



**THE PROBLEM** As part of a larger “Reimagine Phoenix” campaign, the city of Phoenix aspires to increase its diversion rate of materials from the landfill. In 2013, Phoenix Mayor Greg Stanton announced his goal to achieve a 40 percent landfill diversion rate by 2020. In order to achieve this ambitious goal, Phoenix needs to understand what comprises its waste, specifically looking at its residential recycling collection.

**THE PARTNER** The city of Phoenix

**THE SERVICE** Characterization of Phoenix’s residential recycling composition. Data was gathered for 210 hand sorted samples categorized in 84 material types. Recycling samples averaged 136 pounds

**THE SOLUTION** As an important first step, Phoenix, Cascadia, Louis Berger and Arizona State University’s Global Sustainability Solutions Services worked together to conduct a waste characterization study that took place in the summer of 2014 and the winter of 2015. Phoenix is prepared to use the results from the waste characterization study to evaluate its current waste practices and make decisions about how to best move forward in order to meet the 2020 diversion goal.

**THE OUTLOOK** Phoenix’s Reimagine Phoenix initiative partnership with the ASU’s Global Sustainability Solutions Services led to the establishment of the Resource Innovation and Solutions Network (RISN). RISN’s goals are to advance integrated resource management through a global network of public and private partners using collaboration, research, innovation and application of technologies to create economic value, driving a sustainable circular economy. Based on the foundation of the RISN partnership between ASU and Phoenix, RISN now has global partnerships with stakeholders in Nigeria, Guatemala and India.

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