United States Environmental Protection Agency

Solid Waste and Emergency Response (OS-305)

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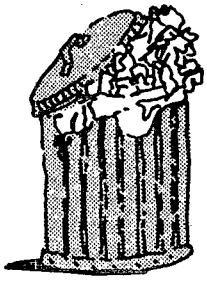
EPA

REUSABLE NEWS



Reusable News is the quarterly newsletter of the EPA Office of Solid Waste's Municipal and Industrial Solid Waste Division. *Reusable News* reports on the efforts of EPA and others to safely and effectively manage the nation's garbage, and provides useful information about key issues and concerns in MSW management.

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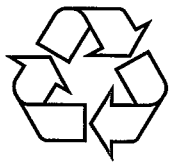
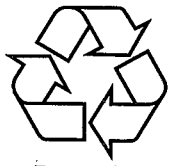
Address comments or suggestions to John Leigh, Editor, at (202) 260-9350.

EPA Announces Options to Standardize Recycling Marketing Claims

An increasing number of products in the marketplace are being marketed on the basis of their environmental attributes. For example, terms such as "recycled" and "recyclable" and symbols like the chasing arrows are now quite common on packages and products. These terms and symbols, however, are not always used consistently and their meanings may be unclear.



Recycled Content



Recyclable

EPA prefers that marketers use the recycling emblem only for "recycled content" or "recyclable" claims, and that they clearly label the emblem.

To help minimize confusion and increase consumer confidence, EPA is working with other federal agencies to coordinate federal efforts on environmental labeling issues. Along with the Federal Trade Commision (FTC) and Office of Consumer Affairs (OCA), EPA participates in the Interagency Environmental Marketing Task Force, which meets to consult on labeling issues.

(Continued on page 7)

President Bush Issues Executive Order Requiring Agency Recycling

In a Rose Garden ceremony held October 31, 1991, President George Bush signed an Executive Order launching an ambitious program to stimulate waste reduction, recycling, and procurement of recycled goods in

all federal agencies and departments. The Order, entitled "Federal Agency Recycling and the Council on Federal Recycling and Procurement Policy," requires agencies not already so engaged to develop a program to reduce the amount of waste produced and to recycle reusable materials such as paper, plastic, metals, glass, used oil, lead-acid batteries, tires, and compostable materials wherever possible.

Recognizing that such programs depend on strong markets for recycled products, the Order requires each agency to report on its affirmative procurement programs. These programs will focus the immense purchasing leverage of the federal government on goods produced from recovered materials, stimulating the markets for recycled products. In addition, each agency will designate a Recycling Coordinator, who will oversee the implementation and operation of these programs, and coordinate efforts to measure their success.

(Continued on page 8)

Reusable News is printed on paper that contains at least 50 percent recycled fiber.

Illinois Communities Serve as Source Reduction Models

The Central States Education Center (CSEC), a nonprofit environmental group, has developed a Model Community Program that is helping a growing number of Illinois' communities reduce the amount and toxicity of the solid waste they generate. Through this program, CSEC assists communities in encouraging businesses, organizations, and other groups to serve as source reduction role models for the remainder of the community. These role models also promote recycling and utilization of recycled materials.

Several schools and supermarkets serve as community role models through this program. In the model schools, classrooms have recycling bins and cafeterias use durable, washable tableware. Model supermarkets have a shelf-labeling program to highlight products with source reduction attributes, such as those with the least amount of unnecessary packaging. Additional models include churches, banks, libraries, radio stations, a sorority, a utility company, newspapers, theaters, and even city halls. In all, more than 40 models have been established in seven different Illinois' communities. Plans are under way to recruit many more models, including restaurants, department stores, hospitals, and even entire school districts.

These models are generating much less waste, and much of what they are generating gets routed to the community recycling center, rather than the landfill. For example, one model elementary school periodically has "waste-less" days. On these days, children are encouraged to minimize the amount of garbage they generate from their lunches. About 40 pounds of garbage are produced in the lunchroom on "waste-less" days, compared to the 60 pounds that are usually generated.

According to John Thompson, Executive Director of CSEC, citizens really latch onto the idea of community role models. "The program makes the solid waste problem seem solvable, and at the same time touches on civic pride," he says. CSEC sees role models as a positive way that communities can take control of their own waste. The idea is to start small, show people it can work, and then expand. In this way, people's everyday behavior and attitudes toward waste can be changed.

CSEC is a small organization that relies on a few staff members and many volunteers to carry out its growing model community program. Before instituting the program, CSEC sought the advice of psychologists and market experts to determine the best way to encourage people to participate in source reduction. These experts suggested the idea of using models because people enjoy being looked up to as valuable members of the community. In addition, groups of people working together are more effective than several individuals practicing source reduction in their homes because members of groups can reinforce each other.

According to Myra Gordon, Solid Waste Planning Specialist for CSEC, "The real benefit of the program is that it empowers individuals to take action to reduce waste." She advises anyone who is interested in starting a Model Community Program to utilize existing volunteer groups; to make sure the project coordinator has time, knowledge, and enthusiasm; to put the extra effort into keeping the program going after the initial excitement subsides; and to insist that for facilities to be models they must institute new behaviors, not just use the program for publicity.

Many communities throughout the nation are finding ways to reduce the waste they generate. Illinois' Model Community Program is somewhat unique, however, in its use of role models to teach others about source reduction. To encourage other communities to become involved with the program, CSEC publishes a 55-page booklet, *Waste Reduction and the Model Community*, that contains source reduction suggestions and describes how to set up a Model Community Program. To order the booklet for $18.00 plus $2.00 postage and handling, or for more information, contact John Thompson at (217) 344-2371.

Federal Recycling Gets a Boost

The second Federal Agency Recycling Conference, sponsored by EPA and the U.S. General Services Administration (GSA), was successful in educating attendees about recycling and procurement of recycled products in federal agencies.

The conference was held in Washington, DC, on December 3, 1991. The conference brought together over 200 procurement officials, building managers, recycling coordinators, and printing officials from around the country. Speakers included John P. Hiler, Deputy Administrator of GSA, Nancy V. Firestone, Associate Deputy Administrator of EPA, and David Struhs, Chief of Staff of the Council on Environmental Quality.

The panel discussions and workshops included the following topics:

- How to Establish a Comprehensive Office Recycling Program
- Federal Legislation That May Affect Your Program
- Encouraging Recycling—Employee Education
- Establishment and Maintenance of a Successful Collection System
- Procurement of Recycled Products

For more information, call Terry Grist of EPA at (202) 260-8518.

Focus on Corporate Award Winners

A Tale of Two Dumpsters

eegee's Takes Recycling to Heart

Edmund Irving has always been aware of the benefits of recycling. Irving, president and co-owner of *eegee's Inc.*, in Tucson, Arizona, says his father's career in the recycling business instilled in him the value of reuse and recovery at an early age. But it was only after a second 8-cubic yard dumpster was installed at his company's commissary that the lesson really hit home—and his pocketbook.

eegee's, a fast-food chain specializing in submarine sandwiches and salads, has 14 locations throughout the Tucson area, all of which are supplied through a centralized commissary where food is prepared and paper products and other provisions are stored. By 1987, the commissary's dumpster was being emptied daily, and the installation of a second dumpster threatened to raise already expensive disposal costs even more. Irving realized the time had come to take action.

Through recycling, *eegee's* saves approximately $600 per month in disposal fees.

A preliminary investigation of the commissary's waste stream revealed that 75 percent of the waste generated consisted of corrugated cardboard boxes. To keep this recyclable material from being thrown away, Irving purchased a baling machine and began processing the boxes for recovery. *eegee's* then undertook a comprehensive evaluation of the waste stream in every section of the restaurant and discovered that many recyclable materials were simply being discarded. An internal recycling campaign was then launched to recover such items as computer and office paper, flour drums (for reuse as recycling bins), pickle buckets (which are sold for uses as varied as medical waste receptacles and nursery stock planters), and polystyrene foam food service products, such as cups and Italian ice containers (which are converted into insulation and building blocks).

eegee's has succeeded in significantly reducing trash disposal costs. Now, instead of two 8-cubic yard dumpsters being emptied daily at the *eegee's* commissary, one 6-cubic yard dumpster is emptied three times per week. Irving says the company saves approximately $600 per month in disposal fees.

With the revenues earned through recycling efforts, Irving saw an excellent opportunity to contribute to the community in a second way. *eegee's* began matching the money generated from the sale of its recyclables and donating the total to "People First!", an umbrella charity that distributes money to local causes, such as soup kitchens. In 1990, Irving introduced "Recycling for People First!", an

(Continued on page 6)

Fort Howard Closes the Recycling Loop

The Fort Howard Corporation is a big business with a long-standing commitment to recycling. Since World War II, Fort Howard, one of the nation's leading tissue paper manufacturers, has been at work refining recycling technology.

Today, this persistence has paid off. The technology employed at Fort Howard enables the Wisconsin-based paper manufacturer to produce quality paper goods from wastepaper items that others find unrecyclable, such as spiral-bound notebooks and window envelopes. The company has also developed state-of-the-art deinking and sanitization units that even further expand its recovery potential.

Clifford Bowers, Director of Communications at Fort Howard, says the company manufactures its products almost exclusively from recycled wastepaper, consuming more than 1.2 million tons of recovered material each year. Producing an equivalent amount from virgin material would require harvesting 20 million trees annually.

In May 1991, Fort Howard received a U.S. EPA Administrator's Award in the industry category for its national recycling advocacy program. EPA recognized Fort Howard not only for its internal recycling operations and production process but for the manufacturer's outreach programs as well. Indeed, Fort Howard's recycling efforts extend well beyond production to encompass waste disposal, educational endeavors, and procurement programs for many other corporations and communities.

Fort Howard manufactures its products almost exclusively from recycled wastepaper.

Fort Howard has worked with several other large corporations, such as Southwestern Bell, Wisconsin Bell, and Fingerhut, as well as the Wisconsin state government, to devise far-reaching office recycling programs that involve collection of wastepaper and the purchase of recycled products. The recycling program set up for the Wisconsin state government has resulted in a 400 percent increase in the government's recycling rate.

In other community work, Fort Howard has collaborated with regional telephone companies to institute a recovery program for telephone directories. Similarly, in Brown County, Wisconsin, Fort Howard's home county, the corporation and local officials have developed and implemented an extensive household recycling program. Fort Howard does much of the publicity work for this program and accepts all wastepaper generated by the residents.

(Continued on page 6)

MSW Management on the Alaskan Tundra

Unique Problems, Unique Solutions

In rural Alaska, efforts to manage municipal solid waste are constrained by factors that decisionmakers in most other states would never encounter, such as permafrost, lack of soil, limited road systems, winds, and freezing conditions during most of the year. These conditions create a need for a specialized approach to solid waste management, particularly in combination with the new Subtitle D landfill regulations under the Resource Conservation and Recovery Act (RCRA).

Education is a necessary first step in any solid waste management program because it encourages informed participation in achieving solid waste management goals. Recognizing this, EPA Region 10 (Alaska, Idaho, Oregon, and Washington) has developed the Native Alaska Waste Education Project. Under this project, the Region awarded a grant to Northwest Renewable Resources Center (NRRC), a not-for-profit organization specializing in negotiation and mediation, to develop and conduct a solid waste education program in two Native Alaskan villages. A subsequent grant from EPA Headquarters made it possible to expand the program to four villages. Each village represents a major Native Alaskan cultural group and geographical region.

The education program will include both a student and an adult component. The student portion of the program will include the development of a curriculum on waste management and may include a children's activity book depicting the waste problems of a rural Alaskan community, a "waste art" contest, skits, plays, and music. The adult component of the program will include community meetings and public service announcements concerning the solid waste dilemma and the need for source reduction and recycling.

To guide in the development of the curriculum and the formation of a teaching methodology that will integrate modern technical concepts with Native Alaskan cultural values, NRRC has already gathered information from the targeted villages, as well as from an advisory committee of Alaskan experts from the public and private sectors in the fields of resource management, public health, and education.

In addition to education, NRRC will seek to improve waste management in the target villages through waste reduction, recycling, and other methods to be identified during the course of the project. These methods will need to be tailored to the different needs of the individual communities.

The Native Alaska Waste Education Project will help create an infrastructure for continued waste education and management by fostering contacts among teachers, solid waste officials, parents, and others. This infrastructure can eventually be used to find attainable and environmentally sound solutions to Alaska's solid waste challenges.

For more information on the Native Alaska Waste Education Project, contact Fran Stefan of the Solid Waste and State Programs Section of EPA Region 10 at (206) 553-6639.

EPA's Second United States Conference on

Municipal Solid Waste Management

Moving Ahead

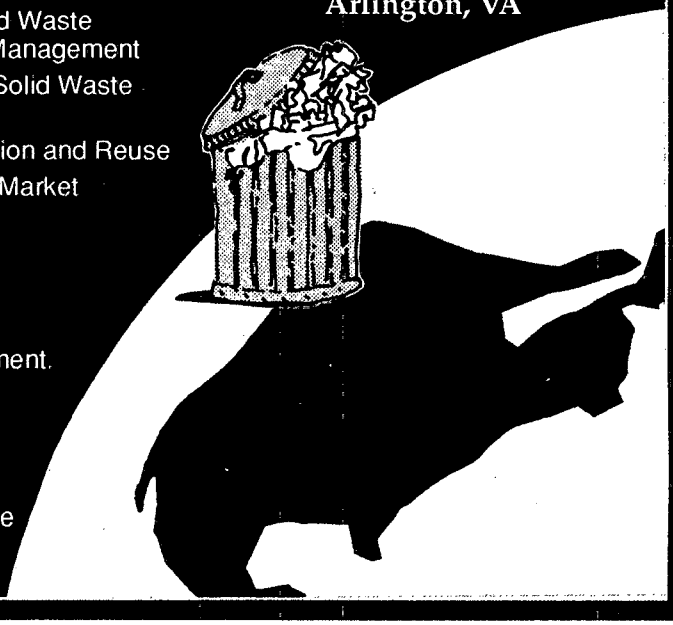
EPA

This conference is for people who are moving ahead in solid waste management. Participants from government, citizen interest groups, industry, and academia will share their experiences and successes. This year over 800 attendees are expected, making it one of the largest gatherings of experienced solid waste professionals in the field today. Major conference topic areas include:

- Integrated Solid Waste Planning and Management
- Economics of Solid Waste Management
- Source Reduction and Reuse
- Recycling and Market Development
- Composting
- Combustion
- Land Disposal
- Public Involvement, Education, and Outreach
- Special Waste
- Nonhazardous Industrial Waste Management

If you are interested in participating, write to EPA Conference: Moving Ahead, c/o SWANA, P.O. Box 7671, Silver Spring, MD 20907, FAX (301) 589-7068, or call Ms. Bhawna Agarwal at (301) 585-2898.

June 2-5, 1992
Hyatt Regency Crystal City
Arlington, VA



EPA Publications

The following publications are available at no charge from the EPA RCRA/Superfund Hotline. Call (800) 424-9346.

General

Bibliography of Solid Waste Management Alternatives	530/SW-89-055
Characterization of Municipal Solid Waste in the United States: 1990 Update; Executive Summary	530/SW-90-042a
Decision-Makers Guide to Solid Waste Management	530/SW-89-072
Environmental Fact Sheet: SWICH: EPA's National Solid Waste Information Clearinghouse	530/SW-91-025
Sites for Our Solid Waste: A Guidebook for Public Involvement	530/SW-90-019
Solid Waste Dilemma: An Agenda for Action	530/SW-89-019
Unit Pricing: Providing an Incentive to Reduce Waste	530/SW-91-005
Variable Rates in Solid Waste: Handbook for Solid Waste.Officials; Executive Summary	530/SW-90-084a

Source Reduction

Characterization of Products Containing Lead and Cadmium in Municipal Solid Waste in the United States, 1970 to 2000: Executive Summary	530/SW-89-015c
Household Hazardous Waste: Bibliography of Useful References and List of State Experts	530/SW-88-014
Survey of Household Hazardous Waste and Related Collection Programs	530/SW-86-038

Recycling

Recycle	530/SW-88-050
Recycling in Federal Agencies	530/SW-90-082
Recycling Works! State and Local Success Stories	530/SW-89-014

Incineration

Characterization of Municipal Waste Combustion Ash, Ash Extracts, and Leachates: Executive Summary	530/SW-90-029b

Landfilling

Environmental Fact Sheet: Municipal Landfill Regulations Mean Safer Disposal of Solid Waste	530/SW-91-066
Environmental Fact Sheet: Small Communities and the Municipal Landfill Regulations	530/SW-91-067
Solid Waste Disposal Facility Criteria: Final Rule (October 9, 1991)	OSWFR91004

Used Oil

How to Set Up a Local Program to Recycle Used Oil	530/SW-89-039a
Recycling Used Oil: 10 Steps to Change Your Oil	530/SW-89-039c
Recycling Used Oil: For Service Stations and Other Vehicle-Service Facilities	530/SW-89-039d
Recycling Used Oil: What Can You Do?	530/SW-89-039b

Educational Materials

Adventures of the Garbage Gremlin: Recycle and Combat a Life of Grime (Comic Book)	530/SW-90-024
Let's Reduce and Recycle: A Curriculum for Solid Waste Awareness	530/SW-90-005
Recycle Today: Educational Materials for Grades K-12 (Pamphlet)	530/SW-90-025
Ride the Wave of the Future: Recycle Today! (Poster)	530/SW-90-010
School Recycling Programs: A Handbook for Educators	530/SW-90-023

Newsletters

Native American Network

Reusable News

Used Oil Recycling

(Free subscriptions are available, as well as back issues, through the Hotline.)

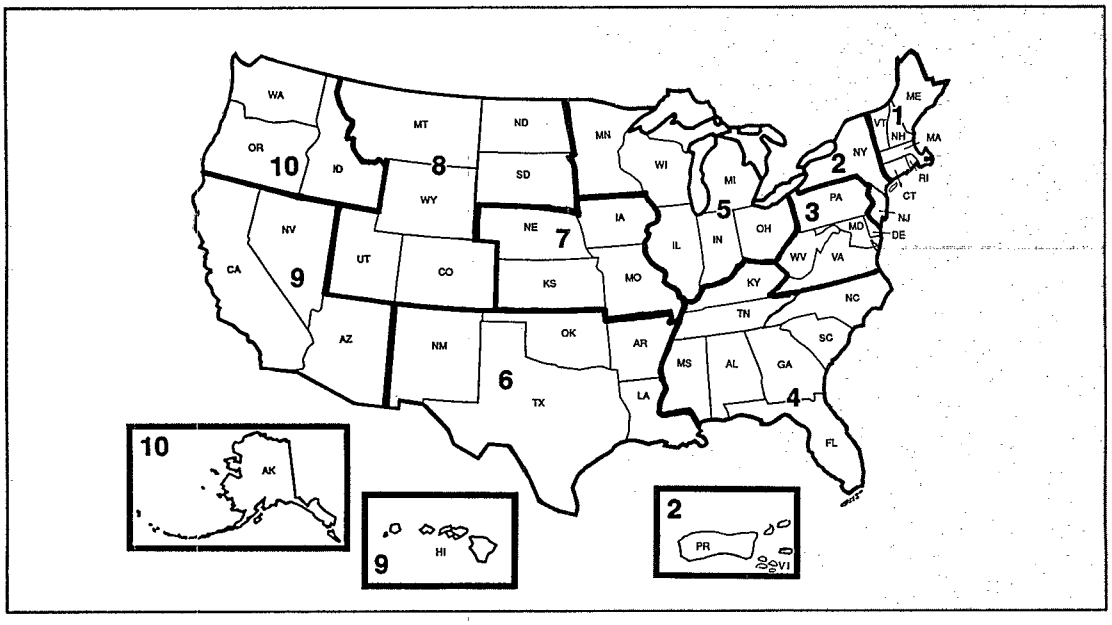
Other

Environmental Fact Sheet: Yard Waste Composting	530/SW-91-009
Procurement Guidelines for Government Agencies	530/SW-91-011
Report to Congress: Methods to Manage and Control Plastic Wastes; Executive Summary	530/SW-89-051a
Summary of Markets for Scrap Tires	530/SW-90-074b

The following publications are available for a fee from the National Technical Information Services (NTIS). Call (703) 487-4650.

Addendum for the Regulatory Impact Analysis for the Final Criteria for Municipal Solid Waste Landfills	PB92-100 858
Analysis of U.S. Municipal Waste Combustion Operating Practices	PB89-220 578
Charging Households for Waste Collection and Disposal: The Effects of Weight- or Volume-Based Pricing on Solid Waste Management	PB91-111 484
Markets for Scrap Tires	PB92-115 252
Municipal Waste Combustion Study: Report to Congress	PB87-206 074
Office Paper Recycling: An Implementation Manual	PB90-199 431
Promoting Source Reduction and Recyclability in the Marketplace	PB90-163 122
Regulatory Impact Analysis for the Final Criteria for Municipal Solid Waste Landfills	PB92-100 841
Solid Waste Dilemma: An Agenda for Action; Background Document	PB88-251 137
Solid Waste Dilemma: An Agenda for Action; Background Document; Appendices	PB88-251 145
States' Efforts to Promote Lead-Acid Battery Recycling	PB92-119 965
Variable Rates in Solid Waste: Handbook for Solid Waste Officials	PB90-272 063
Yard Waste Composting: A Study of Eight Programs	PB90-163 114

Regional Contacts
Municipal Solid Waste



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Washington State Strikes G.O.L.D.

G.O.L.D. fever is running rampant in Washington state government offices. State employees throughout Washington have been mobilized under the banner "reduce, reuse, and recycle," and the results are evident.

Since its inception in 1988, the G.O.L.D. (Government Options to Landfill Disposal) program has been

Washington's primer on source reduction and office recycling at state government agencies. G.O.L.D. was introduced as part of a multifaceted environmental initiative, Toward 2010: an Environmental Action Agenda, by Governor Booth Gardner and the Washington Department of Ecology. David Block, G.O.L.D. program administrator, says the program is meant to serve as an example to the citizens of the state. "The state government is part of the citizenry," Block says. "Through G.O.L.D., we can set a trend for the rest of the state to follow."

Under the program, every state agency receives a G.O.L.D. plan, which outlines the recycling, source reduction, and procurement goals of the state, and a manual describing how these objectives can be achieved. Each agency, with the assistance of G.O.L.D. workers, undertakes an internal audit of its waste stream before designing a waste management strategy.

As Block explains, the G.O.L.D. program does not dictate a rigid implementation scheme for accomplishing recycling and source reduction goals; rather, every agency, based on the guidance provided in the G.O.L.D. manual and advice from the G.O.L.D. technical staff, sets up a policy tailored to its own specific features.

Under the aegis of the G.O.L.D. program, recovery rates at the 12-building Olympia Capitol Campus, which employs 7,000 people throughout the year and several thousand more during legislative sessions, have reached 60 percent. Workers at the campus currently recover four major components of their waste stream: office paper, cardboard, glass, and aluminum. In addition, antifreeze and motor oil from state-owned vehicles are recycled.

Block also credits the G.O.L.D. program with instituting many simple, yet effective, source reduction techniques. Washington state government offices, for instance, now make double-sided copies whenever possible, and mechanical shops servicing state agencies, such as auto repair centers, now recover solvents. State employees often furnish suggestions for possible source reduction methods, Block says, demonstrating the heightened awareness brought about by the G.O.L.D. program.

The G.O.L.D. program also provides guidance for implementing Washington's new procurement policy, established by the legislature in 1991. Thanks to the G.O.L.D. program, state agencies now purchase recycled paper, as well as dioxin-free paper envelopes and file folders.

For more information, contact David Block at (206) 586-5651.

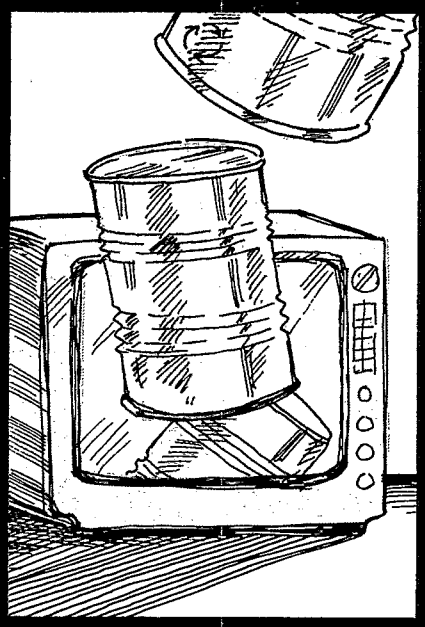
EPA Releases Tire Market Study

EPA recently released a report entitled *Markets for Scrap Tires* that describes factors affecting the current supply and demand for scrap tires, as well as future market trends. The document also examines various recycling prospects for used tires and legislative and economic options for managing scrap tires.

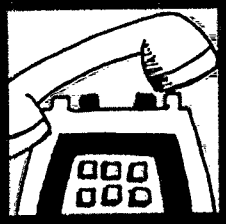
The publication is the first in a series of five market studies that EPA is developing to help state and local officials and industry "close the recycling loop." A concise summary of the report, which provides a general overview of market trends for scrap tires, is also available.

Markets for Scrap Tires is available from the National Technical Information Service, 5285 Port Royal Road, Springfield, VA 22161, (703) 487-4600. *Summary of Markets for Scrap Tires* can be obtained by calling the RCRA/Superfund Hotline at (800) 424-9346, Monday through Friday, 8:30 a.m. to 7:30 p.m. EST.

Did You Know?



The Steel Recycling Partnership, a coalition of solid waste management and recycling organizations, steel and steel can producers and users, and grocery industry representatives, has launched a public education and awareness program. The program consists of promotional events and television advertising aimed at raising public awareness of steel recycling. For more information, please contact the Steel Recycling Institute at (800) 876-SCRI.



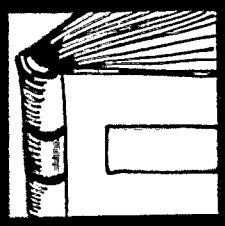
Hot Off the Hotline

Question: I am a landfill owner planning to close my landfill sometime within the next 2 years before the new Subtitle D landfill criteria take effect on October 9, 1993. Does this exempt me from the regulations?

Answer: Owners and operators of landfills that ceased receipt of waste before the publication of the revised Subtitle D criteria on October 9, 1991, are exempt from all requirements of the criteria. Owners and operators that cease receipt of waste after October 9, 1993, on the other hand, are subject to all of the new regulations. However, owners and operators that stop receiving waste after October 9, 1991, but before October 9, 1993, are obligated only to place a final cover over their landfills within 6 months of the last receipt of waste.

The final rule requires that a final cover must consist of two layers, the first to minimize infiltration of liquids into the waste and the second to minimize erosion of the infiltration layer. The infiltration layer must be a minimum 18 inches of earthen material that (1) has a permeability less than or equal to the bottom liner system or natural subsoils, or (2) achieves a permeability of 1×10^{5} cm/sec, whichever is less. The erosion layer must be at least 6 inches of earthen material capable of sustaining native plant growth.

The criteria constitute the minimum federal standards. Landfill owners and operators, however, may still have to comply with more stringent existing state criteria.



Resources

The following publications are available at no charge from the EPA RCRA/Superfund Hotline. Call (800) 424-9346 Monday through Friday, 8:30 a.m. to 7:30 p.m. EST.

Proposed Guidance on the Use of Environmental Marketing Terms (EPA/530-SW-91-072A). Explains the development of voluntary guidelines that companies can follow when marketing their products as environmentally beneficial. In particular, the usage of the terms "recycled" and "recyclable" and the recycling emblem are clarified.

Final Cover Requirements for Municipal Solid Waste Landfills (EPA/530-SW-91-084). This environmental fact sheet describes the federal requirements for final closure of an MSW landfill and also discusses additional technical issues landfill owners and operators may want to consider.

Summary of Markets for Scrap Tires (EPA/530-SW-90-074B). Summarizes, in a concise brochure and in nontechnical language, the main points of a larger study entitled *Markets for Scrap Tires*.

For information about EPA's procurement guidelines for cement containing fly ash, paper and paper products, lubricating oils, retread tires, and building insulation, call the Recycled Products Information Clearinghouse at (703) 941-4452. The Clearinghouse is now, free of charge, offering a listing of vendors of these products, as well as other informational materials.

A Tale of Two Dumpsters

eegee's Takes Recycling to Heart

(Continued from page 3)

organization banding together about 50 Tucson businesses working to further both environmental and humanitarian efforts in the city.

eegee's underwrites the entire project. Businesses that join "Recycling for People First!" undergo a detailed audit of their waste stream to determine which items can be recovered. *eegee's* then supplies these businesses with free cardboard recycling bins and voluntarily collects the recyclable materials and delivers them to the appropriate processing plants. Proceeds from the sale of these recyclables go to People First! Irving says keeping the program cost-free fosters participation and reinforces the notion that recycling can easily, and even profitably, be "incorporated into the daily work scheme."

In May 1991, *eegee's* was honored with a U.S. EPA Administrator's Award in the small business category for its dynamic work and creative accomplishments in recycling. Indeed, *eegee's* stands as a model to the community in both an environmental and humanitarian sense.

For more information, contact Edmund Irving at (602) 298-1829.

Fort Howard Closes the Recycling Loop

(Continued from page 3)

Fort Howard also co-sponsors several pilot programs, both with its subsidiaries and with independent companies, aimed at recovering production residuals, like sludge and boiler fly ash. In addition, the company has launched an initiative to partially power its Green Bay facility with energy generated by combustion of used tires.

Fort Howard's national recycling advocacy program clearly demonstrates that business can make a significant impact on national recycling efforts. Fort Howard's role in recovery entails not only collection but also production, an imperative for closing the recycling loop.

For more information, contact Clifford Bowers at (414) 435-8821, extension 4087.

EPA Announces Options to Standardize Recycling Marketing Claims

(Continued from page 1)

As part of this federal effort, EPA is currently exploring options for voluntary guidelines that companies can follow when marketing their products as environmentally beneficial. The first issue EPA is addressing concerns terms related to recycling. On October 2, 1991, EPA published a notice in the *Federal Register* describing alternative approaches for standardizing recycling claims. Currently, EPA prefers the following options for standardizing recycling claims:

- *Recycled content claims.* When making recycled content claims, marketers should display the percentage of recycled materials in the product (by weight).
- *Claims of recyclability.* When making claims of recyclability, marketers should make qualified recyclable claims and state the rate at which the material is recycled nationwide.
- *Use of the recycling emblem.* The chasing arrows recycling symbol should be used only to indicate that a product contains recycled content or is recyclable. It should not be used as a symbol of other environmentally beneficial traits. Also, when using the symbol, marketers should label the emblem to indicate that it refers either to "recycled content" or to the "recyclability" of the product or package.
- *Packaging versus product claims.* Claims about recycled content or recyclability should indicate whether they apply to the product, the package, or both.

The *Federal Register* notice also lists preliminary definitions developed by EPA for nine terms related to recycling. The public comment period on the notice ended December 31, 1991.

EPA has developed a fact sheet and a flyer, which explain the contents of the notice. To obtain a copy of the notice, fact sheet, or flyer, call the RCRA Hotline at (800) 424-9346, or write to:

RCRA Docket Information Center
Office of Solid Waste (OS-305)
U.S. Environmental Protection Agency
401 M Street, SW.
Washington, DC 20460

EPA Holds Public Meetings on Labeling

On November 13 and 14, 1991, EPA, with the assistance of its partner agencies on the Interagency Environmental Marketing Task Force, the Federal Trade Commission (FTC) and the Office of Consumer Affairs (OCA), conducted public meetings on voluntary preferred guidance options for recycled content and recyclable marketing claims. At the meetings, EPA representatives listened to comments from over 40 individuals, such as state and local officials, industry representatives, and public interest groups. Speakers commented on all of the voluntary guidance options proposed by EPA in the October 2, 1991, *Federal Register*, including use of the terms "recycled content" and "recyclable" and application of the recycling emblem in environmental marketing claims.

EPA's Bowdoin Train and FTC's James Spears.

Reaction to EPA's preferred option for the use of the claim "recycled content" was generally favorable; however, the Agency will need to address several other issues raised in the meetings. For example, one issue related to whether, in addition to identification of the percentage of total recycled content, the percentage of post-consumer materials used in a product also should be provided.

The Agency received a number of different comments concerning its preferred option on the "recyclable" claims. Some speakers opposed EPA's proposal to include the national recycling rate with "recyclable" claims, arguing that these statistics are difficult to obtain and, once obtained, quickly become obsolete. Many speakers reacted favorably to EPA's preferred guidance option for the use of the recycling emblem and the Agency's recommendation that claims of "recycled content" and "recyclability" specify whether they apply to the product, package, or both.

EPA Plans Outreach For Subtitle D

EPA is launching a vigorous outreach program geared toward both the states and the regulated community regarding the revised Subtitle D landfill regulations, which were published last October. The program began last fall with workers from EPA Headquarters conducting brief 1-day information sessions with officials from states and EPA Regions.

More detailed technical training for state officials is slated for this spring. Upon completion of the training, EPA will encourage the states to hold training sessions for landfill owners and operators in their jurisdictions.

This winter, EPA will issue two documents to help clarify the new criteria. A pamphlet for the general public will outline municipal solid waste (MSW) disposal problems, giving special focus to improvements in sanitary landfill practices. The pamphlet also will explain how the Subtitle D revisions will address MSW disposal problems by requiring safer landfills. Another EPA booklet will be developed for landfill owners and operators that will provide a clear, concise summary of the new regulations.

The publication of these documents will be followed by the release of an EPA technical manual for landfill owners/operators, contractors, and consultants. The manual is intended to provide insight on how to meet the minimum federal requirements set forth in the regulation.

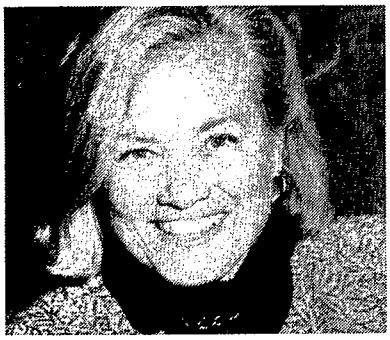
For more information, call Andrew Teplitzky of EPA's Office of Solid Waste, at (202) 260-4536.

Bush Issues Executive Order

(Continued from page 1)

At the heart of the Order is the Council on Federal Recycling and Procurement Policy, created to facilitate agency compliance. In the initial stages, the Council will be developing guidelines to specify the goals of the recycling, waste reduction, and procurement programs, and suggesting possible implementation plans. The Council will be reviewing current federal procurement programs and recommending changes that will remove impediments to purchasing recycled goods. The Order also calls for the Council to develop incentives to encourage implementation and more comprehensive programs.

In addition, the Council is charged with collecting and disseminating information among the agencies to assist the development of recycling and procurement programs. By sharing information such as the types of materials being recycled, the savings that are resulting, and the sources and prices of recycled goods being purchased, the effectiveness of the entire effort will be increased. The Council is also intended



Gail Wray

to serve as the focal point for government recycling and procurement, keeping abreast of progress and making recommendations for improvements.

The Council will be composed of the Recycling Coordinators from seven key agencies, including EPA; the General Services Administration; the National Aeronautics and Space Administration; and the Departments of Energy, Defense, Commerce, and the Interior. Also to be included are the Chairman of the Council on Environmental Quality and the Administrator of the Office of Federal Procurement Policy. EPA Administrator William K. Reilly has named Gail Wray as the Federal Recycling Coordinator. Wray will chair the Council.

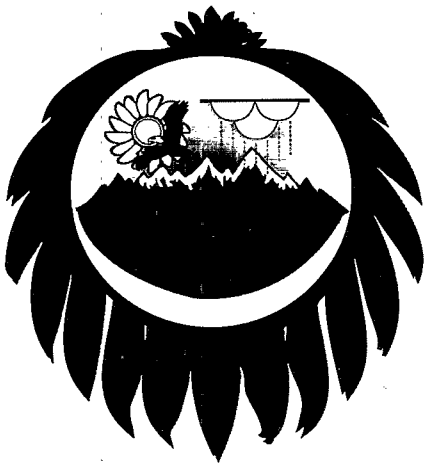
While the Order allows the agencies flexibility in designing and implementing their programs, reporting requirements also have been incorporated to add accountability and gauge program effectiveness. For example, all agencies must report directly to EPA regarding the implementation of their procurement programs. EPA is required to submit a report to the President summarizing the adoption of these programs.

For more information, contact Gail Wray at (202) 260-3252.

National Tribal Conference on Environmental Management

The Eastern Band of Cherokee Indians, with the support of EPA Headquarters, EPA Region 4, the Bureau of Indian Affairs, the Indian Health Service, and the Department of Housing and Urban Development, is holding the National Tribal Conference on Environmental Management on May 19 to 22, 1992, in Cherokee, North Carolina.

Workshops will be held on a variety of topics, including drinking water, pesticides, solid and hazardous waste management, and recycling. Training sessions also will be conducted on revised landfill criteria and hazardous waste requirements, developing solid waste management plans, establishing environmental programs on reservations, and other environmental topics.



Over 500 representatives from tribes across the country are invited to attend. From 30 to 40 vendors also are expected to exhibit the latest in environmental products. For more information, call Judi Kane of EPA's Office of Solid Waste at (202) 260-5096.

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