



CET - DEP Year End Report: Fiscal Year 2014 (July 2013 – June 2014)
RecyclingWorks in Massachusetts
The Center for EcoTechnology
September, 2014

The Center for EcoTechnology (CET) is proud to submit the FY14 year-end report for RecyclingWorks in Massachusetts to the Massachusetts Department of Environmental Protection (MassDEP). CET and MassDEP continued waste diversion assistance to the commercial and institutional sector with a focus on supporting and promoting the Commercial Organics Food Waste Disposal Ban through outreach, education, technical assistance and hosting the Commercial Food Waste Vendor Fair. The following represents approximated measureable impacts:

- Over 1080 tons of material diverted from disposal
- Direct assistance to over 450 businesses
- Over 36,000 visitors to www.recyclingworksma.com

Email / Phone Hotline

A CET staff member in the Northampton office operates the RecyclingWorks phone hotline and email service. Inquiries are directed to RecyclingWorks resources on www.recyclingworksma.com, referred to CET field staff for follow up or processed for continued levels of assistance.

Summary Statistics July 2013 – June 2014 Data:

	<i>FY13 Totals</i>	<i>FY14 Totals</i>
Requests from Businesses & Institutions:	213	418
Requests from Processors & Haulers	88	50
Total Number of Requests:	301	468
Total Number of Requests Completed:	278	422

Since July 2013, the hotline service has fielded an array of call/email topics including:

- How to start a food waste diversion program
- Information requests regarding the food waste ban
- How to correctly estimate food waste specific to a facility
- General questions regarding the Commercial Food Waste Vendor Fair
- How to recycle uncommon materials
- Businesses concerned about receiving, or have received, a failed load letter or enforcement from MassDEP.
- Employees wishing to start recycling programs at businesses that don't currently recycle
- Haulers and processors requesting/correcting listing in the service directory
- Surplus materials reuse
- Consultants seeking assistance
- General recycling questions

By April of 2014 the call volume began to increase significantly. Since this time, an average of two calls come in per day and several emails per week.



Lessons learned:

- Businesses continue to express great appreciation for the free service.
- Businesses are cautious of possible regulatory enforcement or reporting responsibilities CET may have with MassDEP and some wish to remain anonymous throughout the duration of the call.
- More consultants and haulers have utilized RecyclingWorks resources in working with their clients. A majority of this assistance is directly related to the commercial food waste ban.
- The MA policies and the RecyclingWorks program is gaining national attention and the hotline gets a small but noticeable number of calls from around the country.

RecyclingWorks Website:

CET staff has worked to maintain and significantly expand the website and database in this past fiscal year. 55 haulers and processors have been added or updated to the database in FY14 for a total of 280. Examples of other updates made in FY14 include:

- Guide for businesses on how to estimate food waste was added in September 2013.
- Food waste best management practices webpage was added in October 2013.
- Food donation webpage was added in November 2013.
- Prezi presentation about RecyclingWorks was added in January 2014
- The Restaurant Food Waste Diversion Guide was added in January 2014.
- The WasteWise page was updated to include information from the state's first Commercial Food Waste Vendor Fair held on June 12th 2014.

Case Studies:

All FY13 case studies were finalized and put on the website in July 2013. 3 video case studies were created and posted to RecyclingWorks website throughout the year. These video case studies have been well received by industry groups and some have linked to them or distributed them in electronic communications:

- [The Lenox Hotel](#)
- [The Gardner Ale House](#)
- [Worcester State University](#)

RecyclingWorks Newsletters:

CET creates and sends a monthly RecyclingWorks newsletter reaching 1,133 people. Topics include waste diversion highlights, new information added to the RecyclingWorks website, newly publicized recycling or waste information, and upcoming recycling and waste diversion events. In FY14, CET produced many newsletters and e-blasts to RecyclingWorks contacts to promote and attract attendees and vendors for the WasteWise vendor fair.



Website Statistics:

Comparing FY14 to FY13, overall activity on the RecyclingWorksMA.com website increased by over 170%, with consistently strong numbers after the announcement of the commercial organics waste ban on February 6.

There was a distinct spike on March 31, related to the announcement of the WasteWise Vendor fair and the addition of vendor fair information to the WasteWise page. This was the heaviest day of traffic for the year with 311 unique visitors.

	Visitors	Sessions	Page Views
FY2013	12,127	16,566	46,621
FY2014	33,068	43,807	108,203
Percent Change	172.68%	164.44%	132.09%

Marketing:

Promotional activities have included newsletters, press releases, conference tabling, speaking engagements/presentations, interviews and virtual platforms such as email, webinars and social media such as Twitter and Facebook.

CET had seven interviews with various news outlets regarding RecyclingWorks, the commercial food waste ban and the 2014 WasteWise Vendor Fair.

ecoMass News	Aug-13
Green Lodging News	Aug-13
Hampshire Gazette Article	Nov-13
Radio Show, WTBRFM	Dec-13
The Guardian	Feb-14
WCAP Radio	Feb-14
The Boston Globe	May-14

CET attended and/or presented at the following 19 events to present and promote RecyclingWorks, the food waste ban, BMP Guidelines and the WasteWise Vendor Fair.

Wegman's/Rubicon	8/1/2013
Berkshire Chamber August Meeting	8/14/2013
North Central Mass Economic Development Council	9/24/2013
SWANA Conference	10/21/2013
Berkshire Chamber November Meeting	11/13/2013



Boston Recycling Coalition Meeting	11/14/2013
MAPC and CEC Meeting	12/1/2013
Neponset Valley Chamber Meeting	1/15/2014
Northern Berkshire Chamber	2/26/2014
Greenovate, Boston	2/27/2014
MCAN Conference	3/2/2014
Southern Berkshire Chamber	3/27/2014
R3 Conference	4/8/2014
Leading By Example Council Meeting	5/22/2014
Leading By Example Webinar	5/31/2014
NE MRC Meeting	6/3/2014
UMASS Revisioning Sustainability Conference	6/20/2014

At least 3 CET-generated press releases regarding RecyclingWorks and the WasteWise Vendor Fair were picked up by the following news outlets:

Press Releases:	Date:
Green Lodging News	9/1/2013
Big E's Press Release	11/13/2013
The Boston Globe	2/4/2014

CET conducted outreach to many municipalities, chambers, and appropriate organizations regarding RecyclingWorks, The Food Waste Ban and the Commercial Food Waste Vendor Fair.

WasteWise:

CET conducted outreach to promote and facilitate the WasteWise Fall Forum and the Massachusetts Commercial Food Waste Vendor Fair. CET continued to promote the Massachusetts chapter of WasteWise as well as the EPA WasteWise program.

The WasteWise 2013 Fall Forum was held at UMASS Lowell in November 2013. The new diversion program at the University implement with RecyclingWorks assistance was highlighted, and there was also a focus on Resource Management Contracting. There were approximately 84 attendees at this event.

CET began conducting outreach to A Better City, the Mass Food Association and National Restaurant Association, BOMA Boston, the Green Restaurant Association in FY13-14, all of whom became official partners for the Vendor Fair. CET was also able to attract a media sponsor for the WasteWise Vendor Fair, BioCycle Magazine.



CET planned and executed the WasteWise Vendor Fair in Framingham MA, on June 12, 2014. Over 300 people attended, about 100 attendees went to one of the three information sessions and 53 vendors exhibited. The exhibition space was fully maximized and there was a waiting list of vendors. This was a major highlight of the year and we believe it was the first of its kind event in the nation.

A CET posted survey received positive feedback about the event. 100% of the submissions rated the overall event “Good – Excellent”. Many of the vendors inquired about future events and mentioned that the RecyclingWorks Vendor Fair was one of the better/best events that they had exhibited at. Nancy Seidman summarized a general consensus of the event well with “I just want to say how impressed I was with today’s event in Framingham (we couldn’t fit in all the vendors who wanted to participate and almost 300 people registered, that is amazing)... John and CET did a wonderful job in turning out folks who can help each other implement the ban. The folks I met and spoke to demonstrated their energy and enthusiasm, questions and interest in moving ahead with the ban.” The week following the event brought many inquiries if another was in the works. This will be determined in FY15.

Technical Assistance

The following summary charts demonstrate the number of facilities receiving various forms of Technical Assistance in FY14, broken out by associated section of the work plans. The attached tracking sheet provides detailed information on a facility-by-facility basis.

Hospitality: Goal to Assist 10 Establishments and 6 from FY13

# In Progress	# Completed	Total Assisted
10	5	15

Generators Subject to the Ban: Goal to Assist 10 Generators and 6 from FY13

# In Progress	# Completed	Total Assisted
8	3	11

State Facilities: Goal to Assist 8 Facilities and 13 from FY13

# In Progress	# Completed	Total Assisted
13	6	19

Other Site Visits: Goal of 30 Mini TA’s, 15 Basic, 8 Extensive Visits and 13 from FY13

	# In Progress	# Completed	Total Assisted
Mini	18	11	29
Basic	0	0	0
Extensive	5	0	5
FY 13	8	5	13

Lessons learned:

- Broadly, TA is focused on helping implement a recycling or composting program at facilities. The details of the kind of help needed by each individual facility that we help varies greatly. In other



words, there is significant customization for each facility to provide a valued and effective service.

- The announcement of an official effective date for the Food Waste Ban helped move some lagging generators.
- Businesses continue to take significant time in implementing programs due to cost, concern for added work, potential negative outcomes and general hesitancy to see how the new regulation would manifest.
- Assistance to State Facilities takes longer to deliver and complete than most other sectors. However, they continue to have significant opportunity and need as the contracting and on site logistics can be layered and complicated.
- The hospitality sector continues to have significant potential for assistance, but proves challenging to engage through the broad association and chamber type means of outreach. More direct and focused engagement of this sector is likely needed to be more effective at reaching and moving this sector.

Haulers and Health Departments

The Food Waste Best Management Practice Guidance document was finalized and posted to the RecyclingWorks website in October 2013. This important guidance document serves as a focal platform for numerous CET presentations and outreach efforts.

MassDEP Green Business Specialist

The Green Business Specialist, working out of MassDEP's Boston office, assisted with conducting RecyclingWorks outreach, as well as recruiting businesses for technical assistance in priority areas. The Green Business Specialist wrote the Food Waste Estimation Guide and contributed significantly to various other areas of website content and written materials. She also heavily promoted RecyclingWorks and the WasteWise Vendor Fair at chamber and/or civic meetings and actively sought out partner organizations and attendees for the fair. She also helps support the overall Organics Action Plan through various tasks assigned and managed directly by MassDEP.