



# **Building ReUse Infrastructure**

## **The Community ReUse Center Model**

**Finger Lakes ReUse, Inc.**

**North Country ReUse Training**

**December 4, 2014**



## My path to Finger Lakes ReUse

⇒ Why ReUse?

⇒ Tour of Finger Lakes ReUse and its programs

⇒ Development of Finger Lakes ReUse, Inc.

⇒ Developing a ReUse Network

⇒ Questions and Discussion



**1925-1982 Peerless Paper Products - Albany, NY**

**1987 Ithaca College - Fine Arts major, Politics minor**

**...19 years of bartending...**

**2001-2008 Significant Elements (Architectural Salvage Program Manager)**

**2005 Planning for ReUse Center begins**

**2008 ReUse Center opens**



# Why ReUse?

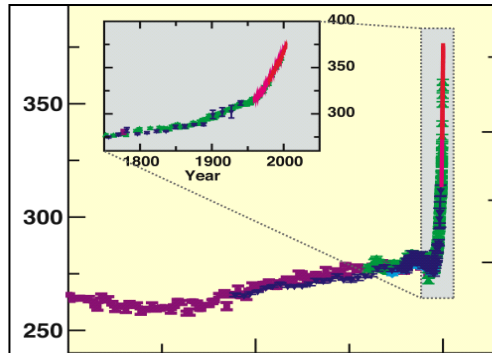


# **Environment Economic Empowerment**

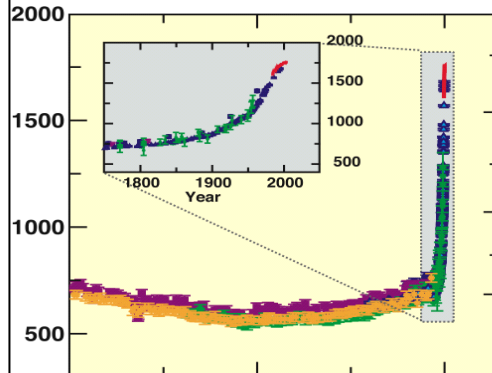


# Changes in Greenhouse Gases from Ice Core and Modern Data\*

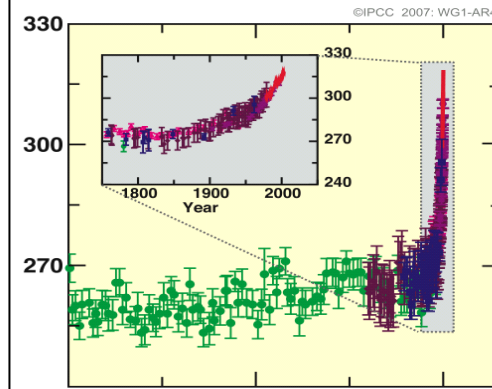
**Carbon Dioxide  
(ppm)**



**Methane  
(ppb)**



**Nitrous Oxide  
(ppb)**



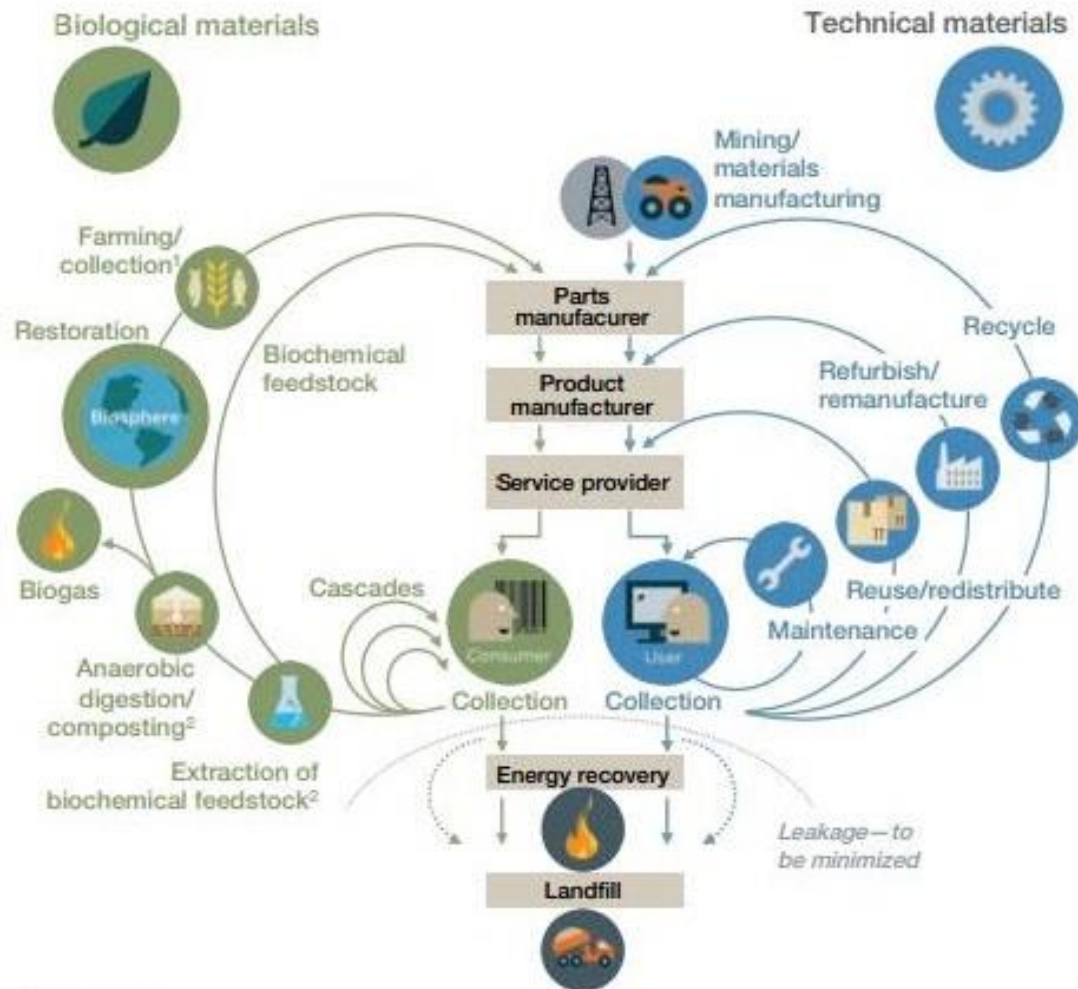
Gray panels are 250 yrs

**10,000 5,000 0 Last 10,000 Years**

## World's Largest Landfills Closures:

- 2001 - Fresh Kills CLOSED (54 years old)
- 2011 - Bordo Poniente CLOSED (26 years old)
- 2012 - Jardim Gramacho CLOSED (34 years old)

Figure 2: The circular economy—an industrial system that is restorative by design



<sup>1</sup> Hunting and fishing

<sup>2</sup> Can take both postharvest and postconsumer waste as an input

Source: Ellen MacArthur Foundation circular economy team drawing from Braungart & McDonough and Cradle to Cradle (C2C)



# Quarterly Retail Sales\*

FLR Used Merchandise Sales by Quarter				Yr TTL	Growth Yr Over Yr
<b>2009</b>					
1Q	2Q	3Q	4Q		
20,736	32,722	38,422	38,902	<b>130,782</b>	
<b>2010</b>					
1Q	2Q	3Q	4Q		
36,820	60,696	71,921	60,188	<b>229,625</b>	<b>76%</b>
<b>2011</b>					
1Q	2Q	3Q	4Q		
55,088	68,733	75,977	88,427	<b>288,225</b>	<b>26%</b>
<b>2012</b>					
1Q	2Q	3Q	4Q		
88,701	85,585	93,653	88,869	<b>356,808</b>	<b>24%</b>
<b>2013</b>					
1Q	2Q	3Q	4Q		
92,820	94,144	103,190	109,973	<b>400,127</b>	<b>12%</b>
<b>2014</b>					
1Q	2Q	3Q	10% proj		
101,661	102,692	128,719	120,970	<b>454,042</b>	<b>13%</b>
Sales increase 15% YTD as of 9/30/14					

\* Earned an additional \$82,000 in service fees in 2013 (deconstruction, computer repair, delivery)







# Finger Lakes ReUse, Inc.

- **Triple Bottom Line Mission**
  - To enhance **community**, **economy**, and **environment** through reuse.
- **Goals**
  - To reduce waste and poverty, create jobs and provide job training opportunities through reuse activities
- **Vision**
  - A thriving reuse infrastructure
- **Strategy**
  - Convenience
  - Quality
  - Affordability
  - Collaboration



# **BRIEF HISTORY OF FINGER LAKES REUSE**

**Planning — 2006-2008**

**Triphammer ReUse Center — opened November 2008**

**FURNITURE, HOUSEWARES, BUILDING MATERIALS**

**Deconstruction Services — began June 2009**

**eCenter Computer Refurbishing — started April 2010**

**ADDED REFURBISHED COMPUTERS & ELECTRONICS**

**COMPUTER REPAIR, VIRUS REMOVAL, DATA TRANSFER / MACS/PCS/LINUX**

**Ithaca Fixers Collective — 2012**

**ReSET Job Training Program —2013**

**Ithaca ReUse Center — opening in 2015 !!!**





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ReUse Center

**ReUSE**  
DONATIONS ENTRANCE  
CLEAN, QUALITY DONATIONS WELCOME!  
COMPUTERS, ELECTRONICS, BUILDING MATERIALS, HOUSEWARES, & FURNITURE



ReUse Center  
DONATIONS WELCOME  
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DONATIONS WELCOME

Open

ter  
RE-USE PROGRAM

MAC OS

Whata is SHOPPING

FURNITURE

HOUSE WARES

DOORS  
BACK TO SCHOOL SUPPLIES

CELL PHONE RECYCLE BOX



environment through reuse

# FINGER LAKES ReUSE

- ReUse Center Open Every Day
- Deconstruction Services Green Demolition
- eCenter A Computer ReUse Program
- Educational Programs ReUse Skills, Job Training

[www.fingerlakesreuse.org](http://www.fingerlakesreuse.org)

OFFICE FURNITURE, OFFICE SUPPLIES, AND LUMBER AVAILABLE...  
PLEASE USE OF OUR ASSISTANCE!





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ENHANCING COMMUNITY, ECONOMY  
& ENVIRONMENT THROUGH ReUSE

# RECYCLE YOUR WINE CORKS & FOIL



## GOT CORKS? WE'LL TAKE THEM!

Finger Lakes ReUse, Inc.  
REDUCING WASTE \* RELIEVING POVERTY \* TEACHING JOB SKILLS  
A NONPROFIT 501(C)(3) ORGANIZATION





Finger Lakes ReUse, Inc. © 2014



Finger Lakes ReUse, Inc. © 2014



Finger Lakes ReUse, Inc. © 2014



Finger Lakes ReUse, Inc. © 2014



White label on the top shelf.

White label on the second shelf from the top.

White label on the third shelf from the top.

WEST SIDE MOVERS  
"THE MOVING STORE"  
644 AMSTERDAM AVE.  
NEW YORK, N.Y.  
874-3800

1000 BAGS  
T-Shirt  
CARRY-OUT BAGS  
THANK YOU

LOWE  
EXTRA PROGRAM

WACKER  
9122 Stein Street #14  
Lakewood, CO 80401  
303-982-4400

AVON

CALIFORNIA  
PAGNE

White marker on the table.

Roll of white tape on the table.



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497-7002

2067



























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msn tv 2 Internet & Media Player  
Broadband Home Network Ready  
FM4100

Windows 7  
Mac OS  
Linux





COMPUTER  
ALL  
STARS

E CENTER  
EDUCATIONAL ZONE  
STUDENTS. STAFF.  
& VOLUNTEERS



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# ReSET

## Job Training

### ReSET Tech

### ReSET Construction

10-week entry level

(20 hrs/wk free)

15-week apprenticeship

(Full-time / paid)

Marketable skills

Guaranteed job interviews



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## ReSET Your Job Skills with Finger Lakes ReUse

New Skills, Green Jobs, Big Impact

APPLY NOW TO GAIN NEW SKILLS IN COMPUTER TECHNOLOGY OR CONSTRUCTION TECHNIQUES. THIS PILOT PROGRAM IS OFFERED FREE TO ALL PARTICIPANTS.

### In ReSET Tech, the technology track, participants will learn:

- Various components inside a computer, their purposes and how they function
- Testing, refurbishing, and troubleshooting computers and their components
- Software and operating system installation

Program begins mid March 2013

### In ReSET Construction, the construction track, participants will learn:

- Various construction techniques through safe & efficient harvesting of building elements such as doors, cabinetry, light fixtures, plumbing fixtures, electrical systems, and structural members
- Tool purpose, usage and maintenance
- Safe work site practices, including proper handling of hazardous materials and proper use of related personal protective equipment

Program begins June 2013

Entry-Level Training: 10 weeks, 20 hours per week beginning mid March 2013 for ReSET Tech and May 2013 for ReSET Construction. Potential to move into 15-week full time paid Apprenticeship Training. Priority will be given to low-to-moderate income participants. (Maximum income level for a single person is \$43,350, with higher levels for multiple member families. Please contact us to determine if you're income eligible.)

To learn more or apply, please contact our Community Programs Coordinator, Anise Hotchkiss at [anise@fingerlakesreuse.org](mailto:anise@fingerlakesreuse.org) or (507) 257-9595, or visit us online [www.fingerlakesreuse.org](http://www.fingerlakesreuse.org).

This program is made possible by a grant from the Thrive (Local Renewal Agency, the Lakeland Area's Youth & Philanthropy Initiative, and Finger Lakes ReUse, Inc. Training is provided in collaboration with Workforce Bureau's Computer All Stars program.

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## RACE: an Illusion

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CALL - 607-

DOUBLE TIMBERSWORKS

## CARPENTRY FOR WOMEN

A SIX-DAY INTENSIVE TAUGHT BY MARIA KLEMPERER-JOHNSON

Saturdays: (8 am-5 pm) June 1, 8, 15, 22, July 6, 13



**Learn:**

- Sustainable design
- Construction Building
- Safety
- Carpentry fundamentals
- Framing
- Roof and Cabinetry
- Integrator with other trades

**Cost:**

- \$800 required in full at time of registration
- Cash includes materials for wood frame projects
- Students provide their own tool belt or hand tools
- All other tools and materials provided

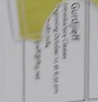


**About the Instructor**

Maria Klemperer-Johnson has been working as a builder in the Finger Lakes area for over 13 years. She has owned her own construction company Double Timbersworks for 8 years. Before changing into carpentry as a career change, Maria worked as a teacher, fundraiser/professor in health care.

Maria's mission is to extend her love of building to women in her community and to encourage them to continue to learn on the building trades.

Contact: [maria@doubletimbersworks.com](mailto:maria@doubletimbersworks.com) 607-391-8878



Double Timbersworks  
11600 Route 14  
Canton, NY 14810  
607-391-8878  
www.doubletimbersworks.com



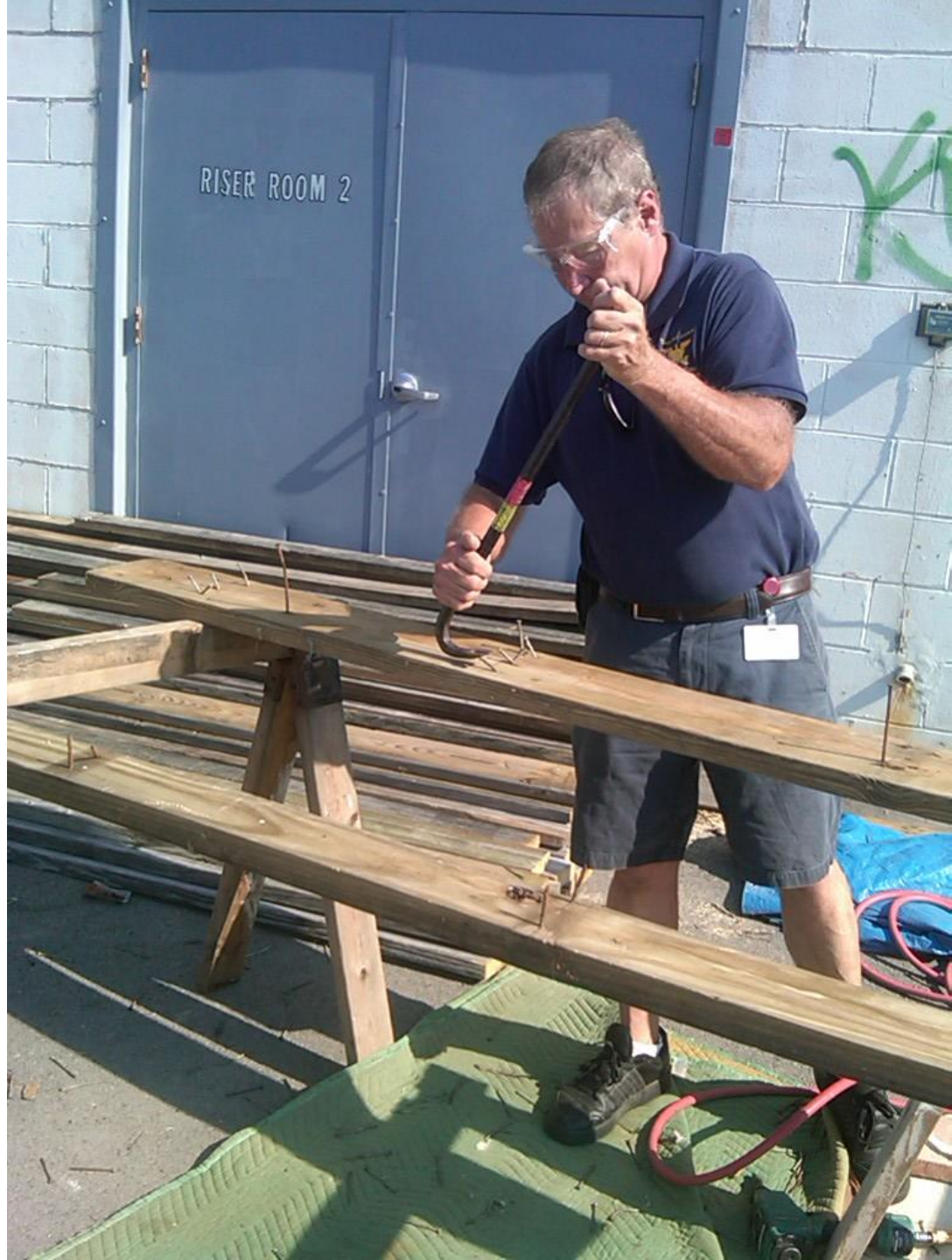
Double Timbersworks  
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Canton, NY 14810  
607-391-8878  
www.doubletimbersworks.com











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**The U.S. Environmental Protection Agency asserts that by extending the lives of personal computers in the U.S. by 50%, 25 million metric tons of CO2 emissions into our atmosphere will be avoided.**

**Opportunities to Reduce Greenhouse Gas Emissions through Materials and Land Management Practices**

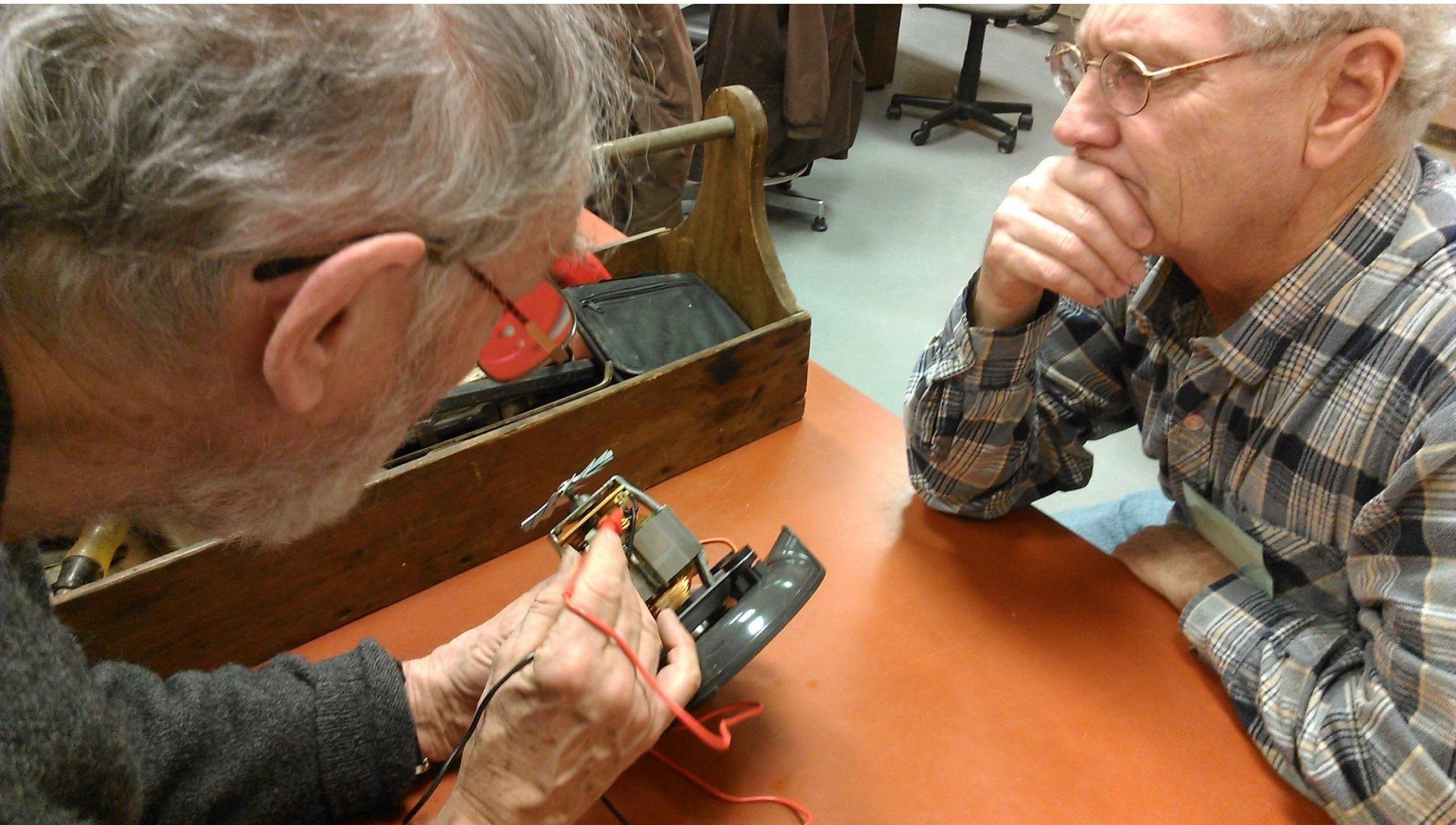
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# ithaca

## Fixers Collective





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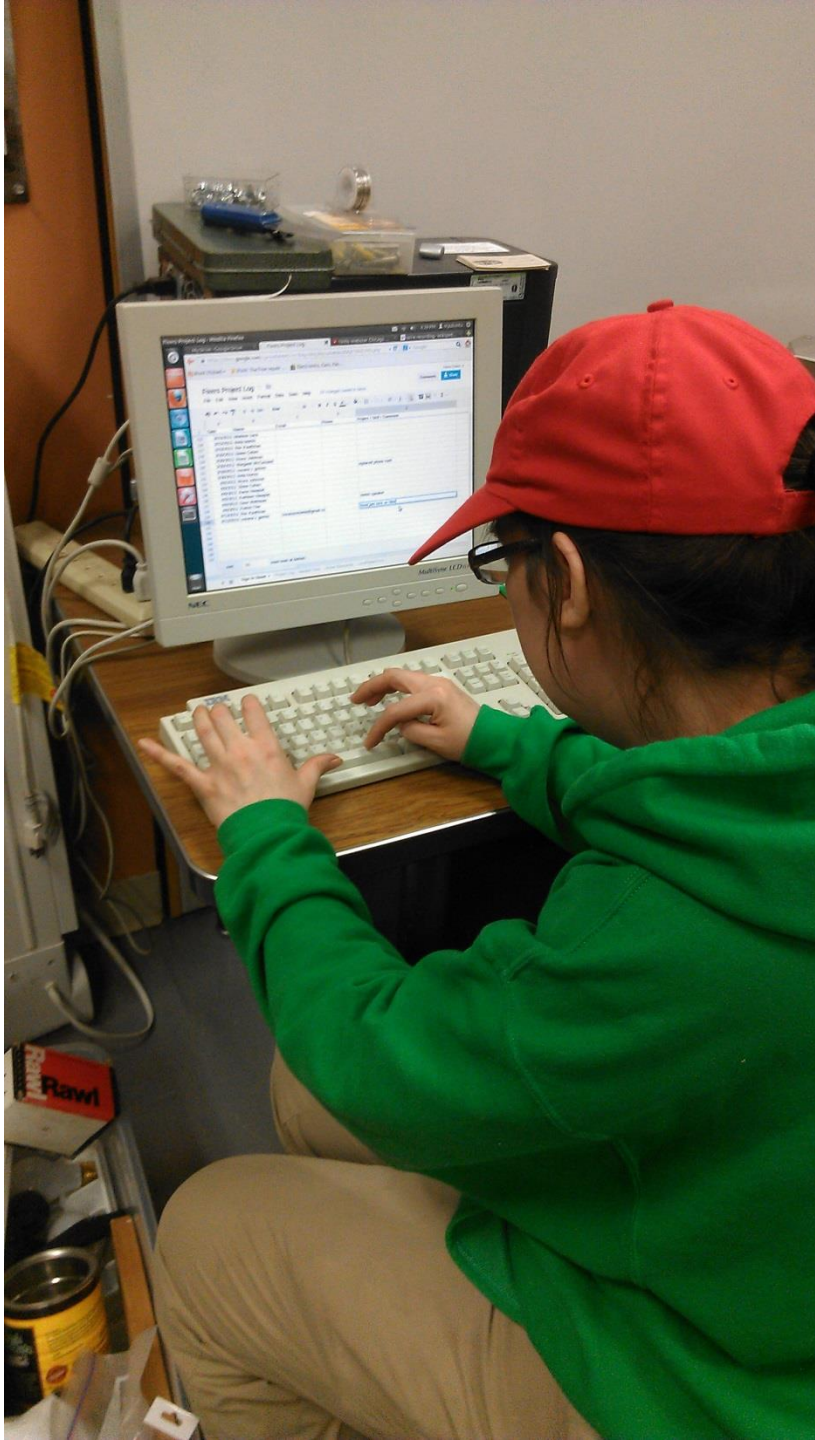


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# volunteer of the month







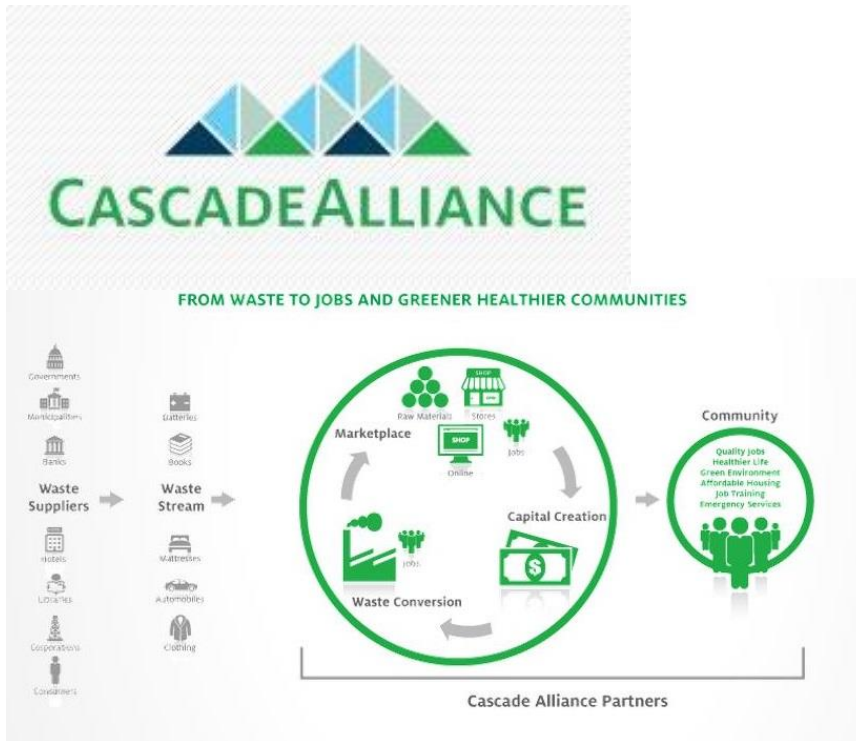
# Ithaca ReUse Center

Open Spring 2015! Plans include:



- ReUse portal
- Daily operations
- Convenient one-stop
- Expanded materials diversion from RSWC in 2015
- Co-location with Sustainability Center
- Collaborative programming & outreach





<http://cascadealliance.us/>

**THE WORLD BANK** Working for a World Free of Poverty

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**News**

This page in: English

FEATURE STORY

**Global Waste on Pace to Triple by 2100**

October 30, 2013

Like Tweet SHARE

Masaru Goto / World Bank

**STORY HIGHLIGHTS**

- Solid waste generation rates are rising fast, on pace to exceed 11 million tonnes per day by 2100, urban specialist Dan Hoornweg and his colleagues write in the journal Nature.
- That growth will eventually peak and begin to decline in different regions at different times, depending in part on population growth, waste reduction efforts, and changes in consumption.
- Until that happens, the rising amount of waste means rising costs for governments and environmental pressures.

**RELATED**

WORLD BANK

Feature Story: 'What a Waste' Report Shows Alarming Rise in Amount, Costs of Garbage

The amount of garbage humans throw away is rising fast and won't peak this century without transformational changes in how we use and reuse materials, write former World Bank urban development specialist Dan Hoornweg and two colleagues.

<http://www.worldbank.org/en/news/feature/2013/10/30/global-waste-on-pace-to-triple>

**Report**

October 2014

**Re-use and Repair Centres/Hubs**

Scoping of models and outline business cases

**ZERO WASTE SCOTLAND**

<http://www.ciwm-journal.co.uk/archives/11072>



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## Steps

Previous Step View All Steps

Edit Next Step

### Introduction

#### 2. Why ReUse? Key Issues

What are the problems that exist in your community that could be solved by starting a Community ReUse Center? For example: reusable items are entering the waste stream and causing damage to our environment. Too many people are unemployed or underemployed and they can't find meaningful work.

##### Tips

Environmental pollution, lack of affordable local resources, and unemployment may all be addressed by developing a Community ReUse Center.

##### Our Story

While there were already other reuse businesses in our area, they were not meeting the high level of need by absorbing the volumes of reusables generated daily, and reusable items were ending up in our waste stream. Additionally, unemployment and underemployment were issues we wanted to address.

##### Done with this step?

Notes (optional)

Text input area for notes

Complete

##### Questions to Ask

How is your community dealing with waste and reuse today?

Is there anything about this that could be better?

Are there other problems that could be simultaneously addressed through the reuse of materials?

Are reusable materials ending up in a landfill?

Do people in your community need or want access to reusable materials that are being thrown away?



New York State Pollution Prevention Institute



Cooperative Extension Tompkins County



Tompkins County Solid Waste Management Division

Business plan template available on homepage:

www.fingerlakesreuse.org or template.fingerlakesreuse.org



# **A Workable Strategy for Reuse**

## **Key Components**

- **Community Engagement**
- **Mission development**
- **Business-based approach**
- **Articulating the community benefits**
- **Productive collaborations**



**Engaging Your Community** ⇒ **Mission Development** ⇒ **Business-Based Approach** ⇒ **Community Benefits** ⇒ **Productive Collaborations**

⇒ **Inclusive planning process**

⇒ **Listening: Open community meetings**

⇒ **Look at other successful models**

- ReCycle North, Burlington, VT (now ReSOURCE)
- BRING Recycling, Eugene, OR
- Loading Dock, Baltimore, MD
- and others



**Engaging Your Community** ⇒ Mission Development ⇒ Business-Based Approach ⇒ Community Benefits ⇒ Productive Collaborations

⇒ **Asking questions with strategic partners**

- Observations of local tipping floor / waste stream
- Identification of other local reuse efforts
- Consumer & Generator Surveys

⇒ **Key recommendations basis for business plan**

⇒ **Full Report / Raw Data / Recommendations:**

**<http://fingerlakesreuse.org/ReuseSurveys.pdf>**



Engaging Your Community ⇒ **Mission Development** ⇒ Business-Based Approach ⇒ Community Benefits ⇒ Productive Collaborations

⇒ **The Mission of Finger Lakes ReUse is to enhance community, economy, and environment through reuse.**

**Triple Bottom Line...People ⇒ Planet ⇒ Profit**

⇒ **The Goals of Finger Lakes ReUse are to:**

⇒ **Reduce waste**

⇒ **Relieve poverty**

⇒ **Teach job skills through reuse activities**



Engaging Your Community ⇒ Mission Development ⇒ **Business-Based Approach** ⇒ Community Benefits ⇒ Productive Collaborations

- ⇒ **Social Enterprise** - applies commercial strategies to maximize **human and environmental well-being** rather than maximizing profits for shareholders
- ⇒ **Nonprofit structure doesn't mean no profit**
- ⇒ **Identified industry best practices**
- ⇒ **IRS Form 990 Questions in Part VI guided policies**





**Engaging Your Community** ⇒ **Mission Development** ⇒ **Business-Based Approach** ⇒ **Community Benefits** ⇒ **Productive Collaborations**

**IRS Form 990 - Part VI, Section B**

- 11a) Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?
- 11b) Describe in Schedule O the process, if any, used by the organization to review this Form 990.
- 12a) Did the organization have a written conflict of interest policy? If “No,” go to line 13 . . .
- 12b) Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts?
- 12c) Did the organization regularly and consistently monitor and enforce compliance with the policy? If “Yes,” describe in Schedule O how this was done . . .
- 13) Did the organization have a written whistleblower policy? . . .
- 14) Did the organization have a written document retention and destruction policy? . . .

Engaging Your Community ⇒ Mission Development ⇒ **Business-Based Approach** ⇒ Community Benefits ⇒ Productive Collaborations

## **Social Enterprise - Core Business Operations established first**

- **ReUse Center** Retailing Furniture, Housewares, Building Materials, Computers & Electronics – all tracked in POS system
- **Deconstruction Services** A Green Alternative to Demolition
- **eCenter** Computer Refurbishing Program

## **Talk about the facts:**

- **17 employees (16.1 FTE)**
- **37% Volunteer Labor – 1,600 volunteer hours monthly (10 FTE)**
- **Transformed \$700 (2007) into \$800,000 (2013... 57% earned)**
- **1260 tons would cost Tompkins \$107K but generated \$1.9 million**



Engaging Your Community ⇒ Mission Development ⇒ **Business-Based Approach** ⇒ Community Benefits ⇒ Productive Collaborations

## Challenges:

- **Limited resources (money, people, space)**
- **Demography (rural, low density)**
- **Inexperience**

## Opportunities:

- **Intellectual capital**
- **You have data – track it!**
- **Supportive community**
- **Stay flexible – follow and develop where the energy is**
- **Transform limited resources into resourcefulness – the “Use what you’ve got” approach – and learn to use it well!**



Engaging Your Community ⇒ Mission Development ⇒ Business-Based Approach ⇒ **Community Benefits** ⇒ Productive Collaborations

- ⇒ **Articulating your case – “Why?”**
- ⇒ **A Case Statement** “focuses on a dilemma that needs to be fixed and explains the organization’s proposed resolution.” (boardsource.org)
- ⇒ **Share in DRAFT form - ask for feedback**
- ⇒ **Builds relationships with stakeholders and potential supporters**



Engaging Your Community ⇒ Mission Development ⇒ Business-Based Approach ⇒ **Community Benefits** ⇒ Productive Collaborations

- ⇒ **Environmental** – less waste, preserves natural resources, **LOCALLY** produced merchandise (reduced fuel consumption)
- ⇒ **Social** – job creation, meaningful & empowering work & training opportunities, marketable skills
- ⇒ **Economic** – transforming liabilities into assets, wealth creation, jobs, multiplier effects



Engaging Your Community ⇒ Mission Development ⇒ Business-Based Approach ⇒ **Community Benefits** ⇒ Productive Collaborations

- ⇒ **A bed for a **child** sleeping on the floor**
- ⇒ **An **affordable** desk for a student on a budget**
- ⇒ **A computer for a **low-income** family**
- ⇒ **Affordable materials for a **creative artist****
- ⇒ **A **training ground** for marketable job skills**
- ⇒ **A setting for those with barriers to employment to find **meaningful work****



Engaging Your Community ⇒ Mission Development ⇒ Business-Based Approach ⇒ Community Benefits ⇒ **Productive Collaborations**

⇒ **Program development**

⇒ **Strategic partnerships should**

⇒ **be mutually beneficial**

⇒ **enhance capacity:  $1+1=3$**

⇒ **establish boundaries / scope of services**

⇒ **increase reach and impact**

⇒ **Sharing resources to address increasing needs**

⇒ **Avoids replication**



Engaging Your Community ⇒ Mission Development ⇒ Business-Based Approach ⇒ Community Benefits ⇒ **Productive Collaborations**

⇒ Competitive Analysis? How about a Collaborative Analysis?

**“Collaboration is the new competition...One of the largest metapatterns we observe in nature is collaborating to solve difficult problems.”**

**-Janine Benyus, Author of *Biomimicry: Innovation Inspired by Nature***

Source: Ernst & Young, Health Care Industry Provider Report, 2012

([http://www.ey.com/Publication/vwLUAssets/New\\_Horizons\\_2012\\_health\\_care\\_provider\\_report/\\$FILE/New\\_horizons\\_2012\\_final\\_August\\_23.pdf](http://www.ey.com/Publication/vwLUAssets/New_Horizons_2012_health_care_provider_report/$FILE/New_horizons_2012_final_August_23.pdf))





# Collaborative Partners

- **Tompkins County Solid Waste**
- **Cornell Cooperative Extension of Tompkins County**
- Ithaca Urban Renewal Agency/Tompkins Workforce NY
- Park Foundation
- Human Services Coalition of Tompkins County
- Sustainability Center
- GIAC & Ithaca Youth Bureau
- Ithaca College, Cornell University, TC3
- NYS Pollution Prevention Institute
- Department of Social Services – Work Experience Program
- Challenge Workforce Solutions





**Questions? This presentation was made possible thanks to:**



and



**New York State  
Pollution Prevention Institute**

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