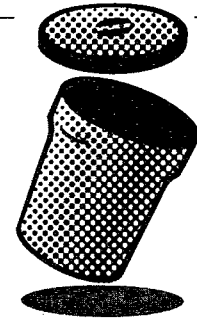




# REUSABLE NEWS



## Managing "Disaster Debris" Turning Wreckage into a Resource

**N**atural disasters can produce immense quantities of municipal solid waste. This waste is often hastily burned or landfilled so that communities can be rebuilt with all possible speed. But in the wake of recent natural disasters, such as the earthquake in Los Angeles, floods in the Midwest, and hurricanes in Hawaii and Florida, waste managers and local officials have found better ways to manage disaster debris. By adhering to preferred waste management techniques such as waste prevention and recycling, even during disaster cleanup, communities can save years of landfill capacity, recover valuable materials, and lessen the amount of hazardous materials entering the waste stream.

(Continued on page 2)

## Jobs Through Recycling

### Linking Economic and Environmental Priorities

**E**PA has launched a comprehensive program to support increased growth of the recycling industry. The *Jobs Through Recycling Initiative* is a \$2.7 million grant program aimed at increasing the use of collected materials by creating markets for those materials, stimulating economic development, and fostering the creation of new jobs in recycling industries. The initiative will create two business recycling assistance programs and a recycling technology information network.

The *Jobs Through Recycling Initiative* increases the capacity of selected state and tribal governments to provide technical and business assistance to recycling enterprises. EPA will fund selected states and tribes to establish four **Recycling and Reuse Business Assistance Centers (RBACs)** and 10 **Recycling Economic Development Advocate (REDA)** positions.

State or tribal RBACs will provide technical, business, financing, and marketing assistance to existing and new recycling enterprises, such as materials processors and recycled product manufacturers. Each RBAC will focus the efforts of all state or tribal agencies responsible for economic development, solid waste management, and employment to ensure that assistance and resources are applied to recycling business development. For example, a RBAC could help a fledgling processing facility design a feasibility study, research the best available technology, obtain financing, or market its commodity to end users.

Through the second component of the *Jobs Through Recycling Initiative*, EPA will fund the economic development agencies of selected states and tribes to hire REDAs. Using the resources and

(Continued on page 12)

## The Social and Economic Benefits of Recycling

**I**n addition to reducing the amount of waste requiring disposal, our nation's expanding recycling programs create new business opportunities for collecting, processing, and using recyclables in the manufacture of products. Growth in the recycling industry also creates new job opportunities, ranging from low- and semi-skilled jobs in material sorting and processing to highly skilled jobs in the manufacturing sector and related fields. Building new processing and manufacturing plants creates jobs for construction workers, equipment suppliers, transportation companies, planners, and consultants. In urban areas, where large quantities of recyclables are generated, cities can supply both materials and labor to new recycling facilities, thereby addressing unemployment and solid waste problems simultaneously.

## IN THIS ISSUE

Managing Disaster Debris • Jobs Through Recycling • Landfill Permitting Programs • Market for OCC • WasteWise Update • Painting Recycled • Media Buying-Recycled Campaign • NYC Prevents Waste • Waste-Less in Seattle • Degradable Ring Rule • New OSW Director



# Managing "Disaster Debris"

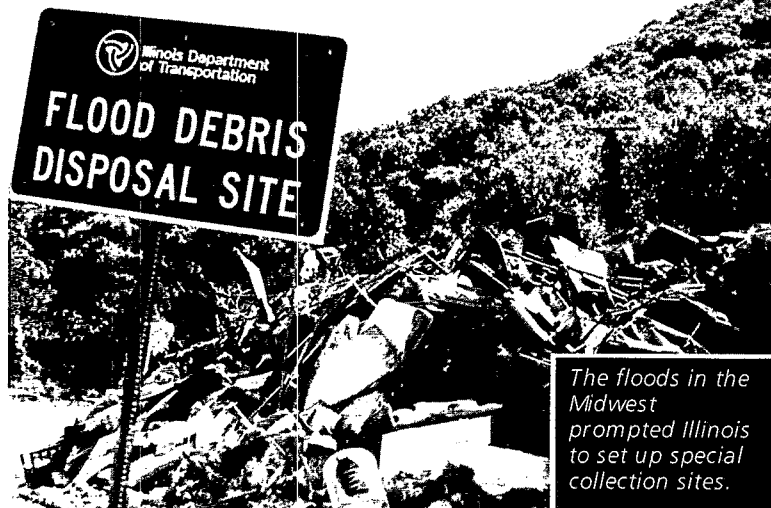
## Turning Wreckage into a Resource

(Continued from page 1)

### L.A. Rocks, Rolls, Reduces, and Recycles

**W**hen an earthquake shook Los Angeles in January, the city already had a successful disaster debris cleanup under its belt. In 1992, the city recycled 80 percent of the construction and demolition (C&D) debris from buildings that had to be torn down after the L.A. civil disturbances. Relying on this experience and a strong waste management infrastructure, L.A. is currently recycling and reducing earthquake rubble in three major ways:

- **Information dissemination.** Only two days after the quake, the city made certain that the over 2,700 private contractors expected to help in cleanup efforts had the information they needed to access C&D recyclers. In addition, L.A. instructed its own haulers on how to deliver sorted earthquake C&D materials to recyclers whenever possible.
- **Materials recovery.** L.A. requires residents to separate and sort their earthquake debris for recycling collection. But not every citizen has been able to sort while cleaning up, and some unsorted recyclables are therefore ending up in landfills. For this reason, one L.A. neighborhood is collecting unsorted debris and then relying on a specialized materials recovery facility to perform the necessary separation. This effort is proving to be both efficient and cost-effective.
- **Materials exchange.** The city of L.A. hired community groups to sort, clean, and stack bricks that otherwise might not have been recovered. The organizations receive a small fee from the city, as well as the chance to use the bricks in their own projects.



The floods in the Midwest prompted Illinois to set up special collection sites.

### Illinois Processes Floods of Waste

**N**early a year after floods washed through their communities, residents of western Illinois are still clearing debris from their properties. To help insure the proper management of this waste, the Illinois EPA and the Illinois Department of Transportation set up 10 flood waste processing centers. At the centers, residents separate items containing potentially hazardous components (including large appliances or "white goods," batteries, and paint cans) from brush, household goods, and other materials. Michael Nechvatal of the Illinois EPA points out that this degree of resident cooperation is remarkable: "It's pretty hard to sort your garbage when you're still trying to sort out your life." The materials collected at the centers are either recycled or disposed of in a hazardous waste facility. As of January 1994, approximately 900 tons of white goods and the equivalent of 220 fifty-five gallon oil drums of hazardous waste have been diverted from municipal landfills. A large shredder reduces the volume of the remaining debris before it is disposed of in landfills.

Bricks that might have lined L.A.-area landfills will instead line neighborhood sidewalks and gardens.





Hurricane Andrew left Dade County, Florida, with 10 years' worth of waste.

## Recycling Programs Meet Andrew's Challenge

**H**urricane Andrew, which hit Florida's Dade County in August 1992, gives some idea of the enormous solid waste management challenges that natural disasters can create. More than six million tons of "hurricane debris" were collected in Dade County—equal to the amount of municipal solid waste that the county would collect over a 10-year span. To manage all this material, county officials tapped into existing recycling and composting programs. The County mulched over 500,000 tons of wood waste. Local farmers and residents are using the mulch to replace topsoil stripped away by hurricane winds and to landscape homes and parks throughout the storm-damaged community. The County also separated and recycled metals, white goods, and construction and demolition materials, and initiated quick-response recycling programs for specific materials generated after the storm. Because battery usage increased dramatically when homes lost power, the County expanded its household battery collection program. And because the community had to rely on bottled water after the storm, officials collected for recycling more than 17 tons of plastic water jugs at emergency distribution centers. ♻️

## Hurricane Produces a Whirlwind of Recyclables

**A**fter Hurricane Iniki ripped across the Hawaiian island of Kauai, residents embarked on an ambitious program to recycle 55 percent of the storm's debris. Their success at recovering resources from the hurricane has been called a "national model" for emergency cleanups. Kauai's efforts started with an aggressive program to collect separated hurricane debris at receiving sites and at curbside. Government agencies and local contractors then sorted and recycled the debris. They sent 4,000 tons of scrap metal from roofs and appliances to Asian markets and composted over 60,000 tons of green waste (trees, shrubs, and leaves). Dale Burton, solid waste coordinator for Kauai, calls these recycling arrangements "triple wins" because they benefit municipal waste management efforts, private recycling contractors, and recovered materials markets. The island also plans to process 225,000 tons of C&D debris into "biofuel," some of which will be used to power boilers of a sugar processing plant.

**For more information concerning disaster debris and cleanup, contact Tracy Bone of EPA at 202 260-5649.**



Kauai has been called a "national model" for its success at recovering resources after Hurricane Iniki.


**S**tate, territory, and tribal officials are diligently working with EPA to gain speedy approvals of their permit programs for municipal solid waste (MSW) landfills. According to Henry Ferland of EPA, "the numbers speak for themselves." Thirty-three states have already received final approvals, and EPA is currently making its final determination on applications from six additional states and territories. Two Native American tribes have submitted final applications to

EPA's regional offices approve landfill permit programs after determining that they are adequate to ensure facility compliance with the 1991 federal MSW landfill criteria. The high level of interaction among staff in EPA headquarters, EPA regional offices, and the states throughout the approval process demonstrates a firm commitment to ensuring that the nation's landfills comply with the federal criteria.

Key to the success of the approval process has been the workings of a regional-headquarters team. The team coordinated EPA's efforts in developing a process that would be both consistent and flexible. State officials appreciate the program's flexibility, which allows them to im-

plement the new regulations with minimum disruption to existing programs. A pilot program that ran in California, Connecticut, Virginia, and Wisconsin also contributed to the success. These states pioneered the process, easing implementation for the rest of the nation.

EPA's draft *State/Tribal Implementation Rule (STIR)* is being used to guide states and tribes as they prepare landfill permit program applications. It describes the elements of an adequate permit program and the procedures EPA uses in reviewing applications. In this way, states and tribes understand upfront what their applications need to address. The *STIR*, which also addresses program revision procedures, will be proposed this summer when an opportunity for public comment will be provided.

For more information, contact Henry Ferland of EPA at 202 260-3384. 

**Approved Programs (33)**

**Proposed Approval Published in Federal Register (7)\***

**Applications Received (13)**

**PUERTO RICO**

**Current as of May 4, 1994**

\* Includes the Cheyenne River Sioux Tribe

# Southwest Cities Secure Market for OCC

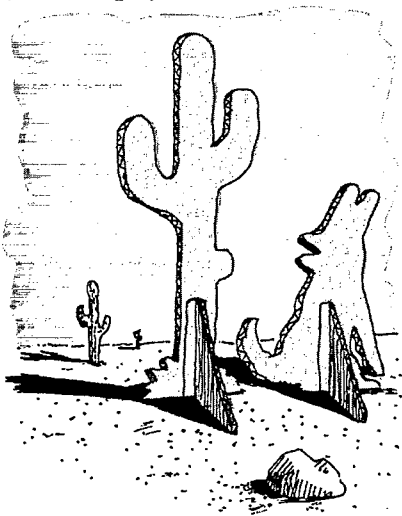
The Southwest Public Recycling Association (SPRA) and McKinley Paper Co. have signed a five-year cooperative marketing agreement for old corrugated containers (OCC), commonly referred to as "cardboard." Under the agreement, recycling programs throughout the Southwest can sell the OCC they collect to McKinley. The paper company will use the OCC as a raw material in manufacturing linerboard at its new mill in New Mexico. (Linerboard forms the inner and outer walls of a corrugated box.) Gary Olson, executive director of SPRA, describes the part his organization will play in the agreement as "making the people who are already generating cardboard aware of a great market opportunity, while at the same time encouraging those in the process of starting recycling by letting them know there is such a strong market for the cardboard generated."

SPRA is a nonprofit organization comprising cities, counties, Native American tribes, businesses, government agencies, public institutions, and other organizations. By working together and providing recycling companies with a large, steady supply of materials, these groups are able to create stable markets for their recyclables. The Southwest particularly benefits from this type of group effort since the large distances between cities can drive up transportation costs. SPRA members can coordinate transportation and divide the costs, saving money in much the same way carpooling saves individuals money.

The agreement with McKinley Paper really demonstrates that SPRA is helping its members. In fact, McKinley Vice President Jeff Murphy credits the existence of SPRA as one of the principal reasons the company located in the heart of the Southwest.

SPRA's cardboard agreement is one of several contracts SPRA has negotiated with the private sector. Steel cans and glass bottles and jars are also sold through cooperative marketing agreements.

For more information, contact Gary Olson of SPRA at 602 791-4069.



## WASTE WISE



## UPDATE

EPA's WasteWise program is up and running. Thanks to an enthusiastic response from a diverse range of companies, WasteWise has already grown to nearly 150 members, including companies in consumer products, electronics, textiles, transportation, banking and finance, utilities, and retailing. Through this partnership program, leading businesses are committing to implement three significant waste prevention activities, expand or improve programs to collect recyclables, and increase purchasing of recycled products. Participating manufacturers can also choose to use increased amounts of postconsumer materials in their products. EPA is supporting these efforts by providing technical assistance and recognition of WasteWise members and their successful programs. *Reusable News* will use this column to publicize WasteWise participants' accomplishments and to answer frequently asked questions about the program. To join WasteWise or to obtain detailed information, call 800 EPAWISE (800 372-9473).

### WasteWise Questions & Answers

**Question:** *What types of waste are included under the scope of the WasteWise program?*

**Answer:** WasteWise includes actions to reduce *municipal solid waste*. Generally, that means materials that would otherwise end up in a company's trash dumpster or its customers' dumpster. The program does not currently cover actions to reduce industrial, liquid, or hazardous waste, nor does it include internal recycling of materials within a manufacturing process.

**Question:** *My company has a great waste reduction program. We recycle everything we can and are starting to buy recycled products. What else can we do?*

**Answer:** Collecting recyclables is an important way to reduce what gets thrown out. Buying products with recycled content ensures that the recyclables that we collect get used again. More and more companies are enthusiastically collecting recyclables and buying recycled-content products. *But, while these activities are very important, they do not prevent waste from being created in the first place.* An important focus of WasteWise is *cutting waste at the source*. This can be accomplished through many actions, including purchasing supplies in reusable containers, redesigning products or packages to use less material, reducing paper use through electronic communication, copying on both sides of a page, and using two-way billing envelopes. Don't miss out on these kinds of untapped opportunities! Such actions can often help your company achieve **big cost savings** by reducing purchasing and disposal costs.

# Federal Agencies Can Paint the Town Recycled

**F**or the first time, recycled-content latex paint is available for use on government buildings, thanks to a unique cooperative effort initiated by the U.S. General Services Administration's (GSA's) Federal Supply Service (FSS) in San Francisco. A partnership among FSS, Marin County, California, the State of California, and Major Paint Company of Torrance, California (a subsidiary of Standard Brands Paints), resulted in the development of this new latex paint.

The product contains an average of 12-percent postconsumer paint derived primarily from leftover paint that has been collected from homeowners through county-run household hazardous waste programs. It also contains paint from some California retailers who are collecting leftover paint brought in by their customers. Not only is the paint made with recycled content, but it also has received excellent performance ratings based on GSA laboratory tests. Additionally, the paint is priced at approximately half the cost of its virgin counterpart.

In the past, recovered paint was usually mixed to produce a brown or grey color that had limited uses. This new line of recycled paint is one of the first to be made in several distinct colors that are consistent from batch to

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**The paint is priced at approximately half the cost of its virgin counterpart.**

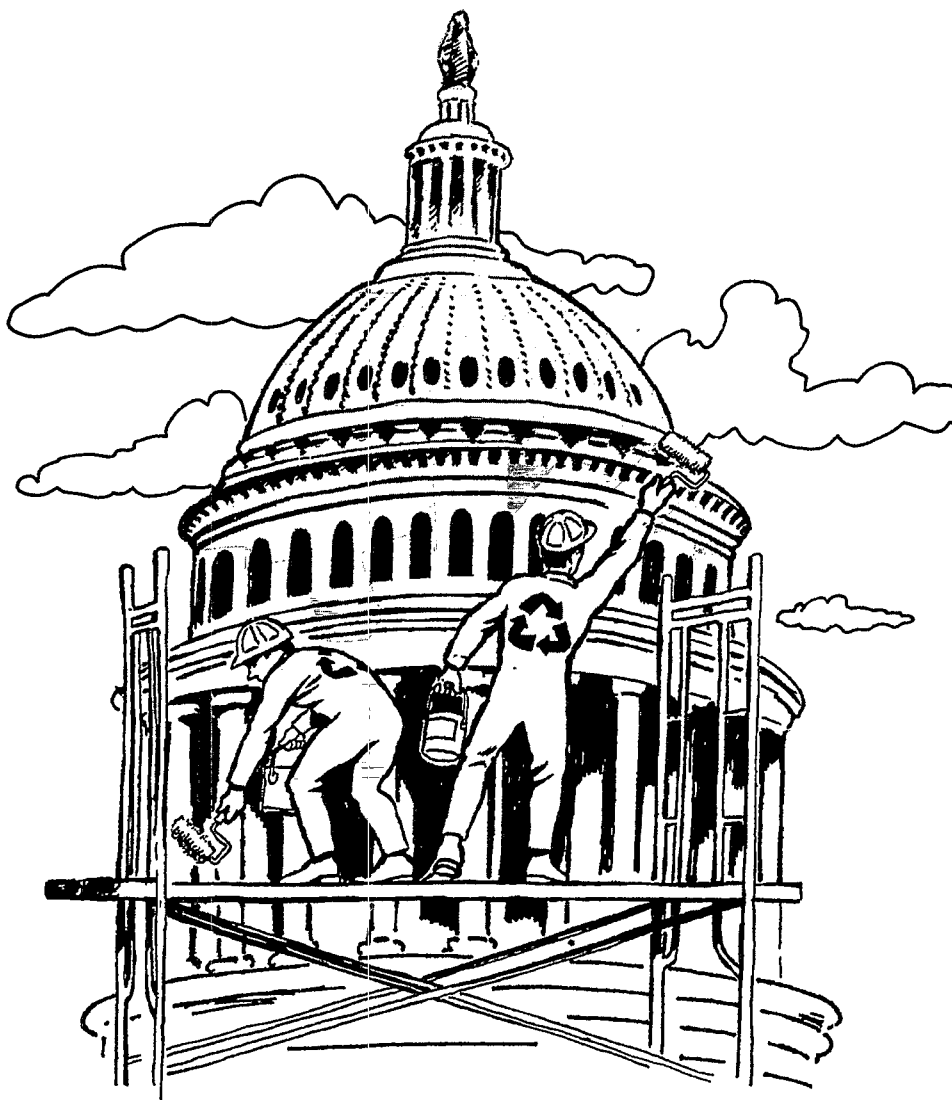
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batch. Color consistency, which previously had been difficult to achieve with postconsumer recovered materials, is made possible by separating collected used paint into light and dark colors. While not available in every possible color, users find that a small compromise on matching existing paint is more than offset by substantial cost savings and the positive environmental benefits of using this product.

The U.S. Navy and Air Force, agencies of the Department of the Interior, the U.S. Forest Service, and several embassies overseas are successfully using recycled latex paint.

GSA is encouraging federal agencies worldwide to specify its use in building maintenance contracts or to supply the paint directly to contractors. GSA believes that more agencies will switch to it once the word reaches facilities managers, maintenance personnel, and contractors. To assist in the procurement and use of this item, GSA has recently established a federal specification for recycled latex paint and is working to expand its sources for this new recycled product.

For more information on GSA's recycled latex paint, contact Barbara K. Wilson of GSA at 415 744-5399.



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**Remember: If you are not buying recycled, you are not recycling!**



# MSW Publications

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

## General

- 530-S-92-019** Characterization of Municipal Solid Waste in the United States: 1992 Update; Executive Summary
- 530/SW-89-072** Decision-Makers Guide to Solid Waste Management
- 530-F-94-009** Environmental Fact Sheet: EPA Sets Degradability Standards for Plastic Ring Carriers
- 530-F-92-024** Green Advertising Claims (Brochure)
- 530-C-93-001a** MSW Factbook (3-1/2" diskette)
- 530-C-93-001b** MSW Factbook (5-3/4" diskette)
- 530/SW-89-051a** Report to Congress: Methods to Manage and Control Plastic Wastes; Executive Summary
- 530-K-93-002** Reporting on Municipal Solid Waste: A Local Issue
- 530/SW-90-019** Sites for Our Solid Waste: A Guidebook for Public Involvement
- 530/SW-90-020** Siting Our Solid Waste: Making Public Involvement Work (Brochure)
- 530/SW-89-019** Solid Waste Dilemma: An Agenda for Action
- 530-K-92-002** Solid Waste Resource Guide for Native Americans: Where to Find Funding and Technical Assistance
- 530-R-92-015** Waste Prevention, Recycling, and Composting Options: Lessons from 30 Communities

## Waste Prevention (Source Reduction)

- 530-K-92-003** The Consumer's Handbook for Reducing Solid Waste
- 530-K-92-004** A Business Guide for Reducing Solid Waste
- 530/SW-89-015c** Characterization of Products Containing Lead and Cadmium in Municipal Solid Waste in the United States, 1970 to 2000; Executive Summary
- 530-S-92-013** Characterization of Products Containing Mercury in Municipal Solid Waste in the United States, 1970 to 2000; Executive Summary
- 530-F-92-016** Environmental Fact Sheet: Municipal Solid Waste Prevention in Federal Agencies
- 530-F-92-012** Environmental Fact Sheet: Recycling Grass Clippings
- 530-R-94-004** Pay as You Throw: Lessons Learned About Unit Pricing

- 530/SW-91-005** Unit Pricing: Providing an Incentive to Reduce Waste (Brochure)
- 530/SW-90-084a** Variable Rates in Solid Waste: Handbook for Solid Waste Officials; Executive Summary
- 530-F-93-008** Waste Prevention: It Makes Good Business Sense (Brochure)
- 530-K-92-005** Waste Prevention Pays Off: Companies Cut Waste in the Workplace
- 530-F-93-018** WasteWise: EPA's Voluntary Program for Reducing Business Solid Waste
- 530-F-94-006** WasteWise Tip Sheet: Facility Waste Assessments
- 530-F-94-003** WasteWise Tip Sheet: Waste Prevention
- 530-F-94-002** WasteWise Tip Sheet: WasteWise Program Road Map

## Recycling

- 530/SW-91-024** Environmental Fact Sheet: Recycling Municipal Solid Waste: Facts and Figures
- 530/SW-91-009** Environmental Fact Sheet: Yard Waste Composting
- 530-F-92-014** Federal Recycling Program (Brochure)
- 530-F-94-007** How to Start or Expand a Recycling Collection Program (Fact Sheet)
- 530/SW-91-011** Procurement Guidelines for Government Agencies
- 530-F-92-003** Recycle: You Can Make a Ton of Difference (Brochure)
- 530-H-92-001** Recycle: You Can Make a Ton of Difference (Poster)
- 530/SW-90-082** Recycling in Federal Agencies (Brochure)
- 530/SW-89-014** Recycling Works! State and Local Success Stories
- 530-R-93-011** Report to Congress: A Study of the Use of Recycled Paving Materials
- 530/SW-90-073b** Summary of Markets for Compost
- 530/SW-90-072b** Summary of Markets for Recovered Aluminum
- 530/SW-90-071b** Summary of Markets for Recovered Glass
- 530/SW-90-074b** Summary of Markets for Scrap Tires
- 530-K-92-006** Used Dry Cell Batteries: Is a Collection Program Right for Your Community?
- 530-F-94-005** WasteWise Tip Sheet: Buying or Manufacturing Recycled Products
- 530-F-94-004** WasteWise Tip Sheet: Recycling Collection

## Household Hazardous Waste

- 530-R-92-026** Household Hazardous Waste Management: A Manual for One-Day Community Collection Programs
- 530-F-92-031** Household Hazardous Waste: Steps to Safe Management (Brochure)

## Incineration

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

## Landfilling

- 530/SW-91-089 Criteria for Solid Waste Disposal Facilities; A Guide for Owners/Operators
- 530-F-93-024 Environmental Fact Sheet: Some Deadlines in Federal Landfill Regulations Extended; Extra Time Provided to Landfills in Midwest Flood Regions
- 530/SW-91-092 Safer Disposal for Solid Waste; The Federal Regulation for Landfills
- 530-Z-93-012 Solid Waste Disposal Facility Criteria; Delay of Effective Date; Final Rule; October 1, 1993 (includes correction published October 14, 1993)
- OSWFR91004 Solid Waste Disposal Facility Criteria; Final Rule; October 9, 1991

## Used Oil

- 530-F-94-008 Collecting Used Oil for Recycling/Reuse: Tips for Consumers Who Change Their Own Motor Oil and Oil Filters (Brochure)
- 530/SW-89-039a How to Set Up a Local Program to Recycle Used Oil
- 530/SW-89-039d Recycling Used Oil: For Service Stations and Other Vehicle-Service Facilities (Brochure)
- 530/SW-89-039b Recycling Used Oil: What Can You Do? (Brochure)

## Educational Materials

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

## Newsletters

*(Free subscriptions and back issues are available by calling the EPA RCRA/Superfund Hotline at 800 424-9346.)*

Native American Network  
Reusable News

## Publications Available From NTIS

The following publications are available for a fee from the National Technical Information Service (NTIS). Call 703 487-4650 for price and ordering information.

- PB89-220 578 Analysis of U.S. Municipal Waste Combustion Operating Practices
- PB92-207 166 Characterization of Municipal Solid Waste in the United States: 1992 Update
- PB91-111 484 Charging Households for Waste Collection and Disposal: The Effects of Weight- or Volume-Based Pricing on Solid Waste Management
- PB94-163-250 Composting Yard Trimmings and Municipal Solid Waste
- PB94-136 710 List of Municipal Solid Waste Landfills
- PB94-100 138 Markets for Compost
- PB93-170 132 Markets for Recovered Aluminum
- PB93-169 845 Markets for Recovered Glass
- PB92-115 252 Markets for Scrap Tires
- PB87-206 074 Municipal Waste Combustion Study: Report to Congress
- PB90-199 431 Office Paper Recycling: An Implementation Manual
- PB92-162 551 Preliminary Use and Substitutes Analysis of Lead and Cadmium in Products in Municipal Solid Waste
- PB90-163 122 Promoting Source Reduction and Recyclability in the Marketplace
- PB92-100 841 Regulatory Impact Analysis for the Final Criteria for Municipal Solid Waste Landfills
- PB92-100 858 Addendum for the Regulatory Impact Analysis for the Final Criteria for Municipal Solid Waste Landfills
- PB88-251 137 Solid Waste Dilemma: An Agenda for Action; Background Document
- PB88-251 145 Solid Waste Dilemma: An Agenda for Action; Background Document; Appendices
- PB94-100 450 Solid Waste Disposal Facility Criteria; 40 CFR Part 258: Technical Manual
- PB92-119 965 States' Efforts to Promote Lead-Acid Battery Recycling
- PB90-272 063 Variable Rates in Solid Waste: Handbook for Solid Waste Officials
- PB90-163 114 Yard Waste Composting: A Study of Eight Programs



# Media Campaign Promotes Buying Recycled

Consumers all across America are getting the "buy recycled" message like never before. The Environmental Defense Fund (EDF), with support from EPA and many states, has launched a new advertising campaign on the importance of buying recycled products and packaging. During the next two years, television, radio, newspaper, and magazine advertisements will encourage consumers to look for and buy products made from recycled materials. The ads invite people to call EDF's hotline to receive a free brochure that explains how important buying recycled products and packaging is to the overall success of recycling programs.

This is EDF's third recycling awareness effort within the past five years.

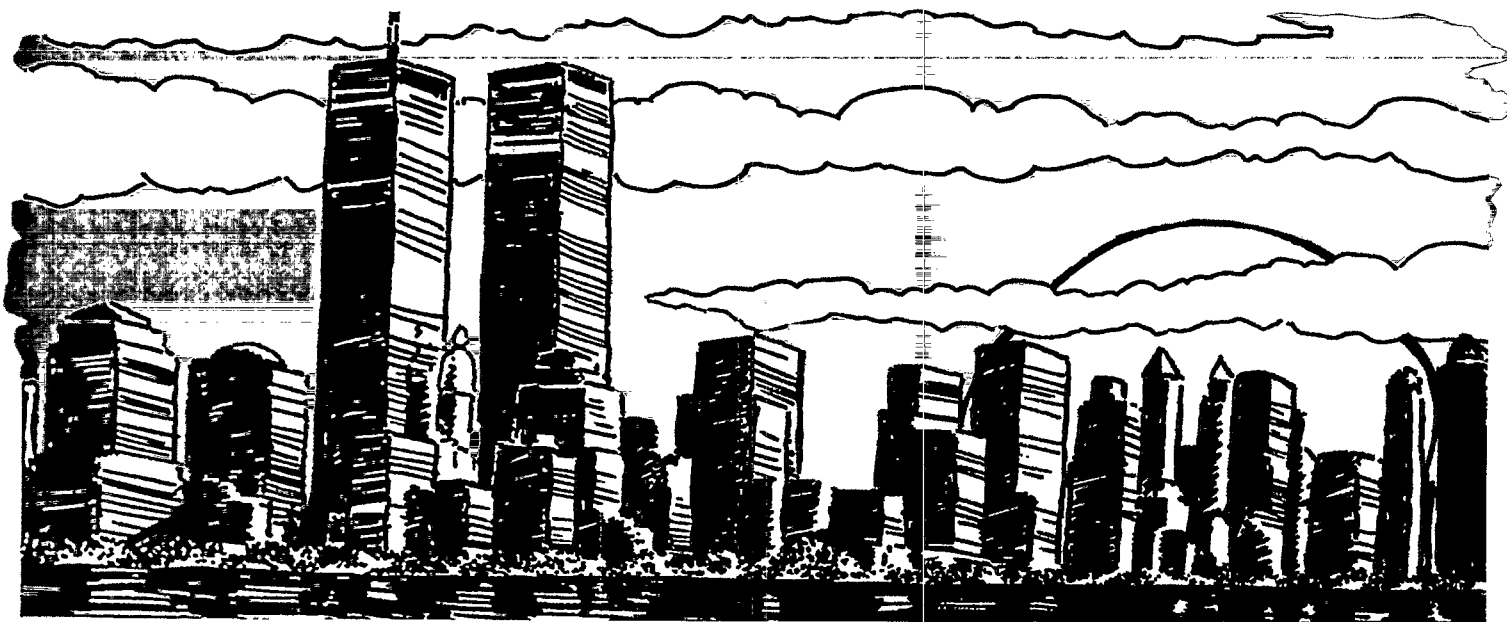


Previous campaigns used the familiar messages, "If You're Not Recycling, You're Throwing It All Away" and "Recycle. It's the Everyday Way to Save the World." EDF's educational program has evolved, as recycling has matured, from an initial focus on collection to the current emphasis on buying recycled products as a way to stimulate markets for recovered materials, thereby "closing the recycling loop."

EDF has been measuring the effectiveness of its public education efforts. Through February 1994, the organization's recycling hotline had received 235,000 calls. EDF's recycling ads have attracted over \$115 million in donated media exposure through the end of 1992, and this new campaign is expected to be just as popular with both consumers and the media.

EPA has been the single largest contributor to this campaign, providing funding to cover some of the costs for producing the advertisements and for distributing them to media outlets across America. The McCann-Erickson advertising agency donated its services to create the campaign. The Ad Council, a nonprofit organization that encourages public service advertising, contributed its public service marketing expertise. The Ad Council's endorsement has helped to increase the campaign's exposure in the media.

For a copy of a free brochure on buying recycled products, call EDF's recycling hotline at 800 CALL-EDF (800 225-5333).



## New Yorkers Are Waking Up in the City That Prevents Waste

**T**he city that has long been considered the center of the American melting pot is currently cooking up a diverse mixture of waste prevention actions. Around the Big Apple, large and small grocers are packing food in single bags or reusing bags returned by customers. Numerous Chinese take-out restaurants are urging patrons to limit their consumption of disposable chopsticks, forks, and soy sauce packets. Several hotels have replaced disposable miniature shampoo bottles with reusable dispensers. And many dry cleaners are accepting clothes hangers for reuse, reducing their own annual purchasing costs while keeping some of the 750,000 clothes hangers handed out in New York City each year from going to landfills.

These actions are just some of the ingredients in the New York City Partnership For Waste Prevention's recipe for success. The partnership is a cooperative effort involving local merchants and New York's Department of Sanitation that is making a dent in the city's waste stream while saving business and taxpayer dollars. In return for their commitment to preventing waste, Partners

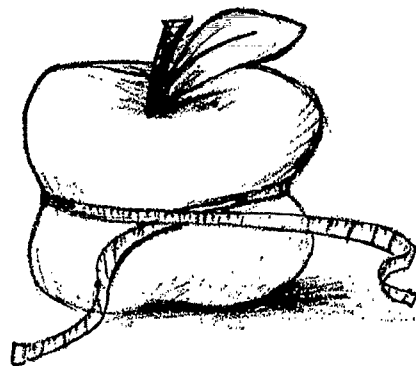
For Waste Prevention receive publicity, hands-on technical assistance, and public education materials from the Department of Sanitation's Bureau of Waste Prevention, Reuse, and Recycling.

The Partnership is built primarily out of trade associations and, therefore, can access networks, resources, and contacts that influence a great number of individual businesses. The four groups that first joined the partnership in 1991—the Neighborhood Cleaners Association, the New York State Food Merchants Association, D'Agostino Supermarkets, and the Direct Marketing Association—represent over 15,000 businesses. These organizations were followed by the Chinese American Restaurant Association of Greater New York, the New York City Hotel Association, and NYNEX Information Resources Company. Additional partners will be added soon.

Each member of the Partnership prevents waste in its own way. For example, NYNEX, the corporation that publishes phone books for the

New York metropolitan area, changed the format of its Manhattan white pages and cut the length of the directory by over 100 pages. NYNEX saved costs on over one million phone books and prevented 107 tons of paper from entering New York City's waste stream.

The Bureau attributes its success stories to the close working relationships it builds with members of the Partnership and their constituents. "The program is at its best when we



get close to the partners and really interact," says Dave Kleckner, director of waste prevention programs for the Bureau. "Our most substantive results come from gaining specific

*(Continued on page 11)*

# Waste-Less in Seattle

## Washington Retailers Reduce Packaging

**Y**ou can't judge a book by its cover, but you can judge the book's cover—and the bag in which the book is sold. While packaging serves many useful purposes, some businesses are finding that certain types of packaging are unnecessary.

To reduce packaging waste, 41 retailers representing over 760 stores in the state of Washington have endorsed the *Preferred Packaging Procurement Guidelines*. Drawn up by the Washington Retail Association with funding from EPA and other sources, the guidelines consist of goals, priorities, and tips that retailers can voluntarily follow to reduce packaging waste and encourage recycling.

The guidelines challenge retailers to achieve a number of targeted goals. One of the goals encourages retailers to reduce all packaging by 25 percent within 48 months. Another asks businesses to use corrugated cardboard with 40 percent recycled content within 24 months and 50-percent recycled content within 48 months. The recycled content should include as much postconsumer material as possible.

The guidelines also provide a set of waste reduction priorities to which retailers can refer when pursuing their individual reduction and recycling goals. The first priority is to *eliminate* packaging whenever possible. If packaging cannot be eliminated,

retailers should then *minimize* the material used. As a third priority, packing material or packages should be *reused*. And fourth, retailers should design packages that can be conveniently *recycled* and/or that contain *recycled content*.

**Guideline 1: Eliminate**  
Whenever possible, eliminate the packaging altogether.

**Guideline 2: Minimize**  
For those products that must be packaged, minimize the amount of material that is used in the packaging.

**Guideline 3: Reuse**  
Design packages that are either consumable, refillable, or reusable.

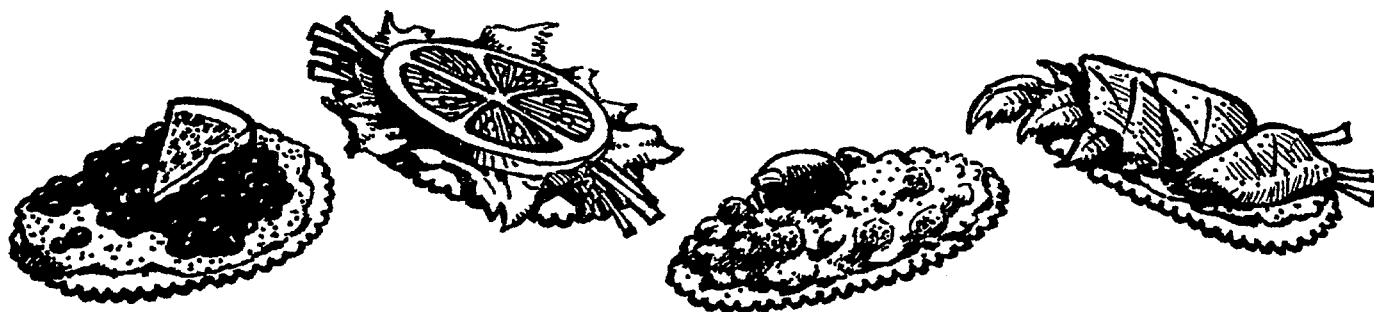
**Guideline 4: Recyclable/Recycled Content**  
Produce packages that are recyclable and/or contain recycled content.

Over the past two years, many retailers have made impressive strides in implementing the guidelines. Storman's, a Seattle-area grocer, eliminated packaging by serving food samples on edible crackers instead of disposable nap-

kins or forks. Associated Grocers, Inc., worked with suppliers to minimize the plastic in its cooking oil bottles, eliminating over 6,400 pounds of polyethylene terephthalate (PET). Helen's Hallmark reuses the packaging peanuts it receives from suppliers and even donates the extras to Mailboxes, Etc., for reuse in mailed packages. (About ten 34-gallon bags of peanuts are donated each month.) A large national retailer, Nordstrom's, Inc., simultaneously increased the recycled content in its shopping bags and made its bags easier to recycle by replacing plastic handles with paper ones. (Products made out of a single type of material, such as Nordstrom's new all-paper bags, are usually easier for recyclers to process.)

Finally, the guidelines offer practical technical assistance, including a set of tips on reducing packaging waste, a checklist for conducting an in-house packaging analysis, and other tools that retailers can use to work with suppliers to reduce packaging. The guidelines are designed to be flexible so that retailers can use their own ideas and timelines for implementing strategies.

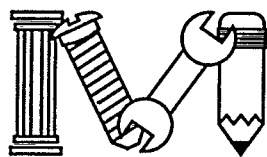
For more information on the *Preferred Packaging Procurement Guidelines*, write Patty Schwegman of the Washington Retail Association, 618 South Quince, Suite A, P.O. Box 2227, Olympia, WA 98507, or call her at 206 943-9198. ☐



# RESOURCES

## Crafting a Materials Exchange for the Arts

Thanks to a recent guide published by New York's Materials for the Arts and EPA Region 2 (New Jersey, New York, Puerto Rico, and the Virgin Islands), the next Mona Lisa could be painted on scrap fabric donated by a textile factory to a budding Leonardo Da Vinci. The publication, entitled *Starting a Materials Donation Program: A Step-by-Step Guide*, leads readers through the process of launching a materials exchange, which is a program that matches donations of unneeded materials and goods to artists or nonprofit organizations that can use them. Materials exchanges not only benefit worthy causes, but also prevent usable items from joining the waste stream.



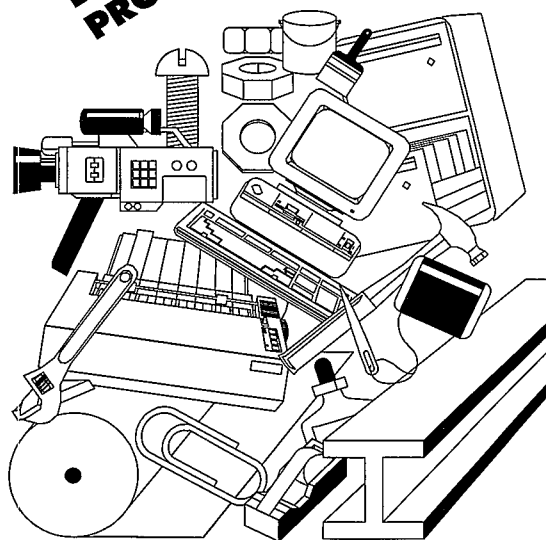
materials for the arts

The guide draws on Materials for the Arts' 15 years of success as a materials exchange. It presents tactics for soliciting in-kind donations, raising funds from government and private sources, and marketing materials to artists and others. The guide also offers useful tools for starting and organizing a materials exchange, such as sample donation requests, thank-you letters, and warehouse rules. Materials for the Arts is jointly funded by the City of New York Department of Cultural Affairs and Department of Sanitation, Bureau of Waste Prevention, Reuse and Recycling. To order a free copy of this guide, contact Materials for the Arts, 410 West 16th Street, 4th Floor, New York, NY 10011, or call 212 255-5924.

### Starting a MATERIALS DONATION PROGRAM

a step-by-step  
guide

NEW YORK CITY  
DEPARTMENT OF CULTURAL AFFAIRS  
DEPARTMENT OF SANITATION



•THE LEAGUE OF WOMEN VOTERS•

THE

# GARBAGE

# PRIMER

A Handbook for Citizens

## Garbage A to Z

Confused about solid waste? Don't know what exactly a leachate collection system collects? Need ideas on how your community might improve markets for recyclables? Then *The Garbage Primer*, a guidebook on solid waste produced by the League of Women Voters for citizens and local officials, can help. Developed with funding from EPA, the primer covers the economics, politics, and science of available waste management options, including source reduction, recycling, composting, incineration, and landfilling. The primer also discusses the challenges posed by managing special wastes, such as motor oil, and ways that citizens can get involved in solid waste management. By clarifying the issues and facts surrounding solid waste, this book encourages readers to "readily understand and influence municipal solid waste issues and policies." *The Garbage Primer*, which costs \$12.95, is available in bookstores and from the League of Women Voters of the United States, 1730 M Street, NW., Washington, DC 20036, or call 202 429-1965 and ask for Publication Number 954.



## New Yorkers Are Waking Up in the City That Prevents Waste

(Continued from page 8)

commitments and following up." One way that Kleckner's office has followed up is by conducting a summer outreach program for dry cleaners, grocery stores, and Chinese restaurants. The program used site visits and surveys to collect feedback on waste prevention measures, research case studies, and identify outstanding efforts. The site visits also gave the Partnership a chance to encourage nonparticipating businesses to institute waste prevention.

The Partnership For Waste Prevention is only part of New York City's broad effort to tap the potential of waste prevention. A Mayoral Directive issued in 1992 instructed all City of New York agencies to engage in active waste prevention. The Directive included instructions to print and copy double-sided, send intraoffice mail in reusable envelopes, and cut down on the use of fax cover pages. By combining the Partnership with initiatives like the Mayoral Directive and programs that promote packaging reduction, materials exchanges, and waste prevention in schools and households, New York hopes to meet an ambitious goal—to use waste prevention tactics to reduce waste by 9 percent by the year 2000.

For more information on the New York City Partnership For Waste Prevention or other waste prevention programs run by the City of New York, contact Dave Kleckner of the Bureau of Waste Prevention, Reuse, and Recycling at 212 837-8175.

## Public Meeting for Small Landfills

EPA is holding a series of public meetings on alternatives for groundwater monitoring at small, dry, and remote municipal solid waste landfills. Anyone involved with municipal solid waste management is invited to attend—especially owners/operators of small landfills in remote communities. Waste management specialists and representatives of state and local governments, environmental groups, and public interest organizations may attend the meetings, present a statement, and/or submit written information to the Agency. Meetings will be held: (1) June 8 in Salt Lake City, Utah; (2) June 10 in Anchorage, Alaska; (3) June 14 in Midland, Texas; and (4) June 28 in Washington, D.C. at EPA.

For more information or to preregister for any of the meetings, please call the EPA Alternatives to Ground-Water Monitoring Hotline at 800 230-3546.

## Consumer Education Video Released

To improve consumer education about how purchasing choices can affect the environment, the University of Illinois Cooperative Extension Service has released a one-hour video for educators and consumer groups. Entitled *Making Choices with the Environment in Mind*, the video covers general principles of environmental education, as well as facts about packaging that can help consumers make informed choices.

To purchase or preview this videotape, send a check (payable to the University of Illinois) to Brenda Cude, Environmental Shopping, University of Illinois, 271 Bevier Hall, 905 S. Goodwin Avenue, Urbana, IL 61801. The cost to preview the video is \$10, which

can be applied to the purchase price of \$20. An accompanying curriculum is available for an additional \$30.

## C&D Debris Recycling Report Now Available

The Solid Waste Association of North America (SWANA), under an EPA grant, recently published a report entitled *Construction Waste and Demolition Debris Recycling—A Primer*. It provides information to communities and to the private sector on planning and implementing recycling programs for construction and demolition debris, known as "C&D waste." The report describes federal and state C&D regulations, presents generation data, and discusses the factors that influence generation rates. It also identifies the types of materials generated and provides information on market opportunities for these recovered C&D materials. In addition, the report describes available C&D waste processing systems and provides estimates of their costs. Three case studies also are presented. This report is available from SWANA at a cost of \$35 to SWANA members and \$50 to nonmembers. For more information or to order the report, write to SWANA at P.O. Box 7219, Silver Spring, MD 20907, or call 301 585-2898.

**Construction Waste  
& Demolition Debris  
Recycling... A Primer**



## Jobs Through Recycling

(Continued from page 1)

infrastructure of their agencies, REDAs will advocate exclusively for recycling-based businesses. These business development professionals will be responsible for attracting materials processors and recycled product manufacturing plants to a state or tribe. They will facilitate the expansion of existing recycling businesses and work to convert them to the use of recovered materials. REDAs will also establish strong communication links among existing, traditional state or tribal economic development agencies, solid waste programs, and other recycling business development efforts.

EPA expects to announce grant awards by late summer. EPA's regional offices are playing a major role in reviewing proposals from states and tribes and also will manage the programs operating in their regions.

A third component of this initiative will support the creation of a national network to provide information on recycling technologies to manufacturers, small businesses, and entrepreneurs. The network will also identify barriers to the use of recyclable materials and develop a research agenda to find solutions.

As a fourth component, EPA will initiate interagency agreements and pursue joint projects with other federal agencies to tap a variety of government resources to benefit recycling business development. For example, EPA and the Economic Development Administration (EDA) are jointly sponsoring workshops with economic development officials, solid waste experts, and financing specialists to explore capital formation for recycling businesses. The workshops will take place this June and September under the auspices of the Northeast Recycling Coalition.

For more information about the *Jobs Through Recycling Initiative*, call Tim Jones at 202 260-7920 or Kim Carr at 202 260-7600.

## Three Cities Attract Recycling Jobs

The *Jobs Through Recycling Initiative* expands on the success of several existing EPA-sponsored pilot projects that link recycling and economic development. One such program is the *National Capital Area Project*, which is designed to attract recycling enterprises and scrap-based industries to Baltimore, Maryland; Richmond, Virginia; and Washington, DC. Facilitated by the Institute for Local Self-Reliance, a Washington, DC-based organization, the project is directed by a *Tri-City Working Group* in each city composed of elected officials, environmentalists, community leaders, and representatives from the business and financial communities. The working groups are sharing information, conducting educational programs, developing innovative buy-recycled programs, and designing market development strategies. They are also coordinating regional approaches to problem-solving and promoting political and economic cooperation across jurisdictional lines. The success of this two-year project will be measured by its impact on waste disposal costs, job creation, and tax revenues in the target region. For more information, contact Deborah Gallman of EPA at 202 260-4683.

## Degradable Ring Rule Finalized

On March 1, 1994, EPA issued a rule that sets degradability standards for plastic ring carriers commonly used on beverage cans. The carriers pose a threat to marine wildlife when improperly disposed of in the environment.

The rule requires testing procedures that manufacturers will use to ensure the degradability of their ring carriers. Ring carriers are currently being made of photodegradable plastics that disintegrate into smaller fragments in the presence of sunlight. These carriers appear to meet

EPA's standards for degradability. EPA also encourages the development of ring carriers made from biodegradable plastics, however, as these plastics can degrade completely in the marine environment.

Discarded ring carriers do not degrade immediately. EPA therefore encourages people to avoid littering and to properly dispose of their ring carriers.

For a copy of the rule or for more information, call the RCRA Hotline at 800 424-9346.

## Meet Mike Shapiro

### New OSW Director

Mike Shapiro is the new Director of EPA's Office of Solid Waste. Most recently he served as Deputy Assistant Administrator in EPA's Office of Air and Radiation, where he directed implementation of the Clean Air Act Amendments of 1990. He also held various positions in the Office of Pesticides and Toxic Substances. He earned a Ph.D. in environmental engineering from Harvard and holds a B.S. degree in mechanical engineering from Lehigh University. Mr. Shapiro's top solid waste priorities include encouraging pollution prevention efforts, developing recycling industries, and initiating a long-term strategy for reducing and managing industrial nonhazardous wastes.





# Comprehensive Procurement Guideline Proposed

Soon, federal and many other government agencies will be adding a wide variety of products containing recovered materials to their shopping lists. On April 20, 1994, EPA proposed a *Comprehensive Procurement Guideline* (CPG) that "designates" 21 products, from plastic trash bags to engine coolant for government purchase.

The underlying impetus behind the CPG is the need to stimulate markets for materials collected through recycling programs. President Clinton reiterated this need when he signed Executive Order 12873 on October 20, 1993. In issuing the CPG, EPA will have met one of its major responsibilities under that Executive Order, as well under Section 6002 of the Resource Conservation and Recovery Act (RCRA), the law that authorizes and directs EPA to issue procurement guidelines.

Prior to the President's Executive Order, EPA had issued five procurement guidelines covering paper and paper products, re-refined lubricating oils, retread tires, building insulation products, and cement and concrete containing coal fly ash. In addition to designating new items, the CPG incorporates and reorganizes the five existing procurement guidelines.

Under RCRA, all government agencies, along with their contractors and grantees, that purchase designated items ("procuring agencies") are required to establish a preference for buying the items with recovered material content, if they spend more than \$10,000 a year on an item using appropriated federal funds. To do so, they must develop or revise their existing "affirmative procurement

program." The program must include at least the following four components:

- **Recovered materials preference program.** Procuring agencies must establish a system for buying designated items containing recovered materials. They can do this by using one of three alternative approaches provided in RCRA.
- **Promotion program.** Procuring agencies must actively promote their preference for products made from recovered materials. For example, they can publish articles in newsletters both inside and outside of their agencies, hold employee training workshops, participate in trade fairs, and include statements in bid solicitations.
- **Estimation, certification, and verification program.** Agencies must establish procedures for collecting estimates and certifications from vendors, and for verifying information about the recovered material content of the products they buy.
- **Monitoring.** Agencies must monitor their progress in buying products made from recovered materials and report on their purchases of designated items.

In addition, procuring agencies must review their purchasing specifications for designated items to incorporate requirements for recovered material content, and to remove language that might hinder the purchase of these items. For example, if a specification requires that only virgin plastic resins be used in plastic trash cans, that requirement must be changed to allow for the use of recovered plastic, since such trash cans are now available.

Only the following conditions can exempt procuring agencies from these procurement requirements:

- If an item containing recovered material is only available at an unreasonable price.
- If there is inadequate competition (not enough sources of supply).
- If there would be an unusual and unreasonable delay in obtaining an item.
- If the item does not meet all reasonable performance requirements.

At the same time that EPA proposed the CPG, it published a draft *Recovered Material Advisory Notice* (RMAN). The RMAN lists the ranges of recovered material content within which designated items are commercially available. It also suggests purchasing practices to help government agencies buy these products.

To obtain more information or a copy of the *Federal Register* notices for the CPG or the RMAN, call the RCRA Hotline at 800-424-9346. ☐

## Items Designated in the Proposed Comprehensive Procurement Guideline

### **Vehicular Products**

Engine Coolant

### **Construction Products\***

Structural Fiberboard

Laminated Paperboard

Plastic Pipe and Fittings

Geotextiles

Carpet

Floor Tiles

Patio Blocks

Cement Containing Blast Furnace Slag

### **Transportation Products**

Traffic Control Cones

Traffic Barriers

### **Park & Recreation Products**

Playground Surfaces

Running Tracks

### **Landscaping Products**

Hydraulic Mulch

Yard Trimmings Compost

### **Non-paper Office Products**

Office Recycling Containers

Waste Receptacles

Plastic Desktop Accessories

Remanufactured Toner Cartridges

Binders

Plastic Trash Bags

\*The CPG also proposed amendments to the existing procurement guideline for building insulation.

For a free subscription to *Reusable News*, write to:  
Office of Solid Waste  
US EPA (5305)  
401 M Street, S.W.  
Washington, DC 20460