NYS Pollution Prevention Institute

- HQ at RIT
- Established in 2008 “NYSP2I”
- Beginning 5th year of second 5 year contract
- Focus on reduction of natural resource consumption (water, raw material, energy) and elimination of waste and hazards
- P2 research, technical assistance, education and outreach
- 15+ full-time staff
Implementation – Evolution of the Industry

Goal: Sustainably utilize materials which necessitates lifecycle thinking and upstream action.

**Industry Opportunities**

- **What we can do today**
- **What we can do tomorrow**
- **What we can do for our future**

*Work together on multiple fronts for long-term growth*

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Time (Investment)</th>
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<tbody>
<tr>
<td>Invest in research and development</td>
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<tr>
<td>Invest in product redesign efforts</td>
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<tr>
<td>Invest in new technology/process improvement</td>
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<tr>
<td>Collaborate/leverage partnerships</td>
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<tr>
<td>Conduct education campaign</td>
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<td>Train staff</td>
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Change the model

Enter new markets

Improve existing
Taking action

... but there are gap areas

- Networking
- Training
- Tools
- Information
- Funding
- Research

Direct Engagement

Public

Private

Networking • Training • Tools • Information • Funding • Research
Taking action

Indirect Engagement

... but you can leverage external resources to enhance opportunities

Direct Engagement

Public

Private

... and others

$
NYSP2I Assistance

**Brief Assistance**
- <1 day of work
- No cost
- Leveraging existing materials/research on hand

**Project Support**
- 2-4 months
- 10% cost share (typically)
- Involves exploratory work by staff and multiple tasks

**Education/Training**
- May be subset of another effort or own assistance
- Requirements and application determine cost
Reducing EMbodied-energy And Decreasing Emissions in Materials Manufacturing
5 TECHNOLOGY FOCUS AREAS

- Reduce primary feedstock consumption in manufacturing by **30%**
- Achieve **25%** reduction in embodied energy of targeted materials
- Achieve cost parity for secondary materials
- Improve energy efficiency of secondary material processing by **30%**
- Increase size of remanufacturing industry by **100%**

4 MATERIAL CLASSES

- Metals
- Plastics
- E-waste
- Paper
Organics as an example

- **Improve existing:**
  - Source reduction/separation *training* and implementation
  - *Education campaigns* on importance & how-tos
  - Ongoing *feedback* (both ways) between waste generators-haulers-waste processors
  - Engagement with “indirect partners”

- **Enter new markets:**
  - *Partnerships*, research, and pilot testing to discover and enter into new markets
  - *Investment* into technology, new packaging and product design to reduce waste and improve “recyclability”

- **Change the model:**
  - R&D into extending shelf life, turning waste into value-added products, changing consumer perception

Direct and indirect partnerships are making this model work
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