

WasteWise

2003

Celebrating  
*Our*  
Partners



*EPA congratulates the 2003 WasteWise award winners!*

*In particular, EPA recognizes Eastman Kodak Company, Public Service Enterprise Group, and Virco Mfg. Corp. for their outstanding achievements and commitments and hereby inducts these organizations into the WasteWise Hall of Fame. EPA established the WasteWise Hall of Fame to recognize partners that continually excel in waste reduction efforts, provide ongoing support for the WasteWise program, and that serve as role models for other partners.*

## *Eastman Kodak Company*



Since joining WasteWise as a charter member in 1994, Eastman Kodak Company has been a picture perfect partner. By exploring innovative waste reduction ideas and sharing successful strategies with others, the company earned five WasteWise Awards between 1998 and 2002. The hallmark of Kodak's waste reduction program is its One-Time-Use Camera reuse and recycling program. Since the program's inception, the camera reuse/recycling rate has soared to 77 percent domestically and 67 percent worldwide. Camera recycling is flashy, but Kodak's construction and demolition debris management program also deserves the spotlight. Kodak reused more than 30,000 tons of aggregate made from debris to build new roads and buildings, saving \$2 million. The company's major manufacturing site in Rochester, New York, also recycles and reuses more than 600 million pounds of materials per year. A comprehensive tracking system contributes to Kodak's waste reduction success by enabling quantification of cost

*“WasteWise offers us an excellent opportunity to benchmark our waste reduction and recycling programs against the best in the country. It also provides a steady stream of new ideas that help us sustain and improve our programs.”*

**R. Hays Bell, Director, Health, Safety, and Environment and Vice President**

savings and environmental results throughout the year. Reporting precise waste reduction figures and using EPA's Project XL pollution prevention tools helped the company earn national recognition for its efforts.



WASTE WISE

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# Hall *of* Fame

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*Public Service  
Enterprise Group*



**PSEG**

*We make things work for you.*

After joining WasteWise as a charter partner, **Public Service Enterprise Group (PSEG)** worked to achieve electrifying results by incorporating waste reduction into its company culture and business practices. As one of the nation's major electric power and natural gas providers, PSEG excels in waste reduction and promoting the climate benefits of these activities. In 1993, PSEG instituted an innovative materials management process for handling waste by forming the Resource Recovery Group. The group aimed to incorporate waste prevention into every aspect of energy production and achieved this goal through resource management—a strategic alternative to traditional disposal contracts. PSEG offered its waste management suppliers financial incentives to identify waste reduction opportunities. In just 18 months, the company implemented new materials management practices and saved nearly \$2 mil-

*“At PSEG, we believe we have made substantial progress in terms of minimizing our environmental footprint, but we recognize how far we have to go and how many opportunities await us.”*

Al Fralinger, Resource Recovery Group Manager

lion in waste management costs and reduced tons of waste. Since 1995, PSEG's recycling rates have consistently exceeded 90 percent. The utility's new goal is to maintain or exceed a 94 percent recycling rate for all waste material generated. Impressively, PSEG recycled more than 96 percent of its municipal solid waste in 2002!





## *Virco Mfg. Corporation*



Although **Virco Mfg. Corporation** designs chairs, company employees don't sit still when it comes to protecting the environment. Virco, which manufactures school and office furniture in Conway, Arkansas, joined WasteWise as a charter member in 1994 and quickly achieved success. Since 1994, Virco has diverted more than 160 million pounds of waste and received six WasteWise awards in recognition of its achievements. Virco's waste reduction efforts contribute to its success in the marketplace. By preventing man-

***"The final piece of the puzzle is educating others and inspiring them to be stewards for the environment and their communities."***

**Don Curran, Resource Recovery and Recycling Manager**

ufacturing waste, the company purchases fewer raw materials and transfers the savings to consumers. Waste reduction efforts also save Virco thousands of dollars in disposal fees. While cost savings are important, Virco is committed to protecting the environment regardless of financial benefits.

Dedicated to improving the local community, the company launched a "Cash for Cardboard" program. Virco collects, bales, and sells corrugated cardboard from 27 local schools, ships it to a recycling company, and donates the proceeds back to the schools. In addition, Virco personnel deliver presentations on WasteWise at business meetings and other events, educating attendees about the greenhouse gas emissions generated by waste decomposing in landfills.

# 2003 Partners of the Year

## VERY LARGE BUSINESS and CLIMATE:

### General Motors Corporation

**General Motors Corporation (GM)** incorporates waste reduction into every aspect of automobile production, reducing greenhouse gas emissions. For example, the company uses higher strength steel grades to reduce automobile mass and improve fuel economy. In 2002, GM U.S. employees prevented more than 3,000 tons of waste and recycled more than 2 million tons of materials, reducing greenhouse gas emissions by 4.3 million metric tons of carbon equivalent.

## LARGE BUSINESS: Pitney Bowes Inc.

In addition to engineering mailing and document technologies, **Pitney Bowes Inc.** protects the environment by developing innovative waste reduction strategies. In 2002, the company prevented more than 3,400 pounds of paper waste by asking employees to view their pay stubs on a secure Web site and completing requisitions electronically. The company also incorporated waste prevention into the manufacturing process, creating new parts from plastic waste.

## MID-SIZE BUSINESS: NEC Electronics America, Inc.—Roseville Facility

In 2002, **NEC Electronics America, Inc. (NECELAM)** reduced waste by 6 percent at its Roseville Facility. The company attributes this impressive accomplishment to its employees, who reused more than 21 tons of equipment and recycled nearly 300 tons of materials. NEC uses an Environmental Health & Safety Intranet site to communicate waste reduction goals to employees. The site lists contact information for recycling personnel, identifies recycling drop-off sites, provides waste prevention ideas, and highlights company progress.

## SMALL BUSINESS:

### Aaron's Bicycle Repair

The waste reduction atmosphere at **Aaron's Bicycle Repair** is contagious. In 2002, this small shop employed innovative waste reduction techniques to reduce its waste by 10 percent. Company employees refused to purchase products with excessive packaging,

prevented paper waste by paying bills online, and recycled everything from glass bottles to bike gears. Aaron's Bicycle Repair created a Web site <[www.rideyourbike.com](http://www.rideyourbike.com)> to educate customers about these practices and encourage them to become environmental stewards.

## CHALLENGE: Panasonic

With public concern growing about the potential environmental impacts of discarded electronics, **Panasonic** is leading efforts to develop a national collection and recycling infrastructure for used electronic products. In 2002, the company sponsored programs that collected more than 1,500 tons of used electronic equipment at more than 100 locations. In addition, Panasonic partnered with an electronics recycler and one of its suppliers to manufacture televisions with cathode ray tubes that contain 10 percent post-consumer recycled content glass.

## NON-PROFIT: United Way of America

In addition to serving communities' needs across the country, **United Way of America** integrated waste reduction into its ethos through diligent waste reduction activities and continuous education efforts. In 2002, United Way developed a WasteWise Web page, placed recycling signs throughout the office, integrated an "Environmentally Friendly Work Environment" into new employee training, and prevented more than 7,500 pounds of paper waste by moving catalogues, confirmations, and member surveys online. United Way also made a significant change to their procurement practices by purchasing and using recycled content office paper (30% post-consumer) and encouraging local United Ways to follow suit.

## FEDERAL GOVERNMENT: U.S. Postal Service—Northeast Area

The **U.S. Postal Service—Northeast Area**, demonstrates a fierce commitment to pollution prevention and WasteWise ideals, resulting in constant improvement and innovation. In 2002, the organization completed the release of environmental compliance guidebooks to all 3,200 postmasters in the Northeast, provided postmaster training on waste reduction and buying recycled, and

expanded its lamp recycling programs. In addition, postal service workers reused shipping boxes up to five times, preventing tons of corrugated cardboard from reaching landfills. The organization also avoided more than \$2.6 million in annual landfill disposal costs through its recycling programs.

**STATE GOVERNMENT** *and* **ENDORSER:**  
South Carolina Department of  
Health and Environmental Control

It is exciting to encounter an institution as committed to practicing what it preaches as the **South Carolina Department of Health and Environmental Control (DHEC)**. As a WasteWise partner and endorser, the department implements many waste reduction activities internally as a backdrop to a cadre of outreach activities, workshops, and presentations. In 2002, DHEC incorporated WasteWise into its Business Recycling Assistance Program, hosted a WasteWise satellite forum, recycled 331 tons of materials, and purchased 26 percent of total supplies and materials with recycled content.

**TRIBAL GOVERNMENT:** Oneida Tribe  
of Indians of Wisconsin

The **Oneida Tribe of Indians of Wisconsin** strives to impart its environmental ethic to all tribal members, especially its children. The tribe implemented a composting program at the Turtle Elementary School in which children composted cafeteria food scraps and applied the compost to vegetable gardens. In addition, the Oneida Tribe held a clothing and small household item exchange, taught a “Make It Second Nature” class to help community members reduce their environmental footprints, and provided incentives for vendors to offer recycling at its annual Pow-Wow.

**LOCAL GOVERNMENT:**  
King County, Washington

In 2002, as part of a repertoire of activities that makes the county a national leader in waste reduction, **King County, Washington** chose to renovate 100 solid waste hauling trailers instead of purchasing new ones, saving \$250,000 in the first year. The county also reduced waste generation

by nearly 10 percent per employee in one large county office building, greatly expanded county “green building” projects, collected 2,450 tons of materials internally for recycling, and purchased \$2.8 million worth of recycled paper products.

**SCHOOL/SCHOOL DISTRICT:** Desert  
Sands Unified School District

**Desert Sands Unified School District**, a district of 27 schools located 100 miles east of Los Angeles, California, integrates service-learning opportunities for students into a comprehensive waste reduction program. In 2002, for example, members of a school environmental club collected abandoned tires that were scattered in the nearby desert. The students delivered the tires to a local company that recycled them. In addition to implementing a broad recycling program, the school district provides surplus items to a sister school in Mexico, uses recycled tires for playground replacement lining, and purchases carpeting that is composed of recycled plastic.

**COLLEGE/UNIVERSITY:**  
Youngstown State University

The energy of **Youngstown State University’s Support Services (YSU)** waste reduction staff extends beyond the boundaries of campus into the community of Youngstown, Ohio. In 2002, YSU donated more than 6.5 tons of art, theatrical, and other supplies to schools and non-profit organizations in the community and also recruited local companies to join WasteWise. In addition, YSU downsized trash collection roll-offs by nearly 75 percent by holding a move-out donation drive; hosted a month-long lecture series and an Earth Day symposium; and recycled a variety of non-traditional items such as mattresses, computers, polystyrene, tires, and batteries.

## PROGRAM CHAMPIONS

<i>Very Large Business:</i>	Anheuser-Busch Companies, Inc.
<i>Large Business:</i>	Canon U.S.A., Inc.
<i>Mid-Size Business:</i>	Fisher-Titus Medical Center
<i>Small Business:</i>	Guardian Industries—Ligonier Plant
<i>Non-Profit:</i>	Peggy Notebaert Nature Museum
<i>Federal Government:</i>	U.S. Postal Service—Alabama District
<i>State Government:</i>	Tennessee Department of Environment and Conservation
<i>Tribal Government:</i>	Confederated Tribes of the Umatilla Indian Reservation
<i>Local Government:</i>	Kitsap County, Washington
<i>School/School District:</i>	Los Angeles Unified School District
<i>University/College:</i>	Seattle University
<i>Challenge:</i>	Genzyme Corporation
<i>Climate:</i>	Constellation Energy Group
<i>Endorser:</i>	Commonwealth of Massachusetts

## HONORABLE MENTIONS

### *Very Large Business*

Albertsons, Inc.  
Target Stores  
The Walt Disney Company  
Verizon

### *Large Business*

Advanced Micro Devices, Inc.  
Alliant Energy  
Battelle  
Constellation Energy Group  
Genzyme Corporation  
Herman Miller, Inc.  
Louisiana-Pacific Corporation  
Pepco  
Spartech Corporation  
Steelcase Inc.

### *Small Business*

Evelyn Hill Inc.  
Kessler Consulting, Inc.  
The Seydel Companies

### *Federal Government*

Sandia National Laboratories  
U.S. Government Printing Office

### *State Government*

Virginia Department of Environmental Quality

### *University/College*

Miami University  
Ohio University  
Facilities Management  
University of Virginia

### *Challenge*

Motorola, Inc.

Novartis Pharmaceuticals Corporation  
Seattle University

### *Climate*

Aaron's Bicycle Repair  
Crown Cork & Seal Company, Inc.  
Kaiser Permanente  
Pepco  
The Seydel Companies

### *Endorser*

City of Clifton, New Jersey—Recycling Program  
Georgia Pollution Prevention Assistance Division  
Rotary Club of Clifton  
United Way of America  
Utility Solid Waste Activities Group



United States  
Environmental Protection Agency  
WasteWise (5306W)  
Washington, DC 20460

Official Business  
Penalty for Private Use \$300

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