

Beyond 34 Project Objectives: Cincinnati and Nationally



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Cincinnati Project 34: Supported by the U.S. Chamber of Commerce Foundation

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BEYOND 34

Recycling and Recovery for a New Economy

Beyond 34: Recycling and Recovery for a New Economy is a multi-stakeholder initiative aimed at increasing the current 34% recycling rate in the United States by providing a scalable model to increase and improve recycling and recovery rates.



BEYOND 34 COALITION

Community Partners



Project Lead



U.S. CHAMBER OF COMMERCE FOUNDATION

Technical Advisor



Project Partners



Walgreens
Boots
Alliance



BEYOND 34 VISION

Orlando Pilot

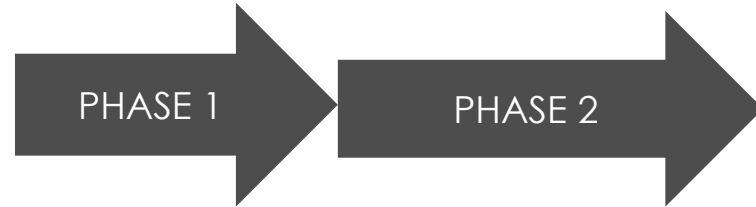


Orlando Milestones to Date

- Local champions group formed
- Four local stakeholder meetings organized and facilitated with more than 100 registered for the most recent meeting in February 2019
- Gap analysis and case study report published
- More than \$100,000 worth of implementation projects launched

July 2019

Cincinnati Expansion



Online Tool Development



Attributes of Successful Recycling Programs

1. Recycling education programming (online and outreach)
2. Breadth of recycling options
3. Local policies that support diversion
4. Sufficient and dedicated funding (recycling program and education)
5. Participation among households and businesses
6. Local government leadership and capacity
7. Measurement systems

TOP 12 BEST PRACTICES FROM HIGH DIVERSION CITIES

- ▷ City Council adopted Green Sustainability Plan
- ▷ Council establishment of Zero Waste goals and benchmarks with funding support
- ▷ Support of Highest and Best Use hierarchy
- ▷ Support regional cooperation with local communities
- ▷ Public / Private cooperative regional ventures
- ▷ Above 75% participation rate city wide, and above 75% material capture focus on residential sector

TOP 12 BEST PRACTICES FROM HIGH DIVERSION CITIES

- ▷ Recycling & Composting Ordinance requiring access to recyclables and compostables collection
- ▷ Green Building Code synergies coordinated through a regional Construction & Deconstruction Ordinance
- ▷ City Government Construction Recycled Content Ordinance requiring recycled content materials to be used in public works and improvement projects

TOP 12 BEST PRACTICES FROM HIGH DIVERSION CITIES

- ▷ Recycling economic development focus to support local recycling infrastructure (e.g. local green jobs)
- ▷ Local support for Remanufacturing Hub to host companies that reprocess locally generated recyclables, compostable, construction materials, reuse materials, etc.
- ▷ Support of Research & Development in technologies (e.g. Design for recyclability)

Cincinnati Project 34:

Local Recycling Efforts in Cincinnati and Hamilton County Area

**Michelle Balz,
Hamilton County Recycling and
Solid Waste District
Solid Waste Manager**

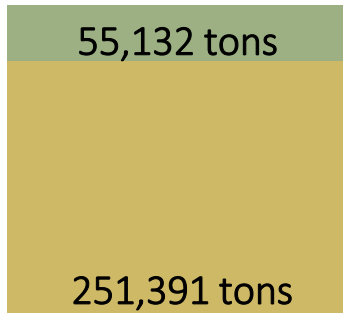


Hamilton County Diversion



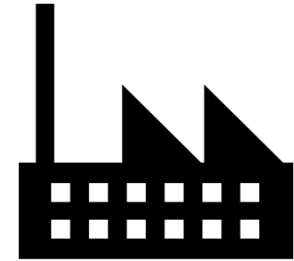
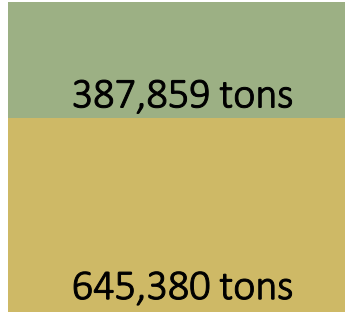
Residential

18% diversion



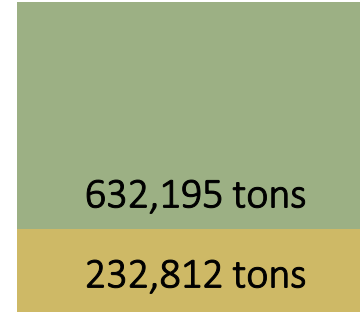
Commercial

38% diversion rate

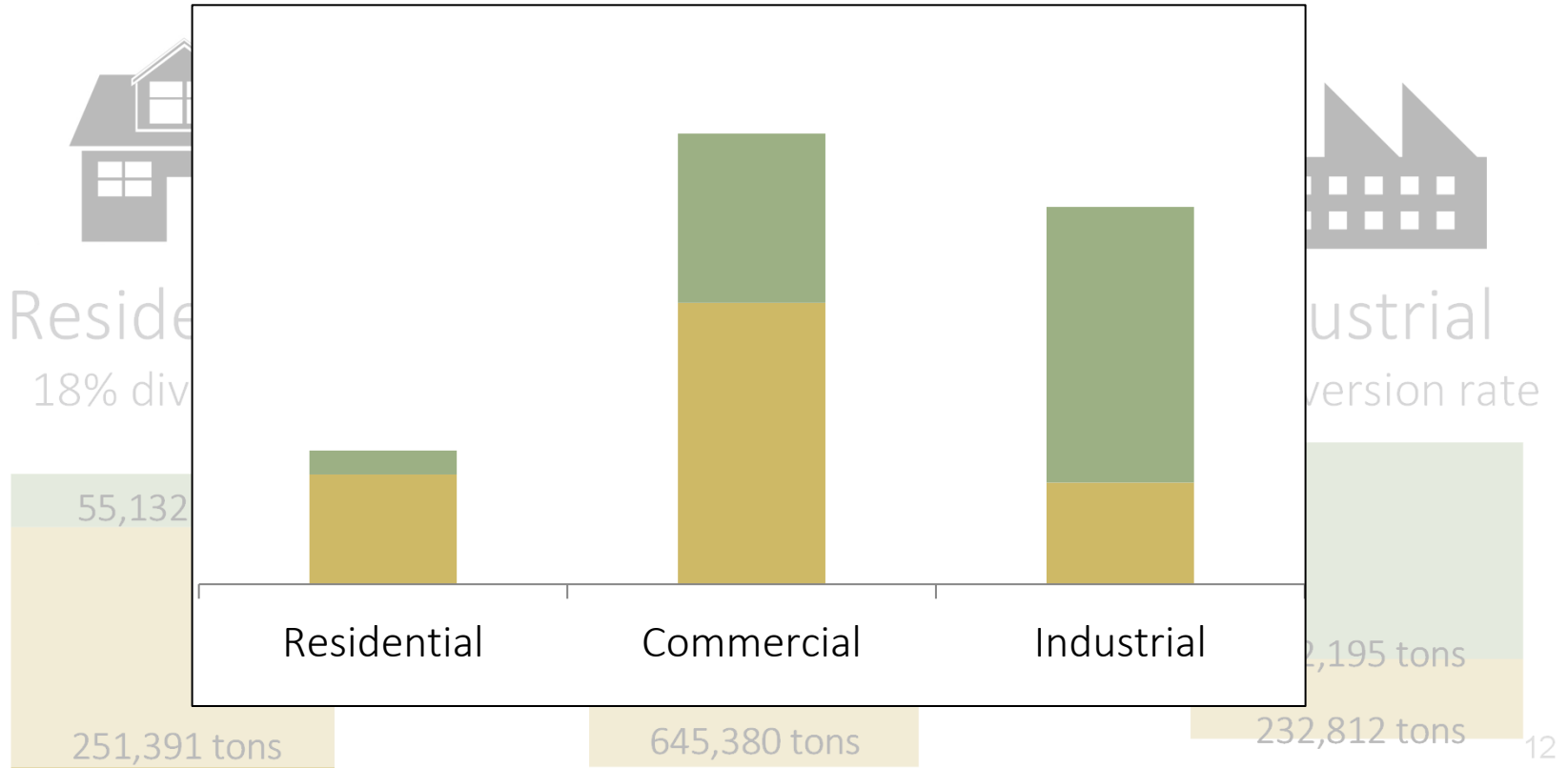


Industrial

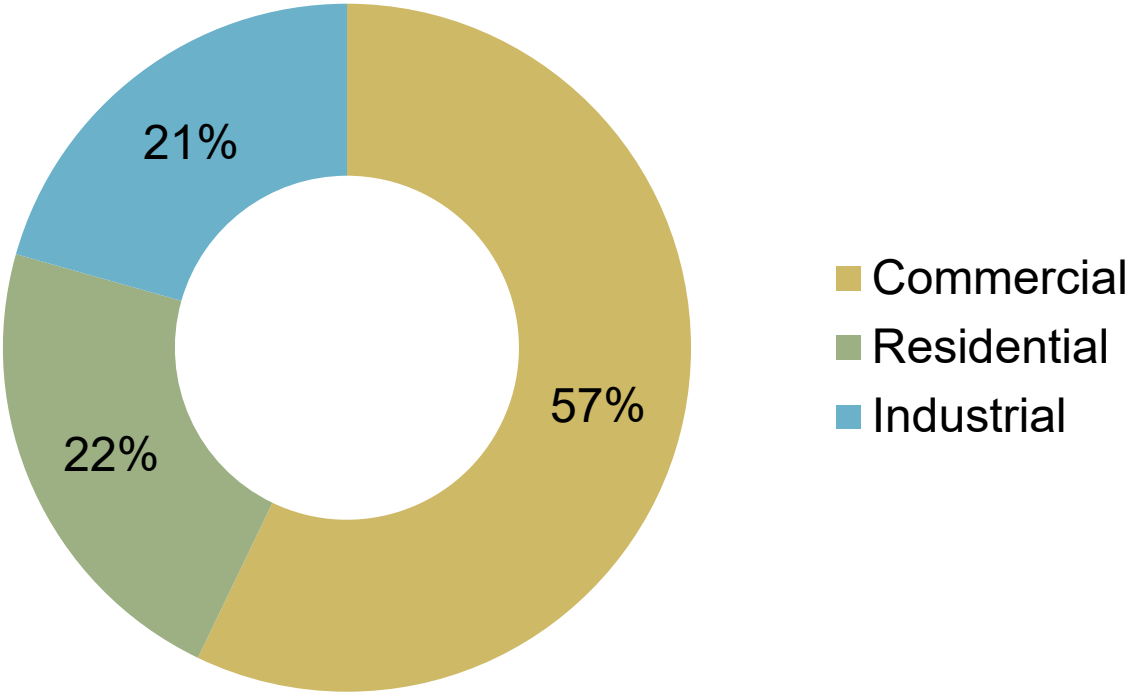
73% diversion rate



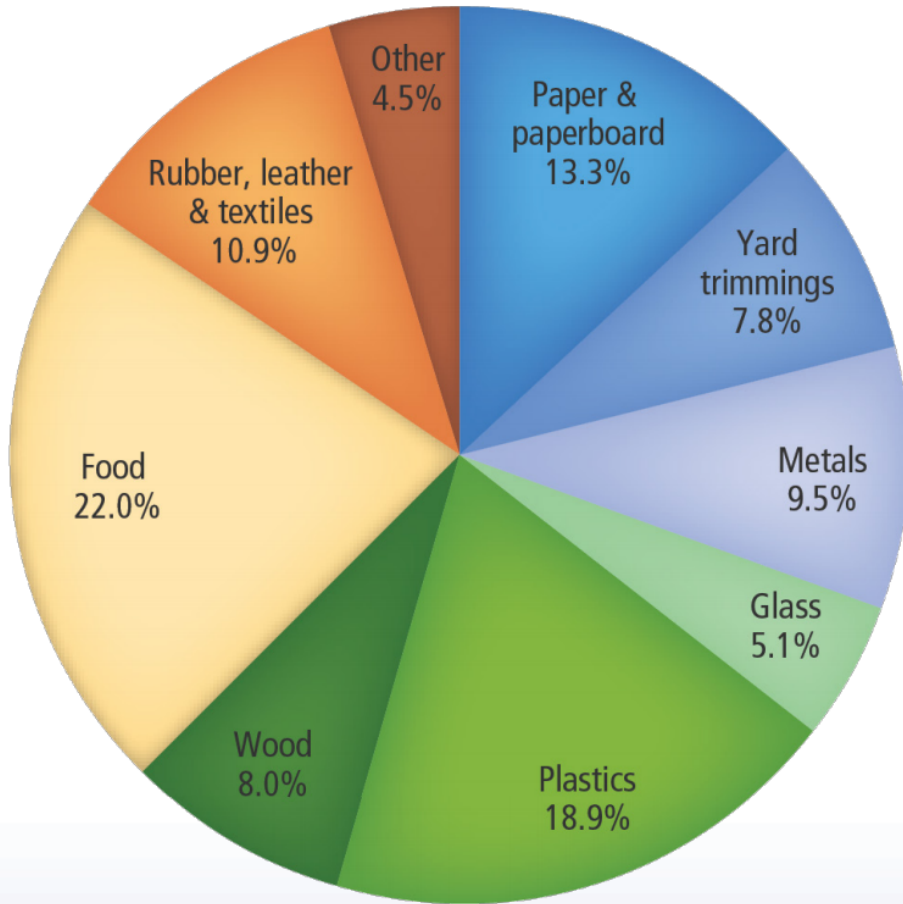
Hamilton County Diversion



Percent of Waste Landfilled

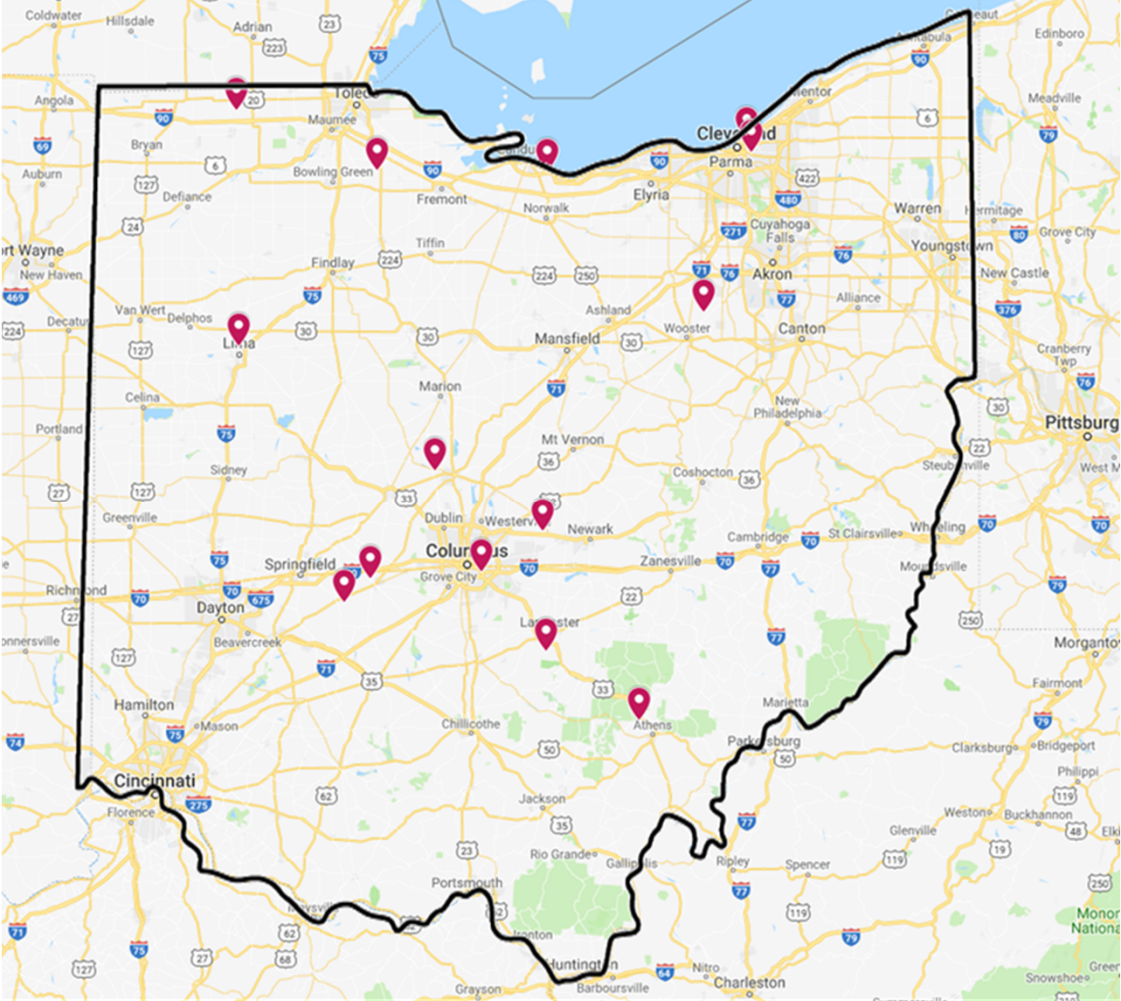


Total U.S. MSW Landfilled by Material- 2015

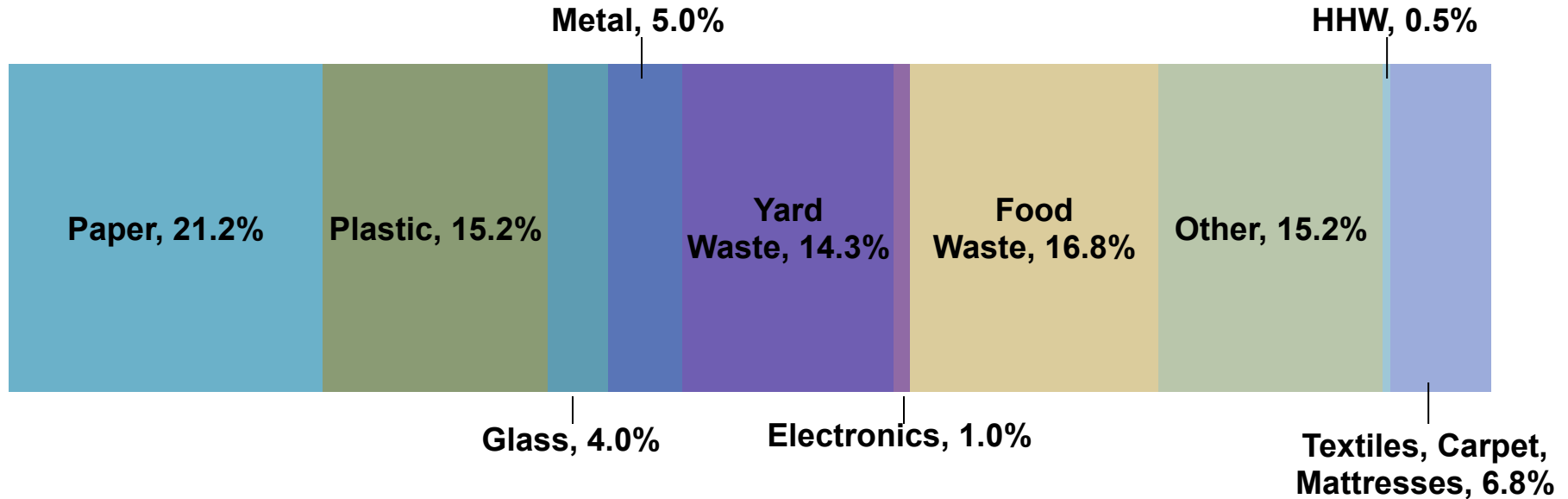


Source: Advancing Sustainable Materials Management: 2015 Fact Sheet, U.S. EPA

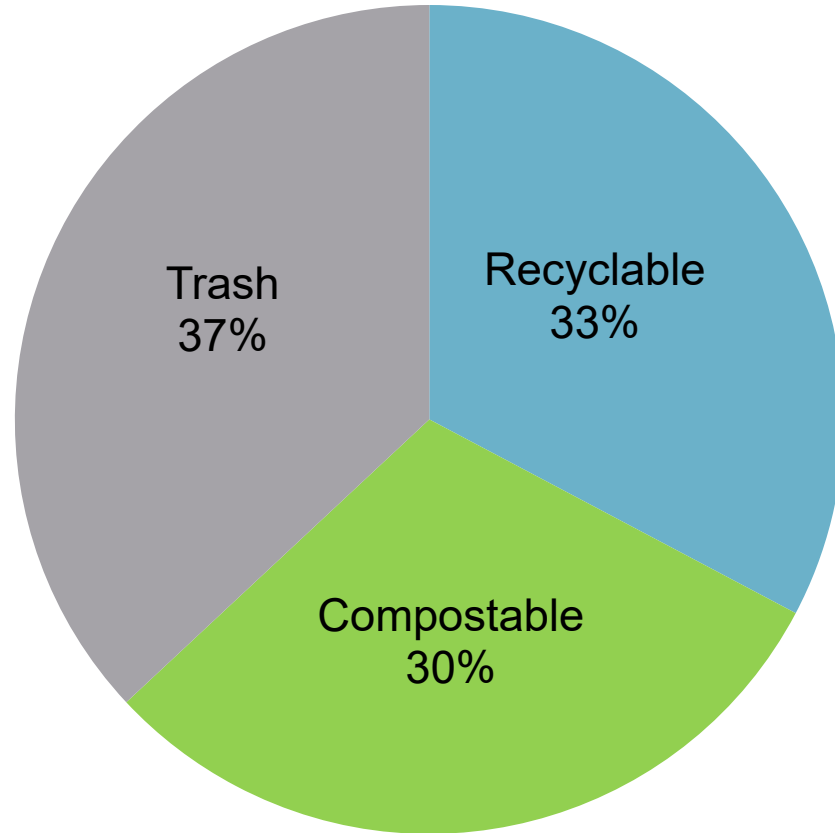
Food Waste Composting Facilities in Ohio

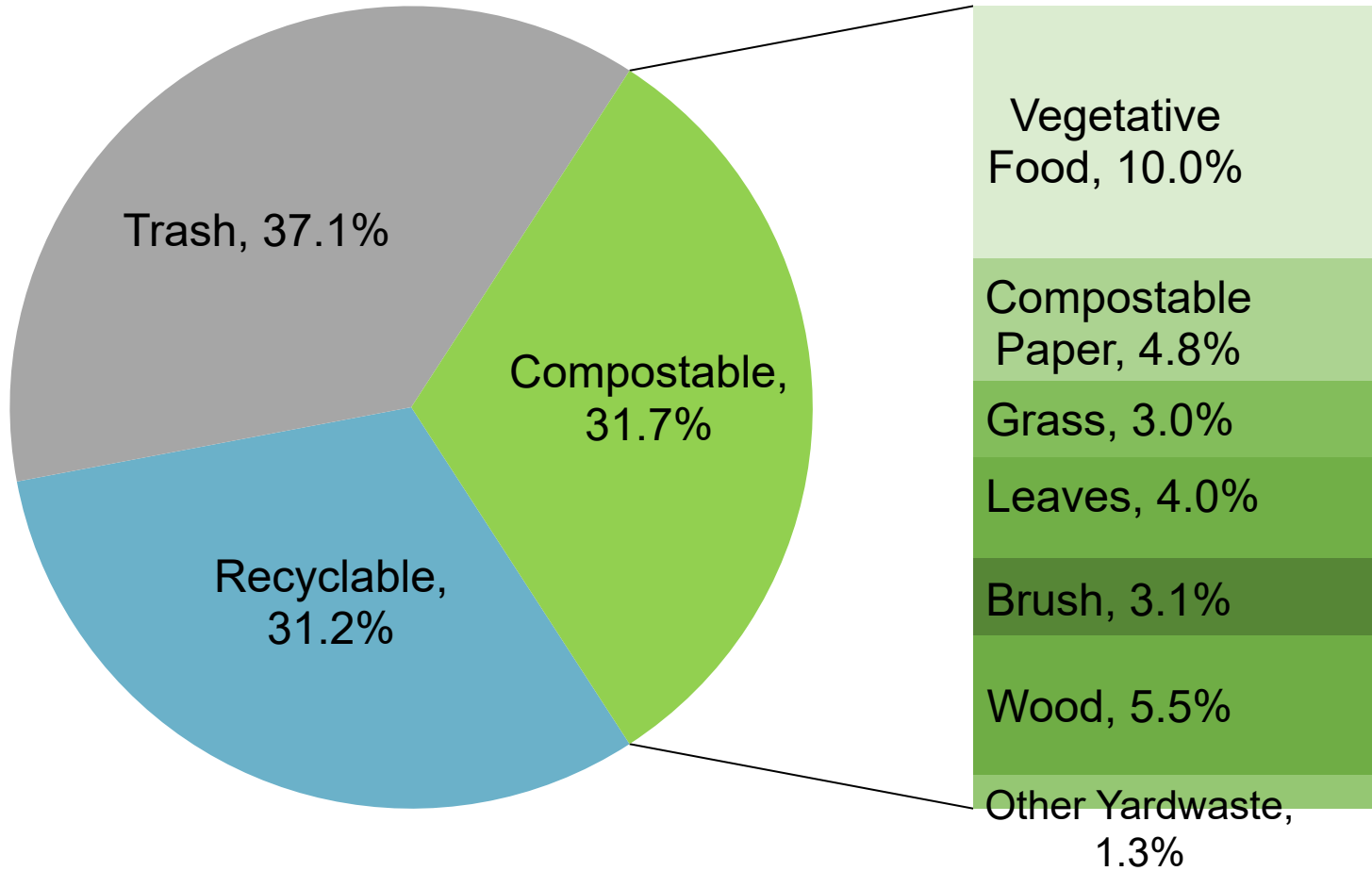


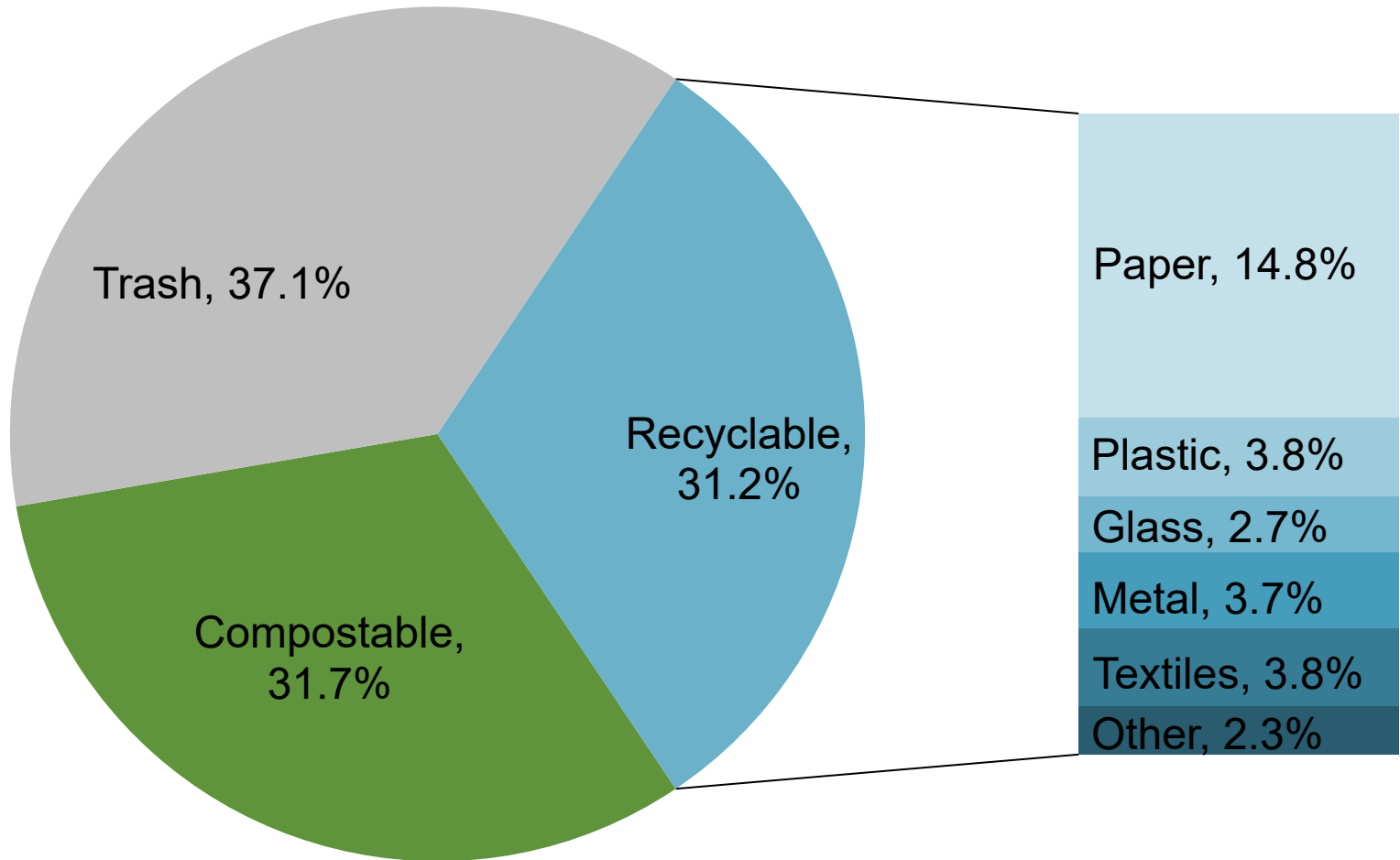
Cincinnati Landfill Characterization



What Could Have Been Diverted?







Cincinnati Project 34:

The Kroger Company: Waste Reduction and Recycling Efforts

**Lisa Zwack,
The Kroger Company
Head of Sustainability**



Our Vision

**Zero Hunger | Zero Waste aims
to end hunger in the places we
call home and eliminate waste
in our company by 2025**



**ZERO
HUNGER
ZERO
WASTE**

Kroger's Plan

to end hunger in our communities and eliminate waste
in our company by 2025



Establish a \$10 million innovation fund
through The Kroger Co. Foundation



Accelerate food donations to
give 3 billion meals by 2025



Donate not just more food,
more balanced meals



Advocate for public policy solutions
to address hunger and help communities
divert food waste from landfills



Achieve prior goal to be a Zero Waste company
by 2020, plus achieve Zero Food Waste by
2025 in all stores and across the company



Join forces with new and long-standing
partners – including Feeding America and
the World Wildlife Fund



Transform Kroger communities and improve
health for millions of Americans by 2025



Grow your ideas to end food waste.



ZERO
HUNGER
ZERO
WASTE

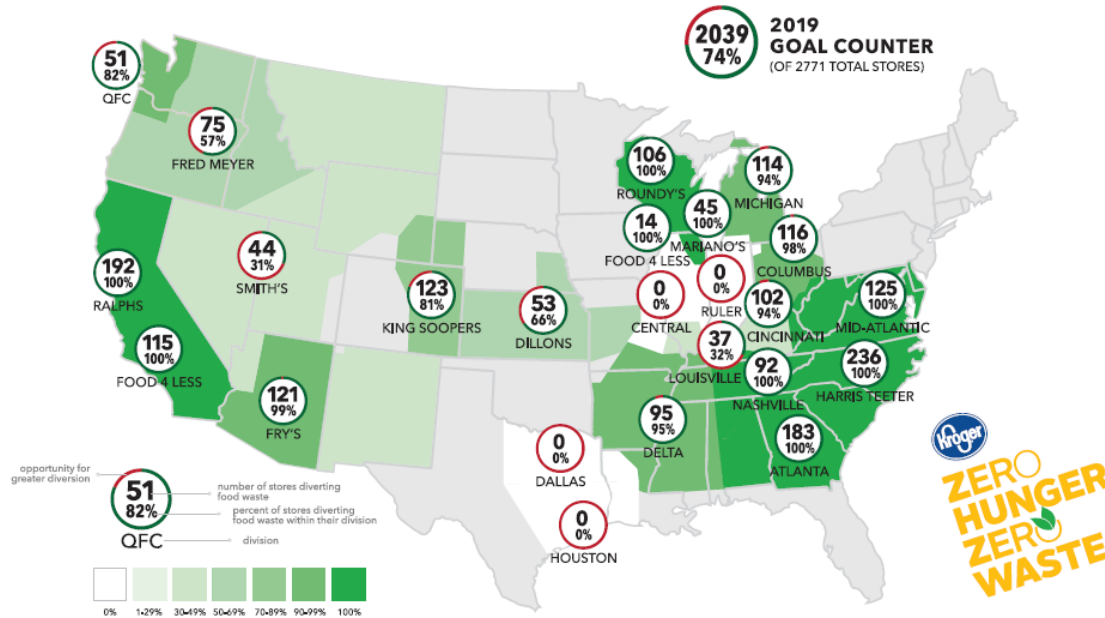
INNOVATION
FUND



Food Waste Reducti...

Food Waste Diversion

Status at end of December 2018



Donate it! **ZERO HUNGER ZERO WASTE** **FOOD RESCUE**

Follow these Zero Hunger|Zero Waste Food Rescue guidelines and help end hunger in our communities!

DAIRY

Yes! Donate these
BUT DO NOT DONATE ANY ITEM THAT IS PAST ITS SELL-BY DATE THAT HAS NOT BEEN FROZEN.

- Yogurt
- Milk*
- Half and Half
- Dips
- Cream cheese
- Butter
- Margarine
- Cottage cheese
- Packaged cheeses (shredded, block, etc.)
- Packaged dough
- Natural foods included

No!
FOLLOW DIVISION POLICY FOR EGG DONATION

Wait!
This is not a complete list. If you're not sure an item can be donated, check with your manager.

Kroger ZERO HUNGER ZERO WASTE

SELL MAKE DOWN DONATE RECYCLE

Pickup Schedule:
 SUN _____
 MON _____
 TUE _____
 WED _____
 THU _____
 FRI _____
 SAT _____

Food Bank Name: _____
 Phone #: _____

Zero Waste Operations



Packaging Sustainability



Engaging our Customers



It's easy to reduce food waste at home with these delicious video recipes.

Project Specific Brainstorming



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www.uschamberfoundation.org/beyond-34-recycling-and-recovery-new-economy



ASU Rob and Melani Walton
Sustainability Solutions Service
Arizona State University