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Agency

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WasteWi$e Update

Charter Members Honored in Ceremony

Over 280 of America's leading businesses were welcomed to EPA's WasteWi$e program at a kickoff ceremony at the National Press Club in Washington, DC, last July. Joining representatives from these charter member companies were individuals from trade associations and the press. In all, over 200 attendees honored the charter members at the event.

EPA Administrator Carol Browner, in her remarks at the ceremony, stated that "economic prosperity and environmental protection can—and must—go hand in hand." She emphasized that WasteWi$e gives businesses the flexibility to design waste prevention, recycling, and buy-recycled programs that make sense, offer real cost savings, and promise a big return for the environment.

Testifying to the benefits that can be gained through the WasteWi$e initiative were speakers Julia Chang Bloch, Group Executive Vice President of Bank of America, and William Blackburn, Vice President for Corporate Environmental Affairs of Baxter International. Bloch commented that the WasteWi$e initiative "can generate very real economic and environmental benefits." She said that one way Bank of America will realize these benefits is by reducing paper use throughout the organization. Bank of America aims to cut paper waste by 25 percent in the next two

(Continued on p.4)

Dear WasteWi$e Partner,

Welcome to our first issue of the *WasteWi$e Update.*

In July, EPA officially inaugurated the WasteWi$e program—a voluntary partnership between EPA and America's businesses to foster waste prevention, recycling, and buying or manufacturing recycled products. I am happy to report that at press time, over 340 companies have signed on to the initiative.

To help companies achieve their waste reduction goals, EPA will be

(Continued on p.3)

EPA Administrator Carol Browner congratulates WasteWi$e members during July ceremony.

A WORD FROM OUR PARTNERS

This *WasteWi$e Update* feature spotlights waste reduction experiences and thoughts from WasteWi$e member companies.

Aetna Takes a Second Look at Waste Reduction

by Kathleen A. Murray
Vice President, Aetna Life & Casualty Co.
Hartford, CT

Kathleen A. Murray

When the invitation to join WasteWi$e arrived at our offices, our initial reaction was that there was little need for us to participate. Aetna, a financial service company, had already implemented a number of activities to reduce waste in our organization. For example, we were already collecting white paper and newsprint for recycling. We were using reusable cups and napkins made from recycled content in our cafeterias. And communicating via electronic mail, rather than on paper, had become popular among employees. Best of all, many of these ventures had reduced costs while improving the services that we provide.

But then we took a second look at WasteWi$e—and at ourselves. The voluntary nature of the initiative was appealing. The EPA brochure on the initiative and other materials were self-explanatory, and the reporting requirements minimal. Although we had taken steps to reduce, reuse, and recycle, we acknowledged that there was more we could do.

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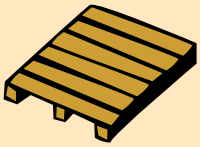
Aetna signed on as a WasteWi$e charter member in April 1994. We then set up a team of volunteers to oversee our renewed effort. The team will assess our current waste-reducing and recycling initiatives; evaluate potential new initiatives; and create internal communications to monitor and share the results of the effort. The WasteWi$e materials provided by EPA as well as opportunities to learn from other companies are helping to facilitate the team's planning efforts.

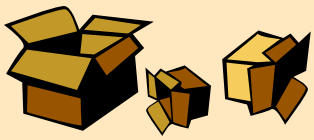
While team members represent company functions that are important to environmental projects (such as purchasing and facilities), all members are participating because they are interested in finding ways to better utilize resources throughout our organization. As this endeavor is in addition to their regular Aetna work, the team members' efforts need to offer them the rewards of achieving results, as well as the opportunity to have some fun!

What the WasteWi$e initiative means to Aetna is the ability to revitalize our current waste reduction program and to generate interest in new activities. It is with renewed vigor that we begin this venture with WasteWi$e.

Reducing waste makes good business sense. Here's proof!

DuPont's Environmentally Improved Packaging Program aims to reduce product packaging waste at least 50 percent by the year 2000. Of the 740 million pounds of packaging materials the company shipped in 1992, DuPont and its customers reused 180 million pounds of wood pallets, boxes, and other packaging materials. What's more, DuPont customers returned 50 million pounds of packaging to selected centers for recycling. All told, this program reduced the amount of waste that DuPont disposed of by 30 percent and saved more than $15 million in 1992!





Martin Marietta has taken steps to cut waste in its facilities around the country. In 1988, its Internal Information Systems branch in Denver began a project to reduce waste from computer printouts. The company educated employees about the costs of printing and the benefits of online editing and other paper reduction techniques. In four years, the project avoided over 13 million sheets of printout paper with a cost savings in supplies of over $4 million. In several northeastern facilities, paper time cards and travel expense forms also have been eliminated, and the cafeterias at these plants now provide a five-cent discount on coffee when employees use their green, company-provided reusable mug.

Dear WasteWi$e Partner . . .

(Continued from p. 1)

providing technical assistance to member companies, as well as recognition for their efforts. One way EPA will share information and ideas with WasteWi$e partners is through this newsletter. In this premiere issue of the *WasteWi$e Update*, you will find highlights of our July ceremony honoring WasteWi$e charter members. This issue also shares some of the ambitious waste reduction goals established by WasteWi$e companies, and discusses the types of technical assistance that members have requested and which EPA plans to make available.

In particular, please pay attention to page 5, which requests your participation in the WasteWi$e peer exchange. This information exchange network, which is in the early stages of development, will link companies that want to share expertise in a certain area with those that are seeking such advice. This direct exchange of expertise among member companies is something that members have requested and which we see as an important service of the WasteWi$e program.

Similarly, we see this newsletter as an ideal way for WasteWi$e partners to exchange information and real-life experiences. In this newsletter, we would like to present case studies and "how-to" information that is valuable to you. If you have case studies or information to share, or suggestions for articles you would like to see in future issues of the *WasteWi$e Update*, please let us know by calling 1-800-EPA-WISE.

We look forward to working with you.

Charter Members Honored in Ceremony

(Continued from p. 1)

years by reducing the number and volume of forms, using electronic mail, and performing double-sided copying. (Additional examples of WasteWi$e members' goals are presented on page 7.)

Administrator Browner and Lynda Wynn (EPA) discuss the benefits of waste reduction with William Blackburn (Baxter International) and Julia Chang Bloch (Bank of America).

Blackburn said his company, an international supplier of health care products, has already saved $24 million in 1993 by reducing packaging and other materials. Like many of the participating companies, Baxter International began waste reduction efforts prior to becoming a WasteWi$e member. Many of these companies plan to expand their current efforts under the initiative.

Speakers at the ceremony also expressed satisfaction in the partnership approach exemplified by WasteWi$e. Browner said that WasteWi$e represents a new way for EPA and businesses to work together. "The Clinton Administration believes that we must move beyond one-size-fits-all environmental regulation," she added. Bloch remarked that the WasteWi$e collaboration "is government at its best."

Administrator Browner talks with Jackie Rosier and Roy Deitchman of NYNEX.

In the Market for Recycled Products?

Ever wonder where to buy fax paper with post-consumer content? Looking to purchase floor tiles made with recycled materials? If so, you're in luck. WasteWi$e is pleased to announce that a condensed version of the *Recycled Products Guide* will be delivered at no charge to member companies! In addition, the complete *Guide* is available at a 50 percent discount price of about $140 to WasteWi$e members.

Published by American Recycling Market, Inc., the *Guide* provides over 4,000 listings of manufacturers, distributors, and merchants of products containing recovered materials. The condensed version of the *Guide* contains a sampling of listings from the complete *Guide*. It will give readers a sense of the diversity and quantity of recycled products available in various geographic locations, and should help you decide whether the full *Guide* would be of value to you.

A special rate is also available for WasteWi$e members on *RecycleLine*—an online computer network of information on recycled products and markets. The network is continuously updated and easily accessible by modem. *RecycleLine* users have access to the same recycled product information listed in the complete *Guide*, including more than 4,500 listings of products with recycled content, 700 different product classifications, and 1,100 regional merchants. In addition, *RecycleLine* includes a calendar of events relating to recycling and recycled products, recycling markets and equipment, a resource library of relevant publications, news bulletins, and more.

WasteWi$e Members will receive their free copy of the condensed *Recycled Products Guide* in the mail, along with ordering information for the complete version of the *Guide* and additional information on *RecycleLine*.

WasteWi$e Information *Exchange*

In response to interest by WasteWi$e partners, EPA will set up a WasteWi$e "Peer Exchange" in which member companies can contact each other directly to share experiences on waste reduction programs. To participate in the Peer Exchange, identify up to five topic areas on which you would like to either share or receive information. For each topic area, check the first box if you have information to **SHARE** with other WasteWi$e members; check the second box if you would like to **RECEIVE** information from other WasteWi$e companies. Once we receive your form we will contact you to help match you with one or more companies. We expect that the first exchanges will occur in March 1995. To participate in the first round of exchanges, please mail this form to EPA by February 15, 1995.

Waste Prevention

SHARE RECEIVE

Reducing Paper

- ☐ ☐ Two-Sided Copying
- ☐ ☐ Two-Sided Printing
- ☐ ☐ Electronic Communication
- ☐ ☐ Scrap Paper Reuse
- ☐ ☐ Paper Distribution Reduction

Reducing Packaging

- ☐ ☐ Product Packaging
- ☐ ☐ Transport Packaging
- ☐ ☐ Other _____ (please specify)

Reducing Cafeteria/Food Service Waste

- ☐ ☐ Food Scrap Reduction
- ☐ ☐ Reusable Dishware
- ☐ ☐ Other _____ (please specify)

On-Site Composting

- ☐ ☐ Yard Trimmings
- ☐ ☐ Food Scraps

Materials/Equipment Reuse

- ☐ ☐ Donations
- ☐ ☐ Materials Exchange

Reusable Supplies

- ☐ ☐ Toner Cartridges
- ☐ ☐ Binders/Folders
- ☐ ☐ Refillables
- ☐ ☐ Other _____ (please specify)

- ☐ ☐ **Educating Employees on Waste Prevention**
- ☐ ☐ **Corporate Policy Statements**
- ☐ ☐ **Establishing a Waste Reduction Program/Team**
- ☐ ☐ **Waste Prevention Measurements**
- ☐ ☐ **Other** _____ (please specify)

Recycling Collection Programs

SHARE RECEIVE

Paper and Paperboard

- ☐ ☐ High Grade White Paper
- ☐ ☐ Low Grade Paper
- ☐ ☐ Mixed (High and Low Grade)
- ☐ ☐ Newspaper
- ☐ ☐ Magazines
- ☐ ☐ Corrugated Containers

Plastics

- ☐ ☐ PET
- ☐ ☐ HDPE
- ☐ ☐ Stretch Wrap and LDPE
- ☐ ☐ Polystyrene
- ☐ ☐ Other _____ (please specify)

Metals

- ☐ ☐ Aluminum/Nonferrous
- ☐ ☐ Ferrous

- ☐ ☐ **Glass Containers**

Off-Site Composting

- ☐ ☐ Yard Trimmings
- ☐ ☐ Food Scraps

- ☐ ☐ **Wood (e.g., pallets)**
- ☐ ☐ **Textiles**
- ☐ ☐ **Educating Employees on Recycling Collection Programs**
- ☐ ☐ **Measuring Collected Materials**
- ☐ ☐ **Other**_____ (please specify)

Buying Recycled Products

SHARE RECEIVE

- ☐ ☐ **Educating Employees on Recycled Products**
- ☐ ☐ **Revising Product Specifications to Allow Recycled Content**
- ☐ ☐ **Revising Purchasing Policies/Procedures to Emphasize Recycled Products**
- ☐ ☐ **Addressing Real or Perceived Quality Issues About Recycled Products**
- ☐ ☐ **Working With Vendors to Supply Recycled Products**
- ☐ ☐ **Measuring Recycled Product Purchases**

Information on specific recycled products that are available in your area can be found through a variety of sources. One such source is the *Recycled Products Guide*, which you'll receive information on soon. For other sources of information on recycled products, call the WasteWi$e Hotline at 1-800-EPA-WISE.

How would you prefer to exchange information?

- ☐ **By phone**
- ☐ **In person** (at my company's facility or another facility)

Name . . . . . .

Company . . . . . .

Phone . . . . . Fax . . . . . .

WasteWi$e Tally

To better meet the needs of member companies, EPA recently asked WasteWi$e charter members what technical assistance programs they would find most valuable. Technical assistance needs identified by 41 companies are listed below, along with the initial steps EPA is taking to address these needs.

Seminars. Almost all (93 percent) of the respondents would attend a WasteWi$e seminar that would offer (1) information on waste reduction alternatives and program implementation; and (2) an opportunity for members to share results, problems, and solutions. Companies liked the idea of seminars specific to their business sector. The WasteWi$e program will sponsor a series of workshops in the coming year with an emphasis on interactive sharing of "how-to" information among companies. Stay tuned!

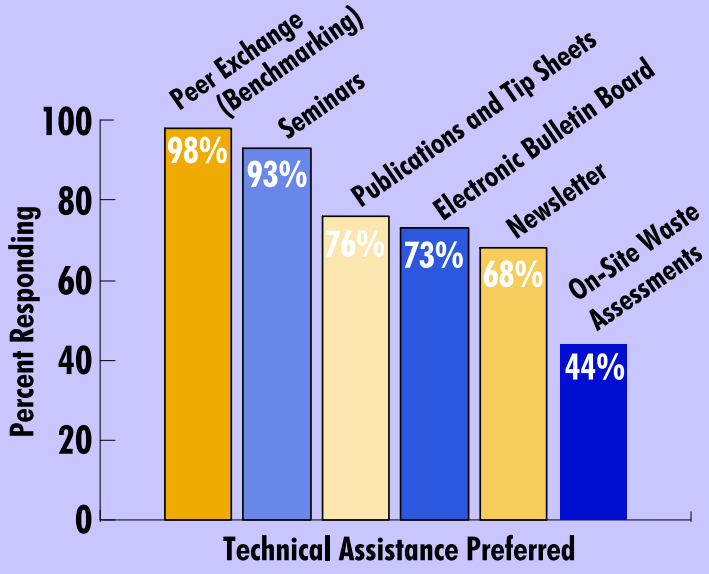
Peer Exchange (Benchmarking). Most companies (98 percent) expressed interest in providing or receiving assistance from other WasteWi$e companies. Many would prefer to share information over the phone rather than in person, though some companies would prefer on-site assistance. There is a form on page 5 of this newsletter to help EPA begin facilitating this type of exchange. Take a moment to fill it out—it will be worth the time.

Publications and Tip Sheets. Seventy-six percent of the respondents prefer shorter written pieces (3-4 pages) over longer in-depth materials. More companies prefer information materials targeted to specific business sectors. EPA will develop a series of "tip sheets" on specific materials and waste reduction practices (see p. 8).

On-Site Waste Assessments. Just under half of the respondents expressed interest in on-site waste assessments at their facilities. Some would prefer to have an industry peer conduct the assessment, while others preferred a nonprofit organization. Sixty-one percent of the companies interested in on-site assessments are willing to share all or some assessment results with other companies.

Electronic Bulletin Board (EBB) and Fax-Back. Seventy-three percent of the respondents indicated that they would use an EBB if WasteWi$e were to establish one or link up with an existing EBB. The bulletin board would allow companies to (1) download materials; (2) send messages to companies or WasteWi$e staff; (3) obtain updates on WasteWi$e activities; and (4) hold conferences with other WasteWi$e members. Eighty-eight percent of the companies responding would also use a system that would automatically fax materials that companies selected from a menu of options chosen over the phone ("fax-back"). EPA plans to investigate different methods of communicating electronically with WasteWi$e members. We'll keep you posted on these efforts in future issues.

Promotion. When asked which media venues would be most valuable if EPA conducted program promotion centered around member companies, the first choice was local media coverage, followed by national media coverage. Public service announcements and articles in business and trade journals were the third choice.



Fold and seal

PLEASE PLACE STAMP HERE

U.S. Environmental Protection Agency
(5306)
401 M Street SW.
Washington, DC 20460

Attention: WasteWi$e Peer Exchange

WasteWi$e Partners Aim High

You might be wondering about the types of goals companies are establishing for WasteWi$e. Here is a sampling of approved goals from member companies. In a future issue of this newsletter, we'll take an in-depth look at some of these goals and how companies are achieving them.

Waste Prevention Goals

- Print customer telephone bills on both sides, with a goal to reduce total bill paper usage by 25 percent.
- Wash operator vinyl gloves for reuse rather than discarding them.
- Recondition air filters used in heavy equipment instead of discarding them and purchasing new ones.
- Increase the repair and reuse of telecommunications equipment.
- Use cafeteria food scraps for animal feed.
- Shred nonrecyclable waste paper and use it as packing in outgoing shipments, eliminating the need to purchase new packing materials.
- Purchase only reconditioned toner cartridges for printers and institute a program to return spent cartridges in exchange for reconditioned ones.
- Leave grass clippings on lawns.

Recycling Goals

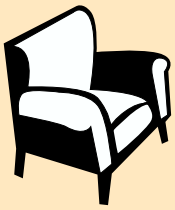
- Recycle portable rechargeable (NiCd) batteries.
- Expand office paper recycling programs.
- Initiate a plastic shrinkwrap recycling program.
- Use old telephone directories as a feedstock for producing company billing envelopes.

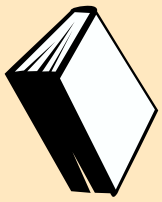
Buying or Manufacturing Recycled Products

- Increase the amount of recycled fiber in office bond paper to 50 percent total recycled fiber and 15 percent post-consumer fiber.
- Increase the postconsumer content of paper used in telephone directories.
- Increase the purchase of retread tires.

WasteWi$e Business Sectors

A diverse range of companies, large and small, have signed on to be WasteWi$e partners. About half are Fortune 500 or Service 500 companies. Here are some of the business sectors represented by WasteWi$e members:





Aerospace
Airlines
Banking/Financial and Savings
Beverages
Building Materials
Chemicals and Pharmaceuticals
Communications
Computers/Office Equipment
Consulting and Research Services
Education
Electronics and Electronics Equipment
Entertainment
Food and Grocery Stores
Forest Products
Furniture
Hotels and Restaurants
Industrial and Farm Equipment
Insurance
Medical Services
Metals and Metal Products
Mining/Crude Oil Production
Motor Vehicles and Parts
Petroleum Refining
Printing and Publishing
Retail
Rubber and Plastic Products
Scientific and Photographic Equipment
Soaps and Cosmetics
Textiles
Toys and Sporting Goods
Transportation
Transportation Equipment
Utilities
Waste Management

Give Us Some Tips!

WasteWi$e is developing a series of "tip sheets" for members on specific waste reduction activities. The tip sheets will take a closer look at some effective ways to cut waste, with emphasis on the experiences of WasteWi$e partners. If you have experience or information on any of the following topics that you would like to contribute for use in one or more of the tip sheets, please call the WasteWi$e Hotline at

1-800-EPA-WISE.

- **Reducing paper use.**
- **Reducing waste in food service operations.**
- **Finding a new home for used equipment and supplies.**
- **Reducing transport packaging.**
- **Measuring waste prevention.**

Thanks!

WASTE WI$E

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United States
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