

## Organics Management Guide Submission

**Name:** Mikey Pasciuto

**Title:** Chief Sustainability Officer

**Organization:** Scrapp

**Email Address:** mikey@scrappzero.com

**Website:** www.scrappzero.com

**Select the Primary Entity Type Please identify the category that best represents your project:** Other

**Other (please specify):** Venue Operations

### **Questions:**

- 1. Background: Provide context for the program, project, or policy — why it was developed, when it began, and the problem or opportunity it addresses.**

In 2025, Scrapp partnered with a major entertainment venue in the Northeast (capacity 65,000-70,000) to address escalating waste management costs and improve sustainability performance. The venue hosts approximately 40 major events annually, including concerts, sporting events, and special gatherings, generating over 8,700 tons of waste annually with a 32% baseline diversion rate. The facility operates with multiple food service partners and a comprehensive post-sort waste processing system. The initiative was developed to reduce disposal costs, capture material commodity value, eliminate problematic packaging, and create a roadmap toward zero-waste operations while maintaining exceptional guest experience. The full report will be available come April 1st.

- 2. Summary: Briefly describe the initiative, including its goals, location, and primary outcomes.**

This initiative employs a full supply-chain approach to organics and waste reduction at a premier entertainment venue in the Northeast. Goals include:

- 1) reducing food waste generation through procurement optimization
- 2) increasing recovery of surplus food for donation

- 3) implementing sustainable procurement policies to prevent problematic packaging, and
- 4) expanding composting infrastructure for food scraps and certified compostable serviceware.

The program uses AI-automated data analysis to track material flows from procurement (SKU-level) through operations to waste hauling, creating unprecedented visibility into waste generation patterns. Primary outcomes include development of a sustainable procurement policy, completion of a reusable serviceware RFI/RFP, identification of \$21,000+ in annual aluminum commodity value, and establishment of baseline waste characterization data across 36 months of operations.

**3. Percent of Overall Diverted Material: If available, include data or estimates on the portion of the community or organization's total diverted material no longer associated with the waste stream that this program or policy addresses.**

Current baseline: 32% diversion rate (2,775 tons diverted of 8,704 tons total annual waste). Organics-focused interventions address an estimated 25-30% of the total waste stream, including food waste, compostable packaging, and corrugated cardboard from food deliveries. Kitchen composting program launched in food service areas. Full implementation of sustainable procurement policy and reusable serviceware program projected to increase overall diversion to 55-65% within 2 years.

**4. Key Program Elements or Policy Provisions: Describe the structure and main components of your program or policy. Explain the investments origins (who, how much). Please include as many of the following elements as applicable: What types of materials are being managed? (e.g., surplus recoverable foods, food scraps, wasted food. How are these materials managed? Who is responsible for managing them? (Organizations, agencies, businesses, or other entities) What products are generated, and how are they utilized or managed? (e.g., compost, animal feed, energy products) Who funds the management of these materials? (Funding sources, grants, partnerships) Who generates these materials? (Identify the origin: households, institutions, businesses, etc.)**

Materials Managed: Pre-consumer food waste (kitchen prep), post-consumer food waste (plate waste), surplus edible food, certified compostable packaging (cups, plates, bowls, utensils), corrugated cardboard, and recyclable packaging (aluminum cans, PET, HDPE).

#### Management Approach:

- Source reduction through procurement policy preventing problematic materials (EPS, wax-coated paper, PE-coated paper, black plastic)
- Food donation partnerships for surplus edible food
- Kitchen composting of pre-consumer food scraps
- Organics processing through regional commercial composter accepting food waste and BPI/CMA certified compostable packaging
- Comprehensive post-sort of all waste streams in dedicated waste processing area
- AI-powered data tracking from procurement through disposal

#### Responsible Parties:

- Venue sustainability team: program oversight and policy implementation
- Scrapp Inc.: data analysis, procurement policy development, TRUE advisory services (\$15,000 annual investment)
- Food service partners: procurement compliance, operational execution
- Waste processing staff: physical waste sorting operations
- Commercial composter: organics processing

#### Products Generated:

- Finished compost from food scraps and compostable packaging
- Recovered surplus food for donation
- Baled recyclables (aluminum, cardboard, plastics) with commodity value
- Avoided methane emissions through organics diversion

Funding: Venue operations budget; initiative self-funded through waste cost reduction and material commodity value capture  
Generators: 40,000-70,000 event attendees per event, food service operations, premium areas, club spaces, and general concession operations

- 5. Regulatory Impact: Describe how laws, policies, regulations, and/or code have affected your program or project. This may include positive, negative, or neutral impacts. Consider noting which regulations apply, how they influenced implementation or operations, any challenges or barriers encountered, and how compliance requirements shaped program decisions.**

The venue proactively developed sustainable procurement policies to address material compatibility with diversion infrastructure. While current state commercial organics

disposal regulations do not apply to the venue due to tonnage thresholds, proactive organics diversion positions the facility ahead of potential future regulatory expansion.

Sustainable procurement policy designed to work within existing food safety regulations and food service partner contracts, avoiding regulatory conflicts while establishing material standards aligned with existing diversion infrastructure. The policy framework provides flexibility through an exemption process for legitimate operational constraints while maintaining clear material standards.

**6. Measurable Increase in Supply: Include data or qualitative outcomes showing growth in collection, diversion, or reuse volumes if available.**

Baseline Data (2023-2025):

- Total Waste Generated: 8,704 tons/year
- Materials Diverted: 2,775 tons/year (32%)
- Corrugated Cardboard: 662 tons/year (average 18 tons/month)
- Single-Stream Recycling: 206 tons/year (average 6 tons/month)
- Construction & Demolition: 1,745 tons/year (average 48 tons/month)
- Scrap Metal: 128 tons/year

Seasonal Variation: Waste generation patterns vary significantly by event type, with concert season generating 3-4x the waste volume of off-season periods, demonstrating the importance of flexible operational systems.

Organics Diversion Growth: Kitchen composting program launched in food service areas, with tonnage data collection in progress. Full post-consumer composting program pending completion of reusable serviceware transition (eliminating non-compostable single-use items).

Aluminum Recovery Potential: 671,773 aluminum cans annually (28,800 containers per 900 lb bale) represent \$21,000 annual commodity value at current market rates (\$0.75-0.85/lb).

**7. Behavior Change: Describe whether the initiative resulted in measurable behavior change and explain how you determined this. If behavior change occurred, outline the strategies that proved most effective. Please include any available data or evidence that supports your findings.**

- 1) Procurement Pattern Consolidation: SKU-level analysis reveals opportunities to consolidate packaging formats across the venue. Sustainable procurement policy

creates decision framework to standardize compliant options, measurable through procurement system data.

- 2) Material Quality Improvement: Comprehensive post-sort operations enable quality control and continuous improvement in material separation, with behavior change measured through material quality feedback from processors.
- 3) Operational Staff Training: Kitchen composting rollout required food service staff training on source separation. Effectiveness measured through visual contamination audits and composter feedback on material quality. Most Effective Strategies:

Data visibility: AI-powered tracking from procurement to disposal makes waste "visible" to decision-makers who previously lacked granular insights  
Cost transparency: Waste hauler invoice analysis breaking down costs by charge type creates accountability for operational efficiencies  
Material commodity value: Identifying \$21K aluminum revenue opportunity reframes waste as asset rather than cost  
Practical tools: Procurement policy as simple checklist rather than theoretical document enables frontline compliance  
Continuous advisory support: Monthly consulting hours provide ongoing technical guidance

**8. Benefits and Impacts (Economic, Environmental, and Social): Describe the economic, environmental, and social sustainability impacts of the program, policy, or initiative. This may include both positive and negative outcomes. You may address impacts such as costs or savings, job creation, waste reduction, emissions, resource conservation, community engagement, equity, or public health. Please include data or qualitative observations where available and note any trade-offs or challenges.**

Economic:

- Cost Optimization: Sustainable procurement policy prevents purchase of non-compliant materials that generate higher disposal costs
- Revenue Generation: \$21,000 annual potential from aluminum can commodity value; additional revenue opportunities from HDPE (\$1,240-1,300/ton), corrugated (\$60-65/ton), and glass (\$55-60/ton) under assessment
- Operational Efficiency: Data analysis identified opportunities for operational improvements in waste processing
- Procurement Simplification: Policy consolidates packaging formats, reducing supplier complexity and purchasing decisions

Environmental:

- Waste Diversion: Targeting increase from 32% to 55-65% diversion rate through combined procurement policy, reusables program, and organics expansion
- Methane Avoidance: Diverting food waste from landfill to composting eliminates methane generation
- Material Recovery: Source-separated organics produce higher-quality compost than mixed waste
- Circular Economy: Reusable serviceware program will eliminate single-use cups, plates, utensils for 40,000-70,000 guests per event

#### Social:

- Guest Experience Priority: Reusable serviceware RFI prioritizes seamless guest experience to maintain service quality
- Food Donation: Infrastructure supports surplus food recovery for human consumption  
Workforce Development: Transitioning waste processing operations toward higher-skill material recovery
- Educational Platform: High-visibility venue normalizes sustainable behaviors for thousands of attendees

#### Trade-offs:

- Upfront Investment: \$15,000 annual consulting and software costs with projected 18-24 month payback period through waste cost reduction
- Coordination Complexity: Multiple food service partners require aligned procurement practices
- Infrastructure Requirements: Comprehensive material sorting requires dedicated space and operational protocols

### **9. How Stakeholder Buy-In Was Achieved: Explain how the program gained support from key stakeholders (e.g., government agencies, businesses, residents, nonprofits).**

Venue Leadership: Business case focused on cost reduction as primary driver, with sustainability as co-benefit. AI-automated waste hauler invoice analysis quantified \$21K+ commodity value opportunity and identified operational efficiency opportunities, creating financial imperative beyond environmental goals.

Food Service Partners: Positioned sustainable procurement policy as operational simplification (fewer purchasing decisions) and risk mitigation. Engaged partners early in policy development to ensure food safety compliance and operational feasibility.

Operations Teams: Demonstrated that existing post-sort capabilities provide foundation for material value capture. Material recovery concept framed as revenue opportunity rather than additional workload.

Finance/Procurement: Provided practical checklist-based procurement policy rather than aspirational guidelines. Exemption process included to address legitimate operational constraints.

Organics Processor: Existing relationship accepting food waste provided foundation; sustainable procurement policy ensures certified compostable packaging compatibility with their processing system.

Senior Management: Presented as operational efficiency and cost optimization initiative with measurable ROI, avoiding sustainability-only positioning.

### **10. Stakeholders' Perspectives and Dynamics at Play: Highlight collaboration dynamics, challenges, or differing stakeholder interests and how they were addressed.**

Competing Priorities:

- Guest Experience vs. Sustainability: Reusable serviceware RFI explicitly prioritizes service speed and guest convenience, requiring vendors to demonstrate seamless integration with deposit-free systems
- Cost Control vs. Lifecycle Value: Procurement policy balances lowest-price purchasing with lifecycle cost analysis including disposal fees
- Operational Simplicity vs. Performance: Comprehensive sorting enables higher diversion rates while requiring operational coordination

Collaborative Dynamics:

- Scrapp-Venue Partnership: Monthly TRUE advisory calls (4 hours/month) provide ongoing technical support while avoiding overwhelming venue staff
- Cross-Functional Integration: Procurement policy requires coordination between sustainability, procurement, operations, food safety, and finance teams
- External Partnership Management: Sorting operations coordinated with external labor providers

### Addressing Interests:

- Food Service Partner Autonomy: Procurement policy designed to respect operational independence while establishing venue-wide material standards Data Sharing: Confidentiality protections established for detailed purchasing data sharing
- Timeline Coordination: Event-driven operations create narrow windows for infrastructure changes; pilot programs scheduled during off-season periods

### Partnership Approach:

- Food Service Operators: External partners engaged as collaborators in policy development rather than recipients of mandates Service Provider Relationships: Focus on operational efficiency within existing partnerships
- Phased Implementation: Gradual rollout respects operational constraints while building toward comprehensive program

### **11. Lessons Learned: Share what worked well, what didn't, and recommendations for others seeking to replicate your approach.**

### What Worked Well:

- Data-Driven Approach: AI-automated waste hauler invoice analysis and SKU-level procurement tracking created objective foundation for decision-making, focusing on operational metrics rather than sustainability rhetoric
- Infrastructure Leverage: Building on existing comprehensive sorting operations accelerated implementation and stakeholder acceptance
- Business Case First: Leading with cost reduction (\$21K aluminum value, operational efficiency opportunities) secured buy-in from diverse stakeholders
- Practical Policy Tools: Sustainable procurement policy as simple checklist with clear approved/prohibited materials lists enabled compliance without extensive training
- Phased Implementation: Kitchen composting rollout before full post-consumer program allowed operational learning and staff training in controlled setting
- Monthly Advisory Model: Ongoing consulting support (4 hours/month) provided technical guidance without requiring full-time sustainability staff

### Challenges and Solutions:

- Procurement Data Collection: Building 3-6 month data collection timeline into project scope accommodates complexity of gathering SKU-level purchasing data from multiple systems and partners

- **Material Value Infrastructure:** Aluminum commodity value opportunity identified, but infrastructure for on-site processing and commodity market sales requires additional planning and investment
- **Multi-Partner Coordination:** Dozens of suppliers across food service partners require patient stakeholder engagement and clear communication channels

#### Recommendations for Replication:

- **Start with Financial Analysis:** Invest in waste hauler invoice analysis before program design; actual cost drivers create opportunities for stakeholder alignment
- **Leverage Existing Systems:** Venues with sorting operations can reframe existing labor as material recovery operation rather than waste processing
- **Procurement Policy Before Infrastructure:** Prevent problematic materials at source before investing in processing capacity; purchasing changes are often more cost-effective than infrastructure retrofits
- **Engage Partners Early:** Food service operators are critical stakeholders; policy development requires their operational input
- **Quantify Commodity Value:** Material market pricing data (aluminum, HDPE, cardboard) creates revenue opportunities that offset program costs
- **Plan for Event Variability:** Event type drives waste profiles; programs must accommodate significant volume swings
- **Advisory Support Model:** Monthly consulting hours provide ongoing expertise without full-time position costs
- **Pilot Programs:** Testing in controlled environments (kitchen operations) before full-scale rollout (guest-facing areas) enables operational refinement
- **Reusable Serviceware RFI Specificity:** Request detailed performance data from vendors including transaction times, return mechanisms, and guest experience metrics
- **Maintain Guest Experience Priority:** Large-venue sustainability must preserve guest satisfaction; initiatives that create friction or slow service face adoption challenges
- **Exemption Process:** Include policy flexibility for legitimate operational constraints while maintaining clear material standards
- **Cross-Functional Teams:** Ensure sustainability, procurement, operations, food safety, and finance teams aligned from project start