



# **Meeting the Triple Bottom Line: The Community ReUse Center Model**

**Finger Lakes ReUse, Inc.**

**North East Recycling Council Webinar  
February 17, 2016**





⇒ **Quick introduction** to Finger Lakes ReUse

⇒ **Brief overview** of our programs

⇒ Triple bottom line **impacts**

⇒ Accessing the **Community ReUse Center Business Plan Template**

# Finger Lakes ReUse, Inc.

- 501(c)3 independent nonprofit
- Triple Bottom Line Mission
  - To enhance **community**, **economy**, and **environment** through reuse.
- Goals
  - To reduce waste and poverty,
  - create jobs and
  - provide job training through reuse activities
- Vision
  - A thriving reuse infrastructure



# **BRIEF HISTORY OF FINGER LAKES REUSE**

**Planning – 2006-2008**

**Trihammer ReUse Center – opened November 2008**

**FURNITURE, HOUSEWARES, BUILDING MATERIALS**

**Deconstruction & Salvage 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 – Opened December 2016**

**(Grand Opening - April 2016!!)**



# **Triphammer ReUse Center**

## **November 2008**





ReUse Center



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





ter  
RE-USE  
PROGRAM

MAC OS

Ithaca is SHOPPING

FURNITURE

HOUSE WARES

DOORS

CELL PHONE RECYCLE BOX







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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 TOBACCO AVAILABLE... PLEASE ASK FOR ASSISTANCE







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# **Deconstruction & Salvage Services**

## **April 2009**



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# **eCenter Computer Refurbishing Program**

## **April 2010**



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Support Local Computer ReUse!  
Official  
Finger Lakes ReUse  
Computer  
Collection Site  
MAY 16, 17, 18, 2016  
10A-5P  
SPONSORED BY SUN-A-GRAND





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COMPUTER  
ALL  
STARS

E CENTER  
EDUCATIONAL ZONE  
STUDENTS. STAFF.  
& VOLUNTEERS



# ReSET

## Job Training

### ReSET Tech

### ReSET Construction

### ReSET Retail & Customer Service

### 10-week entry level

(20 hrs/wk free)

### 15-week apprenticeship

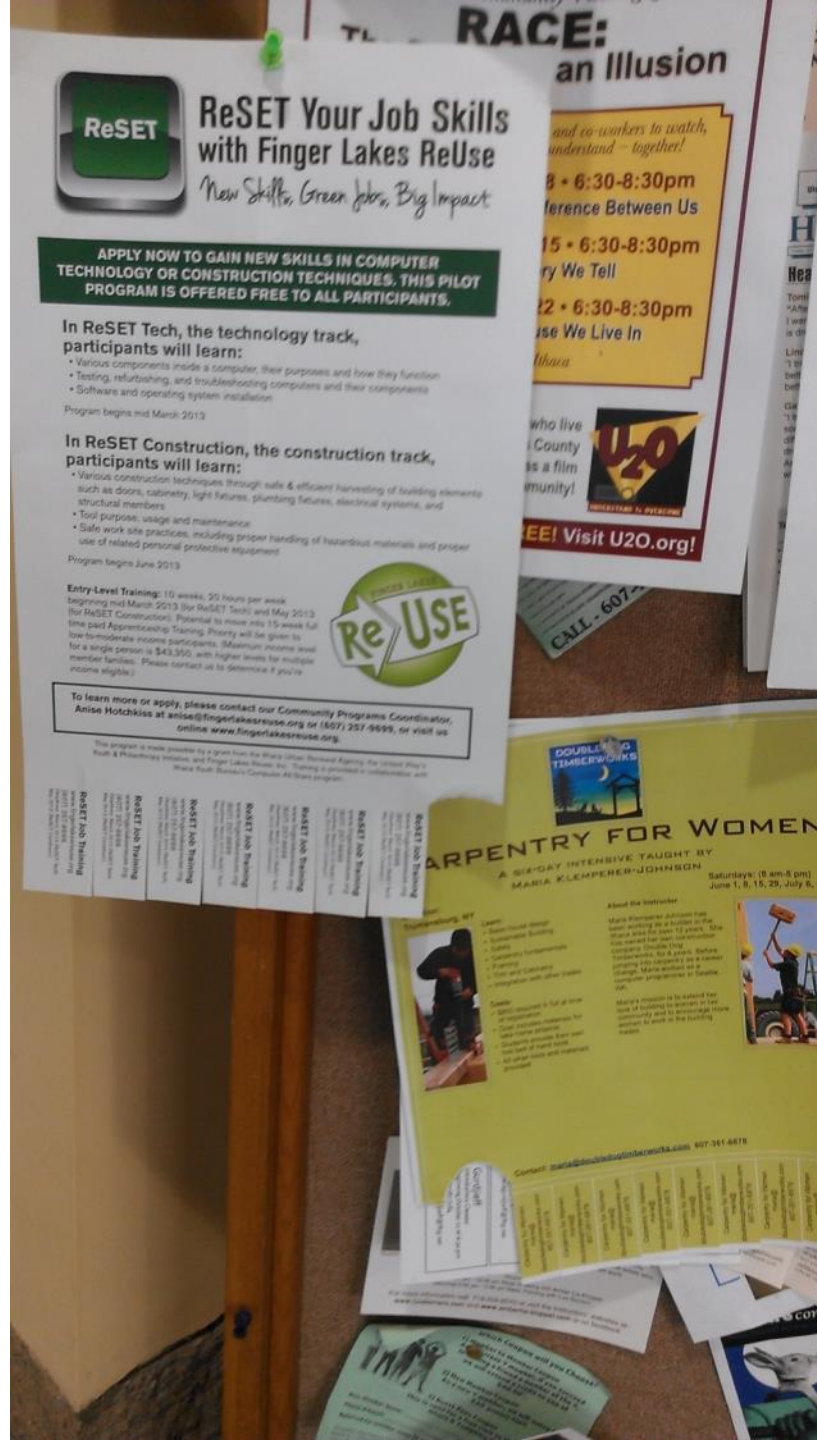
(Full-time / paid)

### Marketable skills

### Guaranteed job interviews



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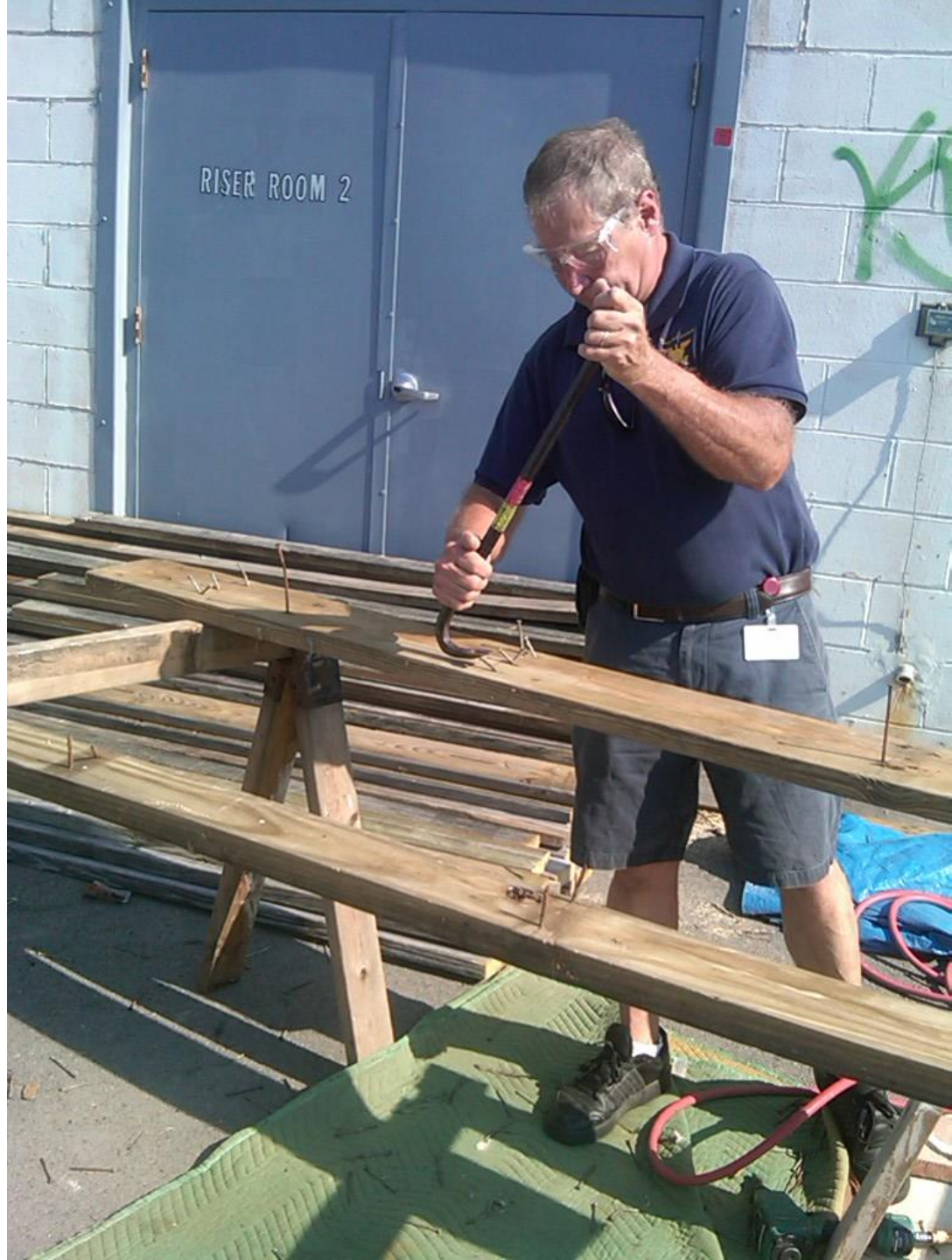
[L to R: Nick T., ReUse Retail Assistant / former ReSET participant; Theresa – ReSET Apprentice; Marty (Ithaca Youth Bureau instructor) with Jason & Edwin – ReSET trainees]

“Finger Lakes ReUse gave me the opportunity to take my underlying skills and develop them, so that I was able to use them in today’s job market. For a number of years I wanted a career in computer technology. I already had a degree in biology but I was approaching forty years of age and wasn’t in a position to go back to school full time. The ReSET program gave me a concentrated classroom setting with hands-on experience with guidance from numerous professionals, donating their time, all with areas of expertise in their given fields.”

- Nick T., ReSET Apprentice, Summer 2014 – Full Time Retail Assistant at Finger Lakes ReUse







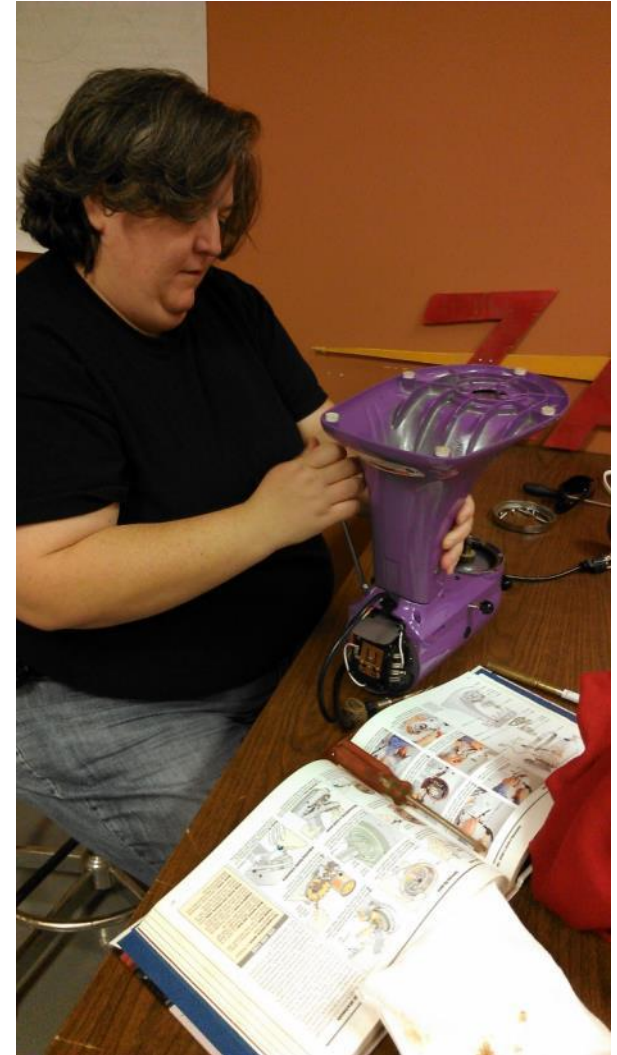
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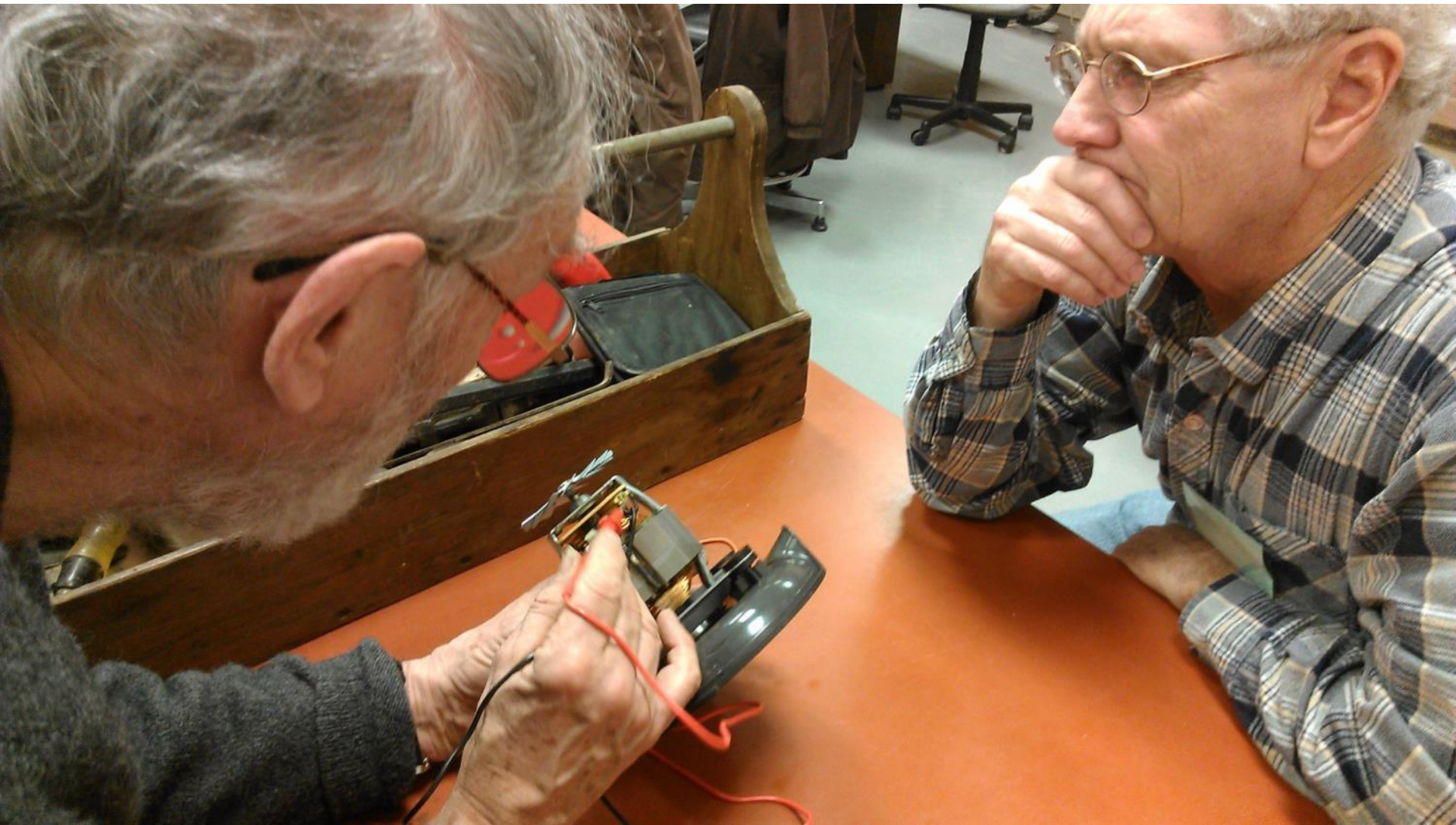




# ithaca

## Fixers Collective





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# **Ithaca ReUse Center**

## **Open December 2016!**



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Finger Lakes ReUse, Inc. © 2016



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**“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))



<http://cascadealliance.us/>



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# 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
- Department of Social Services – Work Experience Program
- Challenge Workforce Solutions
- Tompkins County Area Development
- NYS Pollution Prevention Institute
- NorthEast Recycling Council
- Appalachian Regional Commission
- Cascade Alliance



# Finger Lakes ReUse *Awards*



**2010 – Non-For-Profit of the Year**

***Tompkins County Chamber of Commerce***



**2012 – Jeff Furman Award for  
Social Responsibility in Business**

***Alternatives Federal Credit Union***



**2015 – Environmental Champion Award**

***U.S. Environmental Protection Agency***



# COMMUNITY

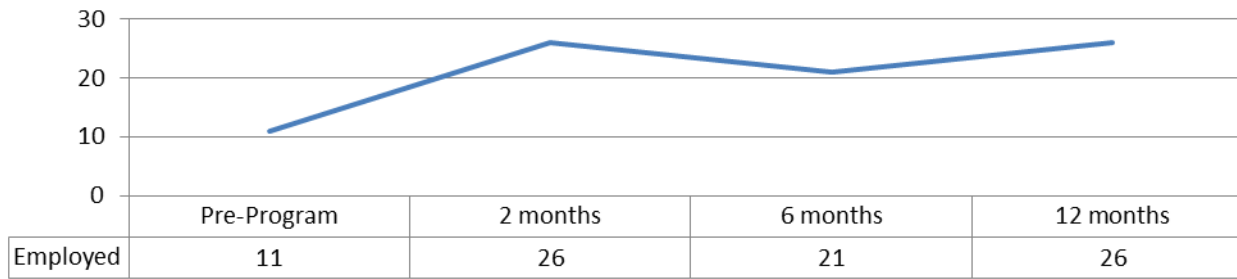


# ReUse is good for people

- Engaging activities
- Empowering
- Self-sufficiency skills
- Marketable job skills
- Living wage job opportunities
- 11 employees formerly on public assistance
- Job training and skill-sharing - wide variety
  - Technical, construction, customer service, retail, administrative, organizing, custodial

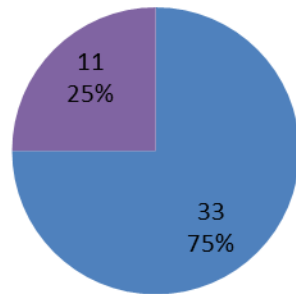


## ReSET Employment Attainment Outcomes



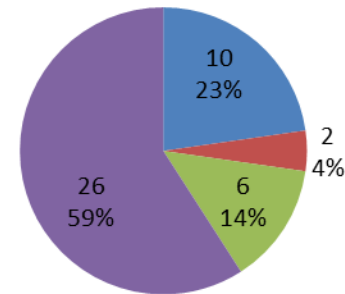
### Pre-Program

■ Unemployed ■ Employed



### At 12 Months

■ Unemployed ■ School ■ Unknown ■ Employed



Above results are as of February 2016: 44 participants have been out of the program for 12 months or more.

**12 months after completion, 59% of ReSET participants are employed.**





# ECONOMY



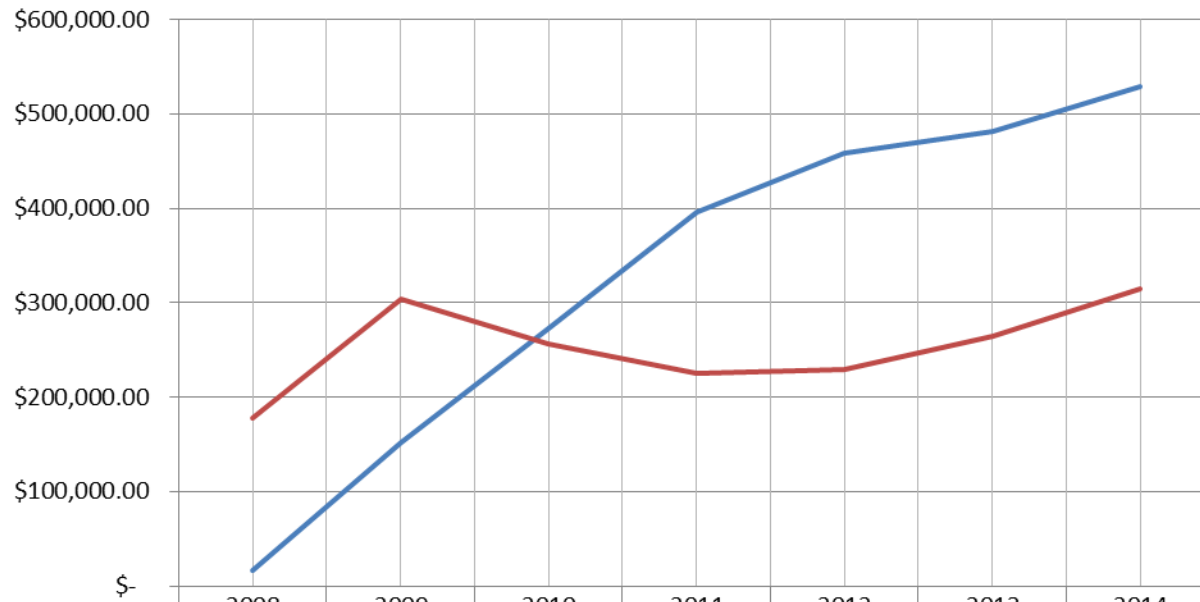
# ReUse is an economic engine

- We have exceeded \$100,000 in sales in each of the last 10 quarters
- We have diverted more than 1,500 tons of waste, helping the community avoid more than \$125,000 in disposal fees
- Converted 1,500 tons of diverted “waste” into \$2.1 million in sales
- Created 25 Living Wage jobs...so far





## Earned vs Contributed Income over Time, by \$



— Sales & fees	\$15,913.00	\$152,673.00	\$272,236.00	\$396,311.00	\$457,987.00	\$481,814.00	\$528,758.00
— Grants & donations	\$177,760.00	\$303,867.00	\$256,374.00	\$225,688.00	\$229,728.00	\$264,816.00	\$315,355.00



**10 people in 10 communities (100 total) moving from public assistance into living wage jobs would generate at least \$6 million\* in public money (avoided costs of public assistance plus taxes paid) over 5 years.**

**The total economic benefit is more than \$16 million (including wages).\***

\*Note: This research did not factor in health expenses or benefits

Source: Jennifer Heumann, *The Re-use Industry* presentation, Cornell University, May 7, 2013



# ENVIRONMENT



# ReUse is good for the planet

- Reduced landfill pressure
  - Toxic waste reduction
- ENERGY SAVINGS!
  - Avoided transport expense, fuel use
  - Avoided harvesting, mining, transport, processing, manufacturing of natural resources, finite and “conflict” minerals
  - Far less energy-intensive than recycling



**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**

<http://www3.epa.gov/region09/climatechange/pdfs/ghg-land-materials-management.pdf>





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Login Register

## Community ReUse Center Template

Home

Steps

Resources

About

Why ReUse?

Request a Consultation

Webinar

## Want to start a Community ReUse Center?

This site will walk you through a set of steps to help with every detail needed to start a Community ReUse Center in your community.

Get started

**<http://template.fingerlakesreuse.org/>**



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# Community ReUse Center Template

[Login](#)

[Register](#)

[Home](#)

[Steps](#)

[Resources](#)

[About](#)

[Why ReUse?](#)

[Request a Consultation](#)

[Webinar](#)

## Register

**To access the template, start by creating an account.**

You'll use your account to track your progress.

Name

Organization (optional)

Email:

Password:





Steps

Resources

About

Why ReUse?

Request a Consultation

Webinar

## Resources

### Community Tool Box **Activism**

Edit

A resource for putting ideas into action in your community

### Electronics Recycling Carbon Footprint Calculator **E-Waste**

Edit

Interactive online tool to help calculate the benefits of recycling electronics.

### Local Recycling Resource **E-Waste**

Edit

A great place to upload what you accept

### Create a Budget that Works for You **Finances**

Edit

A guide for helping put together your organization's budget



# Community ReUse Center Template

- Steps
- Resources
- About
- Why ReUse?
- Request a Consultation
- Webinar

## You have completed 8 of 38 steps.



[Preview your Business Plan](#)

Have a story you want to share on the site? [Share it!](#)

## Introduction

Step	Complete?	Date Completed	Business Plan Content	Notes
1. <a href="#">Mission Statement</a>	<input checked="" type="checkbox"/>	September 25, 2015	Our mission is to enhance community, economy, and environment through reuse.	Our triple bottom line mission is to enhance community, economy, and environment through reuse.

# Introduction

## 1. Mission Statement

Write a sentence that describes the purpose of your Community ReUse Center.

### Tips

Keep it simple and clear, and get ready to repeat this mission statement a lot. You will use it to explain your Community ReUse Center to people all the time! Involve your stakeholders in this process! Have a brainstorming session!

### Our Story

The mission statement of Finger Lakes ReUse is "**To enhance community, economy, and environment through reuse.**"

We invited our key stakeholders and facilitated a 2 hour mission statement brainstorming meeting. We were delighted to arrive at the simple mission statement we are still proudly using to highlight and inspire our **triple-bottom line** principles today!

### Questions to Ask

What do you want your Community ReUse Center to accomplish, and how will it do it?

### Resources

[www.kinesisinc.com](http://www.kinesisinc.com)

Have a story you want to share on the site?

[Share it!](#)

The mission statement of Finger Lakes REUSE is "To enhance community, economy, and environment through reuse."

We invited our key stakeholders and facilitated a 2 hour mission statement brainstorming meeting. We were delighted to arrive at the simple mission statement we are still proudly using to highlight and inspire our **triple-bottom line** principles today!

Share it!

✔ You completed this step on September 25, 2015

Write your Mission Statement here. (optional)

Our mission is to enhance community, economy, and environment through reuse.

Notes (optional)

Our triple bottom line mission is to enhance community, economy, and environment through reuse.

Jan Rhodes Norman was the participant who helped us crystallize this message in that exciting 2-hour mission-development brainstorming meeting in 2007.

✘ Mark as incomplete

Save Changes

# Share Your Story

Have a story that you want to share on the site?

Your Story

Is it about a specific Step? (optional)

Products and Services

Waivers

- I hereby authorize and permit Finger Lakes ReUse or its authorized agent, without compensation therefore, permission to publish, reproduce, record and use, with or without my name. This includes, but is not limited to quotes and/or text, or other information submitted by me to the Community ReUse Center Template.
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Share

*Funding provided by the NYS Pollution Prevention Institute through a grant from the NYS Department of Environmental Conservation. Any opinions, findings, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the Department of Environmental Conservation.*

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## III. General Organizational Description

### Mission Statement

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

*Other reuse-related mission statements: "to increase awareness of, and access to, reuse — by educating the public about its social, environmental and economic benefits and by providing capacity-building services that strengthen the reuse community." - Reuse Alliance*

### Why ReUse? Key Issues

To complete this section, return to the website.

*Info to gather: Employment data - city, county, state, country Waste reduction - how much/what types of reusable material is actually being landfilled?*

### Goals and Objectives

To complete this section, return to the website.



**THANK YOU. This presentation was made possible thanks to**



**New York State  
Pollution Prevention Institute**



**Cooperative  
Extension**  
Tompkins County



**NERC**  
NORTHEAST RECYCLING COUNCIL



**RECYCLING AND  
SOLID WASTE**  
OF TOMPKINS COUNTY

**PARK  
FOUNDATION**



**Community Foundation**  
of TOMPKINS COUNTY

**Diane Cohen, Executive Director, Finger Lakes ReUse, Inc.**

**diane@fingerlakesreuse.org - email**

**607/257-9699 - phone**

**[www.ithacareuse.org](http://www.ithacareuse.org)**



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