA, 2009.

(Provision of Goods: all consumer goods including building components and vehicles.)

Environmental Benefits



Reusable transport packaging containers

- generate 29% less total greenhouse gas emissions;
- require 39% less total energy; and
- produce 95% less total solid waste on average

The Use Reusables Campaign



- Helping businesses convert to more sustainable reusable alternatives.
- Reducing greenhouse gas (GHG) emissions and solid waste associated with one-time and limited-use transport packaging materials.



Approach



- Training workshops
- Technical assistance
- Cost Benefit Analysis
- Vendor facilitation
- Funding assistance
- Monitoring
- Case Study development

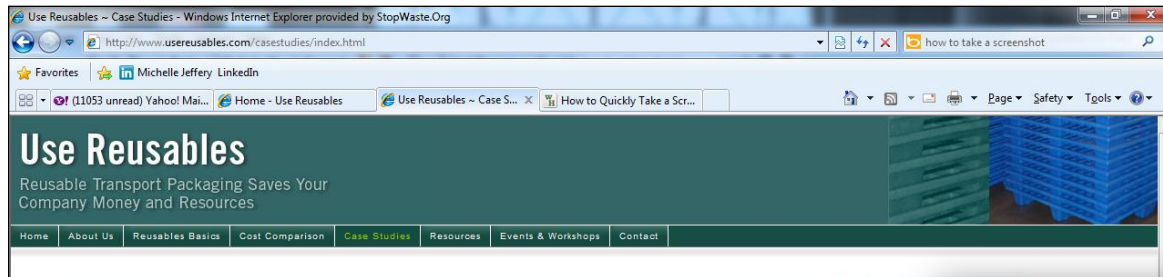
What We've Achieved (known)

- Workshops – 22 in 3 states with 900 attendees
- Technical Assistance – 200+ since 2010
- Waste Prevented: 3,416 tons
- GHG Reduction: 13,385 tons (tracked) & growing
- Case Study Library: 16+ online w/ 5 printed
- Funding Assistance - ~\$120K leveraging > \$1.4m total project value
- Resources for Other Agencies & Partners

Reusables in Action

Tesla, Inc. & Veritable Vegetable

<http://useresposables.com/casestudies/>



Case Studies

Many companies are realizing the benefits of reusable transport packaging already. Here are some case studies highlighting different applications for reusables.



Pepsico Gatorade Plant: Reusable Pallets

Pepsico's switch to more durable reusable pallets was cost-neutral, and brought numerous product protection, safety, and labor benefits to an Oakland bottling plant. [Download case study \(pdf\)](#). [View video \(6:56\)](#)



Savoy Spinach: Driving down costs with returnables

Switching from wooden bushel baskets to returnable, nestable and stackable HDPE containers has helped drive costs out of the supply chain for the Savoy Spinach industry. [View case study](#)



StopWaste.Org: Reusable Moving Crates

When StopWaste.Org moved to a new office, staff wanted to avoid generating the mountain of cardboard waste typical of a traditional move. By choosing reusable moving crates they reduced waste, cut back on labor, and improved the efficiency of the move. [Download case study \(pdf\)](#). [View a video](#)

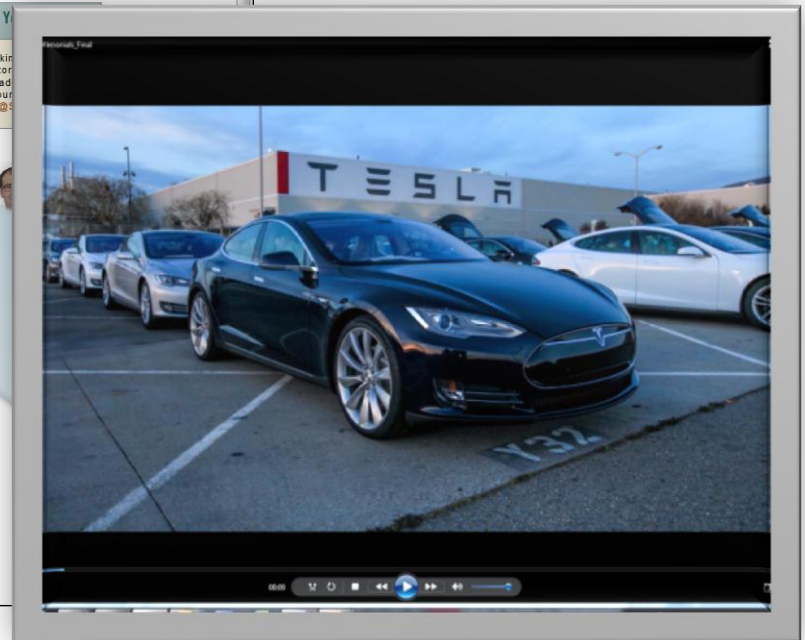


ANG Newspapers: Efficiencies from plastic pallets

ANG Newspapers worked with the StopWaste Partnership to identify how they might further improve their environmental performance. StopWaste assessed the situation and determined that ANG had the ideal distribution system for reusable plastic pallets. [Download case study \(pdf\)](#)

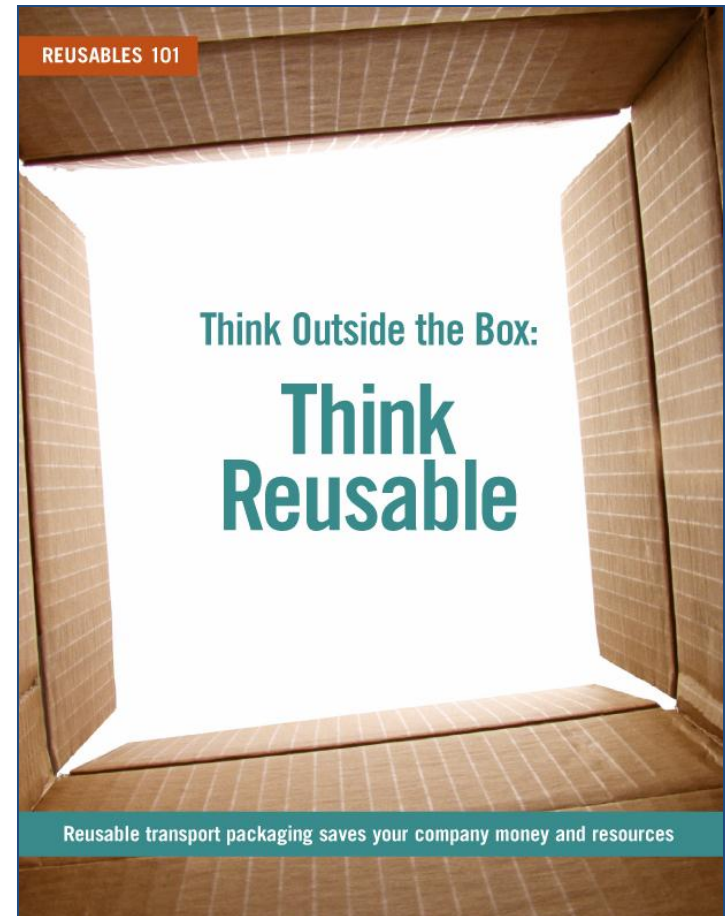
Send Us Your

We are looking for success stories to add to our database. Send us your reusable story today! [Reusables@StopWaste.org](#)



What We've Learned

- These things take time and projects are complex
- Reusables not always the right solution and aren't always a "slam dunk" financially
- Limits of influence
- There is no silver bullet to drive conversion to reusables, always depends on circumstances
- Size matters



Next Steps

- Refine outreach approach for improved efficiency; filter out businesses early-on that don't have “appropriate shipping and receiving circumstances”
- Utilize CBSM techniques to drive social norming
- Solidify replicability of Use Reusables campaign

Web-Based Toolkit

The screenshot shows the website www.useresables.com in a Firefox browser. The page features a navigation menu with links for Home, About Us, Reusables Basics, Cost Comparison, Case Studies, Resources, Events & Workshops, and Contact. The main content area includes a video player for "Intro to Reusable Packaging" (0:00 / 3:40), a section for "Reusable Transport Packaging" with a 3-minute intro video, and a featured case study for Tesla Motors & Veritable Vegetable. Below these are three columns: "Are Reusables Right For You?" with an Assessment Checklist and Cost Calculator Tool, "News & Events" with a Reusable Packaging Award announcement and a class announcement, and "Stay Informed" with a Sign Up Now button. The footer contains logos for StopWaste, RPA (Reusable Packaging Association), and the U.S. EPA's Climate Showcase Communities program.

- Reusables Basics
- Cost Analysis Tools
- Equipment & Service Providers
- Case Studies/Videos

Coming soon:

- Technical Assistance
- Workshop Production

Reusables in Action



Reusable Totes for Office Relocation

- Ergonomically designed reusable totes + dollies reduce bending, lifting and handling injuries.
- Rigid totes offered better protection of contents.
- Increased moving truck capacity by 40-50%, cutting GHG emissions.
- Cost neutral

Benefit: Improved Efficiency, Safety & Ergonomics

THANK YOU!

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www.UseReusables.com

