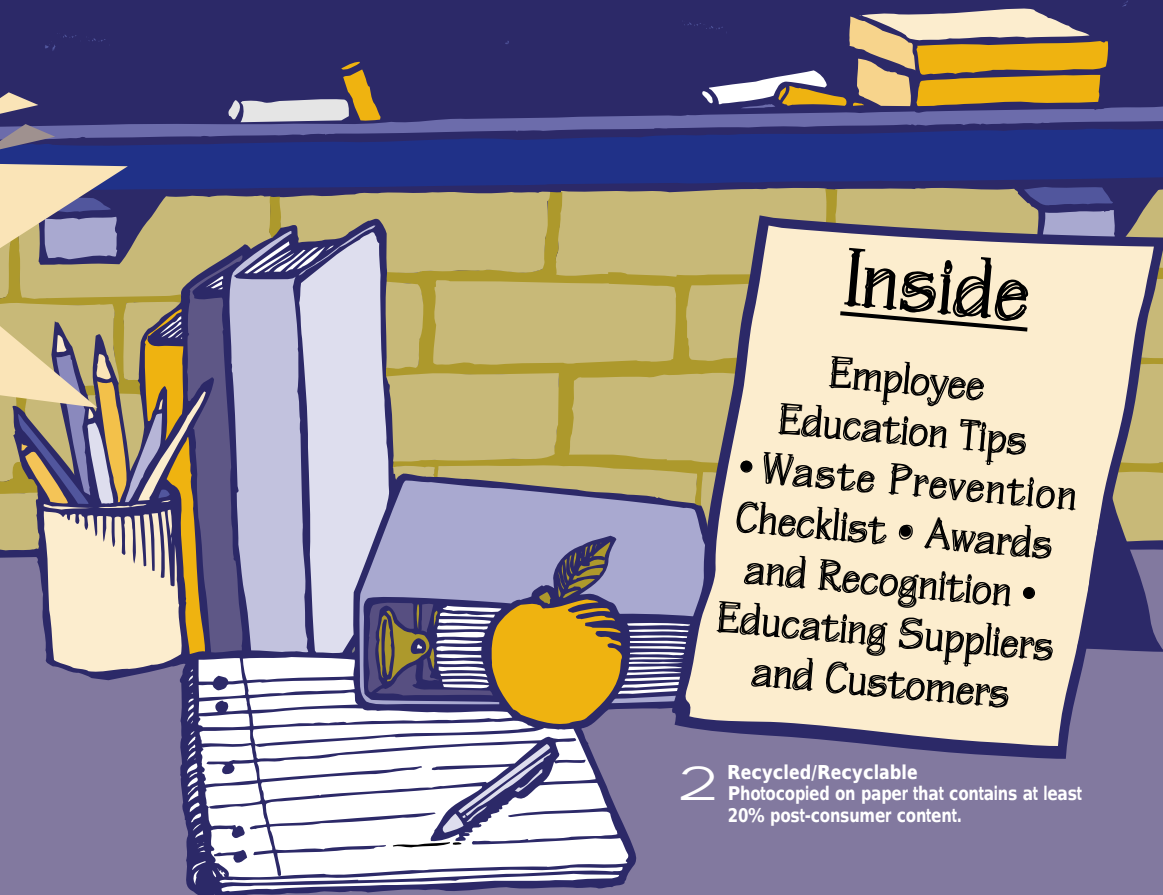


1 EPA

WasteWi\$e Update

Employee
Education

WASTE
WI\$E



Inside

Employee
Education Tips
• Waste Prevention
Checklist • Awards
and Recognition •
Educating Suppliers
and Customers

The ABC's of Employee Education

This issue of *WasteWi\$e Update* focuses on a key element of all successful waste reduction programs: employee education. Employees not only understand your operating processes, they often are in the best position to see how resources could be used more efficiently. When provided an opportunity to express ideas, employees often have excellent suggestions on how to prevent waste. For example, when WasteWi\$e partner AT&T Paradyne solicited employee waste reduction suggestions at Earth Day celebrations last year, the company learned that many unused supplies were thrown away. In response, AT&T Paradyne established a convenient place for employees to bring unused supplies for reuse. This suggestion not only reduces waste, it also saves the company money—more than \$16,000 in the first six months. The experience of many WasteWi\$e partners demonstrates that an educated and motivated workforce is a company's best resource for building a successful waste reduction effort. While the details are specific to each company, effective employee education programs share the following elements:

- **Demonstrate management commitment.** Once senior management makes waste reduction a high priority, staff will too. By articulating your strategy through a formal environmental policy or mission statement, employees will understand that environmental concerns are a company priority.



- **Hold a kickoff event or other special event.** Let employees know how important they are to your waste reduction efforts by holding a special kickoff event. The event can be held on any occasion (a special luncheon, meeting, or as part of Earth Day celebrations). WasteWi\$e charter partner Anheuser-Busch (page 3) holds a “green week” one week before Earth Day each year where employees can learn how to prevent waste on organized facility tours, participate in contests, or attend demonstrations on composting and other topics.
- **Train everyone!** Just as you train employees on new equipment or software, train them on waste reduction. WasteWi\$e charter partner EG&G (page 6) achieves impressive successes by training employees on company waste reduction goals and encouraging employees to brainstorm ideas on improving efficiency.
- **Provide incentives and reward participation.** Generate enthusiasm by recognizing achievements and/or distributing promotional items with the company name and environmental logo. Employees of WasteWi\$e partner NEC Electronics (page 4) received frisbees, reusable mugs, and seeds at last year's Earth Day celebration.
- **Compete for recognition from your state, trade association, or other organizations.** WasteWi\$e partners can attest that winning independent awards and recognition for waste reduction efforts can boost morale and participation. For a list of WasteWi\$e partners that have recently won environmental awards, see page 9.
- **Make learning fun!** The key to learning is making the education process fun. By creating a video on waste reduction activities and holding a paper reduction contest among employees, WasteWi\$e partner United Technologies Corporation (page 7) hopes to dramatically cut its paper use and increase the use of recycled products.
- **Spread the word to customers and suppliers, as well.** Education doesn't end with your employees. Let your customers and suppliers know that waste reduction is important to you. WasteWi\$e partners including Larry's Markets, Tidyman's, and Stonyfield Farm Yogurt (pages 10-11) are doing just that.

WasteWi\$e hopes that this issue of the Update helps you start or refine a waste reduction education program for your employees, suppliers, and customers.

Teaching the Three R's at Anheuser-Busch

Making employees aware of environmental goals and objectives, demonstrating management support, and providing proper resources is paying off for WasteWi\$e charter partner Anheuser-Busch Companies, Incorporated. Since 1991, the company has reduced the amount of solid waste sent to landfills by 35 percent, half of this in 1994 alone. Besides conserving landfill space, these actions helped Anheuser-Busch avoid some \$6.7 million in disposal fees between 1991 and 1994. These results would not have been possible without employees' commitment to waste reduction.

The Three R's

A primary goal of Anheuser-Busch employee education program is communicating the importance of the Three R's: reducing, reusing, and recycling. Anheuser-Busch teaches employees that reducing waste at the source—rather than recycling it—provides the greatest environmental benefit. “We use recycling as an introductory lesson in waste reduction,” said Bert Share, manager of pollution prevention. “It's the best first step to getting employees to think about waste prevention.”

To raise employees' environmental awareness, Anheuser-Busch illustrates opportunities for both waste prevention and recycling. At several breweries, employee teams have actually poked through dumpsters to catalog what was being thrown out. They found large quantities of glass bottles and corrugated cardboard—both of which were included in the breweries' recycling programs. This finding galvanized the employee teams to remind their colleagues of the importance of recycling. Later examinations of dumpsters revealed that very few recyclables were being discarded.

With recycling integrated into daily operations, employee teams have turned increasing attention to waste prevention. They look for ways to lessen their facility's impact on the environment. Even simple items—easy to overlook—are explored for their waste reduction potential. For example, one brewery team examined employees' work gloves, which were thrown out when they became too soiled to use. The

team located a laundry service that would sort and clean the gloves and return them for reuse. Housekeeping staff placed bins throughout the facility to collect the soiled gloves and encouraged employees to participate in the program.

Communications Channels

“We make environmental awareness a part of normal communications channels whenever we can,” Share says. Employees know and trust these mechanisms, which include:

- **Newsletters**—Anheuser-Busch shares environmental information in its companywide newsletter, the *Eagle*. It is sent to all 42,000 employees, as well as retirees. In the past two years, every edition of the *Eagle* but one has contained articles on environmental actions within the company.
- **Electronic bulletin boards and e-mail**—Anheuser-Busch encourages employees to communicate their environmental ideas and concerns to local environmental quality teams via electronic bulletin boards and e-mail. Not only does this reduce paper use, but it allows for better and faster sharing of information.
- **Partners in Quality**—Partners in Quality (PIQ) is the vehicle through which Anheuser-Busch employees can suggest new ideas to save the company money, improve operations, or enhance customer satisfaction. Through this channel, employees can suggest environmental improvements such as reducing waste, conserving energy, reducing material use, and avoiding duplication. By integrating environmental considerations into an ongoing business program like PIQ, Anheuser-Busch communicates the message that preserving the environment is an important part of each employee's daily job.



“We make environmental awareness a part of normal communications channels whenever we can.”

Bert Share,
Manager of Pollution Prevention,
Anheuser-Busch, Inc.

A Special Place for the Environment

While Anheuser-Busch frequently uses normal communications channels to educate employees about the environment, it also uses special events to increase attention to environmental issues.

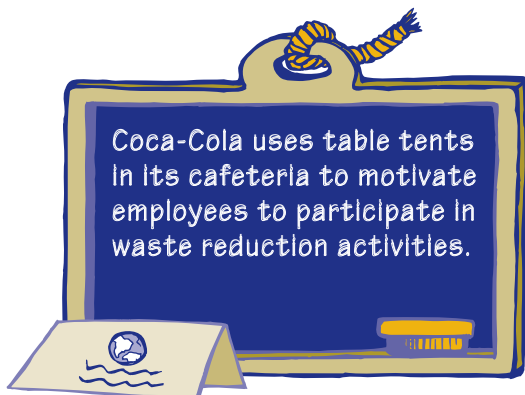
- **Green Week**—Held the week of Earth Day, Green Week features activities designed to raise environmental awareness among Anheuser-Busch employees. Events include facility tours contests, and demonstrations.
- **Video Screenings**—Anheuser-Busch unveiled a new video entitled “Pursuing Environmental Excellence” during Green Week 1995. The video explains the importance of the Three R’s and encourages employees to find creative new ways to reduce their environmental impact. To obtain a copy of the video, call the WasteWiSe Helpline at 800 EPA-WISE.
- **Companywide awards and recognition**—In 1995, Anheuser-Busch began recognizing employees for their environmental efforts by creating the Pledge and Promise Environmental Stewardship and Leadership Awards. More than 60 employee teams entered the award competition in the first year.

Employees found special events such as Green Week inspiring: “When I see an effort at the corporate level to make a difference, it inspires me as an employee, as a consumer, and as a citizen of the earth to make a positive impact on the future health of our planet,” says John B. Smith of Busch Gardens in Tampa, Florida.

Keys to Success

Anheuser-Busch believes that its success in waste reduction is due partly to early involvement of employees in planning the initiatives. “It is important to explain what environmental goals a company is trying to meet and why it is important to meet them. But most of all, you must explain how employees can help and *ask for that help*. Most employees are flattered to be asked,” suggests Share.

Regarding the relative benefits of involving employees in waste reduction efforts, Share says, “Considering the minimal costs and resources involved in employee education, the payback in benefits is huge.”



NEC Electronics Mixes Facts with Fun

Looking for a fun way to educate employees about the environment? You might consider the approach taken by NEC Electronics, a WasteWiSe charter partner in Roseville, California. To reward employees for their success in preventing waste, NEC organized an outdoor festival in conjunction with Earth Day 1995. At the celebration, employees received a variety of gifts, such as frisbees and commuter mugs imprinted with the NEC and WasteWiSe logos, as well as flower and herb seed packets that promoted California’s rideshare program.

NEC Electronics’ Earth Day was more than just a day of fun in the sun—employees learned about environmental issues as well as the results of their own waste prevention efforts. Representatives from local environmental agencies set up booths and gave presentations about how simple business waste reduction activities, such as materials reuse and recycling, can conserve huge amounts of resources and save money. One popular exhibit, a walk-through trailer featuring the “The History of Trash,” taught employees about the growing rate of solid waste generation. NEC employees also saw the results of their waste prevention efforts in action: the company donates its used wooden pallets to a birdhouse maker who displayed his works at the event. Employees also observed a model of a materials recovery facility (MRF) that has just been built in Roseville and had a chance to ask questions of the facility’s planner.

According to Lisa Cousineau, the environmental engineer at NEC who planned the event, the promotional gifts and festive setting made learning about waste reduction fun for NEC employees. Cousineau comments: “The celebration was a huge success, and employees were very grateful that the company took the time to organize it.”



Office Supply Depot volunteers of AT&T Paradyne sort through supplies dropped off by employees for reuse.

AT&T Paradyne Turns Employee Ideas into Actions

WasteWi\$e partner AT&T Paradyne welcomed employee waste reduction ideas during Earth Day '94 celebrations and reported back during this year's Earth Day events on how the company had transformed those ideas into action.

One suggestion to reuse surplus office supplies has dramatically changed the way the company handles its extra supplies.

AT&T Paradyne created the Office Supply Depot (OSD)—a convenient place for employees to exchange and reuse office supplies. One employee, who checks in at the depot about once every two weeks, raved that the OSD saves her time as well as money: "I can walk in, pick up what I need, and I'm done. I don't have to look in the supply catalog, find the items, write a request, have my manager sign it, send in the request, and wait." Through reminders in their monthly newsletter and the efforts of an active and accessible OSD team, AT&T Paradyne encourages all employees to check with the OSD before ordering new supplies.

The dedicated efforts of the OSD team, an eleven member sub-team of the company's all volunteer recycling team,

and the participation of all employees have paid off—AT&T Paradyne estimates savings of \$28,000 for the first year of the project.

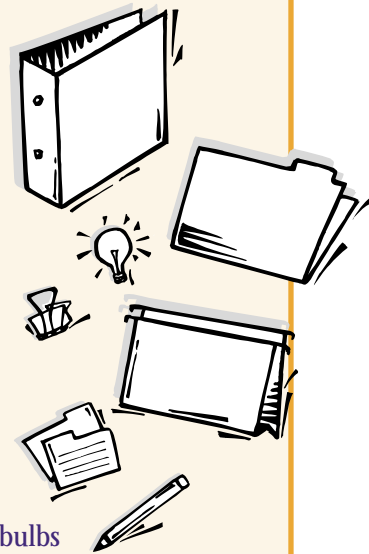
OSD also accepts notebooks that may be broken or unusable. The company located a vendor to collect binders for recycling, regardless of their condition.

One initially skeptical employee imagined the OSD would offer "dirty used pens, broken desk trays, pencil nubs, and dried out highlighters." After joining the OSD team and witnessing its success, he advises coworkers that "the many unopened boxes received in the OSD should remind us to buy only what we need." He adds that "the depot may have to close someday because of a lack of surplus supplies—but that would truly be our biggest success!"

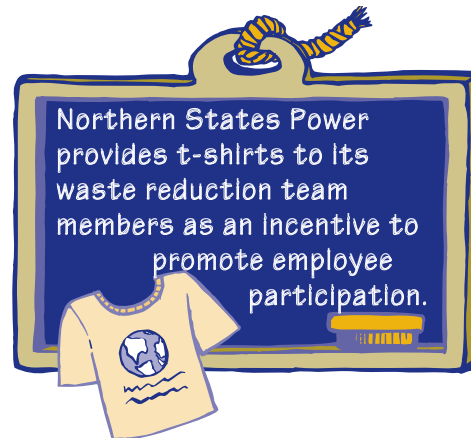
More information on the OSD and other waste reduction initiatives at AT&T Paradyne can be found in the company's Earth Day 1995 newsletter. A limited number of these newsletters are available by calling the WasteWi\$e helpline at 800 EPA-WISE.

In the first 10 months of the project, AT&T Paradyne employees had reused:

- More than 2,200 binders
- Nearly 9,500 hanging folders
- More than 13,000 file folders
- Nearly 1,000 Rolodex cards
- 560 pens and pencils
- 1,800 sets of dividers
- 1,000 binder clips
- Nearly 60 overhead projector bulbs



Northern States Power provides t-shirts to its waste reduction team members as an incentive to promote employee participation.



Seminars Make Waste Reduction Pay at EG&G

“Waste reduction succeeds when it is part of the everyday consciousness of all employees involved with operations.”

Bob Tome, Manager of Waste Management, EG&G

WasteWi\$e charter partner EG&G, Inc., headquartered in Wellesley, Massachusetts, supplies an array of high-technology products, scientific equipment and other products to manufacturers and end-users in industry and government. To keep employees aware and involved, employee education is now a central component of EG&G's Waste Reduction Pays (WARP) program.

In the early days of the WARP program, EG&G employed outside consultants to conduct waste audits and recommend waste reduction options. While the company was pleased with the consultants' work, it discovered that the recommendations were not being implemented. After investigating the situation, EG&G found that employees resisted implementing the consultants' waste reduction ideas because they required the employees to change their behavior *without seeking their input*.

EG&G began conducting waste reduction training to include employees in the decision-making process. “The only way waste reduction works is if the staff members identify the opportunities themselves,” Tome explains. “Employees need to experience ownership of waste reduction ideas.” EG&G routinely educates its 21,000 employees through two-day waste reduction workshops at the company's 45 domestic and 31 international facilities. Approximately 10 to 15 employees attend each seminar. “We encourage employees from all departments (purchasing, human resources, accounting) and all levels—line workers to custodians to managers—to attend the seminars,” says Tome, who personally conducts most of the seminars companywide.

Workshops Foster Teamwork

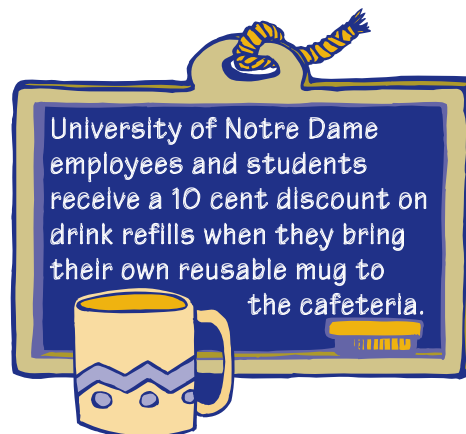
The goal of the workshops is to identify, through teamwork, specific waste reduction opportunities at a facility. The first day consists of lectures and provides employees with waste reduction tools. Topics include refining a waste reduction mission statement, identifying process problems, and conducting a waste assessment. The lectures also explain the criteria used by the company to assess waste reduction options: technical feasibility, ease of implementation, progress toward reduction goals, protection of human health and the environment, and cost/benefit analysis.

At the end of the first day, Tome breaks the group into smaller teams of 5 to 7 people. “I try to maximize the diversity of each team,” Tome reports. “For example, if there are two people from accounting, you can be sure that they will be on different teams.” Each team brainstorms ideas for how the facility can reduce waste. The teams then identify their top three ideas and further develop each of these ideas.

Teamwork Pays Off

One team discovered a waste reduction opportunity that saves its division nearly \$100,000 per year. By changing the purchase specifications for one size of a steel-alloy part used in manufacturing seals for refineries and petrochemical plants, the division was able to purchase an alternative material that did not require as much cutting and shaping to meet the buyers' needs. The team identified this opportunity through discussions between an engineer and a purchasing expert. Not only did the switch to the alternative part save money by reducing labor costs (by 33 percent), shipping costs, and maintenance costs (to clean up waste), it also reduced metal waste by 66 percent and conserved space previously used to house the parts.

To assess the usefulness of the workshops, EG&G distributes evaluation forms to each participant. Tome reviews each questionnaire and incorporates suggestions as appropriate. To date, most facilities have immediately implemented at least one of the ideas raised in the seminar. “We know the seminars are effective because the ideas are being implemented and saving the company time and money,” states Tome.



Recognizing Employee Contributions

EG&G supplements the WARP training program by recognizing and rewarding employees, both formally and informally, for their contributions to waste reduction. Through the WARP Recognition and Awards Program, EG&G formally recognizes facilities, teams, and individuals that have made outstanding contributions to reduce waste and attain corporate goals. The company finds that recognizing accomplishments stimulates innovation, promotes peer competition, and spurs participation in EG&G waste reduction efforts.

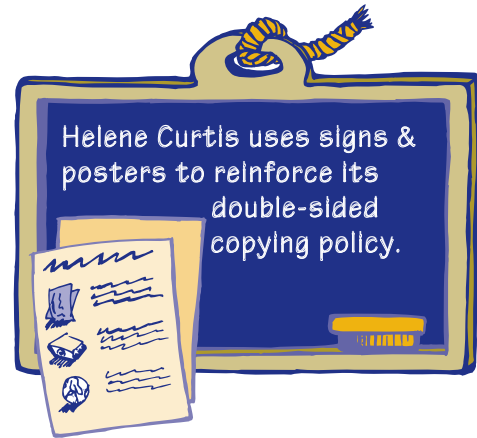
Awards are issued through a competitive process and nominations are judged by a panel of three impartial experts from industry groups and academia. Nominees must meet one or more of the following criteria:

- Eliminate or significantly reduce waste generation or pollutant releases.
- Improve energy efficiency or result in a more efficient use of materials and resources.
- Develop an environmental solution through innovative technology.
- Demonstrate savings by avoiding the need for costly pollution control equipment or by reducing operating and material expenses.

Throughout the year, EG&G managers informally recognize employee accomplishments through the following activities:

- Publicize employee waste reduction suggestions in the company newsletter or on bulletin boards.
- Announce the contribution of an individual or team at company meetings or luncheons and present certificates of appreciation, small monetary awards, or other tokens.
- Authorize individuals or teams to attend a conference as a reward.
- Incorporate waste reduction accomplishments into performance evaluations.

Tome emphasizes that “employee training and development must be followed up by recognition and reward,” whether formal or informal, to help build and maintain momentum for waste reduction efforts.



Reducing Waste at United Technologies

Letting employees know the results of their paper reduction efforts is just one of the ways United Technologies Corporation (UTC) educates employees about the importance of waste prevention. In the summer of 1995, the company's headquarters in Hartford, Connecticut, launched a comprehensive education campaign to encourage employees to eliminate office waste. The company stresses the environmental benefits of waste prevention and encourages employees to consider the effect their jobs have on the environment. Because paper accounts for the largest component of UTC's waste, the company focused its efforts on reducing paper use by encouraging employees to use double-sided copying, e-mail and voice mail, bulletin boards, and paperless faxes and business transactions. UTC is also increasing its use of recycled content paper.

As part of the educational campaign, UTC created a video, titled “Closing the Loop: Recycling in the Office.” The video is shown at staff meetings to encourage discussions about office recycling and waste prevention. One message of the film—that you are not truly recycling until you buy products made of recycled materials—describes how the company “closes the loop” in its recycling efforts.

The company also motivates employees to become more involved in waste prevention by instituting a “competition” between floors. Every month, the company tracks how many cartons of paper are brought to each floor and publicizes how much paper each floor used. Employees are able to see how the numbers compare to the month before, as well as how each floor ranks in respect to other floors. “We think showing people real numbers makes a strong impression,” explains Frederic Kaeser, UTC's environmental manager. “Awareness creates motivation.”

Waste Reduction Data Motivate NSP Employees

WasteWiSe charter partner Northern States Power Company (NSP) of Minneapolis, Minnesota, sends a consistent message to its staff: participation in conservation efforts results in cost savings and less waste. Through training sessions, newsletters, and posters, employees learned that in 1994 NSP saved \$783,000 in avoided costs and through the sale of recyclables. The training sessions also highlight that NSP reduced its waste by 1,250 tons—a 35-percent reduction over 1993 volumes. “Employees become motivated when they are presented with savings information supported by cost and weight data,” explains Jim Kolar, NSP’s administrator of material services for the company’s 29 facilities. “Using knowledge acquired from waste prevention measurements, employees can see results and room for improvement,” says Kolar.

Kolar measures waste prevention progress with the help of a computer program—Accounting Software for Pollution Prevention. For more information on ASAPP software, call the helpline at 800 EPA-WISE.

Malden Mills Educates Managers on Waste Prevention Value

Having trouble getting upper management to support your waste reduction ideas? Employees at Malden Mills, a new WasteWiSe partner in Lawrence, Massachusetts, found a solution to this problem. Malden employees formed a committee to educate their managers about the company’s solid waste—and to suggest ways to prevent waste.

After a period of rapid growth, employees of Malden Mills, a producer of apparel and home furnishing fabrics, realized that the solid waste program needed improvements. To address this issue, they formed a committee to study solid waste and to determine the value of loss associated with it. Headed by Walter Bickford, director of corporate environment, health, and safety, the committee reviewed each solid waste component and set goals for significant reductions and cost savings. The committee reported that between 1988 and 1994, solid waste generation at Malden Mills had increased disproportionately with the production increase.

The resulting value loss for 1994 was nearly \$20 million. That got management’s attention very quickly.

In its *Solid Waste Management Report*, the committee proposed an action plan for each area of the company and identified process and procedure changes, such as switching to a new seaming process that reduces fabric waste, that were easy for management to accept and adopt. Management has now begun to implement and track many of the report recommendations. Realizing that all employees are an excellent source of ideas about how to run the company more efficiently, management encourages everyone to suggest improvements. Malden is developing an awards program to recognize employee contributions, but Bickford says that employees are so intent on increasing efficiency and reducing waste that they really don’t need any additional motivation.

Central to Malden’s success is the concept of measurement. Prior to the committee’s report, no one had quantified and characterized solid waste generated by the company. By developing baseline figures, the solid waste committee laid the groundwork for future reduction efforts. Says Bickford, “If you have no baseline, you can’t motivate people to do better and you can’t compare your achievements to anything. What gets measured shapes and drives the organization.” In Malden’s case this was certainly true. By measuring the company’s solid waste, and presenting the results to management in clear dollar terms, Malden employees have brought on big changes in their organization. Now everyone sees that good environmental practices are equivalent to good business practices, and cost savings are proving it—in Fiscal Year ’95, waste prevention practices saved Malden Mills \$2 million.

Editor’s note: Malden Mills recently suffered significant damage in a fire. Malden is committed to rebuilding its business and incorporating the latest pollution prevention techniques in its operations.

Let Us Know How WasteWiSe Can Help You

To assist you in your employee education efforts, WasteWiSe would like to hear what your needs are. Please let us know if you would like us to develop any of the following materials for you to use in educating company employees. Fax this form to us at (703) 308-8686.

- Articles for your company newsletter
- Checklist of waste reduction activities for employees
- Quick facts on waste reduction
- Waste reduction fliers
- Paperless office campaigns
- Other. Please describe _____

Company Name _____

Contact Name _____

Phone _____

Fax _____

CONGRATULATIONS!

EPA applauds the following WasteWi\$e partners that have recently been recognized for their environmental achievements:



AlliedSignal, Inc.: Bridging the Gap, a nonprofit organization in Kansas City, Missouri, presented AlliedSignal, Inc., with its Environmental Excellence Award for the company's extensive waste prevention, recycling, and community outreach efforts.

Anheuser-Busch: Anheuser-Busch's Baldwinsville Brewery received the 1995 New York State Governor's Award for Pollution Prevention for implementing practices that go beyond New York State standards for environmental compliance to prevent or reduce pollution. In addition, Eagle Snacks and Busch Agricultural Resources, Inc., Robersonville, North Carolina, accepted the 1994-95 North Carolina Governor's Award for Excellence in Waste Reduction for its commitment to protecting North Carolina's environment and public health through innovative waste reduction practices.

AT&T: The U.S. Conference of Mayors National Office Paper Recycling Project presented AT&T with the Buying Recycled Award for demonstrating the best effort to purchase and use paper made from recycled fiber.

Baltimore Gas and Electric Company: The Maryland Recyclers Coalition presented BGE with its Outstanding Corporate Leadership Award for the company's extensive and varied recycling efforts throughout Central Maryland.

Coors Brewing Company: Coors Brewing Company received the Coalition of Northeastern Governor's (CONEG's) Corporate Commitment Award for its 30-year commitment to reducing, recycling, and reusing packaging.

Fleabusters: Fleabusters received the Environmental Excellence Award from Bridging The Gap, a nonprofit organization in Kansas City, Missouri, for its outstanding efforts to use and develop environmentally sensitive pest control methods.

Florida Power and Light Company: Florida Power and Light Company earned The Improved Recycling Rates Award, which is awarded by the U.S. Conference of Mayors National Office Paper Recycling Project, for establishing the recycling program with the greatest percentage increase in rates of paper recovery and recycled paper purchases from 1993 to 1994.

General Motors: General Motors won U.S. EPA's 1994 Stratospheric Ozone Protection Award in recognition of its exemplary efforts to protect the ozone layer by phasing out the company's use of chlorofluorocarbons (CFCs).

Kenneth J. Horvath, with General Motors Corporation's North American Operations, received CONEG's Individual Achievement Award for his leadership and commitment to reducing packaging at GM.

General Ribbon Corporation: The Business Technology Association presented its Advocate of the Environment Award to the General Ribbon Corporation in recognition of its in-house recycling accomplishments.

Green Hotels Association: Green Hotels Association won the Travel Council of the World's Environmental E Award for its concern and action in the area of environmentally responsible travel.

Herman Miller, Inc.: Herman Miller, Inc., received the U.S. Conference of Mayors National Office Paper Recycling Project's Environmental Responsibility Award for the company's efforts to develop environmentally sensitive products, provide recycling outreach to the community, and promote environmental issues to other businesses.

Research Mental Health Services: Bridging the Gap, a nonprofit organization in Kansas City, Missouri, presented Research Mental Health Services with its Environmental Excellence Award for the company's outstanding recycling and community outreach efforts.

Schlegel Corporation: Schlegel Corporation-Rochester Division received The Industry Award for Outstanding Commitment to Pollution Prevention Through Beneficial Reuse for its outstanding waste prevention and recycling efforts from the New York Water Environment Association.

Springs Industries, Inc.: Springs Industries was placed on the 1994 Honor Roll Award by the National Environmental Development Association (NEDA) for its highly effective solid waste reduction process and 33/50 achievements. In addition, Springs Industries was included on Renew America's Environmental Success Index, a national database of model environmental programs representing public-private partnerships that support the goal of a sustainable environment.

Texas Instruments: Texas Instruments earned the U.S. Conference of Mayors National Office Paper Recycling Project's Environmental Tracking Award for developing the recycling program that best tracks paper recovery and recycled paper purchases.

Walt Disney Company: The Walt Disney Company won the U.S. Conference of Mayors National Office Paper Recycling Project's Grand Challenge Award for exemplifying successful workplace recycling through strong efforts to buy recycled and to educate employees. The company also received the gold award from the Solid Waste Association of North America for its recycling and food diversion programs.

Western Resources: The Kansas Department of Health and Environment recognized Western Resources of Topeka, Kansas, for its cooperative efforts in pollution prevention.

Education Doesn't End with Employees

Not only can companies teach their employees about waste reduction, they can teach their suppliers and customers, too. Working with suppliers can increase the effectiveness of internal waste reduction efforts and save money because packaging used to transport materials from suppliers can be a large component of a company's waste. Waste reduction also enables suppliers to reduce their own costs and build stronger relationships with customers.

To encourage existing suppliers to support your waste reduction efforts, draft a letter explaining your waste reduction goals and formally request that your supplier work with you to achieve those goals. (See sample letter on right.)

A more informal approach would be to explain your company's waste reduction goals to your suppliers, and ask for input to see what waste reduction practices they think are feasible. (See Stonyfield article, below.)

A number of WasteWi\$e partners also seek to educate their customers about waste reduction. Grocery stores are a prime example. Just about everybody goes to the grocery store, and because of this day-to-day contact, grocers are realizing that they can play a vital role in teaching customers about waste reduction. (See articles, next page.)

Stonyfield Farm Yogurt Surveys Supplier Commitment

When Stonyfield Farm Yogurt, a yogurt manufacturer and WasteWi\$e partner, realized that it had little information about its suppliers' efforts to preserve the environment, the company developed a four-page survey to learn more about the environmental practices of its existing and potential suppliers.

The survey asks questions about the suppliers' waste prevention efforts, use of materials with recycled content in their products, efforts to reduce the use of toxic substances, membership

Sample Notice to Vendors and Suppliers

Dear Valued Supplier:

Our company and its suppliers enjoy a proud tradition of anticipating and responding to the challenge of evolving customer demands. Today, that challenge is even more complex due to increased competition, cost-cutting measures, and the emergence of a new force—environmental issues. We share the national concern for improvement of the environment and preservation of our natural resources. We are committed to reducing our company's impact on the environment and satisfying customer demand for environmentally sensitive products and packaging. This commitment will impact virtually everything we sell and service.

Recent surveys indicate that customers increasingly make buying decisions based upon environmental factors, and product packaging is a large component of our country's solid waste. Reducing, reusing, and recycling packaging and other materials can significantly cut purchasing, operating, and disposal costs.

Specifically, we ask you to be a partner with us to:

- Look for opportunities to reduce packaging volume and weight by reducing packaging materials used on the products you manufacture by at least 10 percent over the next two years.
- Investigate opportunities to utilize reusable shipping materials, including durable pallets and reusable plastic crates, totes, and corrugated boxes.
- Use increasing amounts of recycled materials in the packaging you use with specific minimum goals of 25 percent recycled content in corrugated containers by the end of next year and 20 percent recycled content in plastic containers by the end of the following year.
- Utilize the highest recycled content materials possible in other types of packaging, such as folding cartons and blister cards.
- Improve the recyclability of non-reusable shipping materials.

Please do not limit your efforts to these goals—be innovative! These goals should apply to all product packaging as well as any repair and replacement parts packaging you supply to us.

Thank you for your support.

Adapted from a letter

sent by a large retailer to its suppliers.

While this sample letter focuses on packaging, it could be adapted to meet your specific needs.

in environmental programs (like WasteWi\$e), and other issues affecting the environment. Stonyfield Farm Yogurt hopes the survey will communicate to suppliers that environmental issues are important to the company while eliciting information about suppliers' commitment to waste reduction.

A copy of the survey is available by calling the WasteWi\$e Helpline at 800 EPA-WISE.

Shopping Smart at Tidyman's

Tidyman's, based in Greenacres, Washington, worked with the Washington State Department of Ecology to develop a customer education program called Shop Smart. It centers around two primary activities: adult tours through a grocery store and children's tours through pretend grocery stores. The tours are designed to help customers make more informed purchasing decisions, ultimately decreasing the amount of waste generated by households. According to Judi Broderius, the director of environmental affairs/packaging, the tours are having a positive effect.

"The most frequent comment we hear during tours is 'I didn't know that', so it's clear that we are teaching people new concepts about waste reduction and helping the environment," Broderius explains. She notes, too, that cashiers hear a lot of comments from shoppers who have actually changed their buying practices. "People are proud of what they are doing."

Through the Shop Smart tour for adults, customers learn that ears of corn and other produce

come in their own natural packaging and therefore do not need to be carried in individual bags.

Tidyman's teaches customers what the recycling codes on packaging mean, what materials their community collects for recycling,

and which products have recycled content. The tours also help customers in local communities with "pay-as-you-throw" (unit pricing) programs understand the connection between reducing waste and saving money.

Children are not only future shoppers, but they also help communicate environmental messages to adults. Tidyman's tour for children teaches many of the same waste reduction concepts as the tour for adults but with a more "hands-on" approach. The program allows children to push their own shopping carts and choose food they would like to eat off the shelves. Then, they evaluate those products for how well they reduce waste. Tidyman's also distributes fact sheets for children with questions that encourage them to think about waste prevention while purchasing. They help children identify foods with no packaging, think about why it is a good idea to use cloth shopping bags, and evaluate the many different kinds of packaging in which one item can be sold.



Children and adults evaluate the impact of different products on the environment in Tidyman's Shop Smart tours.

Less Waste at Larry's

Larry's Markets, based in Seattle, Washington, believes that it is possible for people to achieve a harmonious relationship with the environment and that this relationship can begin at the grocery store. Waste reduction is a critical part of that vision and is championed to customers in the form of helpful hints, fast facts, and reminders about common-sense activities that reduce waste. Larry's has made waste reduction education and awareness a top priority, according to Brant Rogers, Larry's environmental affairs manager.

One of its most successful customer education methods is its "environmental manager's choice" shelf signs. Periodically, signs are placed on grocery shelves near products that Rogers believes are wise environmental choices, such as those with minimal packaging, recycled packaging, or in concentrated form. Other signs positioned in grocery aisles provide helpful waste reduction tips, such as how to reduce unwanted direct mail and how to recognize recycled content in packaging.

Providing guidance about products that help reduce waste has increased consumer demand for those products. "We've noticed a measurable increase in sales of the labeled products," Rogers explains. "People are opting to buy

'the environmental choice' over another because of its waste reduction benefits. We change the labels frequently, pointing out waste reduction benefits of different products, but the featured products are usually the ones in demand."

Larry's also has conducted two "Ecology of Your Market" workshops to educate other grocers about environmentally sound business practices. Participants gained insights on successful waste reduction initiatives and learned about EPA's WasteWi\$e program. Everyone who attended the workshops implemented at least one new environmental initiative in their store.

"Whether it was waste prevention, recycling, or another environmental activity, each of our attendees took some actions that they wouldn't have taken if they hadn't attended the workshop," explains Rogers.





CITGO Strikes It Rich with Paper Reductions

WasteWi\$e charter partner CITGO Petroleum Corporation has tapped into the rich rewards associated with educating employees to reduce paper usage. Over the past four years, the company reduced paper generation by nearly 5 million sheets per month (68 percent). CITGO estimates saving \$2.5 million a year through the following activities:

- Eliminating pages separating reports saved roughly 500,000 sheets per month.
- Placing a phone number on reports to allow individuals who did not need to be on the distribution list to call and remove their names saved nearly 250,000 pages per month.
- Reviewing marketing reports to determine what reports were necessary saved an additional 250,000 pages per month.
- Training clients and employees to use on-line viewing techniques and reduce number of pages printed.
- Enabling managers to view reports on-line and print them only if necessary.

CITGO promotes these waste reduction ideas in a section of its weekly newsletter dedicated to sharing "Words From WasteWi\$e." In addition to practical examples that individual employees can implement at their own workstations, articles illustrate the cost savings benefits (environmental benefits of waste reduction) and inform employees of whom to contact to learn more (e.g., about on-line viewing techniques).



We'd Like to Hear from You

WasteWi\$e would like to hear about your efforts to educate your employees, customers, and suppliers. In addition, if you are not yet a WasteWi\$e partner and would like to join,

please let us know. Benefits of membership include technical assistance on waste reduction, publications, a peer match program, workshops, and more. Contact us at 800 EPA-WISE for more information.

Correction

The Mail Preference Service of the Direct Marketing Association will remove only consumer addresses from its mailing lists. An article in the September 1995 Update incorrectly stated that businesses could use this service to have addresses removed from the mailing lists. For additional ideas on reducing unwanted direct mail, call the WasteWi\$e helpline at 800 EPA-WISE.

1 EPA

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

Official Business
Penalty for Private Use
\$300