

Think Zero LLC Case Study

565 Broome SoHo

Client Profile: New luxury dual tower condominium building in SoHo, lower Manhattan.



CHALLENGE:

565 Broome SoHo came to Think Zero LLC (TZLLC) during the design phase, pre-construction phase, to integrate zero waste into the building ethos.

SOLUTION:

Think Zero LLC developed an overall Zero Waste Plan for the building including the following:

- 1) Developed a zero waste plan which includes comprehensive collection of materials to increase the building diversion,** including composting, recycling, textile & electronics recycling, and waste reduction amenities including water bottle refillers, hand dryers, etc for all residents and building users. Based on TZLLC's suggestion, the building was established as a plastic bottle-free building. TZLLC started diversion programs for all reclaimable waste streams and worked with the NYC Department of Sanitation to provide collection of most materials to the building, as well as to provide a refashion textile recycling bin and e-cycle electronic waste recycling bin available to all residents to capture these materials.
- 2) Sourced waste and recycling bins and advised on waste container purchases and sustainable materials in the children's playroom.** TZLLC determined the proper quantity and sizes for waste containers and specified all trash, recycling, composting, donation bins and wheeled containers to be ordered, for maximum efficiency and to fit the design aesthetics of the building. The building uses wheeled carts to bring all waste to the curb, avoiding piles of black trash bags which are unsightly and attract rodents. TZLLC also sourced high design countertop compost bins for all residents as a welcome gift to kickstart their participation in composting in their home and advised the building on materials and playsets for the children's room that are more sustainable.
- 3) Communicated zero waste initiatives by conducting onsite zero waste training and by creating custom signage, resident manual, and communications materials.** TZLLC held a zero waste training with building staff and provided materials to clearly communicate waste-related procedures to residents for maximum impact. We also worked with the concierge team to recommend and identify zero waste and low waste stores and service providers in the neighborhood and surrounding areas, helping establish a zero waste culture in the building.
- 4) Partnered with other organizations to deliver cost-effective zero waste opportunities and promotions for incoming residents.** TZLLC collaborated with a local moving company to secure a discount for using their moving service which uses durable, reusable crates for each move and shared Zero Waste information from DSNY with building management. TZLLC also suggested that the building library allow residents to borrow books on an honor system, decreasing the need for them to buy new books. Finally, we provided information for disposal of hazardous waste.