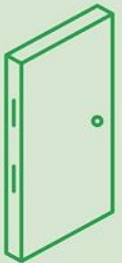


# Justin Green, Executive Director, Big Reuse

Justin Green is the Founder and Executive Director of Big Reuse. Big Reuse is a non-profit environmental organization dedicated to zero waste and fighting climate change.

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**COOL USED  
STUFF.**

Building materials.  
Appliances. Furniture.  
Home goods. Books.  
Records. Clothes.  
Kitchenware.



# Construction and Demolition Waste

2x amount of Municipal Solid Waste (MSW)

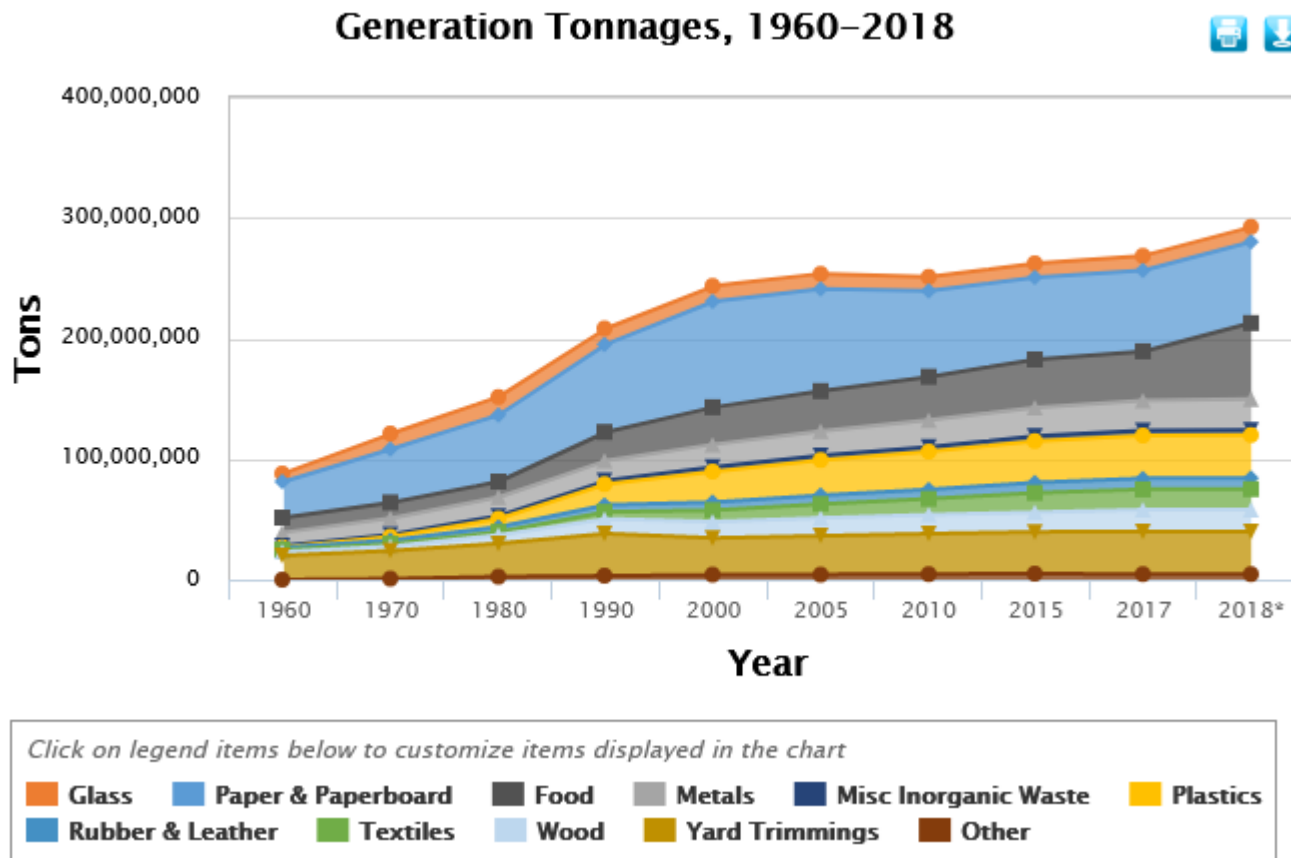
285 million tons of Construction & Demolition waste generated annually

(600 million tons including aggregate)

Only ~20%-40% of C&D Waste is reused or recycled



# Municipal Solid Waste in the USA



Almost 50 million tons  
of household **durable  
goods** are trashed  
annually as MSW - not  
counting tires

F-waste - According to the EPA,  
12.1 million tons (4.1% MSW) furniture waste  
was generated by Americans in 2018.  
3x increase in the last 50 years.



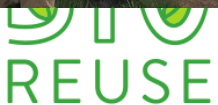
Clothing & textile waste  
in 2018 accounted for  
17 million tons.  
(5.8% of MSW)

14.7% recycled with 11.3 million tons  
landfilled and 3.2 million tons combusted.  
EU estimates up to 10% of global carbon  
emissions from clothing and footwear  
production.



Construction Waste  
Furniture  
Clothes  
Homegoods

Large waste streams  
Major environmental  
impacts  
Low recycling rates  
High value as reuse



# Build it Green! NYC



Big Reuse started in 2005 as Build it Green!NYC - a program of a non profit.

Build It Green was an effort to address Construction and Demolition waste reuse and create jobs.

Focused on

- Doors, windows
- Plumbing & lighting,
- Cabinets, appliances,
- Lumber

Small unpaid deconstruction projects focused on high value interiors



# Big Reuse begins

By 2012:

- 2 reuse centers - Queens and Brooklyn – almost \$2M Sales
- 3 person deconstruction team
- Reclaimed lumber mill – not quite profitable
- Community composting program
- Multiple job training partnerships

In 2015 Build it Green!NYC became Big Reuse when we became an independent non-profit due to some issues with parent.

By 2018 – rising rents and development force closure of Queens store/mill and Brooklyn store move



# Big Reuse - Reuse Center



- Expand from building materials
- Now take and resell almost anything reusable
  - Furniture
  - Clothes
  - Books
- Work with Finger Lakes Reuse, St. Vinnie of Eugene, OR, Chris Pletcher to add new products and systems.
- Contracted with Department of Sanitation to provide outreach for curbside composting

# Big Reuse diversion

- Big Reuse diverts over 1,000,000 lbs of reusable items
- Over last year
  - 22,000 pieces of clothing
  - 23,631 books
  - 3,054 chairs
  - 973 tables
  - 633 doors
  - 1965 gallons of paint
  - Responds to over consumption



# Big Reuse - Programs



Sales from reuse center supports launch of additional environmental programs.

- Reuse Center
- Community composting program - funded by DSNY
- Environmental outreach - supports curbside composting and funded by DSNY
- Volunteer engagement over 1000 volunteers in 2019
- Job training



13 full time staff in Reuse

12 in composting

10 in outreach

Over \$3 million annual revenue



# Reuse as economic development

Big Reuse - reuse center generates revenue of \$1.3 million from 18,000 sqft

- Sales of \$2,600 per ton versus \$100 per ton disposal.
- Creates 14 full time jobs at average of \$19 per hour
- Save customers 50% or more on purchase
- Started from \$250,000 grant from Empire State Development 16 years ago
  - Generates \$110,000 sales tax annually
  - Over \$20 million in org's life economic activity

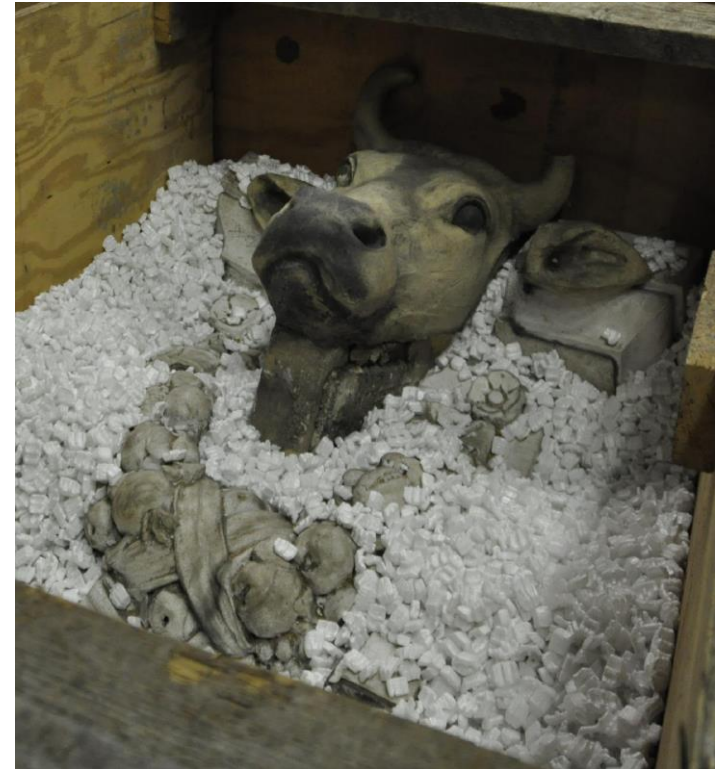


# Reuse is local

- Materials resourced locally - inventory not purchased and transported from halfway around the world
- Net revenue stays local for non profits and local business- not sent to corporate headquarters
- Simple business model that can work in any community without high tech, specialized infrastructure and knowledge
- Saves community \$ on purchase and waste disposal

# Reuse advantages over Recycling

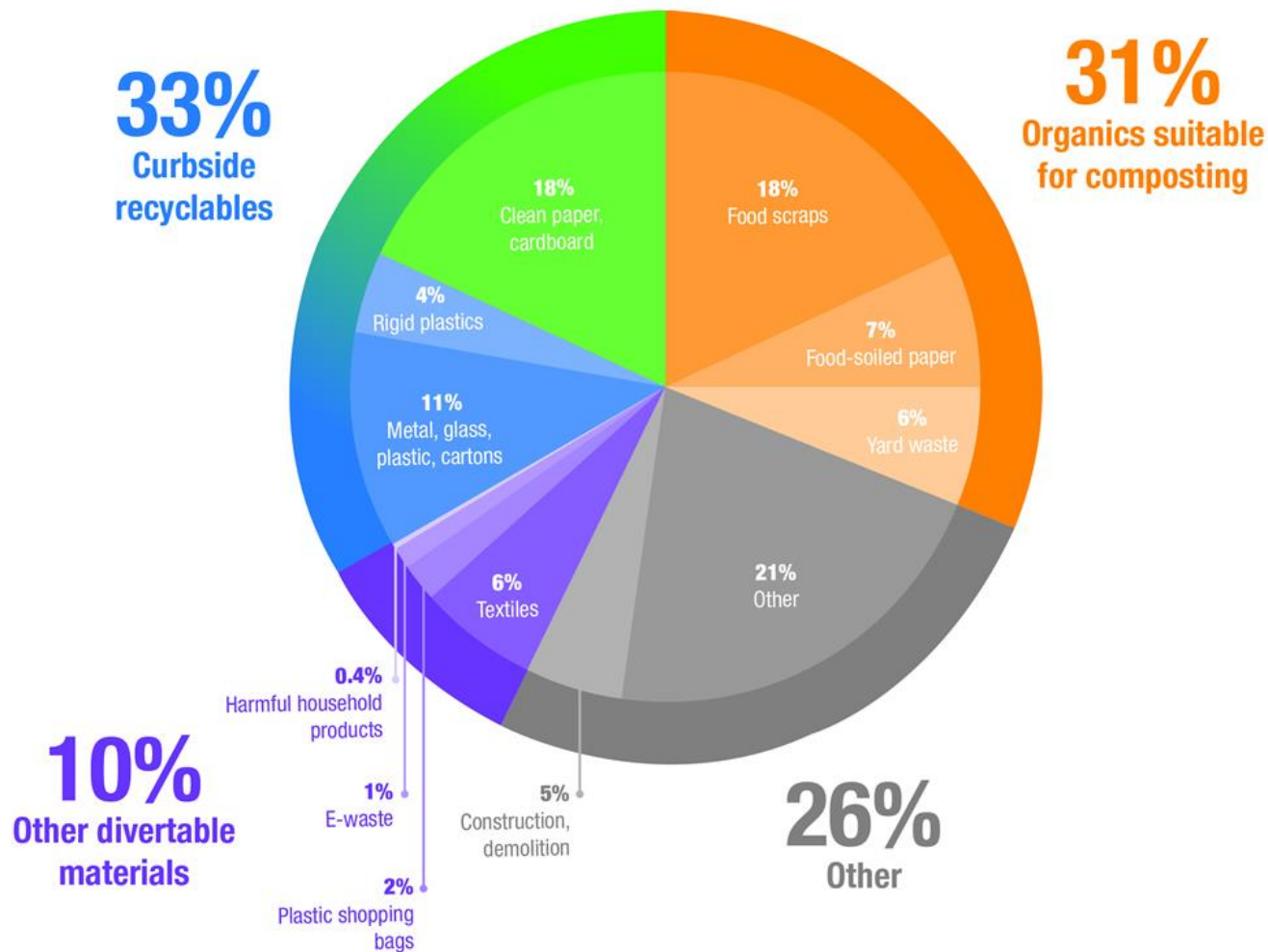
- Lower energy consumption
- Recycling often means global transportation
- Greater local economic development
- Generates more jobs
- Preserves historical material
- Preserves higher value of material



# Reuse needs policy and investment

- Required deconstruction and C&D waste diversion - Portland policy
- Investment from economic development to start reuse centers - generate payback in 2 to 3 years in sales tax and other taxes
- Resources to separate textiles and electronics - DSNY coordinates collection in apartment buildings
- Land or partnerships at MRFs
- Reusable beverage bills as part of EPR
- Right to repair
- Refrigerant recycling enforcement
- More bans or fees on single use products

# Residential Compostable in NYC



# Big Reuse Compost

Globally, landfills are the third largest anthropogenic source of methane, accounting for approximately 11% of estimated global methane emissions.

## Compost Benefits:

- Reduction of methane emissions
- Soil for plants and trees
- Fewer rodents
- Green jobs
- Sequestration



# Community Compost Site - Gowanus



# Community Compost Site - Queensbridge

**NYC**  
Compost Project  
Funded by **NYC**sanitation

Hosted by  
**31G**  
REUSE



# 71 Big Reuse Food Scrap Drop-offs



# Big Reuse Compost Project

## In 2021:

- 2 community composting sites.
- 71 Food scrap drop offs in partnership with community groups in Bronx, Queens, and Brooklyn
- 2 million lbs composted from Parks leaves and wood chips and food scrap dropoffs.
- over 300 groups receive compost for greening projects.
- over 1000 volunteers working with greening.



# Outreach for Curbside Composting



NYC has launched opt in curbside composting collection after COVID.

Big Reuse outreach team has spoken to over 50,000 residents at 600 events and door to door canvassing since August.

53,000 address sign ups for program - representing 900,00 buildings.



**BIG**  
REUSE

# Questions?

Learn more and connect with us at

**Justin Green - Executive Director  
Big Reuse**

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