




REUSABLE NEWS



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

Looking Back, Looking Ahead

by Sylvia K. Lowrance, Director, EPA Office of Solid Waste

Welcome to a new year of *Reusable News*. Over the past year, we've reported in this newsletter on many accomplishments in municipal solid waste management across the country. During 1990, many individuals and manufacturers found ways to reduce the wastes that they generated. More landfills and combustors were upgraded, and more materials were recovered through recycling.



For its part, EPA reestablished MSW as a major priority within the Agency during the past 2 years. In 1990, our Municipal Solid Waste Program, which began as a task force in 1988, became a full-fledged division—the Municipal and Industrial Solid Waste Division (MISWD). Staff in EPA's Regional Offices are also addressing MSW management issues, and are answering questions and providing technical assistance to communities in their area.

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The Greening of the Marketplace

EPA/OCA Initiate Product Labeling Program

It is no surprise that many people are confused about the meaning of such terms as *reusable*, *recyclable*, *environmentally preferred*, *source-reduced*, and *degradable* when they read these claims on product packages. Environmental claims for products have proliferated in the past several years. Within the past year alone, the number of products introduced and marketed as *green* doubled, from 4.5 percent to over 9 percent. In comparison, only 0.5 percent of all new products were characterized as *green* in 1985.

Several states and private groups have taken the initiative to define environmental terms used on product labels. EPA applauds these efforts, but also believes there is a need for consistent national guidance on the use of such terms to reduce consumer confusion and help industry comply. To address this need, EPA and the U.S. Office of Consumer Affairs (OCA) are developing voluntary national guidelines for the use of some environmental terms on product labels. The Federal Trade Commission (FTC) has also been invited to participate in this effort.

(Continued on page 8)



Reusable News is printed on recycled paper.

Postal Service Delivers a First Class Recycling Effort

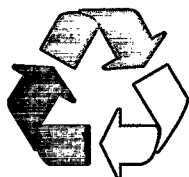
With the recent appointment of one of its top officials, Mitchell H. Gordon, as Chief Environmental Officer, the U.S. Postal Service has made a significant statement about the importance of recycling and other environmental programs in carrying out its mission. One of Gordon's primary functions will be to oversee a massive recycling campaign underway both at headquarters in Washington, DC, and at more than 40,000 post offices nationwide.

The Postal Service kicked off its in-house recycling program, called Saving of America's Resources (SOAR), at headquarters last October. The Service worked with the solid waste management firm, Gershman, Brickner, and Bratton (GBB), in designing and implementing the program. Collection receptacles for high-grade and mixed paper, newspaper, corrugated cardboard, and aluminum have been set up in each department. Collection slots for newspaper also have been built into the walls of elevator lobbies on every floor. Polystyrene plates and trays are collected for recycling in the cafeteria.

Response to the program has been enthusiastic. Over 30 tons of materials were collected for recycling in one month alone, says Headquarters Recycling Coordinator Scott Bashore. "This represents approximately 50 percent of our office waste stream," says Bashore.

The Postal Service is also procuring recycled paper for its newsletters, notices to households, and other publications wherever feasible. Soon it will be testing the market with a new product—nondenominational en-

SOAR



Saving Of America's Resources
A United States Postal Service Recycling Program



velopes made of recycled paper geared for use by institutions mailing Savings Bonds. The Postal Service is also researching an alternative to plastic windows on envelopes. The plastic windows currently being used impede recycling efforts.

Another recycling opportunity is being explored in conjunction with a pilot program to sell stamps through automatic bank teller machines. The Postal Service has initiated the development of the first completely water-soluble, pressure-sensitive adhesive (peel and stick) for the stamps' backing. This glue will ensure that the envelopes can be recycled. If success-

ful, this new adhesive could be used on labels of all kinds.

The Postal Service is also working to recycle and minimize waste in its vehicle-maintenance operations, which involve 160,000 vehicles—the largest fleet in the civilian side of the federal government. National programs for recycling waste oil, lead-acid batteries, and cleaning solvents are already in place, and programs to recycle antifreeze are being piloted in several locations. The Service also is procuring more retreaded tires.

In addition, the Postal Service recently met with industries involved in commercial mailings to explore ways to cut down on third class mail that cannot be delivered because of wrong or incomplete addresses. Discussion focused on activities such as updating mailing lists and making sure mailings are not duplicated.

Recycling is catching on at the regional level as well. A pilot program in Tampa, Florida, will save an estimated \$40,000 per year in waste disposal costs thanks to recycling. Los Angeles, California, is also piloting an in-house recycling program with receptacles for paper, aluminum, and other metals throughout its offices. The Postal Service hopes that the success of such regional programs will help make recycling a top priority in post offices across the nation.

Conferences Boost Recycling and Procurement from the Top Down

To encourage federal agency recycling and the procurement of recycled goods, EPA and the General Services Administration (GSA) cosponsored a mid-December 1/2-day conference in Washington, DC. The conference brought together nearly 200 administrators from the federal agencies in the Washington, DC, area to discuss pertinent regulations, policies, and issues regarding recycling and procurement of recycled goods in government agencies. Several governmental officials spoke at the event, including William Reilly, EPA Administrator; Richard Austin, GSA Administrator; and Michael Deland, Chairman of the Council on Environmental Quality.

Conference coordinators stressed the benefits that could be gained if all federal offices recycled solid waste and procured recycled materials. Not only would the amount of waste generated by these agencies be reduced, but waste disposal costs could be reduced and valuable raw materials could be provided to industry through the sale of recovered materials. The coordinators hope that by reaching top officials in the agencies, they have sparked the level of interest necessary to endorse the expansion of federal office recycling/procurement programs.

To set the wheels in motion to develop, implement, and maintain recycling and procurement programs, EPA and GSA will sponsor a second conference later this

year for federal building managers, recycling coordinators, and procurement officials. EPA plans to distribute training packages at the conference that contain detailed guidance and course materials for recycling coordinators and building managers, and educational/promotional materials for individual employees. EPA may also conduct a sample training session at the conference to provide participants with first-hand experience in using the materials.

For more information about either conference, contact the EPA Headquarters Recycling Office at (202) 382-6980. For more information about the training materials, call Terry Grist at (202) 475-8518. ☐

San Diego Sends CORPs Into Action

In just one year, the county of San Diego, California, has increased the amount of office waste recycled by nearly 50 percent thanks to their innovative, award-winning County Offices Recycling Programs (CORPs). In 1989, county offices recycled 520 tons of material (mostly paper), but a detailed waste audit showed that the county could double the amount of waste being recycled through an expanded program. State and county funding provided the resources to put CORPs into place. CORPs expanded the program to other recyclables in 1990, considerably increasing the amount of waste recycled.

To expand the program, and to encourage greater participation by county employees, CORPs provided orientation sessions for supervisors and managers and established an incentive program for "good recyclers." Inspired by CORPs, the 16,000 county office workers have tossed aluminum, glass, cardboard, and other types of office paper into recycling bins. In 1988-1989, the county raised more than \$68,000 by selling the recyclables, and saved more than \$11,000 in landfill and disposal fees.

Their hard work has not gone unnoticed. The National Association of Counties recently recognized San Diego County's CORPs with an achievement award for office recycling, and the American Paper Institute named CORPs the Best Regional Office Recycling Plan. Part of the program's success lies in the hands of workfare participants, who act as collection crews in the offices. Ten workers per month provide 1,500 hours of labor and receive food stamps and financial support in return.

CORPs is just one part of San Diego County's overall integrated waste management program. Other components of the program include year-round phonebook collection and a system for converting wood and yard waste into mulch. The county invested in equipment that grinds the organic refuse brought to a municipal landfill. After the refuse is mulched, it is dis-

Young Rangers Pledge to Uphold Recycling in Newark, New Jersey

Mayor Sharpe James of Newark, New Jersey, has sworn in hundreds of deputies over the past year. These recruits, however, are a little out of the ordinary. They've come from the ranks of elementary school classrooms, and have been enlisted to uphold recycling in the city.

In the "Recycling Rangers" program, Mayor James, the Deputy Mayor, or the city's Recycling Coordinator visits K-6 classrooms and presents children with a badge and a card that symbolize their appointment as a "Recycling Ranger." At the "swearing in" ceremony, children raise their right hand and repeat the Recycling Ranger Pledge, in which they promise, among other things, to "tell my family and friends why recycling is a good thing to do and help them to recycle."



Mayor Sharpe James of Newark, New Jersey, and young "deputies" repeat the Recycling Ranger Pledge as part of the city's effort to enlist the help of schoolchildren to promote recycling in the city.

Since mid-November, the appointment of the young rangers has been accompanied by a puppet show, "The Woes of Waste." This fantasy about a kingdom besieged by a "monstrous" garbage problem (in the form of a dragon living in a landfill) teaches children about the problems associated with solid waste and what they can do to help. In the story, a young girl who works in the palace is made the "Recycling Ranger" after suggesting that the kingdom recycle to get rid of its garbage.

Newark plans to involve all of the city's 50 schools in this program by the spring of 1991. In conjunction with the puppet show and Recycling Ranger Program, schools are encouraged to begin their own recycling programs, which may include polystyrene cafeteria trays or paper. In upcoming years, Newark plans to expand its Recycling Ranger Program for the elementary grades with new solid waste-related topics, and to initiate a more sophisticated program for the high schools.

For more information, write to Frank Sudol, Newark Department of Engineering, Room 410, 920 Broad Street, Newark, New Jersey 07102. ☐

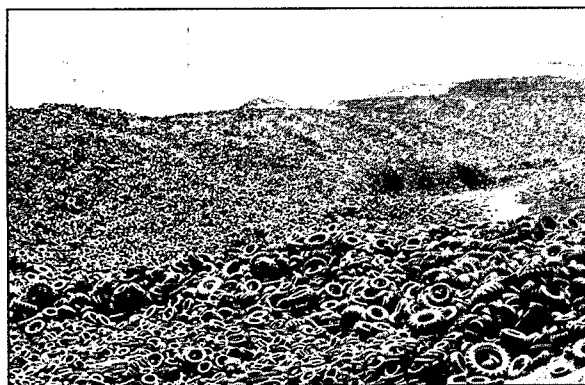
tributed to the public at no charge and used by the county for municipal public works projects. The Department of Public Works (DPW) has also gone beyond the CORPs initiative to implement source reduction guidelines that demand double-sided copying for most

office projects and memos. Also, to create a market for recycled paper, all paper purchased for DPW offices must contain recycled fibers.

For more information, contact Deborah Castillo at (619) 694-2278. ☐

Nation Pumps Up Tire Recycling and Reuse

Americans are on a roll when it comes to consuming tires for their cars, trucks, buses, and machinery. The United States scraps 234 million tires each year, 82 percent through stockpiles, landfills, and illegal dumps. What is being done to handle all these discarded tires? Here are some of the most frequently asked questions EPA receives about tires and the actions being taken by federal, state, and local governments and private industry to solve the problem.



Many of the 234 million tires generated in the United States each year end up in stockpiles like this one located in California.

1. What are the environmental impacts of tire disposal?

Most of the health and environmental hazards related to tire disposal are caused by long-standing stockpiles of whole tires. The air pockets in tires provide convenient habitats for rodents. The pockets also hold water, thereby providing ideal breeding grounds for mosquitoes, which can transmit serious diseases.

Stockpiled tires also pose fire hazards. Burning stockpiles are difficult to extinguish because the air pockets in tires trap oxygen that constantly feeds the flames. Some tire fires have burned for over one year! When burning, tires emit a noxious, air-polluting black smoke. The remaining oils and soot can run off into and contaminate surface water and ground-water supplies.

2. What is the status of tire recycling and reuse in the United States?

In 1989, over 13 percent of the tires discarded in the United States were recycled into new products, converted into energy, or reused for applications other than vehicle transportation (see chart on this page). Over 4 percent were exported. (Retreads and old tires reused directly for other vehicles are not considered to be scrap tires.)

3. Do any ways exist to effectively deal with scrap tires?

Combustion is one of the most promising solutions to dealing with scrap tires. Waste tires make excellent fuel because they have a fuel value slightly higher than coal at about 12,000 to 16,000 BTUs per pound. One tire-burning facility, located 90 miles east of San Francisco, California, has been consuming about 4.5 million tires and

generating 100 million kilowatt-hours of electricity each year since 1987. The plant is equipped with a sophisticated pollution-control system that controls the smoke and odor many people associate with burning tires. The plant operates within federal and state pollution control limits and recycles all the by-products produced during the tire-

states, or check your telephone directory for a list of scrap tire companies located in your area. EPA does not remove tires.

5. How are tires regulated?

Waste tire regulation is handled at the state level. Around the nation, 33 states have tire regulations or laws in place, and 11 more have rules in draft or proposed stages. These statutes include provisions for waste tire storage, processing, landfilling, hauling, and marketing.

Although each program varies in scope, some of the common

provisions ban the landfilling of whole tires, require the permitting of waste tire processors, collect tire disposal fees, and tax retail tire sales. States that collect funds from disposal fees and taxes allocate the money to pay for such projects as cleaning up tire dumps, issuing grants for research and development of tire recycling/reuse projects,

Waste Tire Recycle/Reuse Inventory		
Combustion (9.2%)	Whole Tire Applications (0.1%)	Processed Tire Products (4.0%)
Power plants	Reefs and breakwaters	Processed rubber products
Tire plants	Playground equipment	Crumb rubber for pavements (rubberized asphalt)
Cement plants	Erosion control	Playground gravel substitute
Pulp and paper mills	Highway crash barriers	Split tire products
Small package steam generators		Bulking agent for sludge composting

burning process, including steel slag from the incinerator and zinc oxide and gypsum from the two air pollution control devices. Oxford Engineering, owner of the California plant, is planning to open a new facility in Sterling, Connecticut.

4. I have lots of old tires. How can I get rid of them?

Call the EPA RCRA/Superfund Hotline at (800) 424-9346, Monday through Friday, 8:30 a.m. to 7:30 p.m. EST to obtain the address and phone number of the person to contact about tires in your state. Then call your state and ask for a list of companies that accept waste tires in your area. You can also check your local library for issues of *Waste Age*, *Scrap Tire News*, *Resource Recycling*, and other solid waste journals that list tire shredding companies in several

closing landfills, managing the collection and disposal of tires, and testing new products that contain tire-derived rubber.

Minnesota has developed one of the most comprehensive programs. This state outlaws the burial of waste tires, provides for the cleanup of tire dumps, issues grants and loans for encouraging proper management and recycling of waste tires, and manages a cradle-to-grave system for tracking tires from the moment they are first discarded to final disposal or processing.

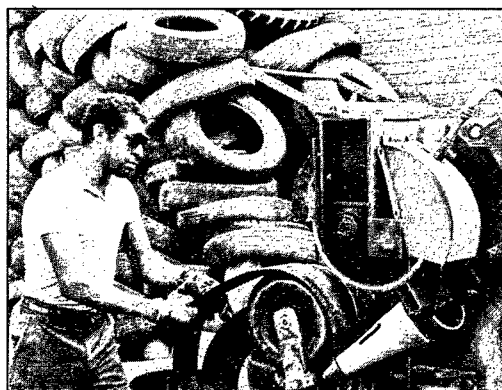
To assure safe operations, the tracking system requires tire storage, transfer, and processing facilities to have permits and waste transporters to have state identification numbers authorizing them to haul waste tires. Transporters must also submit quarterly reports that outline pickup and disposal operations.

Yankee Ingenuity Adds Miles to Used Tires

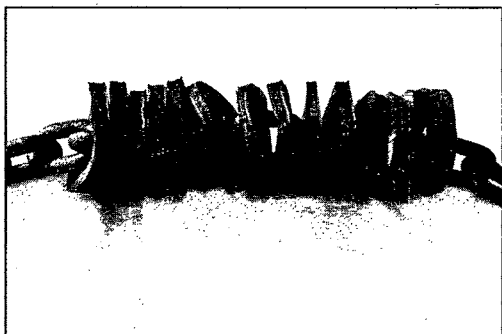
Over 12 years ago in the seafaring town of New Bedford, Massachusetts, Tom Ferreira had an ingenious idea. Why not turn the secondhand tires he was refurbishing for his wholesale tire company into practical products for local commercial boat owners? With a little Yankee ingenuity, Ferreira designed and produced a variety of bumpers, fenders, rollers, and other protective parts for boats and fishing gear—all made from used tires.

Today, Ferreira and partner Andrew Brennen own and operate F&B Enterprises, Inc., one of the few tire recycling companies in the nation (aside from retreaders). Using 1,000 truck tires and 2,500 passenger car tires per day and 150 earth-moving tires each week, the company produces 3 million pounds of recycled tire products annually. F&B Enterprises is now a multimillion dollar business that sells hundreds of different products and has customers in Iceland, Norway, and Nova Scotia, as well as the United States.

In addition to manufacturing boating gear, F&B Enterprises creates



A machine operator at F&B Enterprises, Inc. cuts the sidewall away from the tread of a passenger car tire as part of the process to convert scrap tires into other useful products.



A series of 3-inch rubber discs cut from the sidewall of a truck tire protect a fishing boat chain from wearing out.

wheels for highway lawn mowers and a number of different rubber auto parts. The company's products are priced at one-tenth the cost of similar rubber products made from scratch and outlast comparable goods made from plastic, wood, and fiberglass. The company also shreds its bits of scrap tires into rubber chips and sells them to another manufacturer and a paper mill that use them as a fuel additive, tire-derived fuel (TDF).

F&B Enterprises receives its used tires from landfills located in the Northeast, from Maine to Pennsylvania. Many landfill owners pay Ferreira to pick up the tires; others deliver the tires at no cost to F&B Enterprises.

Ferreira believes that the potential for expanding the uses of secondhand tires is virtually unlimited. "It's a lot cheaper to recycle than to throw things away," he says. This is encouraging news for solid waste managers around the country seeking effective ways to deal with discarded tires. ♻️

New Mailing Machine Stamps Out Waste

EPA recently purchased a new mailing machine that will reduce waste and save resources. The new machine prints addresses directly onto envelopes, rather than on mailing labels. This process eliminates the use of 200 to 17,000 labels for each bulk mailing and the time it takes to manually place the labels onto the envelopes. Bob

Kelly, Chief of EPA's Recycling, Printing Services, and Mail Management Branch, estimates that it takes three people 2 days to complete this task for the large bulk mailings.

In addition to eliminating the use of the labels and saving personnel time, the new mailer also avoids contaminat-

ing the envelopes with the nonsoluble glue from the label adhesive, which renders the envelopes nonrecyclable. Kelly estimates that the machine will be operational this winter. This change in operational procedures is one example of a simple step organizations can take to drastically reduce municipal solid waste. ♻️

Back to Basics: Guides Explain Composting Fundamentals

The Waste Reduction & Recycling Program in Fairfax County, Virginia, has published a useful pamphlet that covers the basics of composting. The *Back Yard Composting Guide* explains why individuals should compost, how to set up and maintain a composting site, and how to use compost. To obtain a copy, send a written request with a stamped, self-addressed, 9 by 12-inch envelope to Department of Public

Works, Division of Solid Waste Collection & Recycling, 3930 Pender Drive, Third Floor, Fairfax, Virginia 22030.

New York State has also published a composting guide entitled *Yard Waste Management—A Planning Guide for New York State*. This document covers composting fundamentals, facility siting and operation, and the state's regulatory requirements for solid waste management facilities. It con-

tains key information for local officials in New York State, as well as other areas, about designing and implementing successful composting and chipping facilities. To receive a copy of the guide, contact Sally Rowland, Division of Solid Waste, New York State Department of Environmental Conservation, 50 Wolf Road, Room 230, Albany, NY 12233-4013, (518) 457-2051. Both guides are available free of charge. ♻️

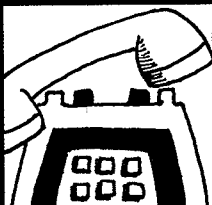
EPA Region 2 Goes Global with U.N. Handbook

A practical handbook introducing the concept of resource recovery is now in the hands of almost 500 environmental and public health officials in 43 countries around the world, thanks to the efforts of Region 2 (New York, New Jersey, Puerto Rico, and the Virgin Islands). The *Recoverable Resource Audit Handbook* was developed as part of a technical assistance effort in support of the United Nations Environment Programme's (UNEP's) "World Conference of Local Governments for a Sustainable Future," held at the United Nations last September. The handbook, which was developed to assist local communities assess and implement alternatives to current waste disposal practices, was distributed to all UNEP Congress participants.

This publication describes the input and output methodologies: two approaches for analyzing materials that enter the MSW stream.

The core of this 28-page publication is a step-by-step description of two methodologies for analyzing the nature and source of materials that enter the municipal solid waste stream. The *output* approach estimates wastes based on manually sorting a representative sample as it arrives at a management site. With the *input* method, managers must estimate amounts of potential wastes at their origins. The handbook also covers the solid waste management hierarchy, including source reduction, recycling and composting, and incineration and landfilling; and discusses how managers can evaluate the costs and benefits of resource recovery.

Single copies of the *Recoverable Resource Audit Handbook* are available by written request from Michael DeBonis, Assistant Director for Solid Waste Management, U.S. EPA, Region 2, 26 Federal Plaza, New York, NY 10278. ☐



Hot Off the Hotline

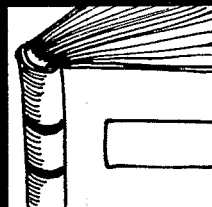
QUESTION: My community is starting up a recycling program for newspapers but is having trouble finding markets. Where should we look?

ANSWER: You're already on the right track by recognizing that reliable *markets* are essential to the success of a recycling program for newspapers (or any other commodity). Recycling means more than merely separating and collecting recyclables from the waste stream. In order for recycling to take place, the collected commodities must be manufactured into useful products or materials and then used by consumers to close the "recycling loop."

Planning is essential. Before recycling begins, program directors must ensure that a reliable market exists for the newspapers or other goods to be collected. Directors should explore all potential markets, so that if demand declines in one market, another can take its place. A program also should seek a long-term arrangement with a materials broker (someone who negotiates the purchase or sale of recyclable materials) or an end user, such as a newsprint manufacturer, to ensure a reliable market for the collected materials. This arrangement offers a measure of security to both the supplier of the material and the end user.

Program directors also should be aware that supply for collected materials may exceed demand from time to time, so good communication with market representatives is essential. When this happens, the use of conventional waste management methods (such as waste-to-energy facilities or landfills) will need to be considered to bridge the gap until demand once again increases.

To help communities locate markets for newspaper and other waste paper, the American Paper Institute (API) has published *PaperMatcher*, a directory that lists the names and addresses of U.S. paper mills, waste paper dealers, and recycling centers. If you would like to receive a free copy of this publication and an accompanying videotape, write to the Solid Waste Resource Center, American Paper Institute, Inc., 1250 Connecticut Avenue, NW., Suite 210, Washington, DC 20036, or call their toll-free number at (800) 878-8878.



Resources

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

Environmental Fact Sheet: Yard Waste Composting (EPA/530-SW-91-009). Explains what yard wastes are, why they are being banned from some landfills, and why leaf burning is not considered a suitable management practice. The fact sheet also defines composting, explains the composting process, and describes how compost can be used.

Native American News, Fall 1990 (EPA/530-SW-90-079). Focuses on municipal solid waste issues of concern to Native American tribes. This quarterly newsletter also includes information on hazardous waste management and various environmental programs.

Procurement Guidelines for Government Agencies (EPA/530-SW-91-011). Explains in a four-page fact sheet what EPA's procurement guidelines are, to whom the guidelines apply, and what requirements must be followed.

Recycling in Federal Agencies (EPA/530-SW-90-082). Describes in a succinct pamphlet successful and innovative recycling programs that have been initiated in the federal government, and lists resources available to federal agencies.

Used Oil Recycling, Fall 1990 (EPA/530-SW-90-068). Describes successful used oil recycling programs around the country, provides statistics on used oil recycling, and lists available informational materials related to used oil recycling. The newsletter is published on a periodic basis.

Grocery Campaign Corners the Market on Source Reduction

Grocery stores in Boulder, Colorado, recently completed a 3-month campaign to help stop waste at the source—before it leaves the store.

The campaign was funded by grants from EPA Region 8 (Colorado, Montana, North Dakota, South Dakota, Utah, and Wyoming), the city of Boulder, and Boulder County.

To assist shoppers in making environmentally sound decisions, volunteers and city staff members labeled products packaged in recycled or recyclable materials, or that use minimal packaging.

Signs throughout the stores also reminded customers to buy in bulk and to bring back their own shopping bags. To measure shifts in attitudes and buying habits, consumers were surveyed at the grocery stores before and after the campaign.

Volunteers also staffed information tables at participating stores. Brochures about source reduction, recycling, and composting were available at the booths, as well as postcards that cus-

tomers could send to manufacturers to praise them for using less packaging or encourage them to change their packaging methods. Each week, booths also

featured special "low-waste" products available at their stores.

As the first of this type of source reduction program in the Region (many such programs are succeeding around the nation), Boulder hopes its campaign will serve as a model for other communities. Program Coordinator Alison Peters attributes the campaign's suc-

cess to the enthusiasm of volunteers and to the fact that all of Boulder's grocery stores participated: Albertson's, Alfalfa's, Colony Market, Crystal Market, Ideal, North Boulder Market, Safeway, Wild Oats Market, and Colorado's statewide chain, King Soopers. Although the campaign ended in December, Boulder's Environmental Affairs Office is interested in expanding its source reduction efforts in the future.



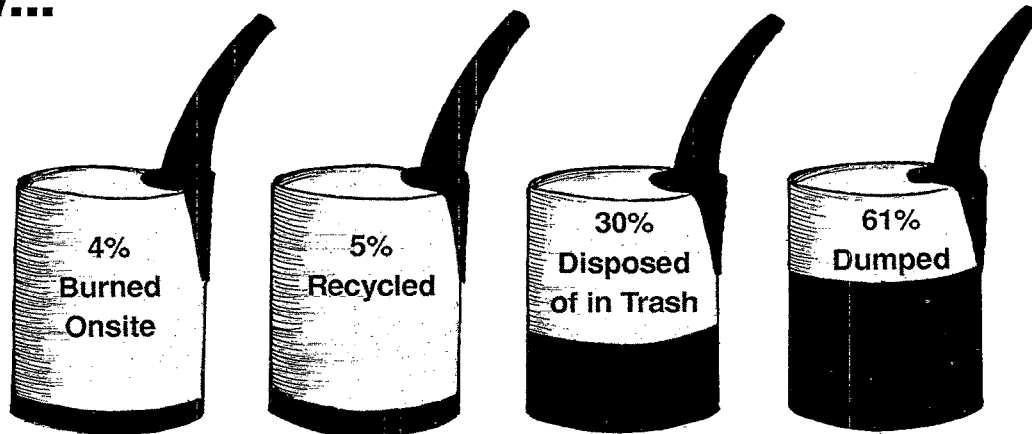
Native American Network: A RCRA Information Exchange

A newsletter written especially for Native American tribes is being distributed by EPA's Office of Solid Waste through tribal government offices, colleges, and other institutions (as well as state, regional, and federal agencies). The new publication, *Native American News*, focuses primarily on municipal solid waste issues, though information on hazardous waste management (and other environmental programs of concern to Native Americans) is also included.

EPA initiated the publication to establish an exchange of waste management information on tribal lands and to encourage a communications network among Native American tribes. See the *Hot Off the Hotline* box on p. 6 for ordering information. To be put on the newsletter's mailing list, write to: U.S. Environmental Protection Agency, Office of Solid Waste, Communications Services Branch (OS-305), 401 M Street SW., Washington, DC 20460, Attn: Native American News.

Did You Know...

Only 5 percent of the used oil generated by people who change their own automotive oil, called do-it-yourselfers (or DIYs), is taken to local gas stations, quick lubes, repair shops, or community collection centers for recycling. Most DIY used oil (61 percent) is dumped, while another 30 percent is disposed of in trash and the remaining 4 percent is burned on site. These practices can pollute the environment and waste a valuable, nonrenewable resource. Instead, DIY used oil should be properly collected and recycled.



**Used Oil Generated by Do-It-Yourselfers (DIYs)
Where Does It Go?**

Looking Back, Looking Ahead

(Continued from page 1)

During the past year, MISWD completed a draft update of the *Agenda for Action* and made final progress on the MSW landfill criteria. Also in 1990, MISWD:

- Co-funded an award-winning recycling advertising campaign conducted by the Environmental Defense Fund and the Ad Council that accessed over \$28 million worth of free media advertising, which generated over 90,000 inquiries from concerned citizens.
- Established SWITCH, a national clearinghouse for municipal solid waste management that contains over 7,000 documents and handles over 600 inquiries a month.
- Created the national Recycling Advisory Council (RAC), comprising senior corporate, government, and environmental leaders.
- Convened the Strategies for Source Reduction Committee, which developed a framework for identifying source reduction opportunities and will soon issue its final report.
- Sponsored a 3-day, international conference on MSW management.
- Published numerous documents, including the *Decision-Maker's Guide to Solid Waste Management*, a Report to Congress on plastics, and a guidebook for ensuring effective

public involvement in siting solid waste disposal facilities.

- Helped EPA issue an Administrative Order requiring that EPA grantees and contractors submit all reports on recycled paper. Over 98 percent of EPA's in-house documents are now printed on recycled paper.
- Helped EPA recycle 562 tons of high-grade office paper, 108 tons of mixed office paper, 82 tons of newspaper, 1 ton of aluminum cans, and 111 tons of color-sorted glass at EPA Headquarters.

In addition, nearly 200 General Services Administration procurement specifications were rewritten to comply with the Agency's recycled paper procurement guidelines.

It is clear that through the combined efforts of government, industry, public interest groups, and individuals, measurable progress has been made in meeting the challenges posed by municipal solid waste. Yet, all of our efforts need to be intensified to meet the challenges that lie ahead. As a nation, we continue to generate more and more municipal solid waste each year. Finding safe and effective ways to manage this waste will remain a formidable task. We must therefore build upon our past accomplishments.

In the year ahead, EPA will continue working cooperatively with all sectors of society to explore ways to better manage our nation's trash. And *Reusable News* will continue to serve as a forum for sharing the creative solutions we all are developing to solve the solid waste dilemma. ♻

The Greening of the Marketplace

EPA/OCA Initiate Product Labeling Program

(Continued from page 1)

The program will begin with definitions for the terms *recycled* and *recyclable*. EPA will provide technical expertise and OCA will coordinate consumer issues. The agencies will also consult with states and organizations that have been active in labeling efforts. The first draft guidelines are expected to be proposed next year.

The initial goal of the effort is to promote the responsible use of environmental claims, for both environmental and consumer benefit. Consistent definitions for frequently used terms in product labeling should help to harness consumer enthusiasm for the environment by enabling them to reliably identify more environmentally sound products and packages. ♻

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Communications Services Branch (OS-305)
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