



REUSABLE NEWS



EPA Designates 12 New Recycled- Content Products

On November 13, 1997, as part of the America Recycles Day celebration, EPA published a final rule designating an additional 12 recycled-content products in the second Comprehensive Procurement Guideline (CPG II). Now that CPG II has been issued, federal, state, and local government agencies and government contractors that purchase CPG-designated items are required to buy these products with recycled content. Preference for recycled-content products harnesses the government's buying power and stimulates markets for a wide variety of recovered materials. This will help increase the amount of materials diverted from disposal as MSW and allow recycling to expand further.

The first CPG was issued in May 1995 and designated 19 new products in 7 product categories. It also incorporated five previously designated items. CPG II brings the total number of designated products to 36. EPA's research shows that these

newly designated items, like those already designated, are of high quality, widely available, and cost-competitive



EPA Deputy Administrator Fred Hansen announces CPG II on America Recycles Day.

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The Benefits of Recycling

The concept is simple: recycling turns materials that would otherwise become waste into valuable resources. The collection of used bottles, cans, and newspapers for recycling, however, is just the first in a chain of events that generates a host of financial, environmental, and social returns that are realized on both a local and global scale. This wide mix of benefits constitutes recycling's value.



On the financial side, recycling offers a cost-effective method for managing municipal solid waste (MSW). In some cases, communities can even save money by implementing recycling programs. Madison, Wisconsin, for example, tripled its recycling rate while also decreasing the net annual cost of solid waste services per household. The city's recycling efforts reduced the number of garbage routes needed and helped hold landfill tipping fees in check.

But recycling is more than just a way to manage solid waste. It also provides the raw materials many manufacturers need to stay in business and remain competitive. The paper industry, for example, is just one sector of the U.S. economy that depends on recovered materials. The use of recovered paper at domestic mills, for instance, is growing more than twice as fast



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Over the past few years, as the public has embraced recycling and new collection opportunities have arisen, the costs of recycling have received some attention in the mainstream press. Attempting to fully and fairly assess the costs and benefits of recycling and other waste management options is not easy. Assessments vary due to specific approaches chosen, materials and locations involved, and over time. Nevertheless, EPA and other public agencies have adopted preferences for waste prevention and recycling over disposal options. These preferences are based on the environmental, economic, and other benefits of these approaches, which typically outweigh the attendant costs. This article aims to respond to the recent focus solely on recycling costs by reframing the debate to give full attention to recycling's many benefits.



The Benefits of Recycling

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as the use of virgin wood fiber. The U.S. paper industry will spend more than \$10 billion in the next decade on new or expanded recycled paper mills.

Because recovered materials play such a vital role in manufacturing, they are valuable commodities that represent an essential component of today's marketplace. In fact, the 56 million tons of materials recovered in the United States in 1995 through recycling (including composting) had a total market value of more than \$3.6 billion. Recyclables are even traded as commodities on the Chicago Board of Trade Recyclables Exchange.

Finally, recycling contributes significantly to job creation and economic development. A 1995 recycling employment study for

the state of North Carolina, for instance, documented that recycling industries support more than 8,800 jobs in the state, most of which are in the private sector. In addition, a study of 10 northeastern states found that processing and remanufacturing recovered materials in the region added more than \$7.2 billion to the value of the materials.

In addition to providing economic benefits, recycling offers many environmental benefits. By reducing our reliance on virgin materials, recycling reduces pollution, saves energy, mitigates global climate change, and reduces pressures on biodiversity. When products are made using recovered rather than virgin materials, less energy is used during manufacturing, and consequently fewer pollutants are emitted. In saving energy and reducing air and water pollu-

tion, recycling also reduces emissions of the greenhouse gases that contribute to global climate change.

Some communities are starting to see the full range of recycling's benefits and factor them into their solid waste management decisions. The town of Brook in Alberta, Canada, for example, used a ranking system to look at the environmental, health, and societal impacts, in addition to the monetary costs, of expanding its recycling program. In the end, the total benefits reaped by the recycling program resulted in its expansion.

For more information on the benefits of recycling, see *Puzzled About Recycling's Value? Look Beyond the Bin*, a new EPA publication (EPA530-K-98-008) available from the RCRA Hotline at 800 424-9346. 🗑️

EPA Designates 12 New Recycled-Content Products

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with virgin products. Some procuring agencies already have successfully purchased these items with recovered content. EPA also has issued guidance—the Recovered Materials Advisory Notice (RMAN II)—that recommends levels of recycled content for designated items and procedures to assist procuring agencies in purchasing them. Procurement of the EPA-designated items will help to create markets for such recovered materials as plastics, wood, tire rubber, steel, and paint recovered in household hazardous waste programs.

Copies of the final notices of CPG II (62 FR 60962) and RMAN II (62 FR 60976), as well as background documents containing supporting research, are available at no cost from the RCRA Docket. Call 703 603-9230 or e-mail the docket at <rcra-docket@epamail.epa.gov>. For more information about the CPG or RMAN, call Terry Grist or Dana Arnold at EPA at 703 308-7257 or 703 308-7279, respectively. 🗑️

In CPG II, EPA designated the following products made from recycled materials: shower and rest room dividers/partitions, reprocessed and consolidated latex paint, parking stops, channelizers, delineators, flexible delineators, plastic fencing, garden and soaker hoses, lawn and garden edging, printer ribbons, plastic envelopes, and pallets.

EPA Sets New National Recycling and Waste Prevention Goals

EPA has set its sights on a new national recycling goal. The goal is aimed at diverting at least 35 percent of the MSW stream through recycling and composting by 2005. It is 8 percentage points higher than the 27 percent recycling rate reported in *Charac-*

For more information about the goal, contact Truett DeGeare of EPA at 703 308-8300. A copy of the Agency's strategic plan can be viewed online at <www.epa.gov/ocfocpage/plantoc.htm>.

terization of Municipal Solid Waste in the United States: 1996 Update. The recycling goal is a part of the Agency's *Strategic Plan for 1999*. The strategic plan also challenges communities, businesses, and individuals to prevent waste through source reduction

measures like backyard composting and grasscycling. EPA set a second goal to hold the nation's per capita waste generation rate at its 1995 level of 4.3 pounds per day through the year 2005, reversing decades of growth in waste generation.

Progress toward meeting the recycling and waste generation goals will be monitored through the Agency's annual MSW characterization report. EPA is not prescribing the goals for any particular state or locality. Instead, the Agency believes that the 35 percent goal will spur across-the-board increases in recycling of MSW, particularly commercial waste, and that the per capita generation goal will spur continued attention to waste prevention. 🗑️

New Net Connections From EPA

The online resources from EPA's Office of Solid Waste grow even larger with the addition of the following three new web sites this spring:

<www.epa.gov/tribalmsw/> If you are involved or interested in integrated solid waste management on Native American lands, the new



Municipal Solid Waste Management in Indian Country web site is for you. With information on funding, resource guides,

laws and regulations, educational materials, and successful tribal programs, the site promotes an exchange of knowledge and ideas. It also provides tribal solid waste news and a schedule of upcoming conferences and training.


<www.epa.gov/jtr> The new Jobs Through Recycling (JTR) web site highlights economic development programs and activities around the country. It offers funding information for businesses, states, and private, nonprofit agencies; profiles of states with JTR grants; and market development strategies.



<www.epa.gov/payt> For tips from communities nationwide, research studies, or general facts about a solid waste program that reduces waste and increases recycling, consult Pay-As-You-Throw (PAYT) Online.



This revised site

offers a comprehensive view of PAYT communities through several informative maps including surveys of container types, sizes of programs, and number of programs per state. Solid waste officials also offer answers to the most frequently asked questions about PAYT and provide testimonials of their program's strategies. 


Recycling Measurement Method Used Successfully in Pennsylvania

The Commonwealth of Pennsylvania recently credited the EPA document *Measuring Recycling: A Guide for State and Local Governments* with helping the state's counties quickly and easily standardize their recycling rates. As a result, Pennsylvania counties can now accurately evaluate the success of their recycling programs and share effective strategies and information. EPA's measurement method also helped the state calculate its 1996 recycling rate of 26 percent.

Counties in Pennsylvania calculated a standard recycling rate by using the translator component of the guidance document. This component relies on common, consistently applied definitions for recycling and MSW. If states or localities count materials in their recycling rates that are outside the standard definition of MSW, such as food processing, agricultural, and construction and demolition wastes, the translator worksheet guides them through a process to subtract these items from their waste generation and recycling numbers. Conversely, when a jurisdiction's definition of recycling is more narrow than EPA's definition (e.g., Pennsylvania), these states and localities can use the translator worksheet to calculate a recycling rate that takes into account any excluded materials.

Carl Hursh, chief of the Recycling and Markets Section of Pennsylvania's Department of Environmental Protection, indicated that prior to using the EPA method, Pennsylvania counties considered only select materials when calculating their recycling rate. These materials included bottles, cans, office paper, newsprint, corrugated containers, plastics, yard debris, and automotive batteries. By using the EPA method, Pennsylvania was able to recognize the efforts of its county recycling coordinators and citizens to recycle more than those materials. "We're interested in maintaining a level playing field for our own county governments, and a standard measurement methodology is essential," says Hursh.

Pennsylvania and other state and local governments across the country have begun using the EPA method to compare recycling rates. A uniform measurement method allows for easier communication about recycling progress. By using a common yardstick, recycling programs can be compared on a level playing field, thus allowing recycling successes to be implemented by others.

For more information about Pennsylvania's recycling rate calculations, contact Carl Hursh at 717 787-7382. To order a copy of *Measuring Recycling: A Guide for State and Local Governments*, contact the RCRA Hotline at 800 424-9346 and ask for document number EPA530-R-97-011. 



EPA Regional Roundup

EPA's regional offices are implementing a variety of waste management, waste prevention, and recycling initiatives. Here's a roundup of some of the latest goings-on.

Region 9 - AS, AZ, CA, GU, HI, NV

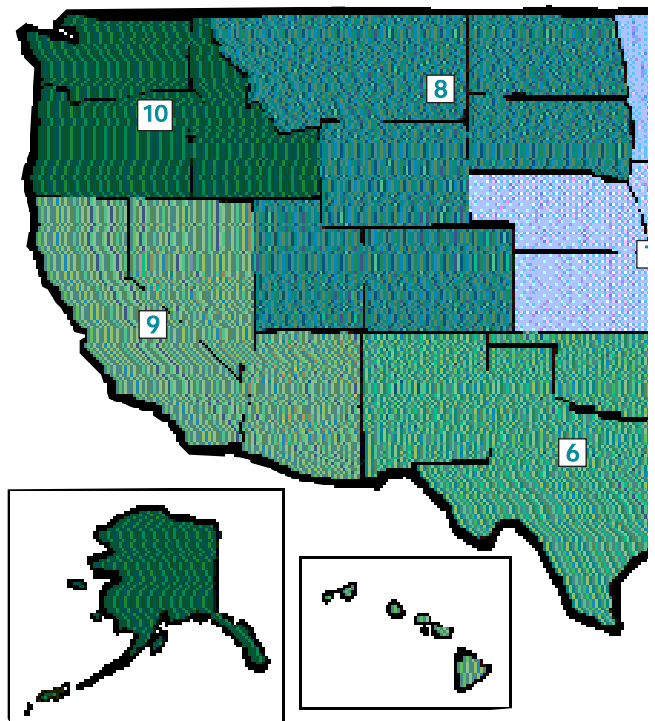
Since 1993, a Southern California nonprofit organization, LA SHARES, has provided approximately 4,000 nonprofit organizations and schools with more than \$19 million worth of donated equipment and supplies. Funded in part by Region 9, LA SHARES has developed an effective materials reuse program providing a variety of products to nonprofits throughout Los Angeles County. Donated products include chairs, mattresses, beds, lamps, computers, and desks. By donating these and other products, LA SHARES has diverted more than 6,000 tons of materials from the MSW stream. For more information, contact Moira DeRosa of Region 9 at 415 744-2109.

Region 8 - CO, MT, ND, SD, UT, WY

The Colorado Department of Transportation (CDOT) has designed and built a 300-foot highway sound barrier and splash guards using post-consumer automobile tires. The panels are constructed with a fiberglass exterior and have a center core comprised of granulated or shredded postconsumer tires; 180 scrap tires were used in total. Located near the Summit County ski areas, the demonstration project was completed in November 1997. Although the project was funded by Region 8, CDOT is seeking additional funding from other sources to lengthen the barrier. For details, contact Whitney Trulove-Cranor of Region 8 at 303 312-6099.

Region 10 - AK, ID, OR, WA

Shift Gears is an ongoing re-refined motor oil campaign. The primary mission of this Region 10 program is to increase consumer awareness of re-refined oil and its availability in the oil change market. Consumers receive re-refined oil free of charge and pay only the associated disposal and service fees. During 1997, over 11,000 gallons of re-refined oil were donated by 76 Lubricants Company (formerly Unocal) and the Safety-Kleen Corporation. Other program partners included over 120 quick oil change shops, service stations, and auto service shops. For more information, visit <www.metrokc.gov/market>.



Region 7 - IA, KS, MO, NE

A Region 7 grant to the Midwest Assistance Program (MAP) is funding the development of a series of focus groups with private waste haulers to identify and strategize ways to overcome possible barriers to implementing PAYT or unit-based pricing programs. The effects of PAYT pricing by private trash haulers operating in a competitive market have not been fully explored. For details, contact Cindy Kidd of MAP at 316 662-7858.

Region 1 - CT, ME, MA, NH, RI, VT

In New England, a \$112,000 Region 1 grant to the Center for Ecological Technology is funding the development of an economically and environmentally sustainable system for composting commercial food scraps and farm wastes. Compost made from these materials is either returned to local farms or sold. Currently, 30 farmers, 10 supermarkets, and 3 commercial haulers participate, with an average diversion rate of 50 tons of material per week. By 1999, the diversion rate is expected to climb to 170 tons per week. This market-based program targets Berkshire and Hampshire counties in Massachusetts. For further details, contact Joe DeCola of Region 1 at 617 565-3276.

Region 2 - NY, NJ, PR, VI

With Fresh Kills Landfill slated to close in less than 4 years, Region 2 has committed to help New York City initiate activities to reduce the volume of waste generated. One such waste prevention initiative was its recent sponsorship of a Materials Exchange Roundtable. The roundtable was designed to establish a networking forum among various materials exchange programs. These programs help businesses and individuals sell, trade, or donate usable goods instead of discarding them. Roundtable attendees discussed primary liability, confidentiality, and regulatory issues; shared information on tracking and evaluating program results; and established appropriate time frames for results. For details, contact John Filippelli of Region 2 at 212 637-4125.

Region 3 - DE, DC, MD, PA, VA, WV

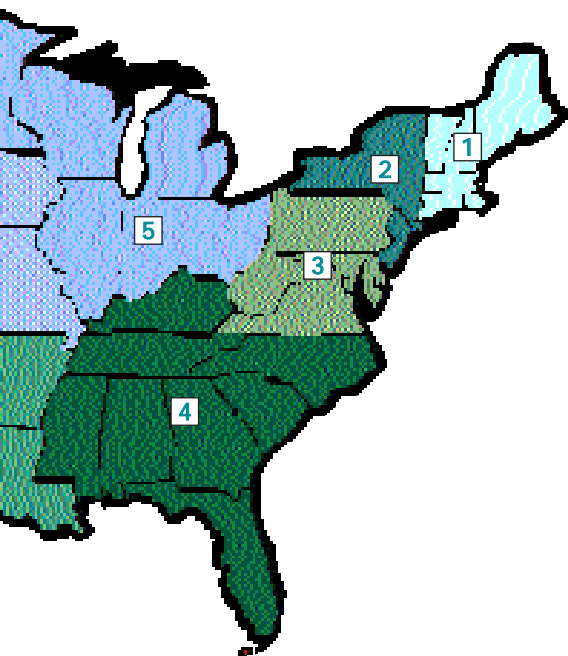
Under a \$10,000 grant, the Region 3 state recycling and economic development staffs developed a study focusing on computer and television recycling in the region. The study was launched amid concerns in these states over rapid technological development in the computer and television industries. Study work includes conducting surveys, visiting existing recovery facilities, and assessing the need for regional electronics recycling. For more information, contact Andy Uricheck of Region 3 at 215 566-3375.

Region 4 - AL, FL, GA, KY, MS, NC, SC, TN

Upon critically examining its own procurement practices, EPA Region 4 management and staff teamed up to green their purchasing practices by launching an aggressive buy-recycled program. The primary intent of the program is to eliminate obstacles to and increase knowledge of recycled-content products. A Region 4 Buy-Recycled Workgroup was established to obtain a baseline of recycled product purchases, develop procurement tracking and monitoring systems for these products, and modify purchasing practices as needed. For details, contact Todd Smiley of Region 4 at 404 562-8478.

Region 5 - IL, IN, MI, MN, OH, WI

Having identified illegal dumping as a top environmental concern by residents involved in community-based projects, Region 5 initiated the Illegal Dumping Assessment Project. The project is designed to better characterize the problem, define local authorities and programs, and determine if collaborative efforts among regulatory agencies and community groups can work to find solutions. A tool kit, entitled *Illegal Dumping Prevention Guide* (EPA905-B-97-001), has been developed for communities where illegal dumping activities persist. For details, contact Paul Ruesch of Region 5 by phone at 312 886-7598 or by e-mail at <ruesch.paul@epamail.epa.gov>.



RESOURCES

Fact Sheet Series Discusses Innovative Uses for Compost

Most people are familiar with the use of compost in gardening and landscaping, but many don't realize compost can bioremediate soil contaminated with waste explosives and petroleum products. Compost also can effectively manage stormwater runoff, remove volatile organic compounds, prevent crop diseases, and restore wildlife habitats and wetlands. Compost can even be used as a cost-effective option for the management of poultry mortalities.

EPA has developed a series of five fact sheets about these innovative uses of compost: *Innovative Uses of Compost: Reforestation, Wetlands Restoration, and Habitat Revitalization* (EPA530-F-97-046); *Innovative Uses of Compost: Erosion Control, Turf Remediation, and Landscaping* (EPA530-F-97-043); *Innovative Uses of Compost: Disease Control for Plants and Animals* (EPA530-F-97-044); *Innovative Uses of Compost: Composting Soils Contaminated by Explosives* (EPA530-F-97-045); and *Innovative Uses of Compost: Bioremediation and Pollution Prevention* (EPA530-F-97-042). Contact the RCRA Hotline at 800 424-9346 to order any of these informative new publications.

Recycling Rechargeable Batteries

Whether in laptop computers, cellular phones, or power tools, rechargeable batteries are a part of many Americans' daily lives. Recycling these batteries not only gives new life to discarded products—it helps prevent the release of hazardous constituents into the environment.

To facilitate the recycling of certain kinds of rechargeable batteries, President Clinton signed into law the Mercury-Containing and Rechargeable Battery Management Act. A new EPA brochure explains this law, which affects two types

of rechargeable batteries: nickel-cadmium (Ni-Cd) and some small sealed lead-acid (SSLA) batteries. The law requires these batteries to be easily removable from consumer products and bear a recycling symbol. EPA's brochure also describes why proper disposal or recycling is necessary for Ni-Cd and SSLA batteries.



To receive a copy of the brochure, entitled *Implementation of the Mercury-Containing and Rechargeable Battery Management Act*, contact the RCRA Hotline at 800 424-9346 and ask for document number EPA530-K-97-009. The brochure also can be viewed online at www.epa.gov/epaoswer/osw/non-hw.htm#battery.

Product Responsibility and Pollution Prevention

In 1993, Ford Motor Company implemented a take-back and recycling program for used bumpers. The company collected the bumpers from all over the country and recycled them into new automobile parts. Since enacting the program, Ford has reduced environmental costs and liabilities and raw materials costs as well.


Ford's recycling program is just one of the case studies featured in a new report prepared by the University of Tennessee's Center for Clean Products and Clean Technologies and supported by EPA's Office of Solid Waste. The report, *Extended Product Responsibility: A New Principle for Product-Oriented Pollution Prevention*, presents numerous real-life examples of the principle of extended product responsibility (EPR). EPR is based on the idea that each participant in a product's life cycle is responsible for reducing the pollution associated with the product.

To obtain a copy of the report, contact the RCRA Hotline at 800 424-9346 and ask for publication number EPA530-R-97-009.

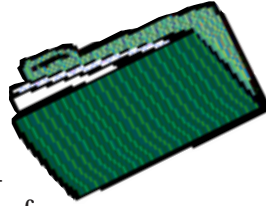
Donating Medical Supplies: Saving Money, Saving Lives

Did you know that millions of dollars worth of medical supplies are thrown away each year in the United States? That's because U.S. law prohibits opened packages from being used domestically, even if the contents of the packages haven't been handled. (Many hospitals open more packages than they need in preparation for emergency room operations.) Those unused medical supplies can be donated, however, to relief organizations that will send them to those in need around the world.

Relief organizations, such as AmeriCares, Carelift International, RACORSE, and Northeast Medical, pick up supplies from donating hospitals and distribute them worldwide. Medical supplies and equipment that are accepted for donation include everything from syringes, gloves, sponges, gowns, gauze, and IV tubing to kidney dialysis machines, operating room tables, wheelchairs, and X-ray units.

In 1994, for example, the employees of WasteWiSe partner Thomas Jefferson University and Hospital in Philadelphia, Pennsylvania, decided to donate medical supplies because they were disturbed by the quantities thrown out every week. They contacted Carelift International, which collected the items and sent them to needy hospitals in Russia, Africa, and the Far East. In the past 3 years, Thomas Jefferson University and Hospital has donated roughly \$500,000 worth of equipment and supplies. According to Bill Wardle, assistant vice president for materials management, the greatest benefit of the program has been giving new life to supplies that would otherwise be unusable. "By donating these supplies, we make them usable again, and someone benefits from our donation," he notes. 

EPA Eases Grant Application Process



EPA's Municipal and Industrial Solid Waste Division made available its first consolidated notice of solid waste grant funding on October 31, 1997. The *Guidance on 1998 Solid Waste Funding* was written in response to previous applicants' suggestions to streamline the process, which involved a separate solicitation for each grant program. The three national grant programs include Pay-As-You-Throw, Jobs Through Recycling, and Global Climate Change.

"We believe that by consolidating the solicitation process, customers can better assess which grants best match their programs, thus preventing customers from filling out lengthy proposals for inappropriate grants," remarked Cynthia Greene of EPA's Region 1 Solid Waste and Global Climate Change Team.

The consolidated guidance outlines basic details for each grant program including purpose, eligibility, award ranges, required grantee matching share, key dates, and goals. It encourages potential applicants to call an EPA regional office to discuss project ideas before submitting any written proposals. In addition to grant program details, the guidance summarizes the entire grant application process.

To obtain a copy of the *Guidance on 1998 Solid Waste Funding* or to inquire about specific grants, call your regional EPA contact. ☎

Live Via Satellite: Hidden Opportunities for Businesses

In June 1998, EPA's WasteWi\$e program will present a program on cost savings through waste prevention for businesses. Businesses, as well as state and local governments and organizations with business members, can learn how businesses of different types and sizes have improved their bottom line by implementing a range of waste prevention activities.

During the national satellite forum, panelists will guide viewers through waste prevention strategies in operational areas such as the front office, purchasing, and shipping and receiving. WasteWi\$e partners and a waste prevention expert will reveal the hidden opportunities for businesses to prevent waste, streamline processes, and save money in the operational areas. Some of the opportunities are as simple as switching to double-sided copying, while others involve more sophisticated alterations to products and services such as switching from paper to electronic billing or purchasing. Case studies will show how other businesses have implemented successful programs. Viewers will have the opportunity to pose their questions during the call-in portion of the program.

EPA encourages any business or trade association to register as a downlink site for the free, 2-hour program. Some site coordinators are inviting successful local businesses to their events in order to showcase examples of winning waste prevention strategies. For more information on attending the event or hosting your own downlink site, please call the WasteWi\$e Helpline at 800 EPA-WISE (372-9473). ☎



WasteWi\$e Strengthens Partner Networks

WasteWi\$e continues to foster information sharing among its partners through a series of regional network meetings.

Charter partner Baltimore Gas and Electric Company graciously agreed to host the Baltimore Area Partner Network Meeting on December 8, 1997. Partners from Maryland; Washington, DC; Delaware; and Northern Virginia came together to exchange resources and share ideas on waste reduction. A network discussion was held to learn how partners are saving money by improving their waste reduction programs. Public Service Electric & Gas (PSE&G) hosted a similar gathering, the Tri-State Area Partner Network Meeting, in Newark, New Jersey, in October 1997. There, government and business partners from Con-

necticut, New York, and New Jersey discussed the collection of recyclables and toured PSE&G's materials recovery facility.

In March 1998, WasteWi\$e partners from EPA Region 3 and southern New Jersey, along with prospective partners in these areas, will be invited to attend the Philadelphia WasteWi\$e Forum. WasteWi\$e and the Philadelphia Commercial Recycling Council will sponsor the event, which will include a breakout session called the Philadelphia Partner Network. Prospective partners will be invited to attend the main event and a presentation about the benefits of the WasteWi\$e program, highlighting current partners' waste reduction achievements.

For more information, call the WasteWi\$e Helpline at 800 EPA-WISE (372-9473). ☎

Financial Opportunities Knock at Upcoming Recycling Investment Forums

This spring, recycling businesses seeking potential investors will meet at three EPA-sponsored recycling investment forums across the United States.

First held in 1995, EPA's forums are designed to pair recycling entrepreneurs with interested investors. These forums allow new and expanding recycling companies looking for an infusion of capital to present potential investors with their business plans and financial information. The forums provide a key audience of investors that would be difficult for businesses to contact by working alone.


The three forums scheduled for 1998 are:

- The third annual **Southeastern Recycling Investment Forum**, hosted by the South Carolina Recycling Market Development Advisory Council (RMDAC), will be held February 23 in Columbia, South Carolina. According to the South Carolina RMDAC, recent growth in sales and operations within many companies was a result of the investment and economic development contacts and business training that these forums have provided.
- The first annual **Midwest Recycling Investment Forum** will take place in Omaha, Nebraska, on March 23. "This forum will offer an important opportunity for representatives of the recycling industry to gain a better appreciation for the needs and priorities of the investment community," said Patrick Langan of the Nebraska Department of Economic Development.

- The third annual **Northeast Recycling Investment Forum**, hosted by the Northeast Recycling Council and the Philadelphia Private Investors Group, will be held in May in Philadelphia, Pennsylvania. "The 1996 Northeast Recycling Forum was a terrific, 1-day event that provided me with a number of investment leads," said Robert Josephson, a corporate investor with Reebok Corporation.

All three of these forums are being funded by EPA's Jobs Through Recycling program. EPA also is funding the National Recycling Coalition's National Recycling Financing Initiative to help produce some of the background material to be used at these events.

For more information about the upcoming recycling investment forums, call Southeast Recycling Investment Forum: Ted Campbell, 803 737-0477; Midwest Recycling Investment Forum: Pat Langan, 402 471-3766; or Northeast Recycling Council: Mary Ann Remolador, 802 254-3636.

For more information on EPA's efforts with the National Recycling Coalition to increase investment in recycling businesses, contact Ken Sandler of EPA at 703 308-7255 or Edgar Miller of the National Recycling Coalition at 703 683-9025, Ext. 208. 



This issue of **Reusable News** also is available on the Internet. To access this and other EPA publications through the World Wide Web, type:
<www.epa.gov/epaoswer/non-hw/recycle/reuse.htm>.



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