

# WASTE WISE

## ANNUAL REPORT

*Building Community and Business Partnerships*

# 2007





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## An Evolving Program

WasteWise welcomed many new partners in 2007. As of December 2006, a total of 1,484 partners and endorsers have committed to increasing waste prevention and recycling efforts.

WasteWise program achievements are directly attributable to its program partners. Through WasteWise initiatives, partners have experienced benefits such as operational efficiencies and reduced costs while reducing their environmental footprints and conserving resources.

This year's WasteWise annual conference theme, "Building Community and Business Partnerships," demonstrates one of the program's primary focus areas.



As it completes its 13th year, WasteWise's current efforts emphasize on fostering structured partnerships with community and business entities in an effort to reduce municipal waste. A community-business partnership may manifest itself in a variety of ways. It might;

- sponsor and/or cooperatively manage a recycling effort with local parks or at community events;
- institute a take-back program with its local customers, providing recycled feedstock for its processes;
- launch a multi-media campaign in its city or region that promotes various waste reduction and recycling projects (e.g., through newspaper, radio or television advertisements);
- evaluate resources and waste impacts along the business supply chain that overlaps with the city's solid waste management program, and implement initiatives that reduce, reuse or recycle materials within these systems (e.g., composting organic wastes at local farms; working together to establish or expand recycling programs and material exchanges in which the city, businesses and citizens all benefit);
- offer competitions, recognition and rewards for innovative waste reduction achievements in the city/state; and/or
- provide assistance to schools, environmental groups or other public entities in the community to prevent waste and increase recycling.



Community-business partnerships benefit all involved. Communities are able to fund much-needed conservation and waste reduction efforts through the help of the local business; businesses have the opportunity to enhance their local corporate social responsibility efforts; and residents benefit by reducing their community's carbon footprint and possibly their waste disposal costs. Community-business partnerships also have the opportunity to impact residential waste on a large scale. In support of this partnership-building, WasteWise aims to provide technical and educational assistance to current and future partners that are planning waste reduction initiatives.

## Creating a WasteWise Community

WasteWise Communities is a WasteWise program focus, designed to encourage partnerships between businesses and local governments in an effort to explore opportunities to work together to increase recycling behavior and reduce waste at the municipal level. WasteWise Communities is a cooperative effort among businesses, organizations and individuals. These are a few steps local governments can undertake to develop their community into a WasteWise Community:

### 1. Bring key community players to the table.

The first step to become a WasteWise Community is to identify key players in a residential community that will join in the efforts to recycle and prevent waste. Key members may include the local

government decision makers, state government, business and community organizations (e.g., civic groups dedicated to improving the local environment and non-profit organizations).

### 2. Schedule a strategic planning session.

Once the key players are identified and have agreed to participate in community waste reduction efforts, a strategic plan can be developed. During this stage, waste reduction programs such as establishing recycling centers or increasing curbside or at-home recycling efforts may be discussed. This session is a good time to discuss goals and expectations that each entity has set as a WasteWise Communities partner.

### 3. Gain further community, government and/or business buy-in.

Finding additional support from businesses, state government and branches of local government that are not yet participating will enlarge the scope and strengthen the integrated waste reduction plan.

Approaching potential endorsers, such as state governments, can lead to added technical and educational assistance that promotes your program's waste reduction messages. Key players may also want to approach businesses that would be interested in supporting the development of WasteWise Communities by providing funding for operational and educational costs.



**4. Turn the waste reduction plan into action.**

Implement the local waste reduction plan by applying infrastructure details and creating public awareness.

Specific responsibilities may be distributed among the players and endorsers at this time to create order and ensure successful results.

For example, if a WasteWise Community implements a new or improved recycling program, businesses can begin to set an example for the community by recycling within their business facility. Businesses can

also donate materials (e.g., recycling containers or printed educational materials), promote waste reduction messages throughout the community, and display outreach materials.

When creating a public awareness campaign, partners can utilize WasteWise tools, such as the Waste Reduction Model (WARM) or Pay-As-You-Throw (PAYT), to gather ideas and quantify measurements for educating and informing residents about their local waste reduction plan and their contribution to its overall success.

**WasteWise provides support to partners through the Helpline.**

*“The Helpline is great for networking opportunities with other WasteWise partners. They inform me of what other partners are doing, so I can model our waste reduction efforts after them.”*

Ed Abrams, U.S. Postal Service-Alabama District

*“I use the Helpline to get educational materials, such as information packets, to provide to other federal facilities and businesses in New Mexico so that they can learn more about the benefits of becoming a WasteWise partner.”*

Margie Marley, Sandia National Laboratories



## Welcome to Our New Partners!

EPA is pleased to introduce 86 new partners and endorsers that have joined the program and submitted their baseline data between January 2006 and August 2007. WasteWise looks forward to working together as each partner begins planning and accomplishing short- and long-term goals.

AERC Recycling Solutions

Anco Products, Inc.

Arnold & Porter, LLP

Atlantic County Utilities Authority, Pleasantville, NJ

AVC Corp.

Buzz Off Insect Shield, LLC

Caterpillar, Inc. - U.S. Operations Division - East Peoria, IL

CCDA Waters, LLC

City of Newport News Department of Public Works, VA

City of West Hollywood, CA

Construction Specialties, Inc.

Danmer, Inc.

Downtown Diversion, Inc.

EMCO Chemical Distributors, Inc.

Environmental Protection Division -

Tradeport Campus, Atlanta, GA

Four Seasons Resort, Inc. Jackson Hole, WY

Furman University, Greenville, SC

Garlington, Lohn, and Robinson, PLLP

Grand Targhee Resort, Inc. Alta, WY

Green Delaware Recycling, LLC

Holmes Community College, Goodman, MS

Human Arc

Hyperlast North America, Ltd.

IKEA Wholesale, Inc.

JELDWEN Environmental, Inc.

Kennady Company, Inc.

KnockOut Illiteracy - BlackBoard MultiMedia, Inc.

Kohl's Illinois, Inc.

Lake Oroville Marina, Paradise, CA

Law Office of Lara Pearson, Ltd.

Lindsay, Hart, Neil, & Weigler, LLP

Los Angeles Fiber Comp.

Lundbeck Research U.S.A., Inc.

Luscious Verde Cards, Inc.

Mannington Mills, Inc.

Memory Experts International, Inc.

Multnomah County, OR

Museum of Science, Boston, MA

Nebraska Army National Guard

Nevada Division of Environmental Protection

Newport Partners, Inc.



Portland International Airport  
Quantum Leap Innovations, Inc.  
Richland College, Dallas, TX  
Rowan University, Glassboro, NJ  
Save Our Planet  
Subaru Research and Development, Inc.  
Summit Plaza, Inc.  
Tacoma-Pierce County Health Department, Tacoma, WA  
TAP Pharmaceutical Products, Inc.  
TechSMARTZ, LLC  
Tetra Tech, Inc. ISG  
The Alpine House Inn and Spa, Jackson Hole, WY  
The Concord Group  
The Home Depot U.S.A., Inc.  
Total Clean Up, Inc.  
Trane, Inc.  
University of West Florida  
Unidine Corp.  
U.S. Foodservice, Inc.  
Veterans Affairs Sierra Nevada Health Care System  
Vintage Crossing Senior Apartments, Canoga Park, CA  
Washington and Lee University  
Webcor Builders, Inc.  
Williams Bank Installations of Florida, Inc.

**United States Postal Service Facilities**

Albany, GA, Auxiliary Garage  
Amarillo, TX  
Augusta, GA, Vehicle Maintenance Facility  
Columbus, GA, Vehicle Maintenance Facility  
El Paso, TX  
Greater South Carolina District  
Houston, TX  
Lubbock, TX, Vehicle Maintenance Facility  
Macon, GA, Vehicle Maintenance Facility  
Manasota, FL, Processing and Distribution Center  
Memphis, TN, Vehicle Maintenance Facility  
Pinellas Park, FL  
Seattle, WA, Bulk Mail Center  
St. Petersburg, FL  
Waycross, GA, Auxiliary  
Wichita Falls, TX, Vehicle Maintenance Facility  
Capital District  
Fort Lauderdale, FL, Processing and Distribution Center  
Fort Myers, FL, Vehicle Maintenance Facility  
Page Field Station  
Savannah, GA, Vehicle Maintenance Facility

For a full list of new members, visit our Web site at  
<http://wastewise.tms.icfi.com/wisearch/search.asp>





## Airports and Communities Working Together

### Air Industry

#### Portland International Airport

In cooperation with EPA, several West Coast airports and airlines are working together to enhance in-flight recycling capabilities. EPA and seven West Coast airports with successful recycling programs (Seattle-Tacoma, Portland, San Francisco, Oakland, San Diego, Los Angeles and Salt Lake City) are developing strategies to recycle waste from airplanes when they arrive in airports.

WasteWise partners, Portland International Airport (PDX) and Portland State University (PSU) have formed a successful partnership to tackle technical issues concerning waste reduction and they have joined forces in their educational outreach efforts to reduce solid waste within PDX. This alliance was formed in 2002 to enhance recycling and waste-prevention promotion, work toward waste reduction goals, and provide PSU students with the opportunity to build on their academic work by addressing urban resource conservation issues. Graduate students and faculty members of PSU's Community Environmental Services teamed with PDX to compile data on PDX's waste generation, to identify opportunities for waste reduction and recycling in an airport's unique and challenging business environment.

Since the launch of the partnership, the program has expanded recycling capabilities at PDX, increased educational outreach to PDX facilities' tenants about the benefits of recycling, established consumer food waste and partner food waste prevention programs, administered a plan to reduce incoming waste from airplanes, and produced numerous educational materials regarding waste reduction. Presently, 25 food and beverage tenants take part in this waste reduction effort and five local businesses contribute in the Partner Food Waste Diversion Program.

As a result of these efforts, PDX recycles 800 tons of waste per year (including 150 tons of food waste). The airport has been recognized in the Natural Resources Defense Council's report, *Trash Landings: How Airlines and Airports Can Clean Up Their Recycling Programs* (2007), for achieving one of the highest recycling rates among the U.S. airports.





## Hall of Fame

EPA congratulates the 2007 WasteWise award winners! EPA is proud to recognize the 2007 Hall of Fame inductees, **Verizon Communications Inc.** and **Pitney Bowes Inc.** These organizations join previous Hall of Fame inductees, including Constellation Energy/BGE; Guardian Automotive—Ligonier Plant; Anheuser-Busch Companies, Inc.; Eastman Kodak Company; General Motors; King County, WA; Public Service Enterprise Group; South Carolina Department of Health and Environmental Control; U.S. Postal Service, Northeast Area; and Virco Manufacturing Corporation.

These Hall of Fame winners have demonstrated outstanding waste reduction and prevention achievements and have won multiple WasteWise awards.

### Verizon Communications Inc.

As one of the nation's leading communications companies, Verizon Communications Inc. (including Verizon Business, Verizon Telecom and Verizon Wireless) continually strives to reach its waste prevention, recycling and procurement program goals to reduce its environmental footprint. Verizon has won nine WasteWise awards since it became a charter partner in 1994.

With the support of its environmental operations, Verizon has implemented several non-hazardous waste prevention, recycling and green purchasing efforts, such as the Verizon Wireless HopeLine (HopeLine), which was started in 2001.

In 2006, Verizon Wireless collected, refurbished and resold a total of 660,000 used cell phones. Selling the refurbished phones enabled HopeLine to donate \$1.3 million to nearly 300 local domestic violence prevention and awareness organizations in 2006.

Verizon also developed its Investment Recovery organization to identify material that can no longer be used for its intended purpose, and encourages its customers to reduce the use of paper by providing an online bill service. Due to these successful programs, Verizon has earned over \$10,000,000 in waste prevention and over \$21,000,000 in total recycling revenue. The communications company has also avoided approximately \$16,000,000 in purchasing costs due to its waste prevention efforts.



## Pitney Bowes Inc.

As the world's leading provider of mailstream solutions, Pitney Bowes Inc. (Pitney Bowes) has always demonstrated growth and advancement in their waste reduction efforts. Pitney Bowes began their WasteWise partnership in 1996 and has previously won eight WasteWise awards.

As a WasteWise partner, Pitney Bowes has consistently followed through with a variety of waste prevention and recycling programs. Their efforts include the reuse and salvaging of a variety of materials harvested from their product returns program such as, Tyvek envelopes, white paper, toner cartridges, plastics and other office materials. As a result of these programs, Pitney Bowes reused and recycled 5,700 tons of materials and demonstrated a 75 percent rate of recycling in 2006.

Pitney Bowes has also expanded its waste reduction efforts to include a "green building" component. While renovating its Stamford, Connecticut, World Headquarters facility in 2006, 171 tons of separated materials were diverted from trash and landfills and sent for recycling or direct reuse. Additionally, Pitney Bowes chose carpet and furniture made from recovered materials to complete their "green" renovation.

As a result of these waste reduction initiatives, Pitney Bowes has reported approximately 2,000 tons of waste reduction in the 2006. As a seasoned WasteWise partner, the corporation has demonstrated true corporate social responsibility through its commitment to reducing their environmental footprint.



## Partners of the Year

The Partner of the Year and Endorser of the Year Awards recognize the organization in each category with the best overall waste reduction achievements for the year.

### Endorser of the Year

#### ARAMARK Higher Education

As a world leader in providing professional services to more than 600 colleges and universities, ARAMARK Higher Education (ARAMARK) supports programs that focus on environmental stewardship, such as the Recyclemania competition. This year, ARAMARK raised awareness and involvement among campus communities by creating and distributing marketing materials, such as university Web site announcements and promotional flyers, throughout each participating campus. As a result of this marketing strategy, more than 55 colleges and universities joined Recyclemania in 2007 and recycled a total of 4,375 tons of waste.

### Partner of the Year

#### College/University: Rutgers University

A WasteWise partner since 1997, Rutgers University (Camden, New Brunswick, Newark and Piscataway locations) serves as a leader in the areas of recycling, reuse and waste management. As part of their food organics recycling plan, the University's Dining Services placed Somat pulping/dewatering machines in their dining halls. With the help of these machines, Rutgers University recovered 3,422 tons of food waste and avoided \$758,929 in landfill costs. The university also took the initiative to replace vehicles with B20 bio-diesel-fueled vehicles. As a result of this replacement, they won MTV's "Break the Addiction" challenge to reduce dependence on fossil fuels.





### Federal Government: **U.S. Postal Service- Alabama District**

For the past ten years, the Alabama District of the U.S. Postal Service has engaged 100 percent of its 710 postal facilities in their “Discarded Lobby Mail” recycling program. As a part of this voluntary program, postmasters and managers are trained in recycling practices and how to promote recycling in their community. As a result of this training and implementation, the Alabama District has recycled over 5,624 tons of mail and materials, resulting in a disposal cost avoidance of approximately \$5,000,000 in 2006.

### Large Business: **Raytheon Co.**

Since joining WasteWise in 2002, Raytheon Co. (Raytheon) Integrated Defense Systems (New England locations) has continued the success and growth of its Resource Management programs, which aim to reduce the volume of solid waste through a combination of waste prevention and recycling. In particular, Raytheon has focused on reducing the business’ use of organic materials by collaborating with its dining services to promote the use of reusable dining ware, trays, beverage containers and other items in all of the dining facilities. As a result of this new waste prevention initiative, the company has eliminated five tons of disposable dinner ware and maintained a recycling rate of 66 percent. These efforts have resulted in over \$473,000 in avoided disposal and purchasing costs.

### Local Government: **Kitsap County, WA**

Since joining the WasteWise program in 1999, Kitsap County, WA, has achieved exemplary results from its waste reduction programs. In addition to its many recycling initiatives, the local government’s “Take a Bite Out of Spam” program targets junk mail and helps employees identify and direct unwanted mail and faxes to a common junk mail bin. Once the junk mail and faxes are in the bin, an administrator sends a postcard to the sender requesting to opt out of receiving the mail. As a result of this program, 2,500 pieces of incoming junk mail and 1,000 faxes were identified by the receiver as “unwanted.” Waste prevention and recycling strategies such as this contributed to a \$455,688 savings for Kitsap County in 2006.

### Midsize Business: **Guardian Automotive Trim, Inc.- Evansville Plant**

A WasteWise partner since 2003, Guardian Automotive Trim, Inc. (Guardian Automotive Trim) has developed an excellent record of waste reduction results. In 2006, Guardian Automotive Trim’s Evansville, IN, plant reduced 510 tons of municipal solid waste. This reduction was due to the plant’s color-coded recycling system, which prevented unnecessary disposal. In addition to these achievements, Guardian refined their wastewater treatment process and eliminated the use of approximately 233 tons of wastewater treatment chemicals, chrome and plastic grind, saving the plant over \$208,000 in replacement costs.





### School District: **Los Angeles Unified School District**

Since joining WasteWise in 1999, the Los Angeles Unified School District (LAUSD) has developed a comprehensive waste prevention and recycling program for nearly 1 million students and 80,000 employees. Recently, LAUSD adopted a new waste and recycling goal—to reduce the amount of waste they dispose of in landfills by 70 percent by 2020. In order to achieve this goal, LAUSD is working with the City of Los Angeles to provide 60-gallon blue recycling containers for each of the schools at no cost to the district. To date, LAUSD has diverted approximately 50 percent of their waste from going into landfills.

### Small Business: **MulvannyG2 Architecture Corp.**

A WasteWise partner since 2002, MulvannyG2 Architecture (Bellevue, WA) is a small business that serves as a role model to implement waste prevention and recycling initiatives in the workplace. In 2006, MulvannyG2's Green Team made it easier to recycle at work by placing 30 blue recycling bins around the office. They also educate the staff with themed office-wide presentations and maintain the Green Board, a bulletin board dedicated to sustainability, in the main employee break area. Through these activities, MulvannyG2 has eliminated over 10 tons of waste in 2006, proving that small businesses can make a big impact.

### State Government: **Tennessee Department of Environment & Conservation, Office of Environmental Assistance**

The Tennessee Department of Environment and Conservation promotes many recycling programs throughout state office buildings. Thanks to its efforts, the department, a partner since 1998, sees increased waste reduction numbers every year. In particular, the department was able to reach its goal of increasing the amount of mixed office paper it recycles by 10 percent over last year by involving 132 office buildings. This resulted in 620 tons of paper being recycled and an avoided landfill cost of \$18,627.

### Very Large Business: **Limited Brands, Inc.**

As a large specialty retailer and a WasteWise partner for four years, Limited Brands, Inc. (Limited Brands) is committed to being a more responsible member of the global community and integrates the protection and conservation of global resources into its daily business practices. In 2006, Limited Brands created and expanded partnerships with local and national non-profit organizations and donated more than seven tons of materials that would have otherwise been discarded in a landfill. The company also increased the use of recycled content paper in its catalogues, direct marketing materials and annual report. In addition to the environmental benefits, these waste reduction efforts saved the company \$1.7 million.



## Gold Achievement Awards

WasteWise recognizes partners with the greatest achievements in the following focus areas.

### Climate Change: **Genzyme Corp.- Massachusetts**

Since joining the WasteWise program in 2001, Genzyme-Massachusetts has shown it understands the important impact waste management can have on reducing greenhouse gas emissions. All 16 facilities located in Massachusetts participate in a recycling program. During 2006, the program diverted approximately 660 tons of recyclable material from disposal, achieving a recycling rate of 41 percent. Ninety-eight percent of the trash that was not recycled was managed at a Waste to Energy incinerator rather than landfilled. Genzyme's Massachusetts locations raise awareness of global climate change and promote their waste reduction efforts at both large and small events around the state.

### Community Involvement: **Washtenaw County, MI "Waste Knot Program"**

Washtenaw County, MI, in partnership with the University of Michigan Intern Program, is celebrating the 10th anniversary of its very successful Waste Knot Program—a county-wide solid waste and recycling program. The primary mission of the Waste Knot Program is to provide community-wide recognition and organization-based technical assistance and education to businesses, schools, governmental agencies and non-profit organizations that demonstrate leadership in waste reduction and recycling. Washtenaw County creates local

awareness and educates the public about how to start recycling programs at local events such as environmental fairs and awards programs. The Waste Knot Program has grown by 50 percent over the last few years, and some partners have saved over \$120,000 a year by implementing waste reduction strategies.

### Employee Education: **Guardian Automotive Trim, Inc.- Evansville, Indiana Plant**

By applying creativity to conventional activities, Guardian Automotive Trim's Evansville, IN plant has excelled at educating their employees about the plant's waste reduction goals and encouraging them to participate in waste reduction initiatives. In celebration of Earth Day, the manufacturing plant organized a company picnic complete with environmentally focused family activities such as planting flowers. In August 2006, the Evansville plant's newsletter, mailed to all employees, included four pages of information about recycling. The Evansville plant also organized a casino-themed environmental training program, covering topics from environmental policy to pollution prevention. The company's waste prevention, recycling and product substitution efforts are a regular part of management staff meetings.



### Green Buildings: **UT-Battelle, LLC- Oak Ridge, TN National Laboratory**

UT-Battelle, through the Oak Ridge, Tennessee National Laboratory (ORNL), is committed to providing leadership in many areas, including the environment. Its most recently built facility was completed and awarded LEED Gold Level certification in December 2006, giving the laboratory six LEED-designated buildings. These facilities feature many sustainable and energy-saving measures, such as water-saving low-flow faucets, high-efficiency lighting, reflective roofing and a well-insulated, airtight building envelope. The building size, shape, architecture, exterior finish and landscaping designs also blend with the surrounding community. A WasteWise partner since 2000, UT-Battelle promotes pollution prevention awareness through a variety of avenues including the ORNL Pollution Prevention homepage, articles in internal and external publications and outreach activities within the lab.

### Green Purchasing: **Sandia National Laboratories**

A WasteWise partner for 10 years, Sandia National Laboratories, NM (SNL/NM), aggressively pursues higher levels of success in green purchasing. SNL/NM's Affirmative Procurement program has excelled in creating a demand for recycled-content products. In 2006, Affirmative Procurement's personnel collaborated with their paper vendor and the manufacturing mill to leverage the creation of a new, 100 percent post-consumer, recycled-content line of copy paper. After accepting SNL/NM's request, the recycled-content line of copy paper

became so popular that it now accounts for 33 percent of all of the copy paper sold by the vendor. As a result of SNL/NM's initiative and collaboration, they created a win-win situation for their organization, their vendor and the environment.

### Industrial Material Recycling: **Subaru of Indiana Automotive, Inc.**

As a WasteWise partner since 2004, Subaru of Indiana Automotive (SIA) realizes the potential environmental impact of their manufacturing process and works very hard to reduce it. SIA continually searches to find green companies with innovative concepts to ensure beneficial uses or recycling outlets for materials. SIA's parent company, Fuji Heavy Industries, introduced a new word and concept to SIA associates: "kaizen," which means continuous improvement. SIA applies this goal of continuous improvement to its reuse and recycling projects. In 2006, SIA prevented 3,250 tons of packaging materials from being disposed of through re-use activities and recycled over 13,000 tons of materials. In fact, SIA recycled 99.6 percent of its production waste.

### New Partner: **Damascus Elementary School**

In its first year as a WasteWise partner, Damascus Elementary School in Salem, OH, has already made outstanding progress in waste reduction practices. As early as February 2006, Damascus Elementary School began making two-sided copies and reusing paper for scratch pads, educational projects and homework sheets. The school also





recycles cardboard, newsprint, magazines, phone books, beverage cans, household batteries, inkjet cartridges, plastic food and beverage containers and steel food containers. To help with food waste reduction, students and teachers have constructed vermi-compost bins containing worms to feed on their scraps. In all, the school's waste prevention and recycling activities have reduced the waste they generate by 12 tons.

### Organic Material Reduction: **The Presidio Trust**

The Presidio Trust is a federal government organization whose mission is to preserve natural areas, wildlife, native habitats, historical structures and designed landscapes within the Presidio park area located in San Francisco, CA. As a WasteWise partner since 2000, the Presidio Trust has created an innovative organic materials reduction program to recycle the park's landscaping wastes, including the mounted park police's horse manure and grass clippings from the golf course. These wastes are composted and used as a key element in the park's ecological regeneration programs. As a result of this waste reduction effort, the Presidio Trust has diverted more than half of the park's total waste.

### Plastic Reduction: **FedEx Kinko's**

Since it began its relationship with WasteWise in 1997, FedEx Kinko's, an operating company of FedEx Corp., has been a leader in decreasing its environmental footprint through plastics reduction. As a large retailer in printing and copying services, FedEx Kinko's implemented a

successful plastics reduction program called Recyc-All. This resourceful program streamlined the recycling process for the company's retail locations, ensuring more stores would ship back their used plastic supplies and equipment containers. Some materials are returned to manufacturers for reuse, and aftermarket uses are found for the remaining plastic materials. Over 90 percent of the FedEx Kinko's centers in the United States and Canada participated in the program, resulting in nearly 292 tons of plastic containers returned by the stores between March 2006 and February 2007.

### Product Stewardship: **Steelcase, Inc.**

Steelcase, Inc. (Grand Rapids, Kentwood, and other Michigan locations) has been a WasteWise partner since 1996 and serves as a model for taking corporate responsibility for its environmental footprint. One way that Steelcase, a global leader in the office furniture industry, shows its commitment is through the Steelcase Sustainability Equation: Materials Chemistry + Life Cycle Assessment + Recycle Reuse. Materials Chemistry drives understanding of the make-up of Steelcase products; Life Cycle Assessment measures the environmental impact of the products. When a product reaches its final phase, Steelcase connects consumers with resources for recycling or reuse. Steelcase has also established a partnership with the University of Michigan's Center for Sustainable Systems to help the company understand the total environmental impact of its products' lifecycle and continue its waste reduction efforts.



**Packaging Reduction: Herman Miller, Inc.**

As a charter WasteWise partner since 1994, Herman Miller, Inc. (West Michigan, Wisconsin, and Georgia locations) has a history of incorporating environmental practices into its business operations. Throughout this program, the company seeks to reduce its environmental footprint by sending zero pounds of waste to landfills in 2020, and is looking for opportunities to reduce customer transport packaging. To help achieve this ambitious goal, Herman Miller minimizes manufacturing waste and maximizes reuse of packaging materials. During 2006, Herman Miller eliminated 125 tons of packaging through an alternative packaging program with seating products.

**Paper Reduction: The Walt Disney Company**

A long-time partner since 1994, The Walt Disney Company (TWDC) has experienced tremendous success in paper reduction, resulting in an annual savings of \$10.7 million in avoided purchasing, printing and distribution costs. In 2006, their Consumer Products Sales Division transitioned the entire print catalog to an online shopping experience for Disney guests. This initiative has resulted in many positive environmental and financial impacts, such as the elimination of 1.8 billion sheets of paper. TWDC's paper reduction efforts avoided approximately 9,094 tons of waste, contributing to an overall waste diversion of 50,000 tons in 2006.

**Honorable Mention**

Community Involvement: **Bronson Health Group**

Employee Education: **City of Clifton, NJ**

College/University: **Eastern Illinois University**

Midsize Business: **NEC Electronics America, Inc.  
Roseville**

Climate Change: **Sandia National Laboratories**

Employee Education: **FedEx Kinko's**

Large Business: **Canon U.S.A., Inc.**

Federal Government: **U.S. Postal Service- Southwest  
Area- Dallas District**

Other: Statistical Collection & Revenue:  
**NJ Natural Gas Company & N.J. Resources Corp.**





# Contact WasteWise

WasteWise Helpline:

**(800) EPA-WISE (372-9473)**

Web site:

**[www.epa.gov/wastewise](http://www.epa.gov/wastewise)**

Mailing address:

**WasteWise**

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**Agency (5306P)**

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**Washington, DC 20460**

