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

Triphammer 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
Deconstruction & Salvage Services

April 2009
eCenter Computer Refurbishing Program
April 2010
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
“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
ithaca
Fixers Collective
Ithaca ReUse Center
Open December 2016!
“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

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
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
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
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/
Register

To access the template, start by creating an account.

You'll use your account to track your progress.

Name

Organization (optional)

Email:

Password:
Resources

Community Tool Box
A resource for putting ideas into action in your community

Electronics Recycling Carbon Footprint Calculator
Interactive online tool to help calculate the benefits of recycling electronics.

Local Recycling Resource
A great place to upload what you accept

Create a Budget that Works for You
A guide for helping put together your organization's budget
Introduction

<table>
<thead>
<tr>
<th>Step</th>
<th>Complete?</th>
<th>Date Completed</th>
<th>Business Plan Content</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mission Statement</td>
<td>✔</td>
<td>September 25, 2015</td>
<td>Our mission is to enhance community, economy, and environment through reuse.</td>
<td>Our triple bottom line mission is to enhance community, economy, and environment through reuse.</td>
</tr>
</tbody>
</table>
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!

Questions to Ask

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

Resources

www.kinesisinc.com

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!
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☑️ 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.
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

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I. Table of Contents

I. Table of Contents .................................................................................................................. 3
II. Executive Summary ............................................................................................................. 4
III. General Organizational Description .................................................................................. 5
IV. Startup Strategy / Planning ............................................................................................... 6
V. Products and Services ........................................................................................................ 7
VI. Marketing & Outreach Plan ............................................................................................... 8
VII. Operational Plan ............................................................................................................ 9
VIII. Organizational Management .......................................................................................... 10
IX. Budgeting and Finances ................................................................................................. 11
X. Appendices ..................................................................................................................... 12

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

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