



# WasteWise 2004 Annual Report

Sustaining Excellence



# WasteWise 2004 Annual Report



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# A Decade of Progress: WasteWise Celebrates 10 Years

n late 1987, an infamous Long Island trash barge found itself in an unenviable situation when five states and three foreign countries refused to accept the garbage it hauled. This well-publicized event helped catalyze a national commitment to waste management, with a renewed emphasis on reducing, reusing, and recycling. During the same era, the U.S. Environmental Protection Agency (EPA) also began to initiate partnerships with businesses to develop

this national campaign, EPA launched WasteWise in 1994 as a voluntary partnership program designed to assist businesses in developing practical solid waste reduction techniques. Initially

innovative approaches to environmental protection. As part of

consisting of 281 Charter Partners, the program represented a cross-section of American companies ranging from communications firms to restaurants to large utilities. From its inception, the program emphasized waste prevention—using less material to do the same job—because this provides the most significant benefits to the environment and the bottom line.

As the WasteWise program evolved, its membership expanded to include state, local, and tribal governments, as well as schools, universities, and nonprofit organizations. By the mid-1990s, the program included more than 50 sectors. WasteWise established the endorser program in 1995 to enlist trade associations, state and local agencies, and nonprofits to help spread the waste reduction message. A fundamental objective of the program was to promote waste reduction strategies—both innovative and tried-and-true—among diverse organizations and in varying contexts across the country.

(Clockwise from top) EPA Administrator Christine Todd Whitman with the 2001 WasteWise Partners of the Year; WasteWise awards objects in 2001; Bob Langert of McDonald's Corporation receives a WasteWise leadership award for environmental work in 1994 and 1995.

EPA created a number of WasteWise Challenges to provide technical assistance and recognition to partners that tackled waste streams of large volume or specific concern to the environment. In 1998, WasteWise introduced the Transport Packaging Challenge to support

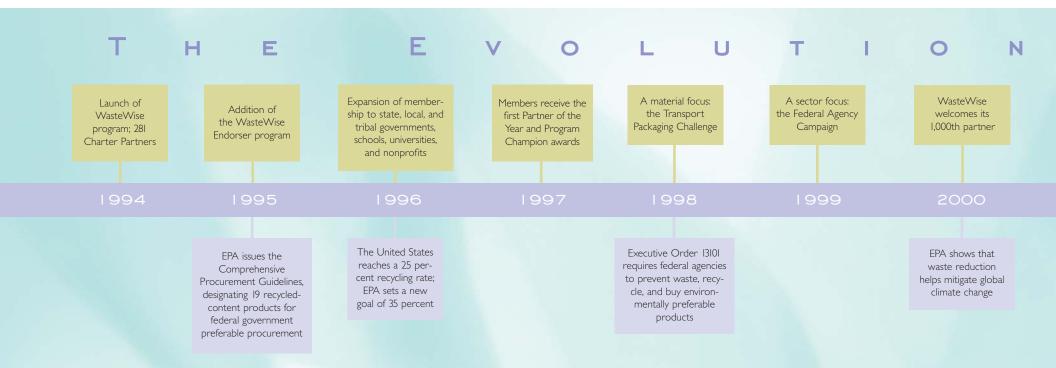
organizations in their efforts to eliminate unnecessary packaging and switch to reusable materials. In 2000, many partners accepted the Electronics Challenge, acknowledging the importance of preventing hazardous components from entering landfills by donating or recycling old computers, hosting collection events, or refurbishing instead of buying new. In addition, the Building Challenge, rolled out in 2002, targeted an important waste stream garnering increasing national

attention—construction and demolition (C&D) debris. By encouraging partners to reuse or recycle C&D debris, WasteWise enhanced partners' efforts to institute "green building" practices.



The information contained in WasteWise publications has been one of the most useful benefits of membership for many partners.

To invigorate and expand the program, WasteWise launched a national campaign in 2001 to promote the concept of Resource Management, a strategic alternative to traditional disposal contracting that offers waste haulers financial incentives to help organizations reduce waste. Additionally, as EPA addressed issues related to greenhouse gases and waste, WasteWise established the Climate Change award. This award recognizes partners that educate others about opportunities to mitigate greenhouse



gas emissions by reducing solid waste. The program further promotes this important linkage by distributing a Climate Profile to each WasteWise partner that details the greenhouse gas emission reductions associated with its reported waste reduction activities.

On this 10th anniversary, WasteWise seeks to commemorate a decade of notable achievements while planning for the future. Through the WasteWise States Campaign, EPA is working to create synergies between federal and state waste reduction outreach efforts. In conjunction with EPA's Resource Conservation Challenge, the program has expanded its scope to include new and emerging waste streams. Finally, WasteWise created the Hall of Fame to honor partners with a long-standing commitment to constant improvement that serve as models for other partners.

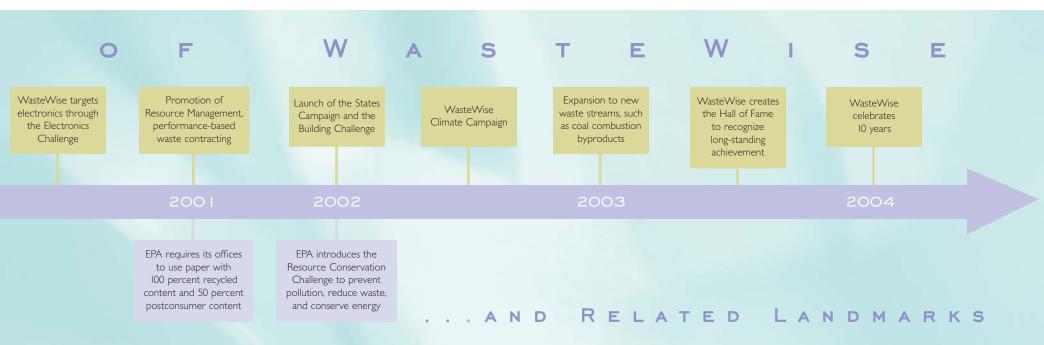
The essence of WasteWise continues to be its membership—now including more than 1,500 organizations committed to exploring new



Douglas Strong, Worldwide Recycling Manager, Eastman Kodak Company, accepts one of the inaugural WasteWise Hall of Fame awards from Tom Dunne of EPA in 2003.

frontiers and promoting the notion that environmental stewardship and economic performance can be not only compatible, but complementary. In this annual report, WasteWise recognizes the 2004 award winners—organizations that have made strides through their voluntary efforts to prevent waste and recycle. After a decade of progress, EPA

thanks WasteWise partners and endorsers for making this program a success. Together, they have collectively demonstrated that hard work and dedication can truly make a difference.



Celebrating Our

Partners



# 2004 HALL OF FAME INDUCTEES

WasteWise created the Hall of Fame in 2003 to recognize partners that continually excel in waste reduction efforts, provide ongoing support for the WasteWise program, and serve as role models for other partners. Inaugural members included:

EASTMAN KODAK COMPANY • PUBLIC SERVICE ENTERPRISE GROUP • VIRCO MFG. CORPORATION

# General Motors

eneral Motors Corporation (GM), the world's largest vehicle manufacturer, finds that through its voluntary partnerships, it can make a world of difference. GM employs 325,000 people globally in its core automotive business and subsidiaries and holds about 15 percent of the global vehicle market. Since joining WasteWise as a charter partner in 1994, GM has established itself as a true innovator,

identifying countless ways to reduce its ecological footprint. WasteWise named GM Partner of the Year twice in the past three years, as well as Climate Change Partner of the Year in 2003.

Between 1998 and 2002, GM facilities in the United States decreased the generation of WasteWise-targeted wastes by 37 percent, and they have not stopped

there. Realizing that waste reduction opportunities are not only found at the tail end of the waste stream, GM developed Resource Management (RM)—a strategic alternative to disposal contracting that aligns a waste hauler's financial incentives with a facility's waste reduction goals. The RM program is now in place at 94 percent of GM's North American facilities. Only four years after rolling out RM, participating facilities

reported a 42 percent reduction in waste that could be credited to the success of the initiative.

RM is only one example of GM's commitment to innovative waste management. In addition, the automobile manufacturer strives to increase the recycled content of materials in vehicle components

such as head-liners, door trim, instrument panels, bumpers, seats, and molding. For example, GM North America uses 8,500 tons of nylon fibers from recycled carpet; 5,400 tons of polypropylene from recycled soda bottle caps; and 2,900 tons of rubber from recycled tires in its vehicles annually. Also, as a founding member of the Suppliers Partnership for the Environment with EPA, GM leads an effort to collaborate with its suppliers to improve

environmental management throughout the supply chain. Looking to the future, GM aims to reduce the total amount of waste generated at all of its facilities worldwide by an additional 15 percent and increase the recycling rate by 15 percent from 2000 through the end of 2005. By putting this goal into action through its numerous ongoing environmental initiatives, GM looks to be a model WasteWise partner for years to come.



"General Motors is proud to be included in EPA's WasteWise Hall of Fame, Our partnership with EPA in its WasteWise program is an excellent example of a successful, collaborative publicprivate initiative. During our involvement with the program, GM has recycled millions of tons of waste, which helps to contribute to a sustainable future for both the environment and our business."

—ELIZABETH A. LOWERY,
GM VICE PRESIDENT
OF ENVIRONMENT
AND ENERGY

# King County, Washington



"Helping employees understand that their everyday behaviors do have an impact on the environment has helped us meet our goals to reduce waste, while making government more efficient."

-Ron Sims,
King County Executive

ing County, Washington, has been a recognized national leader in waste reduction. Since joining WasteWise in 1997, the county has won four program awards, including two Partner of the Year honors, and it continues to expand its waste reduction program through ambitious goals and the commitment of dedicated employees. The county serves as a model for other local governments, providing them with assistance, advice, and promotional materials.

Furthermore, the county's King Street Center, which employs approximately 1,500 people, achieved more than double its

5 percent per employee waste reduction goal in 2003, while the county began recycling new materials at 12 facilities and diverted 19,500 pounds of computers and electronics from the local landfill. Even with these impressive recycling statistics, waste prevention and green building initiatives form the backbone of King County's success.

In addition to the extensive King County Surplus program, 30 different county buildings or work areas maintain their own office supply exchange areas, while the county's Department of Natural Resources and Parks continues to develop its Intranet exchange for

larger items. This combination of programs saved King County \$1 million in new office equipment and furniture. Always seeking innovative opportunities to reduce waste, the county's Transit Division re-treaded 317,000 pounds of bus tires in 2003—more than 50 percent of the tires used by the division and a 40 percent increase over 2002. Three additional county divisions followed suit, saving \$125,000 in 2003 alone.

**King County** 

A hallmark of King County's waste reduction program is its commitment to green practices in building design, construction, and demolition. In overseeing

the demolition of the Seattle Kingdome in March 2000, the county reused and recycled 97 percent of the demolition debris generated. This was no small accomplishment—the plan not only reduced the quantity of waste, but also saved the county more than \$3 million. In addition, the King County Executive and King County Council have signed initiatives and motions in the past three years that reinforce the county's commitment to green building and the U.S. Green Building Council's LEED program. With a fundamental commitment to waste reduction practices, King County continues to be a leading example for local governments.

# 2004 PARTNERS OF THE YEAR

## Very Large Business: Anheuser-Busch Companies, Inc.

Anheuser-Busch, headquartered in St. Louis, Missouri, manages a broad range of operations in its breweries and theme parks. As a vertically integrated company, Anheuser-Busch strives to successfully integrate WasteWise into all of its operations. In 2003, the company effectively reduced waste by "lightweighting"—reducing the amount of aluminum used to produce its 24-ounce cans by 5.1 million pounds and saving 7.5 million pounds of paperboard by decreasing the thickness of its 12-pack bottle packaging. Additionally, Anheuser-Busch maintains an expansive organic waste reuse program, using 10.3 million pounds of beechwood chips—a byproduct of the brewing process—to produce compost and mulch. The company uses the byproducts in its many theme parks, such as Sea World and Busch Gardens.



## Large Business: Pitney Bowes Inc.

A provider of mailing and document handling services to businesses, Pitney Bowes (headquartered in Stamford, Connecticut) has successfully implemented a nationwide toner cartridge recycling program for its home-office and field locations where employees use ink-jet, laser, and facsimile printers. By partnering with a re-manufacturer, toner cartridges are efficiently collected and returned for refurbishment and resale. Rebate proceeds are donated to a nonprofit recipient organization whose mission is to teach children about recycling and materials reuse. In addition to the toner cartridge program, Pitney Bowes recycled 11.4 million pounds of materials in 2003.



# Midsize Business and Climate Change: Guardian Automotive—Ligonier Plant

In producing automotive glass, Indiana-based Guardian Automotive takes great measures to debunk the myth that "industry" equals "waste." Ligonier Plant reduced the overall amount of trash it generated by 464,000 pounds in 2003 as compared to 2001, saving more than \$13,800 in disposal costs. With a strong commitment to waste prevention, Guardian launders and reuses cloth gloves and towels and found a company that will reuse its Gaylord boxes instead of recycling them. This action diverted 22,770 pounds of corrugated cardboard from the landfill and saved Guardian \$1,380. The company also recycled 25 million pounds of material in 2003—an impressive number for a company with only 519 employees. Guardian attributes much of its success to its employees—since they are on the waste reduction "front line"—and solicits their suggestions about how to improve plant waste reduction initiatives. The Ligonier Plant is a prominent member of the community, and its employees often visit schools to discuss the importance of waste reduction. The company also enjoys the recognition it receives from local media.

Guardian Automotive pays close attention to the connection between waste and climate change. In 2003, the Ligonier Plant's emission reductions were equivalent to removing more than 1,000 cars from the road for one year!





## Small Business: Genzyme Corporation

In 2003, Genzyme Corporation, a Massachusetts-based biotechnology company, furthered its commitment to waste reduction by implementing the Genzyme Environmental Management System (GEMS). Among other waste reduction and recycling initiatives at the site, Genzyme's shipping department works with distributors to arrange the return of custom-designed injection molded polyurethane boxes for reuse, saving the company \$34,000 annually. In addition, by converting from paper to polystyrene cups for coffee service, launching an educational campaign, and distributing free, reusable ceramic mugs to employees, Genzyme reduced the weight of disposable cup waste at the site by nearly 80 percent in 2003. Finally, Genzyme created a partnership with the Youville House, an assisted living facility in Cambridge, to donate the hundreds of cold gel packs it receives with temperature-sensitive pharmaceutical products (rather than disposing of them as trash). The majority of these initiatives stemmed from activities developed for three Genzyme buildings located in Framingham.



# Electronics Challenge: Jackson State University

Jackson State University (JSU), located in Jackson, Mississippi, created the Computer Recycling and Training Project to increase awareness about computer recycling and create jobs for the local economy. This program provides onsite job training for low-income individuals, teaching them valuable skills needed for employment. Using newspapers to advertise, the program collected more than 16,000 pounds of computers and computer components from area colleges and universities, businesses, private homes, and state and local agencies. Volunteers and participants in the job training program then refurbished the computers for redistribution in the community and sent computers that could not be refurbished to a recycler in Louisiana. In 2003, program participants refurbished and donated 70 computers.



# Nonprofit: Dana-Farber Cancer Institute

A cancer research and treatment center in Boston, Massachusetts, the Dana-Farber Cancer Institute recycled 13 different types of materials and maintained an active "orphaned chemicals" program, thereby preventing pollution and minimizing waste. Concerned with the amount of trash that could not be recycled, the institute's Green Team created a "Weird Waste Day" on Earth Day 2003 to collect recyclable items that are not typically recycled. The Green Team creatively informed employees about acceptable items for "Weird Waste Day" by placing articles in Dana-Farber's bimonthly newsletter and on the organization's Web site. In 2003, the Green Team collected many items for recycling, including 25 pounds of transparencies, 12 pounds of CDs, and 5 pounds of Tyvek® envelopes. In addition, Dana-Farber saved more than \$9,000 in 2003 and recycled 91,200 pounds of corrugated cardboard, 115,080 pounds of paper, and 3,000 pounds of mixed plastics.



#### Federal Government: U.S. Postal Service—Northeast Area

Serving more than 20 million customers, the U.S. Postal Service (USPS) Northeast Area processes a great deal of mail. In 2003, 19.4 billion pieces of mail passed through its post offices. To reduce the associated waste, the organization recycles undeliverable mail, discarded lobby mail, white paper, and computer printouts in its 3,200 facilities—resulting in more than 68.8 million pounds of mixed paper recycled in 2003. Due to improved lobby collection and expanded undeliverable mail collection, this amount

represents a 14 percent increase from the previous year. In addition, through an innovative mail-back program, the Northeast Area recycled nearly 40,000 pounds of mercury lamps. The Northeast Area credits the success of its programs to the cooperation and dedication of its employees, who assist in the collection of recyclables and disseminate WasteWise information to all USPS Northeast Area employees through the District Newsletter. The employees put forth high amounts of enthusiasm and effort to ensure not only that the mail gets delivered, but that it gets recycled, too.

# State Government and Endorser: South Carolina Department of Health and Environmental Control

A dual award recipient, the South Carolina Department of Health and Environmental Control (DHEC) works to educate and involve its 5,309 employees in waste reduction, and carries the message beyond its offices to other organizations across the state. DHEC's Office of Solid Waste Reduction and Recycling promotes its efforts in various publications, including DHEC's electronic employee newsletter. Additionally, it posts the department's WasteWise goals and waste prevention policies on the Intranet and in copy rooms throughout its offices. One unique waste prevention activity involved encouraging employees to bring reusable utensils to its 2003 holiday luncheon and rewarding those who did with the gift of a reusable travel mug. In addition, DHEC employees created a throw rug from old T-shirts they brought into the office.

The winner of the Endorser of the Year award, DHEC spreads the waste reduction message beyond its walls through its Business Recycling Assistance Program (B-RAP), a technical assistance partnership that promotes waste prevention, recycling, environmentally preferable purchasing, and recycling market development to South Carolina organizations. As organizations contact B-RAP for technical assistance, DHEC encourages them to consider becoming WasteWise partners, providing them with WasteWise information packets, explaining the program, and assisting them with the application process. In fact, DHEC collaborates closely with EPA through the WasteWise States Campaign to create synergies between federal and state waste reduction outreach. Additionally, DHEC supported the creation of the South Carolina Resource Conservation Challenge (SCRCC)—modeled after EPA's Resource Conservation Challenge—to help organizations save money by reducing waste and energy. To launch the initiative, DHEC and other SCRCC sponsors held a kickoff workshop on energy and waste reduction strategies attended by 130 people.

#### Tribal Government: Confederated Tribes of the Umatilla Indian Reservation

The Confederated Tribes of the Umatilla Indian Reservation, located in Pendleton Oregon, spread waste reduction values throughout the tribal community. Staff at the Tribal Environmental Recovery Facility (TERF) take extra steps to reduce waste, recovering reusable items such as furniture from the waste stream. The tribal transfer station plans to open a materials exchange in its new recycling building, where residents can pick up reusable items. The tribe spreads the waste reduction message via brochures, public meetings, a quarterly newsletter, and articles in the local *Confederated Umatilla Journal*. Its waste reduction commitment extends throughout the reservation and contributes to a healthier environment for everyone living on or visiting the Umatilla Indian Reservation. In 2003, the TERF also closed the recycling loop by purchasing 526 pounds of recycled content products, including calendars, facial tissue, toilet paper, and office supplies.









In its five years of WasteWise partnership, Kitsap County, Washington, has evolved from operating a simple recycling program to integrating a comprehensive waste prevention ethic throughout all of its facilities by implementing an annual waste reduction goals and training program. In 2003, the county's Facilities, Parks, and Recreation department achieved great success by increasing recycling at public events with newly-purchased clear recycling bins that make it easy to see "what goes in." In its first year, the department collected 202 bags of plastic and aluminum containers. Fairground vendors also recycled more than 290,000 pounds of corrugated cardboard, saving \$300 in disposal costs. In addition, the county's paperless Wa\$te Exchange (WX)—an office surplus exchange—allows employees to search postings of surplus supplies instead of purchasing new items and has saved the county \$10,000 in avoided purchases. Kitsap County also encourages employees to reduce paper usage by making double-sided copies, avoiding printing emails, and piloting an electronic timecard system that not only reduces paper usage, but also saves the county time and money by streamlining the tracking process.



## School/School District: Los Angeles Unified School District

The Los Angeles Unified School District (LAUSD) is often building new schools. Rather than disposing of asphalt and concrete from building deconstruction, LAUSD ships the materials to a manufacturer for reuse in new products. In an innovative partnership, the school district then purchases the asphalt-based products from the company and uses them in new school construction projects. In 2003, LAUSD recycled more than 30 million pounds of concrete and asphalt! In a sector in which funding is always tight, the district has also found numerous ways to save money by reducing waste. Reusing pallets saved LAUSD more than \$77,400 in purchasing costs and \$11,800 in disposal costs; changing the way it serves cafeteria food saved \$620,800 in food disposal costs; and grasscycling saved \$395,800 in yard trimmings disposal costs. The district also recycles mixed paper, corrugated cardboard, and beverage containers in schools and began an electronics recycling program in 2003.



# College/University: Miami University

With a student body of more than 16,000, Miami University in Ohio integrates fun into waste reduction, getting students involved through competition. In one initiative, "Waging War on Waste," Miami University pitted its students against food waste and trash in the hope that waste would be the ultimate loser. The program started with food waste, but expanded to "to go" waste in 2003 after an informal waste audit identified a need for reusable trays instead of nonrecyclable "to go" packaging. Miami University is also a founding member of Recycle Mania—a highly lauded intercollegiate recycling competition that now includes 17 schools—and has been a formidable challenger since 2001. For 10 weeks every year, the university competes against other colleges to see which school can collect the most recyclables. In addition to traditional materials, Miami students recycled more than 14,800 pounds of hardcover books and 31,600 pounds of computer equipment in 2003. By significantly reducing the total quantity of materials landfilled in 2003, the university saved an impressive \$66,500 in avoided disposal fees.

# WASTEWISE PRESENTS THE ROOKIE REPORTER AND SUSTAINED ACHIEVEMENT AWARDS

Responding to the suggestion of the inaugural WasteWise Hall of Fame partners, EPA initiated two new award categories in 2004. The Rookie Reporter category honors first-time reporters that show potential for successful waste reduction initiatives and address each of WasteWise's core program areas—waste prevention, recycling, and buying recycled. The Sustained Achievement award recognizes long-time partners that have demonstrated continual pursuit of creative environmental initiatives.

#### Rookie Reporter:

#### City of Greenville, South Carolina

In 2003, the City of Greenville, South Carolina, initiated the first phase of a business curbside recycling program, distributing bins and WasteWise flyers, Greenville recycling and source reduction information, and a piece on how to conduct a waste audit. In addition, the City of Greenville added WasteWise information to its Web site, diverted seven new materials from local landfills, and conducted a recycling participation audit across the city by following recycling vehicles and counting stops. The audit team will use this information for targeted and cost-effective promotion, education, and outreach.

#### Rookie Reporter:

#### Medical University of South Carolina

The Medical University of South Carolina, located in Charleston, conserves natural resources with a cost-effective recycling and donation program, an impressive vermicomposting program, and extensive C&D recycling projects. The hospital donates unused items to local schools and charities, reducing disposal costs and helping the community. Internally, its four-year-old worm farm, "fed" by the university's cafeteria, transforms organic waste into nutrient-rich fertilizer. To top off its first year activities, the university conscientiously deconstructed two quadrangle buildings, sending the concrete, steel, and bricks to local vendors for recycling and saving approximately 8,529 BTUs of energy—enough energy to power more than 80 homes for an entire year!

#### Sustained Achievement:

#### Haworth, Inc.

A WasteWise partner since 1994, Haworth, Inc., continues to exceed its WasteWise goals, demonstrating a commitment to reducing waste through intensive recycling programs and an efficient production and distribution process. A designer and manufacturer of innovative office furniture, Haworth developed a recycling center in 1992 and hasn't looked back since—it even operates a 19,000 square foot material recovery center, where employees can bring recyclable materials from their homes. By 2000, Haworth had recycled more than 150 million pounds of materials. Since joining WasteWise, the company has significantly expanded the variety of materials it recycles and the number of work sites that participate. Haworth was among the first in its industry to use 100 percent recyclable and 80 percent post-consumer corrugated boxes for packaging, and it also initiated a pallet repair program to reduce wood disposal rates.

#### Sustained Achievement:

## International Truck and Engine Corporation

International Truck and Engine Corporation made WasteWise reporting a priority in 1994 and has diligently maintained this practice for 10 years. In 2000, International Truck initiated its Next Generation Vehicle (NGV) program, which allowed suppliers to ship using returnable containers and fewer individually packaged parts. This program cut packaging waste in half. The first North American truck and diesel engine manufacturer to achieve ISO 14001 registration, International recycled more than 1,600 tons of corrugated boxes, 3,400 tons of wooden pallets, and 22,000 tons of ferrous metals in 2003. International Truck and Engine also reaches out to the community to further reduce waste. The company's Fort Wayne, Indiana, facility hosts an annual Tire Amnesty Day to give community members an opportunity to properly dispose of old tires.

# 2004 PROGRAM CHAMPIONS

Very Large Business:

The Walt Disney Company

Large Business:

Canon U.S.A., Inc.

Midsize Business:

Guardian Automotive—Auburn Plant NEC Electronics America, Inc.—Roseville Facility

Small Business:

Spartech Industries, Inc.

Nonprofit:

Peggy Notebaert Nature Museum

Federal Government:

Sandia National Laboratories

State Government:

Tennessee Department of Environment and Conservation

Tribal Government:

Fort Independence Indian Reservation

Local Government:

Jackson County, Missouri

School/School District:

Desert Sands Unified School District

College/University:

Youngstown State University

Challenge:

Panasonic

International Truck and Engine Corp.
—Springfield Plant

Endorser:

City of Clifton, New Jersey—Recycling Program

# 2004 HONORABLE MENTIONS

Very Large Business:

**Target Stores** 

Large Business:

Advanced Micro Devices, Inc.

Battelle Memorial Institute

Louisiana-Pacific Corporation

Spartech Plastics, Inc.

Steelcase Inc.

Small Business:

Evelyn Hill Inc.

Kessler Consulting, Inc.—Innovative Waste Solutions

Federal Government:

The Presidio Trust

U.S. EPA Region 9

U.S. Government Printing Office

Local Government:

City of Clifton, New Jersey—Recycling Program

City of Fremont

College/University:

University of Virginia—Division of Recoverable and

Disposable Resources

Challenge:

Consolidated Edison Company of New York, Inc.

Pepco



United States Environmental Protection Agency Washington, DC 20460 www.epa.gov/wastewise

Official Business

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