

# TENNESSEE GREEN STAR PARTNERSHIP MEMBER HIGHLIGHT



United States Business Council  
for Sustainable Development

By: Vaughn Cassidy

The United States Business Council for Sustainable Development (US BCSD) is an action-oriented and member-led nonprofit business association, founded in 1992 to harness the power of collaborative projects and partnerships to develop and deploy solutions to ecosystems, energy, materials and water challenges. The US BCSD is a Global Network partner of the World Business Council for Sustainable Development.

Many Tennessee Green Star Partners participate in the US BCSD's most successful regional project to date: [the Tennessee Materials Marketplace](#). The online interactive platform allows participants to post a wide variety of materials that would be otherwise be discarded, and network with potential outlets for the materials. The US BCSD also hosts regional platforms, like Tennessee's, in Texas, Michigan, Ohio and Ontario.

Through a partnership with the Tennessee Department of Environment and Conservation (TDEC), the Tennessee Materials Marketplace has been a vehicle for repurposing nearly four million pounds of materials that would have dropped out of the economy by being discarded in the landfill. Nationally, almost eight million pounds have been recovered and reused. Tennessee participants, including Green Star Partner industries, are responsible for over half that amount. The primary materials successfully repurposed by Green Star Partners include:

- Recycled glass and ceramics
- Unused and damaged supersacks
- Wood pallets
- Inorganic chemicals (machine oils, rust inhibitors, paints and lubricants)
- Plastic shrink wrap for reuse

The best example of successful interactions facilitated by the Tennessee Materials Marketplace is the partnership between Green Star Partner Florim USA and Dynamic Lifecycle Innovations. Florim USA made the decision to incorporate recycled glass into their tile manufacturing process. After discovering Dynamic Lifecycle Innovations, located in Nashville, on the TMM, Florim USA began receiving their recycled glass as a feedstock for porcelain tile. The partnership was sweetened upon finding another material reuse solution: Dynamic Lifecycle Innovations began using discarded supersacks from Florim to transport the recycled glass, saving them money on other containers and making loading and unloading easier and safer.

## FEATURED THIS MONTH:

- Established in 1992 in Austin, Texas
- Global partner with the World Business Council for Sustainable Development
- Established the Tennessee Materials Marketplace in 2017

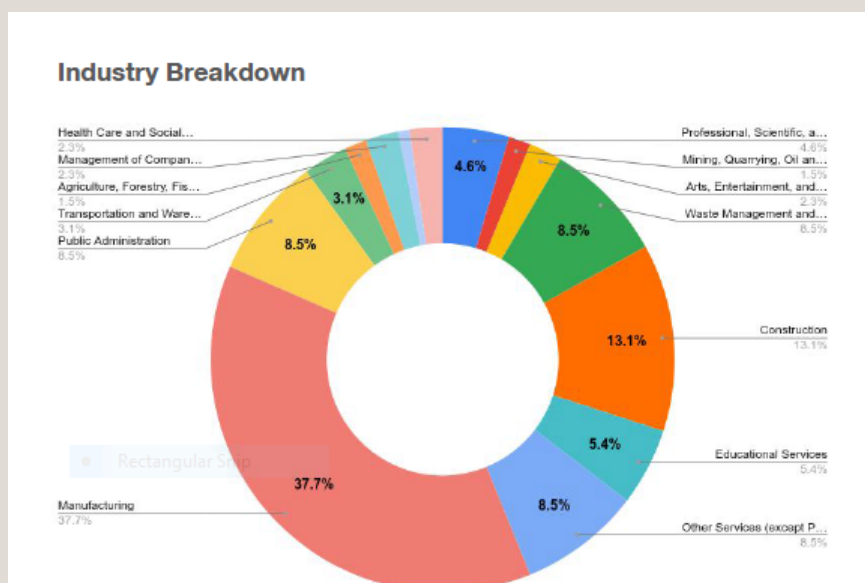


Andy Mangan of USBCSD (far right) receives the World Economic Forum's 2016 Circular Digital Disruptor Award

Another success driven by the TMM has been local or regional projects, such as the one initiated by the Clarksville Green Certification Program and the Clarksville Industry Roundtable. A major issue with many industries has been finding diversion and reuse solutions for damaged wood pallets. Rockwood Recycling, based in Lebanon, took on the challenge of collecting and processing the pallets, using the mapping feature of the TMM for logistics. The TMM isn't just for industry either. Another local initiative through the US BCSD's leadership has been focused on Nashville's construction and demolition wastes. The Vanderbilt campus has even joined the local project through its community innovation center, The Wondr'y. The Wondr'y provides a space for students, faculty and the community to develop innovative and creative solutions to problems. Construction and demolition wastes are certainly a challenge for the entire Nashville area. Vanderbilt, Nashville Public Works and local architectural firms and construction companies will utilize the TMM platform to scale solutions. "I have been amazed with the level of participation," said Allie Omens, Recycling Associate with Metro Nashville Public Works.

"The relationship between Tennessee industries and TDEC is one of the key factors in the success we have had in Tennessee," said Daniel Kietzer, Director of Operations for the US BCSD. "It's rare that state government and industry collaborate so well and have such positive ongoing dialogue."

The interactive platform for the Materials Marketplace won the World Economic Forum's 2016 Digital Disruptor Award for its contribution to driving circular economic principles. While materials management has been the most successful collaboration the US BCSD has achieved, there are several other projects that the council has initiated. Collaborative partnerships to improve the sustainability of water, energy and materials have proven successful for the US BCSD and their partners. The Tennessee Green Star Partnership is a more successful and sustainable network because of partners like the US BCSD.



***"The relationship between TDEC and Tennessee industries is a key factor in the success we have had..." – Daniel Kietzer, Director of Operations for the United States Business Council for Sustainable Development***

The [Tennessee Green Star Partnership](#) is a voluntary environmental leadership program designed to recognize industries in the state that are committed to sustainable practices. If you are interested in joining other sustainable industries in Tennessee by becoming a member, please contact us.