

# IRN THE RECYCLING NETWORK

## Case Study Genzyme Corporation: OneStop on Demand

**Background:** Massachusetts-based Genzyme Corporation is internationally recognized not only for its biotech breakthroughs, but for its commitment to sustainable business practices. Genzyme's corporate headquarters was one of the first buildings in the U.S. to earn LEED Platinum certification, and Genzyme worldwide uses an environmental management system that optimizes performance in water and energy use, air emissions, chemical waste minimization, and solid waste/recycling.

It's no surprise, then, that Genzyme very early on recognized the advantages of IRN's OneStop program for handling multiple waste materials from its Massachusetts facilities. According to Mariah Titlow, Genzyme's Environmental Program Coordinator, "A great ideal for a company is to be zero waste. While Genzyme Corporation has a long way to go before we reach this ideal, IRN's OneStop Program has helped us make huge strides in the right direction. We've spent many years developing recycling programs for our major waste streams: paper, cardboard, plastic. But we didn't know where or how to recycle a lot of other materials. IRN opened many doors for us by giving us a venue to recycle materials that I didn't think could be recycled! Participation in the OneStop program has made it much easier to say to employees, 'Don't throw that out!'"



*OneStop, one truck, a dozen materials recycled*

Genzyme first worked with IRN through our surplus program. "The tough items for us to get rid of are tables, chairs, old equipment and excess office supplies," says Titlow. "We did a couple of very successful projects for multiple trailer-loads of office and lab furnishings. Then we asked, 'What about the smaller quantities of stuff we get rid of almost every day? What can we do with that?' IRN's OneStop program provides the opportunity to not only dispose of these items responsibly, but in many cases to find a place that can use them again."

**The Origins of OneStop:** Genzyme Corporation was one of many organizations that asked IRN the same question: "How do we get rid of wastes that we generate all the time, none of them high volume by themselves, but collectively enough to matter?" That was the genesis of IRN's OneStop.

Historically, recyclers have handled one or two materials: metals, paper/cardboard, plastics, electronics. As a result, organizations wanting to recycle these different materials have had to set up separate programs and find different vendors for each one. Lots of phone calls, lots of relationships, lots of invoices, lots of records. That was Genzyme's situation. It was worthwhile to recycle the major materials, but the smaller ones appeared too difficult or impossible to recycle.

At IRN, our mission is to make recycling simple and efficient for *everything* that needs recycling. Given the large number of organizations asking the same questions as Genzyme, it was imperative that we find a solution – make the "impossible" go away. The solution was OneStop.

OneStop is what it says: A single stop, with a single truck, that picks up many materials. We take advantage of our warehouses to break down these mixed truckloads, sort them, and repackage them into loads of individual commodities that go to their appropriate markets. It's IRN's cooperative solution at work: by pooling multiple materials from many generators, we have the volume to command excellent market prices, more than enough to justify the labor of sorting and repacking. OneStop users share the benefits.



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**OneStop at Work – The Genzyme Example:** OneStop can work in two ways. Some organizations put us on a schedule, so the IRN truck shows up at the same time every week (or two, or every month, as the generator chooses). Staff know at all times when to have recyclables at the loading dock and ready to go away; it's simple and predictable. Other organizations put us on call, requesting a pickup every time they have a critical quantity to recycle. That's what Genzyme did.

The table shows Genzyme's OneStop usage over a year's period in 2007-2008. The table demonstrates Mariah's point: as a large generator, Genzyme has its common recyclables like paper and cardboard well covered. They're not where Genzyme needs OneStop. OneStop's value for Genzyme is its capability to handle the oddballs. Our most common pickups are surplus, electronics, and appliances, in that order.

In that order, but not in that order every pickup. Sometimes we pick up just a single commodity; other times we've put three different kinds of materials on the same truck. What really works for Genzyme is its flexibility. They know that whatever they need to get out of their facility, they can put it out, and we'll take it away. Internally, they've set up a simple system to let Mariah know when different departments have different materials to recycle – electronics, surplus, appliances, even small quantity construction wastes like ceiling tiles. When Mariah has enough request to fill a truck, that's when she calls.

<b>Genzyme OneStop Pickups, 2007-2008</b>			
<b>Year-Month</b>	<b>N of Pickups</b>	<b>Material</b>	<b>Tons</b>
2007 September	7	Appliances	0.08
		Electronics	0.63
		Surplus	10.11
		Universal Wastes	0.21
2007 October	1	Surplus	1.05
2007 November	0		
2007 December	2	Surplus	1.23
2008 January	2	Electronics	0.30
		Surplus	1.52
2008 February	5	Appliances	0.30
		Electronics	1.44
		Construction Waste	0.73
		Surplus	9.27
2008 March	0		
2008 April	1	Surplus	0.71
2008 May	2	Surplus	6.30
2008 June	1	Electronics	0.45
2008 July	6	Appliances	0.08
		Electronics	0.41
		Surplus	3.37
2008 August	1	Appliances	0.05

Which illustrates another OneStop advantage: its flexibility over time. Through twelve months Genzyme asked for 28 pickups. But the pattern was really lumpy – no pickups at all in a couple of months, as many as six or seven in others. This is something that really works for Genzyme. They don't need to predict what they'll have to recycle, and they're not committed to a schedule. They get just the service they need, when they need it.