



2015 IRA|ILCSWMA|SWANA Conference

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About Reuse Alliance

Increasing the visibility of reuse since 2005.

- Educate the public about triple bottom line benefits of reuse by providing capacity-building services that strengthen the reuse community.
- Created *Master Reuser* certification and *ReuseConex*, international reuse conference and expo
- State chapters in AZ, CA, MA, NY, NC, OR and IL

Our Mission & Vision

We envision a world where people are actively engaged in the reuse movement and, as a result, have created a cleaner environment, a greener economy for their communities and a more equitable society.

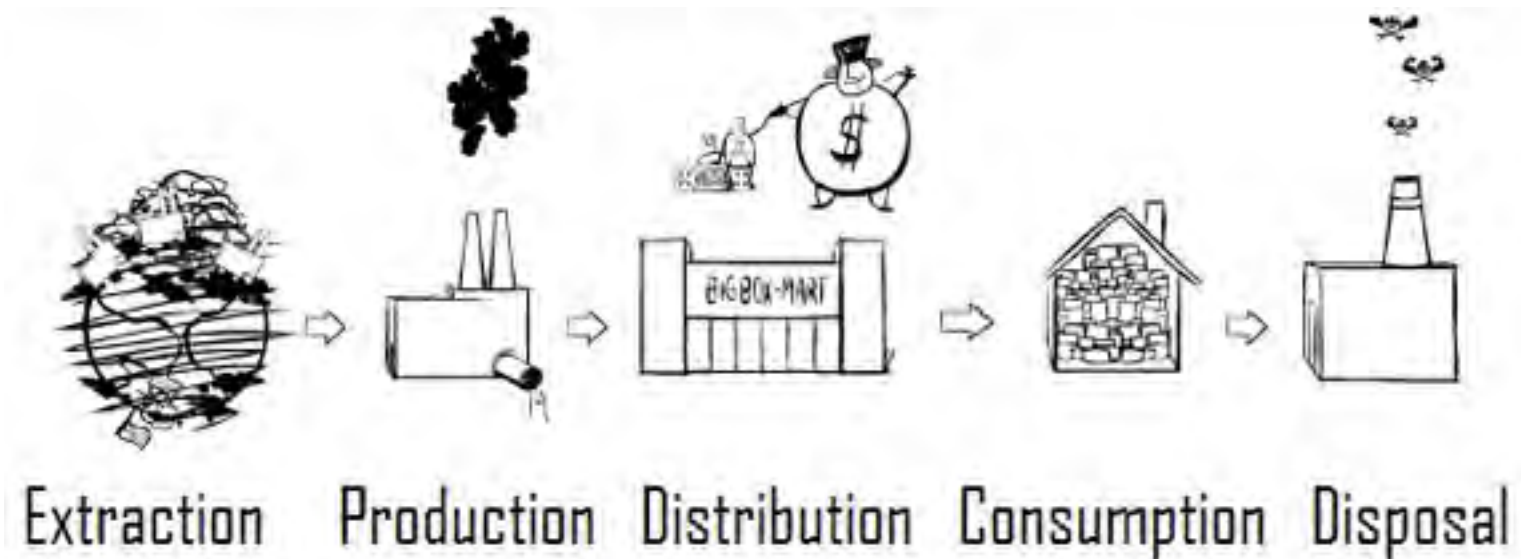
NARRATIVES OF WASTE

STORYTELLING THROUGH REUSE

3 Major Take-Aways:

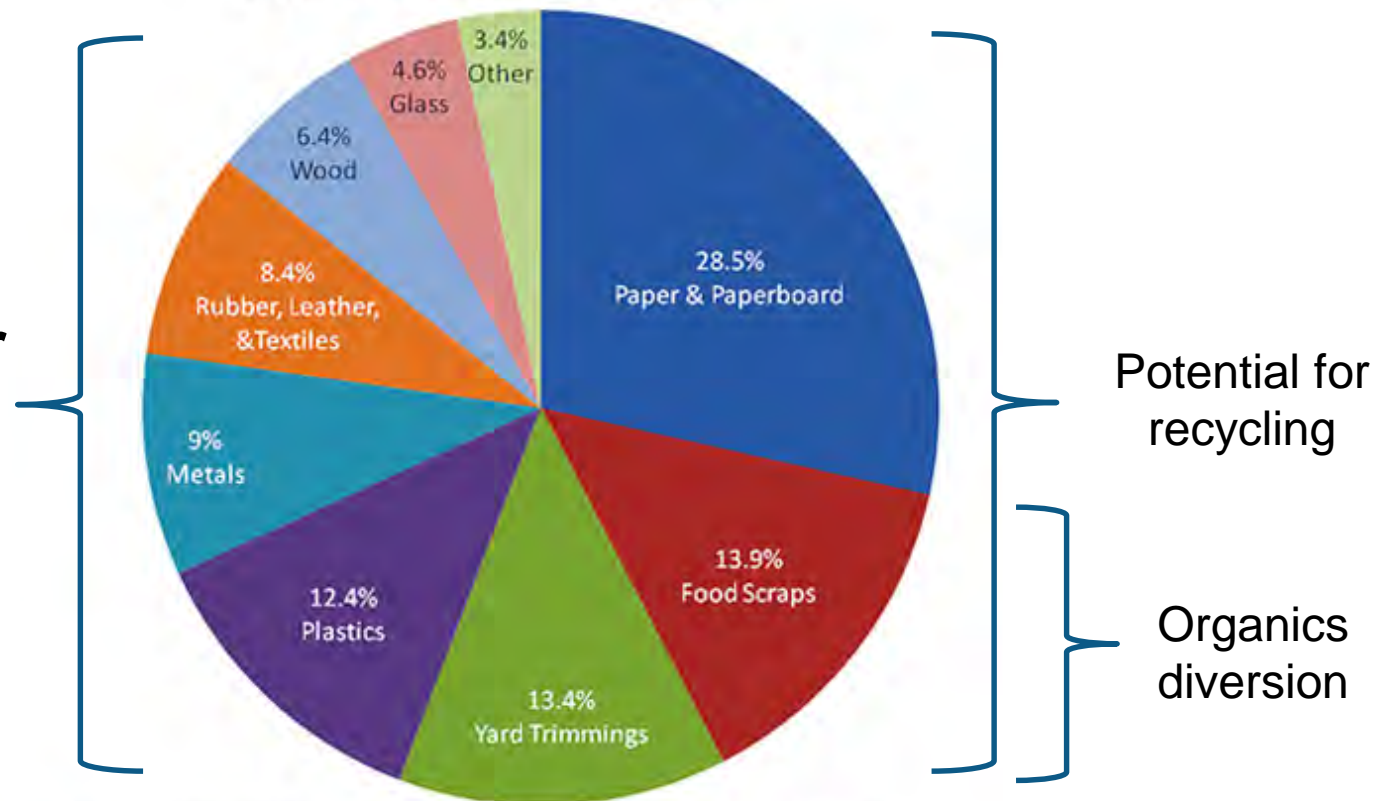
- Value in the waste stream
- Reuse seeks highest and best use for durable material goods
- Materials reuse diverts waste from the landfill, creates green jobs and supports equitable community development

STORY OF WASTE



US Municipal Solid Waste characterization

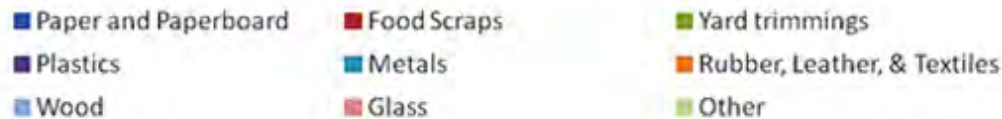
2010 Total MSW Generation (by Material)
250 Million Tons (Before Recycling)



Potential for reuse?

Potential for recycling

Organics diversion



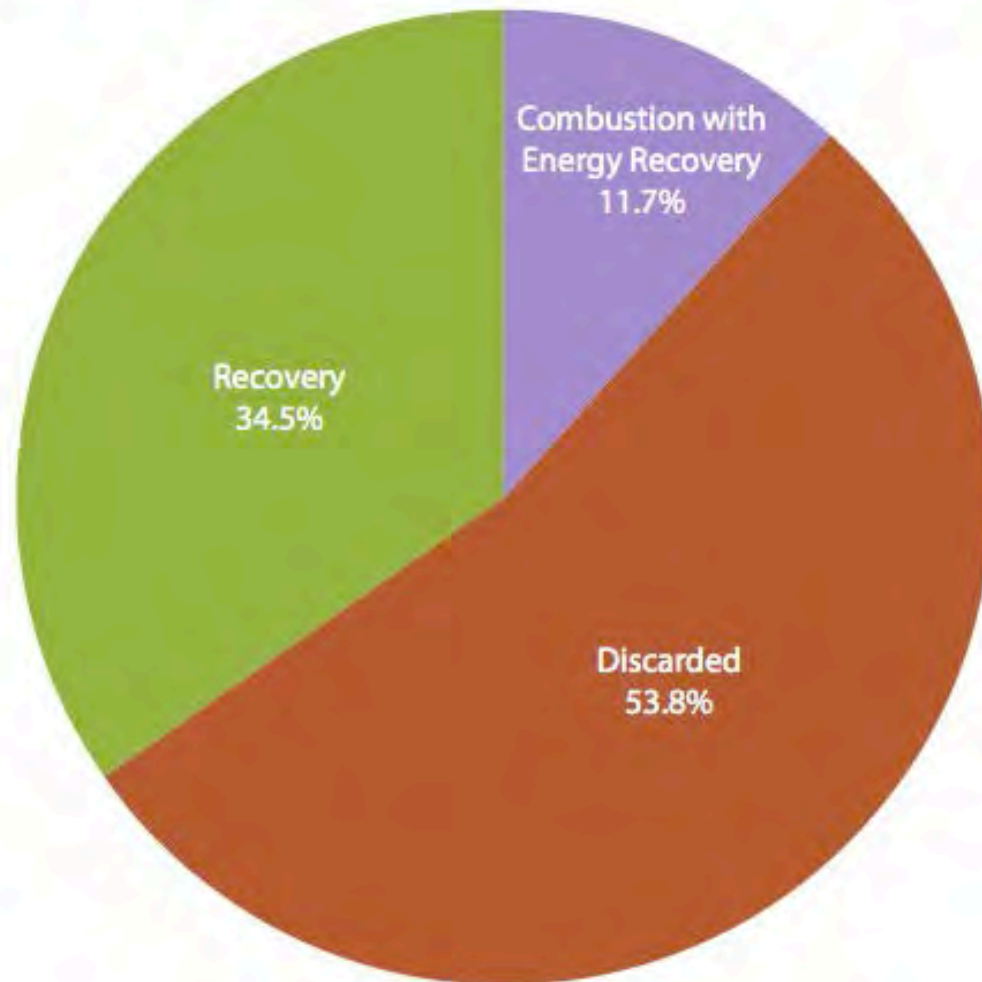
International Waste Management Hierarchy

Figure 3-1. The Solid Waste Management Hierarchy



How does the US manage its waste?

Figure 4. Management of MSW in the United States, 2012



Pounds of trash per person per day (in pony beads)

NYC



3 lbs

USA



5 lbs

Chicago



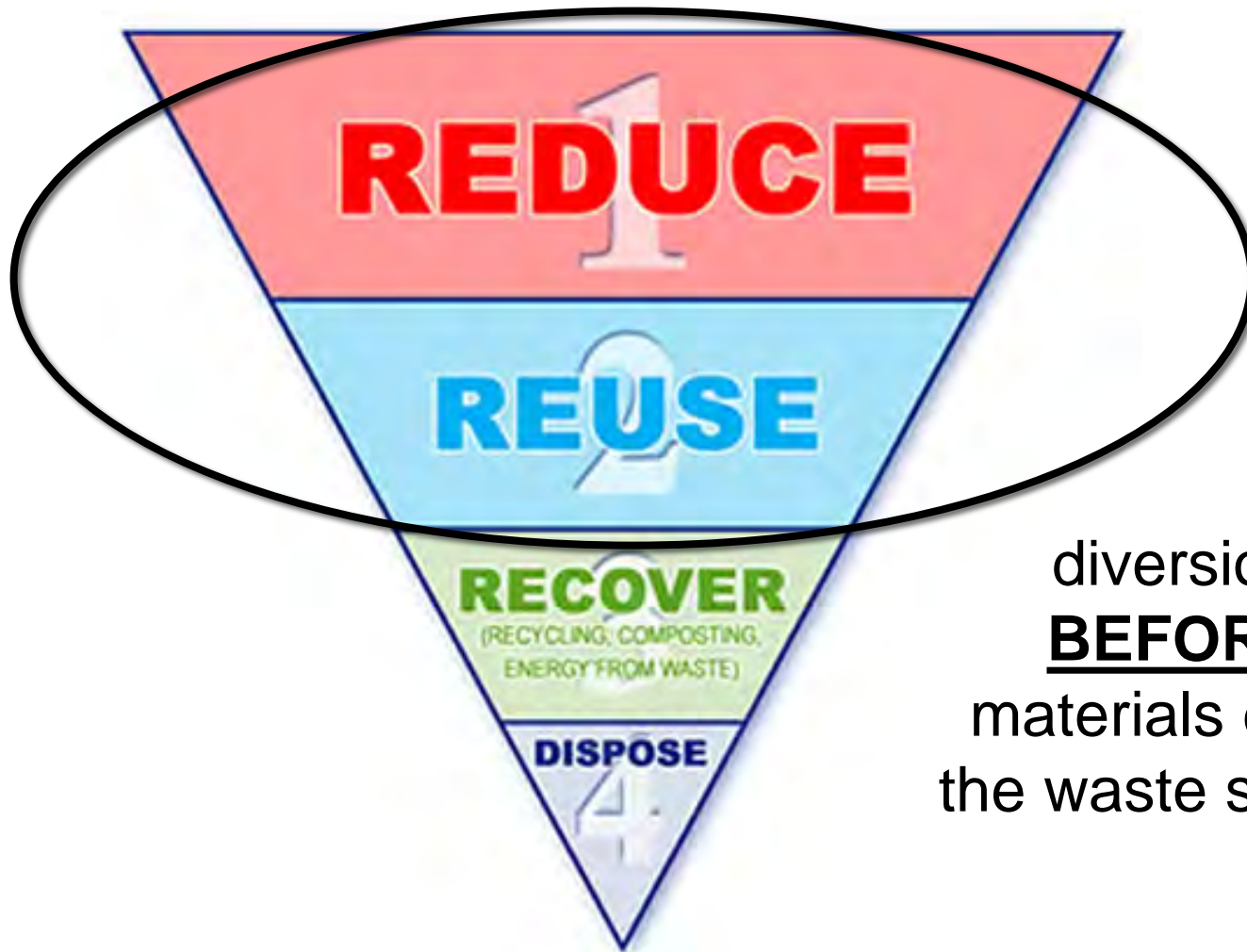
7 lbs ★

★ Room For Improvement



**NOT
LOOKING
GOOD....**

Alternate Ending?



diversion
BEFORE
materials enter
the waste stream

STORY OF REUSE



What do we mean by “reuse”?

To “reuse” an item means to use it more than once.



Story of a Girl



- 1982: 19 year old girl from Argentina wants to pursue graduate studies in the United States
- First-ever scholarship recipient through new nonprofit Educational Assistance Limited.
- Funded by donation of industrial motor
- Completed graduate degree and had successful professional career
- Board Member of Chicago Public Media (WBEZ); Trustee of Robert Morris University; Director of Corporate Responsibility Board; Crain's Chicago 40 under 40



“The repurposed inventory gave a purpose to my life: to help others”



- Using obsolete inventory to do good for 30+ years
- Diverted 180,000 tons of useable industrial products from the landfill
- Raised \$15+ million in academic scholarships over 10,000 college students in need
- Donors include Fortune 500 companies, large businesses, automotive manufacturers, real estate brokers, and IT companies.

The Story of EAL



- Founded in 1982
- Inspired by "An Act Kindness"
- Designed to Give Back

The Model that Works



DONORS



SCHOOLS



STUDENTS

Obsolete Inventory - Repurposed - To do Good

\$15 million



10,000 students



XXX tons diverted



Story of a Building

- Peer Foods Meat Packing facility on Chicago's South Side
- 100,000 square foot industrial facility built in 1925
- Employed over 400 employees before shutting down in 2007
- 2010: Sold for scrap materials, slated for demolition



plant!chicago



- 5 employees, 7 summer interns, 9 Board of Directors, 10 Auxiliary Board members, 150 new volunteers oriented in 2015
- 20-30 building tours per month (30% school groups, 30% public tours, 40% mixed industry, community, private groups)
- 5,200 volunteer hours in 2013-14
- Reaching ~1,000 people/mo. between tours, volunteer opportunities and public markets

Story of an Object

- Set designers for a dance performance staged on Chicago's West Side
- Individual artists
- Professional mold-maker fabricating large-scale molds
- Chicago Arts High School class making parade objects for The 606 opening, a new elevated park spanning Chicago's West Side





THE WASTESHED



- Diverted over 5,000 lbs of materials since Nov 2014
- Provided low cost, high quality art supplies to over 1,500 community patrons
- \$11,000+ in sales
- Over 20 community workshops
- 46 volunteers logging 241 volunteer hours
- 4 board members
- 1000+ Facebook followers

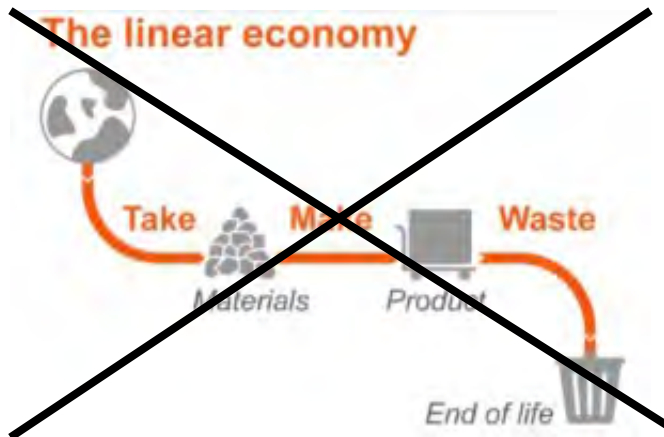
Recap

- Stories evidence of value in disposable waste
- Reuse organizations achieve highest and best use for durable material goods
- By keeping valuable materials out of the landfill, materials reuse creates economic opportunity for the citizens of IL and supports necessary social services

Reuse: Theory of Change

Linear Paradigm

Take, Make, Waste, Dispose



Circular Paradigm

**Materials Management,
Resource Recovery**



QUESTIONS?

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THANK YOU!

