



CET - DEP Year End Report: 2012-2013
The Center for EcoTechnology
July, 2013

The Center for EcoTechnology (CET) is proud to submit the FY13 year-end report to the Massachusetts Department of Environmental Protection (MassDEP). In the second year of the program CET and MassDEP focused on honing the services offered by RecyclingWorks in Massachusetts and targeting assistance for maximum effectiveness. The following represents approximated measureable impacts:

- Over 8,800 tons diverted from disposal
- Direct assistance to over 350 businesses
- Over 12,000 visitors to www.recyclingworksma.com

Email / Phone Hotline

A CET staff member in the Northampton office manages the RecyclingWorks hotline and email address. All calls and emails coming through the hotline are responded to within one business day from the inquiry.

Summary Statistics July 2011 – June 2013 Data:

	<u>FY12 Totals</u>	<u>FY13 Totals</u>
Requests from Businesses & Institutions:	110	213
Requests from Processors & Haulers	28	88
Total Number of Requests:	138	301
Total Number of Requests Completed:	105	278
Number of Requests Referred to Basic Site Visits	4	5
Number of Requests Referred to Extensive Site Visits	4	10

Since July 2012, the hotline service has fielded an array of call/email topics including:

- How to start a recycling program
- How to recycle uncommon materials
- Businesses concerned about receiving a failed load letter
- Haulers and processors requesting/correcting listing in the service directory
- Surplus materials reuse
- Consultants seeking assistance
- General recycling questions

Lessons learned:

- CET has found that businesses are very grateful for the free service.
- Businesses are cautious of possible regulatory enforcement or reporting responsibilities CET may have with MassDEP.
- Many businesses get stuck in the process- additional check-ins have been appreciated to provide new tips, resources or encouragement.



- Very few inquiries regarding food waste come through the hotline- there is the potential that ‘recycling’ food waste is not a well understood message for the business community and that more marketing to the food industry is required to raise awareness about the program.
- RecyclingWorks is often mistaken as a service provider by callers - they ask if RecyclingWorks will pick up their material. CET makes sure to correct the expectations of the callers and help them through service provider searches as needed.

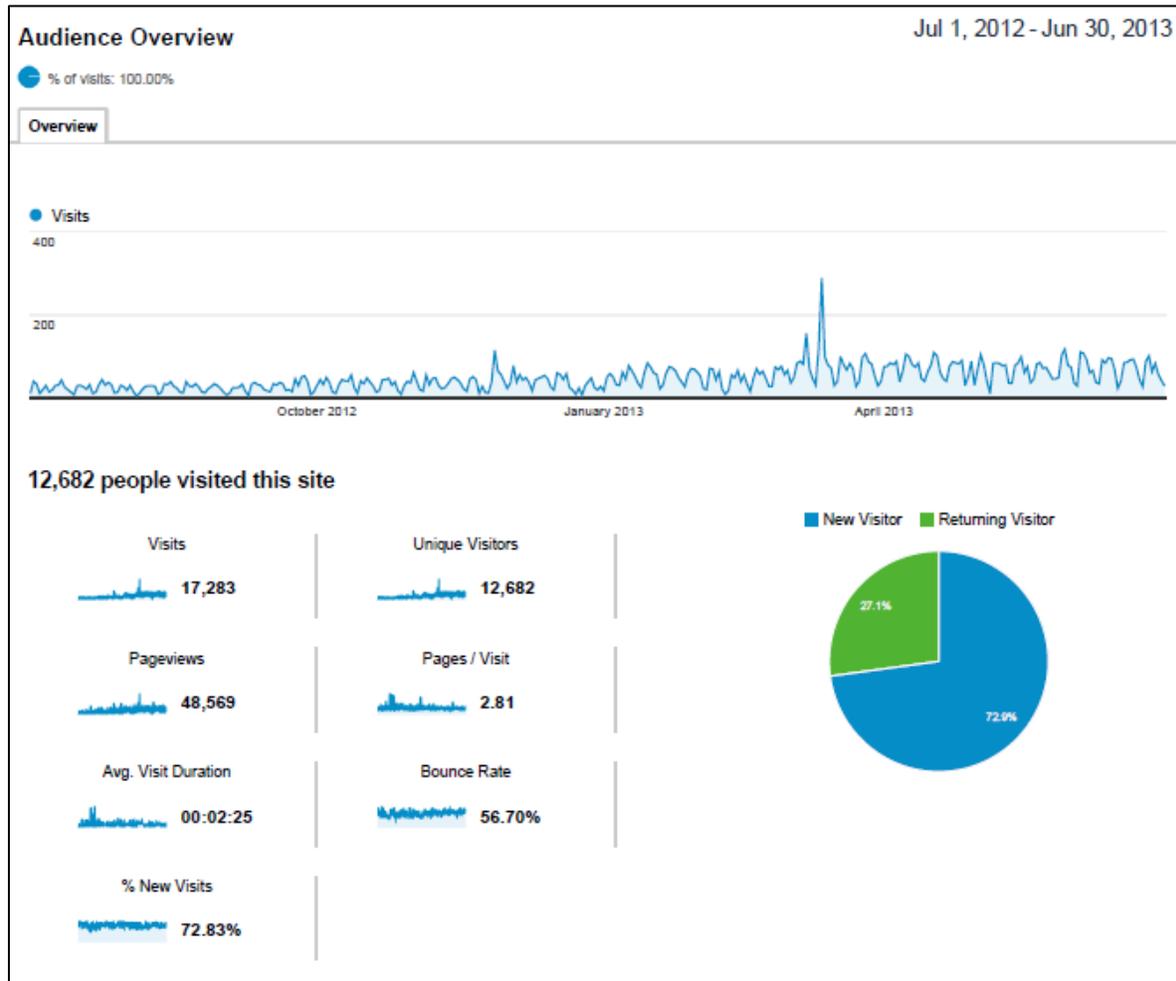
RecyclingWorks Website:

CET staff has worked to maintain and improve the website and database. 114 haulers and processors have been added or updated to the database in FY13. There have been 13 new case studies created this year, for a total of 16 now on the website. The new additions are:

Case Study	Sector
Boston University	Colleges & Universities
Harvard University	Colleges & Universities
University of Massachusetts, Amherst	Colleges & Universities
Sheraton Colonial	Hospitality
Cooley Dickinson Hospital	Hospitals
Shattuck Hospital	Hospitals
Center for EcoTechnology	Offices
Genzyme Corporation	Offices
State Street Corporation	Offices
Northampton Brewery	Restaurants
Clio Restaurant	Restaurants
Century Kitchens	Retail
Davis Farmland	Venues

New pages added in FY13 include ‘Restaurants’ and ‘Colleges and Universities’, with updates to the ‘WasteWise’ page. Other notable additions include adding keywords to headers and files for search engine optimization, internal cross-linking throughout the website, and a materials image for the side bar search. Updates on recycling news and events occur with regularity. In the last quarter, CET produced monthly newsletters to RecyclingWorks contacts.

Website Statistics:



Lessons Learned:

- The web designer conducted an analysis of the RecyclingWorks website and presented her findings and suggestions to CET and MassDEP in February. The analysis pointed out usage patterns, what specific pages get the most traffic and suggested strategies to drive attention to areas we want to highlight. This analysis coupled with follow up discussion with MassDEP resulted in adjustments to search optimization, minor content updates, the creation of a newsletter and other updates.
- The “Find a Recycler” directory is frequently used to direct businesses in finding a service provider. CET has received feedback from end users that results are not always accurate or displayed in a user friendly way. CET recommends continual review and updating of records for improved accuracy of searches.



Marketing:

Promotional activities have included engaging outside newsletters, conference tabling, speaking engagements, the Associated Industries of Massachusetts annual Legislative Update publication, and via social media such as Twitter and Facebook. Events where RecyclingWorks was promoted include the MassRecycle R3 Conference, the MassDEP Organics Subcommittee Meetings, the Association of Builders and Contractors Conference, and at meetings with the city of Cambridge and the town of Hanson. The RecyclingWorks Widget was marketed throughout FY13 at meetings and by email to many food-type associations, Chambers of Commerce, “green” community citizen groups and others. The widget was also marketed to towns throughout the state and by utilizing twitter. At the end of FY13, there were 55 websites with links or widgets that drove traffic to the RecyclingWorks website. Print advertising is limited to the RecyclingWorks post card and flyer. There were no mailings in FY 13. A version of the RecyclingWorks postcard will be revised in FY14 to have an outreach focus on restaurants to encourage more food waste inquiries.

CET developed a monthly RecyclingWorks newsletter and template reaching 750 people. Topics include waste diversion highlights, new information added to the RecyclingWorks website, new publicized recycling or waste information, and upcoming recycling and waste diversion events.

WasteWise:

CET helped eight new organizations register for the WasteWise program in FY 13. Six out of eight were colleges and universities.

CET collaborated with MassDEP to plan and execute two WasteWise events in FY13; on November 14, 2012 and on June 13, 2013. The November event was held at Fenway Park in Boston, MA, which served as an appropriate background for the topic of ‘Green Stadiums and Venues’. The roughly 60 attendees learned about the waste diversion programs for Blue Man Group, the Massachusetts Convention Center and the Boston Red Sox, and received a tour of the recycling and composting operations at Fenway Park. The Boston Red Sox, TD Garden and the Colonnade Hotel also received Massachusetts WasteWise Awards and recognition for their participation in the EPA’s Food Recovery Challenge at this event.

The June event was held at Worcester State University after RecyclingWorks in Massachusetts helped to establish a new composting program there earlier in the year. The topic of the event was ‘Re-Thinking Diversion: Food Waste Reduction, Diversion and a Resource Management Update,’ and had nearly 60 guests in attendance. Representatives from CET and MassDEP gave introductions, which were followed by presentations from the US EPA, MassDEP, LeanPATH, and Worcester State University. The event concluded with a tour of the Worcester State University composting program and an open discussion among the attendees.

The events were marketed to all WasteWise members, past WasteWise event attendees, RecyclingWorks hotline callers and businesses assisted through Recycling Works Technical Assistance projects. The Worcester Chamber of Commerce was also notified about the spring event. Both events were a networking success and good opportunity for attendees to learn more about the WasteWise program.

Lessons Learned:

- Both events had approximately 60 attendees representing various hauling companies, colleges and universities, state facilities and office complexes.
- Topics requested for future events include more in depth coverage of Resource Management Contracting and the process for establishing waste diversion programs.
- Many attendees were existing WasteWise members.

Technical Assistance

The following summary charts demonstrate the number of facilities receiving various forms of Technical Assistance in FY13, 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 9 Establishments

# In Progress	# Completed	Total Assisted
6	0	6

Supermarkets: Goal to Assist 8 Chains

# In Progress	# Completed	Total Assisted
2	1	3

State Facilities: Goal to Assist 15 Facilities

# In Progress	# Completed	Total Assisted
11	1	12

Site Visits: Goal of 10 Basic and 10 Extensive Visits as well as to Complete FY12 Visits

	# In Progress	# Completed	Total Assisted
Basic	3	4	7
Extensive	8	1	9
FY 12	1	5	6

Lessons learned:

- CET found that the businesses were very happy with the time given to each site for assistance.
- During the site visits, CET staff was often able to identify additional materials to be diverted that were outside the scope of the original business request.
- Barriers to gathering important information and factors that slowed down implementation included concerns over disrupting hauler contracts, disclosing contractual financial information, and corporate procedures for change/approval.
- There can be significant elapsed time between steps due to businesses carrying on their normal activities and for the reasons mentioned above.



- Some businesses benefited from receiving “Mini TA” where it was not as intensive as site visits, but allowed CET staff to spend a few hours on follow up and research to help the businesses improve or implement diversion programs.
- Engaging businesses for assistance with food waste can require a significant upfront investment of time, before getting into the details of actual technical assistance. The idea of composting is still not main stream enough for many generators to easily grasp. It is also likely that because of the size and corporate structure for some of these businesses, several levels of management need to buy in prior to agreeing to full technical assistance services.

Haulers and Health Departments

CET and MassDEP worked together to outline a process and subsequently draft Best Management Practices (BMPs) aimed at helping local Health Department staff likely to encounter food waste composting programs with greater frequency as the food waste ban is implemented. The stakeholder process involved meetings, a survey, a presentation to the organics subcommittee and additional follow up, and resulted in a draft BMP document completed in FY13. Additional stakeholder feedback was solicited at the end of the fiscal year and the BMPs and strategy for disseminating this information will be completed in FY14.

Meetings Summary:

Meeting Date	# Participants
February 28 th , 2013	8
March 28 th , 2013	18

Outreach Summary:

Reason for Outreach	Entities Engaged	Approximate Date
Meeting Invitation(s)	Roughly 115 Health Department Officials	January-March, 2013
BMP Survey	Roughly 115 Health Department Officials	April, 2013
Organics Subcommittee Meeting	Roughly 115 Health Department Officials, DPH, and the usual subcommittee member list maintained by MassDEP	June, 2013
BMP Draft Feedback	BMP Working Group, MHOA, MDPH, MAHB, MAPH, BPHC, SPHC, Save That Stuff, E.L. Harvey,	June-July, 2013

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. In particular, this included working with the supermarket and hospitality sectors on food waste diversion. In FY 13, CET also hired a new Green Business Specialist, as the original employee left CET to take another position.