



*Turning Corporate Excess  
into  
Community Assets*

# Why ReUse or RePurpose?

- ▶ Helps companies reach compliance with AB341
- ▶ Supports a circular economy
- ▶ Creates CSR - **Corporate Social Responsibility**
- ▶ Cost savings of donation versus disposal
- ▶ Tax deduction

# The Missing Link in ReUse/Recycle

- ▶ Current Commercial recycling programs do not address solid waste like furniture & equipment

# Goldmine Going to Landfill

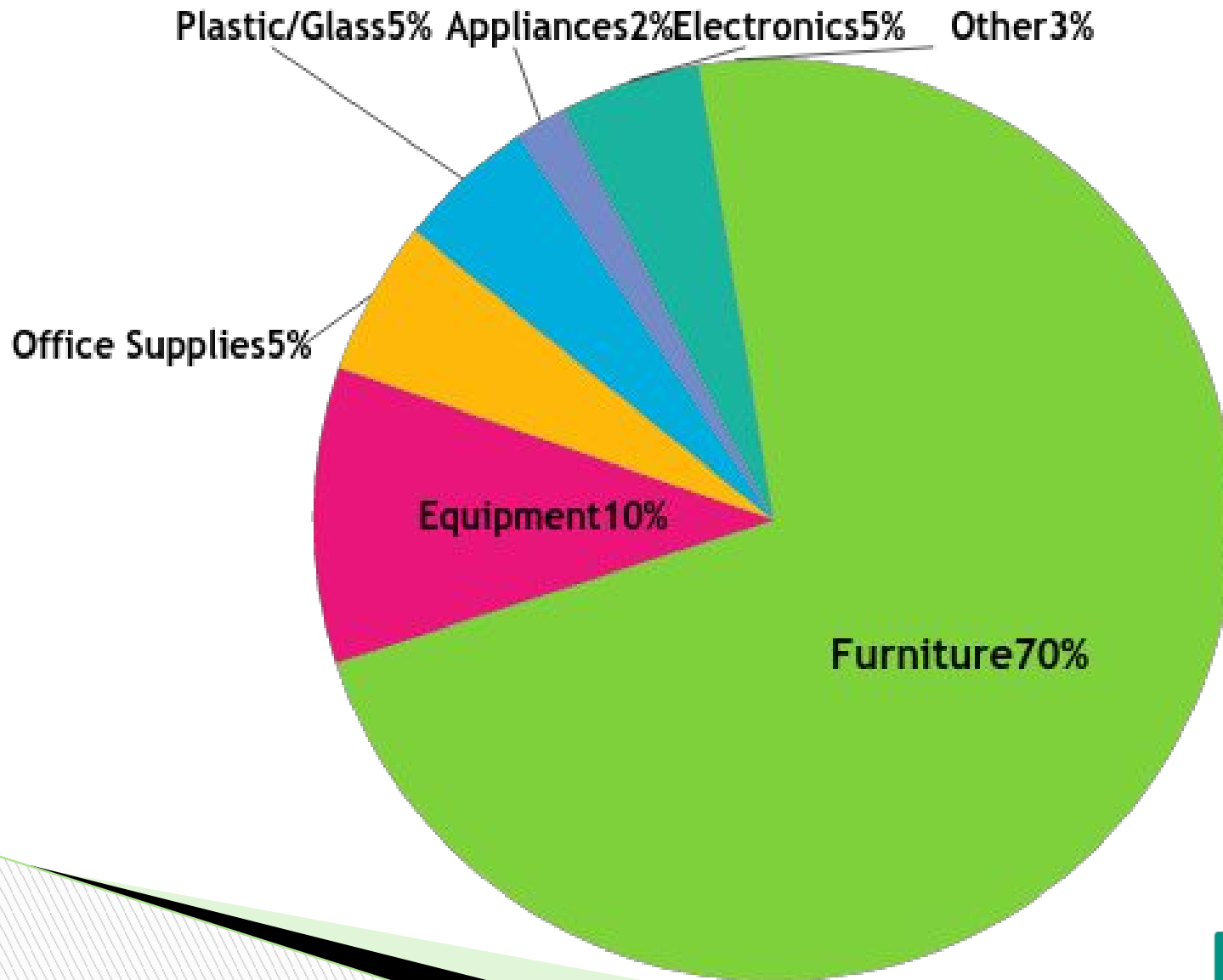
*Based on report by HF&H Consultants for San Diego County*

- ▶ Annual disposal volume: 454,000 tons
- ▶ Materials disposed that could be recycled: 76%
- ▶ Items Measured: Organics, C & D, metal, plastics, glass, paper

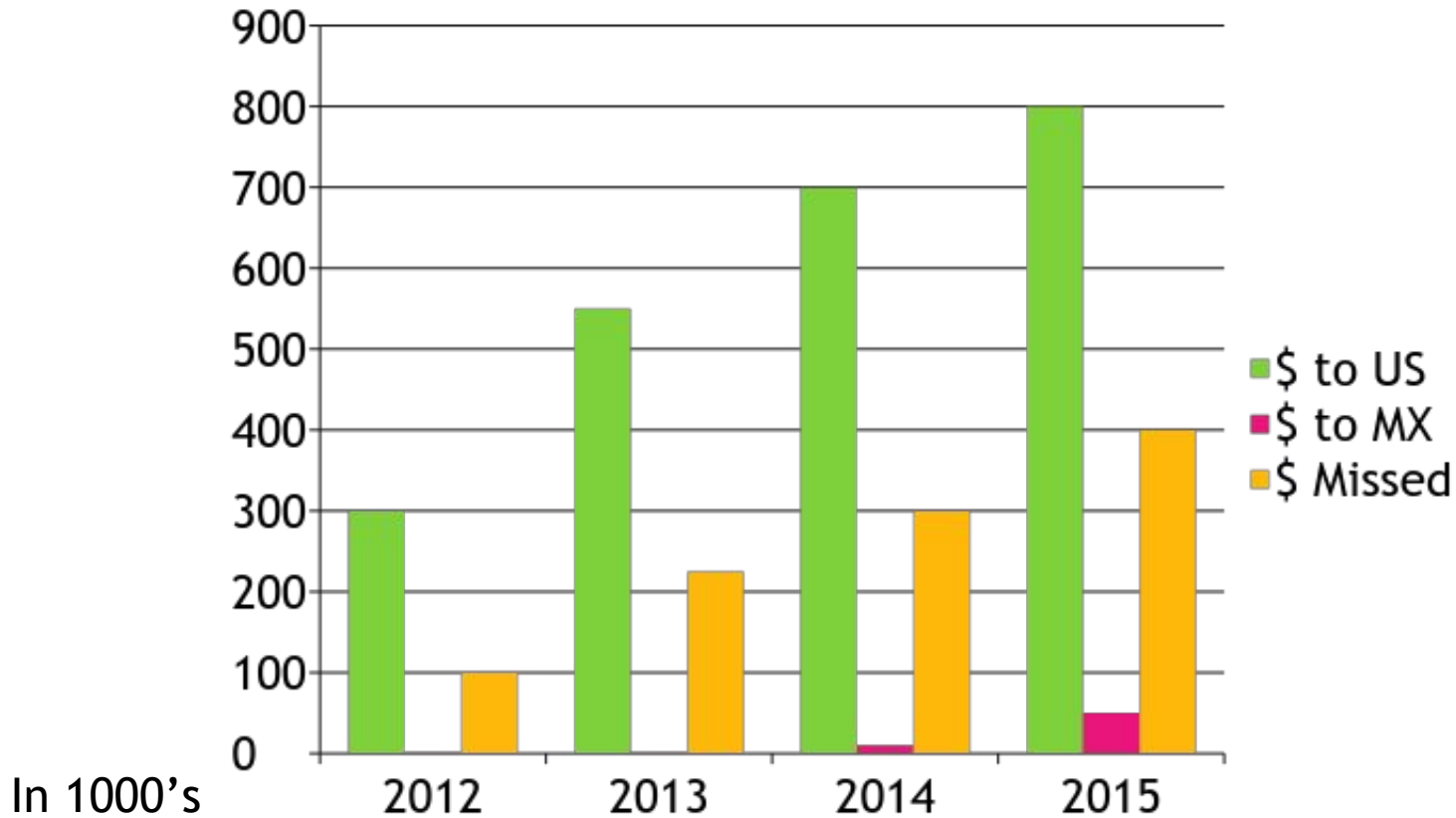
**Value: ~ \$20 million**

**NOTE: This did not include corporate hard assets**

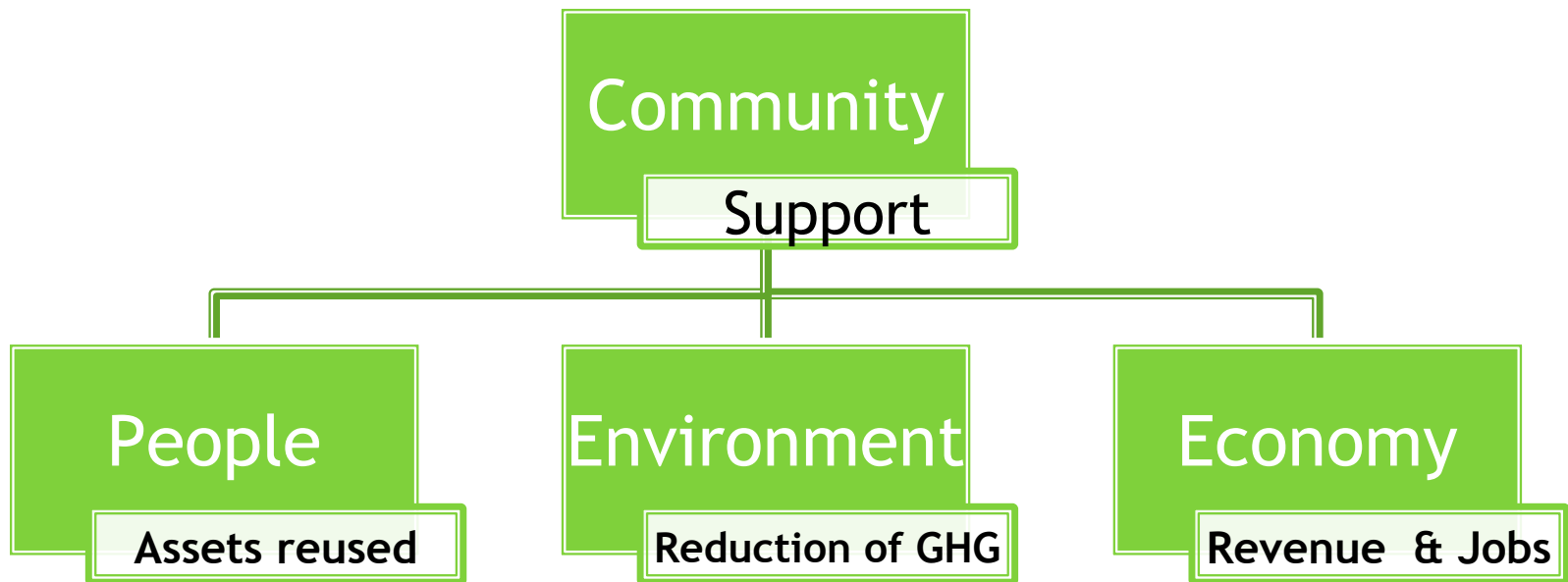
# Assets by Category



# Value of Items Repurposed



# Corporate Social Responsibility



# People!





# BYOB - Bring Your Own Box



CW6 teachers receive free supplies

# Environment

- ▶ ReUse conserves natural resources
- ▶ Diversion reduces production of GHG

**600,000 lbs = reduction of 464 metric tons of CO<sub>2</sub>e**

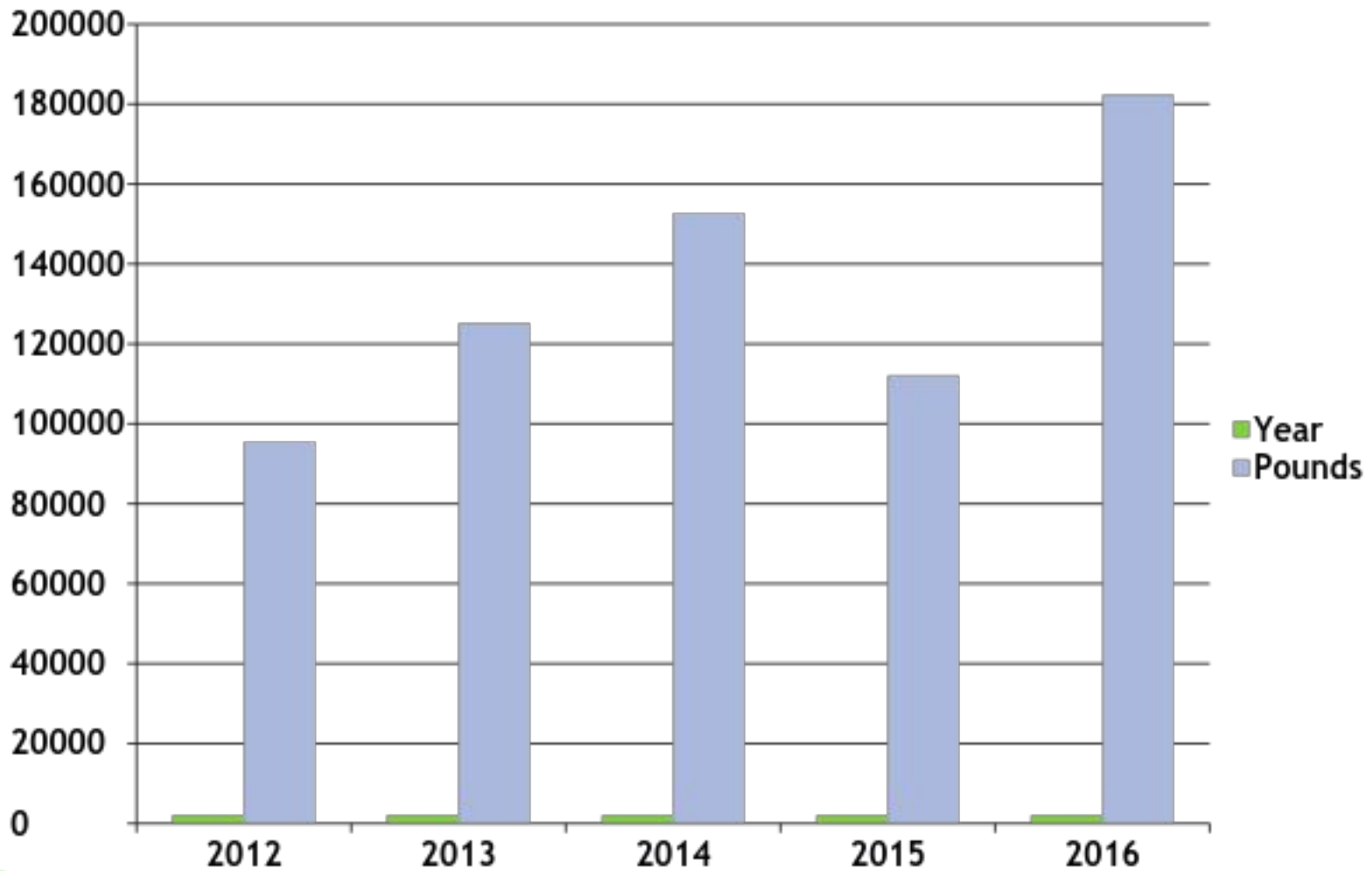
- Tailpipe emissions of 89 cars
- Emissions of electricity use of 56 homes/yr
- Emissions from 1078 barrels of oil consumed
- CO<sub>2</sub> captured by 11,888 tree seedlings grown over 10 years\*

\*Cal Recycle Calculator

# Diversion by Category

	<u>Category</u>	<u>%</u>	<u>Weight</u>
1	Furniture	70%	441,214
2	Equipment	10%	65,478
3	Office Supplies	5%	34,270
4	Plastic/Glass	5%	30,641
5	Appliances	2%	11,460
6	Electronics	5%	30,973
7	Other	2.6%	19,101
			633,137

# Pounds Diverted per Year



# Economy

- ▶ **Supports a circular economy**
  - Revenue through reuse of raw material
- ▶ **Supports those in need**
  - Teachers
  - Nonprofits
  - Start-ups
- ▶ **Creates jobs**
  - Redistribution: SSE, Goodwill, Habitat, Ssubi
  - Refurbish/Repair
  - Recyclers
  - Start-up entrepreneurial companies evolve

# Effects of Circular Economy

***“Globally, the transition to a circular economy is a trillion dollar business opportunity, with the potential to create 100,000 new jobs by 2019.”***

Ellen MacArthur Foundation, 2014

# Green Practices at Work

*According to Bureau of Labor & Statistics...*

- ▶ 50% of businesses in US used green technologies or practices to improve energy efficiency within their establishments in August 2011
- ▶ 54% used green technologies and practices (GTP) to reduce or eliminate the creation of waste materials as a result of operations

**NEED:**

**Add practices to reduce surplus asset materials**

# ReUse 4 Good<sup>SM</sup>

- ▶ New Name, New Focus, Greater Goals
- ▶ Let's create the BUZZ together