10 Steps to a Successful WasteWise Program

WELCOME to the WasteWise Program! Now that you have received upper management support and registered to be a partner, you might be wondering about how to proceed. WasteWise created this 10-step process to help you set up your waste reduction program, and to help you start to see cost-savings and results.

1 Work with WasteWise

One of the most valuable resources you receive as a WasteWise partner is access to free one-on-one technical assistance. The WasteWise Team will help you set a baseline, identify waste reduction goals, share insights and success stories from other partners, answer any program questions, link you up with another partner in your sector for mentoring and assistance, and provide you with useful information and resources as you work towards waste reduction success.

TOOLS

- Contact the WasteWise Helpline at (800) EPA-WISE (372-9473) or WasteWise@icfi.com.
- Please note: In order to review the tools and resources on the Member Services section of the WasteWise Web site <www.epa.gov/wastewise>, you must enter the username: **partner** and the password: **iamwise**

2 Form a Team

Identifying a team of employees who are responsible for planning, designing, and implementing waste reduction activities is an important step to any successful WasteWise program. Recruit representatives from different areas of your organization (i.e., purchasing, shipping, maintenance). A broad-based team will offer a variety of perspectives and creative problem-solving.

TOOLS

- Online Toolkit—Planning Your WasteWise Program > Forming a Team

3 Perform a Waste Assessment

This step will help you identify how much waste your company produces, what types of materials are being disposed, what amount of that waste is recycled, and how much your company pays for disposal. A waste assessment will help you discover opportunities for waste reduction and help craft your WasteWise program.

TOOLS

- Online Toolkit—Planning Your WasteWise Program > Establish a Baseline > Waste Assessment Approaches

4 Set a Baseline and Set Goals

EPA asks partners to establish a baseline and set goals using the results found from performing the waste assessment. A baseline not only helps you measure future waste reduction progress, but also helps EPA get a snapshot of your waste reduction activities before implementing WasteWise. Goal setting helps you prioritize activities for preventing waste and expanding recycling programs. Remember to submit your baseline data and goals to WasteWise within two months of joining the program.

TOOLS

- Online Toolkit—Planning Your WasteWise Program > Establish a Baseline
- WasteWise Updates (all issues provide good examples)
- Sample Assessment Form—Baseline Data
- Instructions for Completing the WasteWise Assessment Form—Baseline Data
- WasteWise Assessment Form or Electronic Reporting via WasteWise Web site

5 Launch and Implement Your Program

Once you establish a baseline and set goals to work towards, it is time to launch your WasteWise program. Many successful programs begin with a kick-off event, which provides an opportunity for you to encourage participation and explain what your program seeks to accomplish.

TOOLS

- Online Toolkit—Planning Your WasteWise Program > Implement Your Program

6 Educate Employees

Active promotion is the best way to help employees understand your program and to encourage their full participation. Successful educational campaigns include posting information on your intranet site, e-mail reminders, signs and posters, contests, and newsletter articles.

TOOLS

- Online Toolkit—Planning Your WasteWise Program > Implement Your Program > WasteWise Employee Education Tips
- WasteWise lists Environmental Factoids in the General Links section of the Web site to help you communicate the impact of waste prevention and recycling
- *WasteWise Update*—Employee Education

7 Track and Measure Progress

To help you compile your waste reduction data, it is important to establish a tracking system and measure progress. Not only is this an important process to help you prepare annual data for the WasteWise Assessment Form, but it also helps you identify how the program is saving the company money. An easy way to begin is to review the types of information gathered on the WasteWise Assessment Form and track any revenue, avoided costs, weight diverted from landfills, and any other data that would help you fill out the Assessment Form.

TOOLS

- Online Toolkit—Measuring Your Progress
- *WasteWise Update*—Measurement Issues

8 Report Accomplishments

With a tracking system in place and your progress measured, providing WasteWise information on your accomplishments will be easy! WasteWise uses data and information reported on the Assessment Form to determine awards winners and to highlight accomplishments in case studies and articles. Assessment Forms are due to WasteWise annually.

TOOLS

- Instructions for Completing the WasteWise Assessment Form—Annual Data
- Sample WasteWise Assessment Form—Annual Data
- WasteWise Assessment Form or Electronic Reporting via WasteWise Web site

9 Promote Success and Maintain Momentum

Provide regular program updates and share your success with management, employees, and the general public. Internal promotion of your achievements can help maintain momentum, enhance program awareness, and sustain upper management support. Letting the general public know about your WasteWise efforts demonstrates your commitment to improving the environment and your community.

TOOLS

- Online Toolkit—Promoting Your Achievements
- All reporting partners receive a Climate Profile, an educational tool that converts waste reduction accomplishments into greenhouse gas reductions

10 Analyze Progress and Reevaluate Programs

Finally, WasteWise recommends that you take time to celebrate your accomplishments and perform an annual review of your program to help keep it fresh and dynamic. Reevaluate activities to determine which ones work and which ones don't. Expand upon your successful activities and try to be innovative with your WasteWise program.

TOOLS

- Hosting a partner network meeting might help you get fresh program ideas. Please contact the WasteWise Helpline at (800) EPA-WISE (372-9473) or e-mail WasteWise@icfi.com for assistance in planning a partner network meeting.

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