



Advancing Reuse in New Jersey

Katie Greer, NJDEP Bureau of Sustainability



Changing Social Norms



First plastic “t-shirt” grocery bags in 1979

“Ralphs Grocery first plastic bag”
by [jerici cat](#), CC BY 2.0

Reusable carryout bags today





New Jersey Sustainable Business Registry

njsbr.org



5 Sustainable Actions



1 Measurable Benefit



1 Cost Savings



When Reuse *is* the Business

- › Refill stores
- › Upcycled products
- › Thrift stores
- › Resale

goods
AGAIN

THE
REFILL
MARKET

Kat Germosen

HOMESTEAD
PRINCETON • NEW JERSEY

HLM

TERRACYCLE

LUCKY HONEYBEE
GOODS + GIFTS

dbltke
sustainable luxury

GEORGIAVARIDAKIS

S
sustainable haus
mercantile
Summit, NJ

INKWOOD
BOOKS

ST. MARY ADVOCATES, INC.
HOBOKEN, N.J.



When Reuse is a Business Practice



Environment



Design



Breakeven Point



Market Share



Communication

Lessons Learned

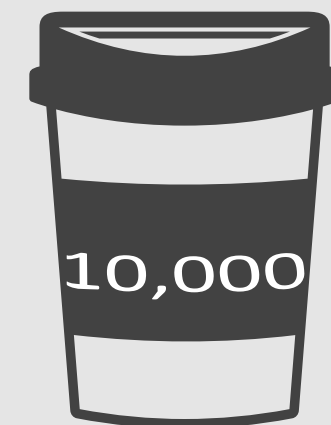


Source: *Plastics News*, Messe Düsseldorf, Borealis aim to improve circularity one cup at a time,” October 13, 2025.
Photos used with publisher permission for this presentation.

Method: BYO Cup



Annual Savings



Method: Customer Return



TCNJ
THE COLLEGE OF
NEW JERSEY

WHAT GOES IN THE ORANGE BINS



YES

Reusable Items



NO

- Food Scraps
- Compostables
- Napkins
- Cutlery
- Packaging
- Paper
- Trash
- ANYTHING ELSE



dispatchgoods.com | Reuse. Return. Repeat.

Method: Reusable Tracking

Meal Recovery Program



Your food service team places surplus prepared food into **Share My Meals' reusable containers.**



Our team coordinates **volunteer-focused transport** of the meals to your local community recipient partner.

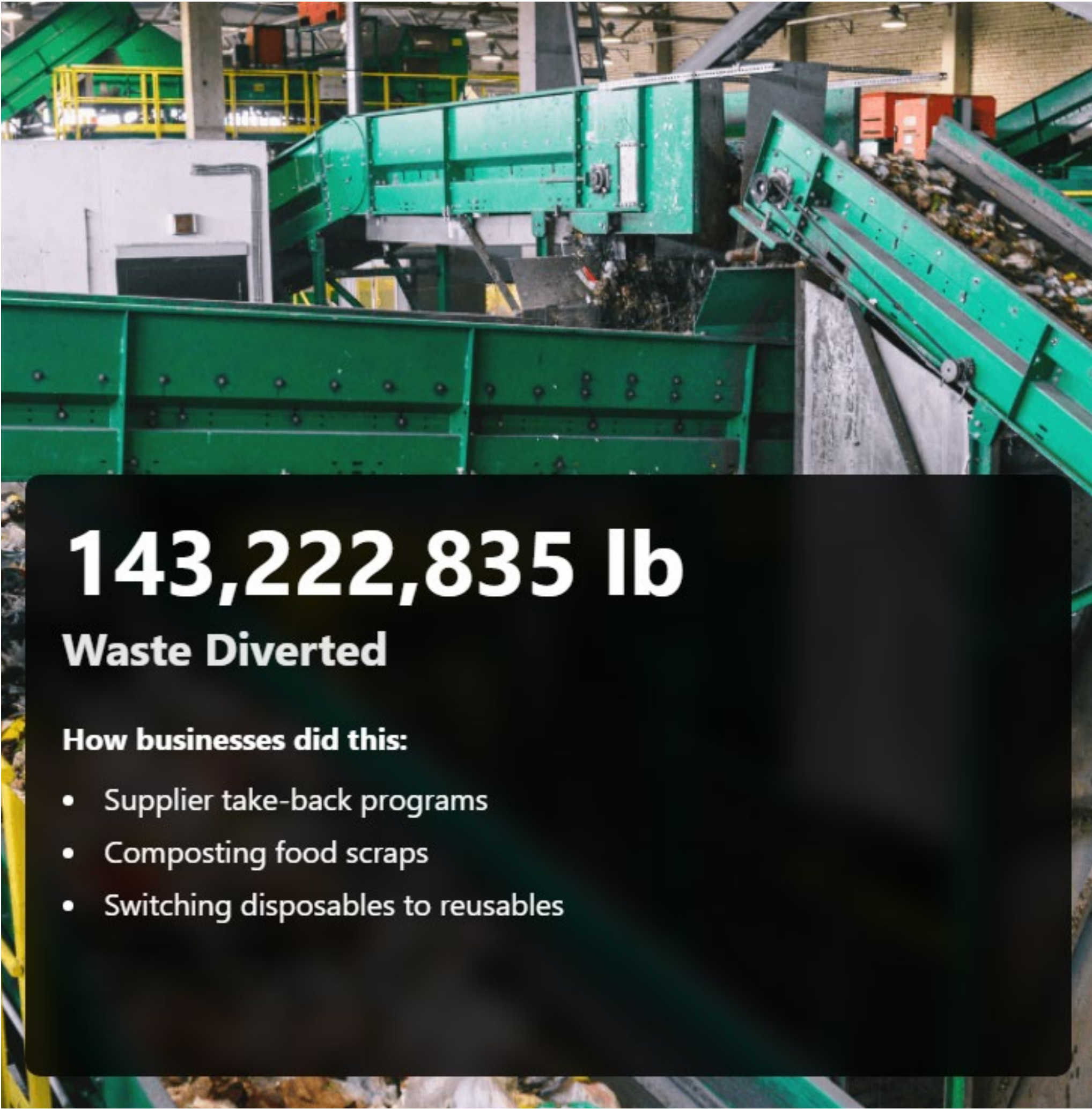


Local partners nourish community members by distributing **your surplus meals.**



Results

NJSBR Business Waste Diversion Estimate

A photograph of an industrial waste processing facility. The scene is filled with large, green-painted metal structures, including conveyor belts and sorting machines. Debris is visible on the belts and in the machinery. The background shows a large industrial building with a brick wall and various pipes and structural elements.

143,222,835 lb

Waste Diverted

How businesses did this:

- Supplier take-back programs
- Composting food scraps
- Switching disposables to reusables

Contact

Katie Greer

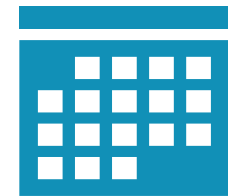
Chief,
NJDEP Bureau of
Sustainability



Katie.Greer@dep.nj.gov



dep.nj.gov/sustainability



Upcoming Free Webinars:

- NJ Wastewise
- Restaurant Sustainability w/ NJRHA

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