

2011 WasteWise Awards

INSTRUCTION MANUAL



The U.S. Environmental Protection Agency's WasteWise Program once again is proud to offer recognition this year for the efforts and achievements of outstanding organizations. WasteWise will issue Partner of the Year, Endorser of the Year, Gold Achievement, Hall of Fame, and Honorable Mention awards. The application process is simple.

Application Process:

ENSURE ELIGIBILITY

1 First, select a category and ensure your organization's eligibility by consulting the requirements noted within this application packet. If you are unsure of eligibility or require assistance, please contact the WasteWise Helpline at 800-EPA-WISE (372-9473)

REPORT 2010 WASTEWISE EFFORTS

2 Applicants for Partner of the Year and Gold Achievement awards must finalize and submit 2010 WasteWise annual data via WasteWise ReTRAC. This set of data serves as the most important piece of the awards application. Please use the evaluation criteria section of this application packet to help guide the completion of your report.

COMPLETE THE AWARDS APPLICATION FORM

3 Please use the checklist provided on the back of the application to ensure that you include all of the requested information

COMPOSE WRITTEN STATEMENT

4 You are required to submit a written statement for EACH award category for which you are applying. The written statement should address the evaluation criteria outlined in this document. The written statement for each award category should not exceed 5 pages in length.

SUPPLY SUPPORTING MATERIALS (RECOMMENDED)

5 To support your application, WasteWise welcomes the submission of additional materials (e.g., photographs, newsletters, flyers, press releases). WasteWise requests that supporting materials relate directly to the award category. Attachments and supporting materials will not be returned.

The application
deadline is
March 31, 2011.

Award decisions will be made in summer 2011 and EPA will recognize winners in fall 2011. WasteWise is not responsible for lost or damaged entries.

SUBMIT APPLICATION

E-mail: oswwastewise@epa.gov

Mail: WasteWise Awards
c/o ERG
2300 Wilson Blvd., Suite 350
Arlington, VA 22201

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Partner of the Year

This award recognizes partners for their overall achievements in, and promotion of, sustainable materials management, elements of which should include waste prevention, recycling, and buying or manufacturing recycled-content products. Awards will be given for the following sectors: small business, midsize business, large business, very large business, federal government, local government, state government, tribal government, school/school district, college/university, and nonprofit organization. In addition, there will be a category for “new partner,” which will recognize partners who are in their first or second year of participating in the program. Depending on response, awards might not be given in all categories.

WasteWise will evaluate entries based on the criteria described below:

EVALUATION CRITERIA

Waste Prevention Initiatives (40 percent)

- Comprehensive and/or innovative approaches. Comprehensive approaches may include multiple activities aimed at reducing a single waste stream (e.g., activities toward a specific area or material). Innovation includes using atypical or unique solutions for preventing waste. Emphasize activities implemented beyond fundamental waste prevention actions. Fundamental actions might include duplex copying or switching to reusable mugs.
- Amount prevented. Quantify the amount of waste prevented in 2010 for each specific material.
- Reduction in expenditures/increase in revenue. Quantify any reduction in expenditures associated with avoided disposal charges and purchasing costs and any revenue from sales of used materials in 2010.

Recycling Collection Initiatives (25 percent)

- Improvements due to WasteWise. Describe any activities in 2010 that improved recycling or collection processes. These activities might include placing bins in more convenient locations, collecting and recycling new types of materials such as yard waste or food scraps, or implementing employee education campaigns.
- Amount recycled. Quantify the amount of each specific material recycled in 2010 as a direct result of your participation in WasteWise.
- Reduction in expenditures/increase in revenue. Quantify any reduction in expenditures associated with avoided disposal costs or revenue from sales of recyclables in 2010.

Buying/Manufacturing Products With Recycled-Content Initiatives (25 percent)

- Increased levels of recycled content in products purchased or manufactured. Quantify increases in the percentage of the recycled content of products your organization purchased or manufactured in 2010.
- Optional information. Sample topics that you could discuss include increasing the purchasing of recycled-content products, encouraging vendors to supply more recycled-content products, or writing recycled-content specifications into service contracts. If applicable, you can describe your efforts to increase levels of postconsumer materials in your products, implement a closed-loop manufacturing process, or manufacture a new product with recycled content.

Promotion of WasteWise and Sustainable Materials Management (10 percent)

- WasteWise Program support. Describe any steps taken in 2010 to support WasteWise by participating in WasteWise functions, such as attending WasteWise conferences and meetings, hosting events, participating as a speaker, or delivering WasteWise presentations.
- Internal promotion. Describe any activities your organization conducted in 2010 to internally promote WasteWise and sustainable materials management (e.g., publishing employee WasteWise newsletters, hosting information fairs on waste reduction, creating posters or fliers that encourage waste reduction, incorporating waste reduction into employee training).
- External promotion. Describe activities undertaken in 2010 to promote WasteWise and sustainable materials management to suppliers, customers, colleagues, and the general public. Promotion could include use of the WasteWise logo on Partners' websites, letterhead, or other external communication pieces.

Eligibility

- Active participation in WasteWise for at least one year from award application due date.
- Submission of 2010 annual WasteWise data.
- Submission of 2011 WasteWise Award Application Form.
- Submission of a written statement of five pages or less addressing the evaluation criteria.

Endorser of the Year

This award recognizes endorsers' outstanding efforts to promote WasteWise as an overall strategy to achieve sustainable materials management. WasteWise will evaluate entries for awards based on the following criteria:

EVALUATION CRITERIA

Promotional Activities (50 percent)

- **Scope of activities.** Describe the range of activities conducted in 2010 by your organization to promote WasteWise, including information on the creativity and effectiveness of promotional methods.
- **Frequency of efforts.** Describe efforts conducted in 2010 to promote the WasteWise Program

Promotional Results (50 percent)

- **New organizations designated as WasteWise prospects.** Quantify the number of WasteWise prospects that resulted from your promotional efforts in 2010.
- **New members joining.** Quantify the number of WasteWise members joining as a result of your promotional efforts in 2010.
- **Partner reporting.** Quantify the number of WasteWise partners that you assisted with tracking and/or reporting in 2010.

Hall of Fame

Since the inception of WasteWise in 1994, a select group of member organizations have continually excelled with their waste reduction efforts, supported the initiatives of the WasteWise Program, and served as role models for other Program members. To recognize the outstanding achievements and commitment of these members, WasteWise created the Hall of Fame.

Organizations do not apply to be considered for the Hall of Fame. EPA will review annual data and awards applications and make selections based on the following eligibility requirements and evaluation criteria:

- WasteWise awards received
- Level of involvement with WasteWise
- Sustained environmental performance
- Years participating in the program
- Relative impact of waste reduction activities
- Organizational culture for waste reduction
- Reporting history
- Creativity/innovation in reducing waste
- Outreach to other organizations

Eligibility

- Active participation in WasteWise for at least one year from award application due date.
- Submission of 2011 WasteWise Award Application Form.
- Submission of a written statement of five pages or less addressing the evaluation criteria.

Eligibility

- Active participation in WasteWise for at least five years from award application due date.
- Minimum of five years continuous reporting to the WasteWise Program.
- Minimum of five WasteWise awards including at least two Partner of the Year awards.

Gold Achievement Awards

The Gold Achievement awards recognize organizations for outstanding successes in specific focus areas.

The following are potential categories for 2011 Gold Achievement Awards. Applicants for the Gold Achievement awards can choose to apply in any of the categories or designate an additional category with a different focus. Applicants may apply in more than one Gold Achievement award category but must submit a written statement for EACH category selected. Depending on response rates, awards might not be given in all categories. EPA will review and consider adding all additional categories that are submitted.

- **Sustainable Materials Management:** This award recognizes a Partner who reduces the life-cycle environmental impacts of its materials and services. This might include designing or using a product that uses fewer resources, is less toxic, or consumes less energy; is more reusable or recyclable; or has a reduced impact during manufacture, use, and end-of-life management. In addition, efforts should ensure that the materials are properly recovered and recycled at the end of their useful life. Applicants in this category may be manufacturers of products or organizations that use products. Applicants should demonstrate achievements in the following areas:
 - Quantification of the reduction of environmental impacts from products produced or used.
 - End-of-life recovery including, but not limited to, recyclability and take-back.
 - Education and outreach promoting the specific environmental attributes of products and/or guidance for end-of-life recovery.
 - Responsible sourcing of materials and influence on suppliers and supply chain.
- **Sustainable Procurement:** This award recognizes a Partner who develops purchasing policies that promote the procurement of products with an overall reduced environmental impact or products with environmental attributes (e.g., less toxic, recycled content, reusable, recyclable, less resource intensive). Applicants should demonstrate achievements in the following areas:
 - Quantity of products purchased.
 - Environmental attributes of products purchased.
 - Percent of total purchases for specific products and of total purchasing covered by sustainable procurement.
 - Purchasing policy or controls for sustainable procurement.
- **Climate Change:** This award recognizes a Partner who achieves significant greenhouse gas reductions through waste prevention and recycling activities. The program should include a focus on making the connection between waste reduction and climate change. Applicants should demonstrate achievements in the following areas:
 - Quantity of greenhouse gas reductions resulting from 2010 waste reduction activities, as calculated in WasteWise ReTRAC.
 - Education and outreach about greenhouse gas reductions achieved through waste reduction activities and the connection between waste reduction and greenhouse gas emissions.
 - Policy that addresses the contribution of waste reduction to greenhouse gas emission reductions.
- **Public Education and Outreach:** This award recognizes a Partner for enhancing public awareness of the opportunities for and benefits of waste reduction. Applicants should demonstrate achievements in the following areas:
 - Scope and frequency of events.
 - Creativity of outreach and education efforts.
 - Quantification of impacts, such as amount of waste reduced or number of people educated.
- **Public Venue Waste Reduction:** This award recognizes a Partner who implements waste reduction programs in public spaces such as events, stadiums, park and recreation facilities, festivals, and malls. These programs should include an emphasis on public participation, education, outreach, and measurement of results. Applicants should demonstrate achievements in the following areas:
 - Quantity of waste prevented.
 - Quantity of waste recycled.
 - Education, outreach, and public engagement regarding waste reduction.
 - Procurement policies focused on waste reduction.

Eligibility

- Active participation in WasteWise for at least one year from award application due date.
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- **Waste Reduction in the Workplace:** This award recognizes a Partner who demonstrates implementing a comprehensive waste reduction program in the workplace. Programs should be multi-material (e.g., plastic and glass bottles, cans, paper, organics), with an emphasis on direct participation by employees. Program elements also should include ongoing employee education, outreach efforts, training, and a measurement component. Applicants should demonstrate achievements in the following areas:
 - Quantity of waste prevented.
 - Quantity of waste recycled.
 - Scope of activities and number of materials targeted.
 - Employee education, outreach, and training.
- **Food Recovery:** This award recognizes a participant in the WasteWise Food Recovery Challenge. Applicants should detail achievements in the following areas:
 - Policies for food recovery.
 - Quantity of food waste prevented/source-reduced.
 - Quantity of food donated or reused.
 - Quantity of food waste composted.
 - Scope of food recovery initiatives implemented.
- **Organic Materials Reduction:** This award recognizes a Partner who initiates or encourages the recycling, reuse, marketing, and utilization of organic materials such as yard waste and food scraps. Applicants can include food that is recovered and donated to feed the needy. Applicants should demonstrate achievements in the following areas:
 - Quantity of organics reduced.
 - Prevention activities, including, but not limited to, food donation and reduction in generation of organic wastes.
 - Composting activities.
 - Use of compost onsite.
- **Construction and Demolition Material Reduction:** This award recognizes a Partner who minimizes or recovers construction and demolition materials in practical applications, such as building construction, transportation and infrastructure. Applicants should demonstrate achievements in the following areas:
 - Quantity of material recovered for reuse.
 - Quantity of material used to make new products.
 - Closed loop generation and utilization of construction and demolition materials.
- **Electronics Reduction:** This award recognizes a Partner for reducing electronics waste. Applicants in this category can include manufacturers, retailers, consumers, collectors, refurbishers, and recyclers of electronics. Applicants should detail achievements in the following areas:
 - Procurement policies (e.g., buying remanufactured, leasing).
 - Quantity of electronic equipment reused or donated.
 - Quantity of electronics equipment refurbished, remanufactured, or recycled.
 - Public education and outreach regarding used electronics.
- **Packaging Reduction:** This award recognizes a Partner who implements meaningful changes in the design, sourcing, manufacture, purchase, or use of materials for primary, secondary, or transport packaging. Applicants should detail achievements in the following areas:
 - Responsible sourcing of packaging materials.
 - Optimization of resources and energy.
 - Positive influence on suppliers and consumers.
 - Effective recovery of packaging after its useful life.
 - Quantity of packaging materials reduced.
- **Paper Reduction:** This award recognizes a Partner who reduces paper use and increases paper recycling through sustainable and comprehensive program initiatives. Activities should go beyond duplex copying, procurement of recycled-content paper, or implementation of general office paper collection programs. Applicants should demonstrate achievements in the following areas:
 - Organizational policy or controls supporting paper reduction and purchasing.
 - Quantity of paper reduced.
 - Environmental attributes of paper purchased and used.

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