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Agency

Solid Waste  
and Emergency Response  
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[www.epa.gov/wastewise](http://www.epa.gov/wastewise)



# Fourth Year WasteWise Progress Report



Preserving Resources,  
Preventing Waste

# Program RESULTS

*WasteWise partners achieved blockbuster waste reduction results, eliminating or recycling more material than ever before. Partners also bought and manufactured millions of tons of recycled-content products last year. Taken together, these accomplishments show that WasteWise partners are reversing the growth of waste generation in the United States as they cut costs and streamline their operations.*

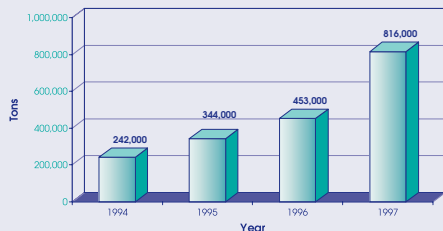
## WASTE PREVENTION

Waste prevention—eliminating waste even before recycling—remains the cornerstone of the WasteWise program.

Highlights for 1997 include the following:

- Partners reported an 80 percent increase in waste prevention compared to 1996.
- More than 816,000 tons of waste were prevented in 1997.
- Partners saved an estimated \$26 million in avoided disposal fees in 1997. WasteWise estimates that avoided paper purchasing costs for all reporting partners in 1997 could be as high as \$60 million.
- Transport packaging reduction continued as the top waste prevention strategy.

### WASTEWISE WASTE PREVENTION: 1994 TO 1997



## SAMPLE PARTNER ACHIEVEMENTS

**RUSSELL CORPORATION** used cut fiber waste to manufacture the backing for knit athletic garments, eliminating more than 450 tons of textile waste and saving the company \$360,000 in material costs. Russell also sold an additional 3,000 tons of cut waste for reuse, for which the company netted \$320,000.

**BALTIMORE GAS & ELECTRIC** repaired and reused nearly 2,200 tons of appliances, electric and gas meters, and transformers and nearly 800 tons of aluminum wire, cable, luminaries, and printing plates. The company also refurbished and reused 1,245 tons of wooden pallets, poles, and reels.

**ALDEN CENTRAL SCHOOL** in Alden, New York, reused 1,000 pounds of paper by using both sides of the sheets and by making notepads out of once-used paper. The school also reduced or eliminated nearly 300 pounds of polystyrene trays and dishes in the cafeteria and composted 750 pounds of cafeteria waste.

**GUARDIAN INDUSTRIES** initiated a program to have used gloves in good condition laundered and reused. This program prevented 1.5 tons of gloves from going to waste. Instead of using disposable paper towels, the company laundered and reused more than 3 tons of wiping cloths.

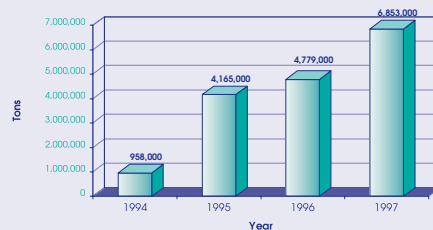
**MATSUSHITA ELECTRIC CORPORATION OF AMERICA** provided online promotional information formerly sent as documents or disks to prospective buyers. This practice conserved more than 17 tons of computer disks and 14 tons of paper.

**THE UNIVERSITY OF SOUTH FLORIDA AT SARASOTA/NEW COLLEGE** composted more than 2 tons of food waste and collected 600 pounds of polystyrene packing peanuts and large packaging pieces for reuse at a local packing and shipping company. The university also established an exchange area at the student center so that useful items can be reused by other students or donated to a local charity.

## RECYCLING COLLECTION

- Partners collected 43 percent more materials in 1997 than in 1996.
- Partners recycled more than 6.8 million tons in 1997.
- Partners saved an estimated \$217,587,000 in avoided disposal fees.
- The most commonly recycled materials include aluminum, glass, paper, steel, and wood, making up 70 percent of the total.

### OVERALL PARTNER RECYCLING: 1994 TO 1997

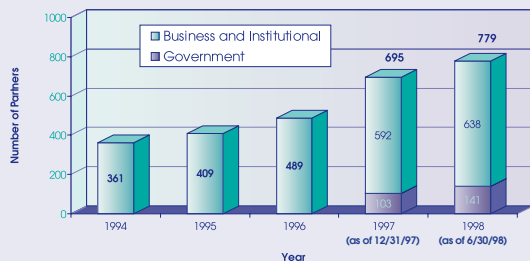


## BUYING AND MANUFACTURING RECYCLED

To close the recycling loop, partners purchased nearly \$3 billion worth of recycled-content products and more than 900,000 tons of recycled-content products. WasteWise partners reported using nearly 2 million tons of recovered material in the products they manufacture.

# Program RESULTS

## WasteWise Partner Growth: 1994 to 1998



## WasteWise Membership Multiplies

WasteWise membership continued to grow in 1997 and 1998. Highlights include the following:

- Membership grew by 46 percent from July 1, 1997, to June 30, 1998.
- 114 of the 255 partners that joined in this time period were government partners.
- WasteWise organizations now employ more than 5.7 million people.
- Total membership as of June 30, 1998, includes 779 partners and 73 endorser.

## WasteWise Partners of the Year

### VERY LARGE CORPORATION (MORE THAN 20,000 EMPLOYEES)

#### BankAmerica Corporation

BankAmerica Corporation conducted many outstanding waste prevention activities, from reducing the use of shrink-wrap to reconditioning and reissuing office equipment to paper reduction. For example, BankAmerica saved 228 tons of paper and \$500,000 by using 15-pound rather than 20-pound paper ATM envelopes.

#### Bell Atlantic

With close to 25,000 tons of surplus or obsolete telecommunications equipment, Bell Atlantic repaired and reused defective equipment and sold marketable equipment for a total corporate cost avoidance and revenue of \$24 million.

#### Target Stores

In 1997, Target implemented a new paperless system of making price changes and researching out-of-stock products. This project eliminated 200 tons of paper. Target also reused more than 20 million hangers, thereby eliminating 6,000 tons from the waste stream.

### LARGE CORPORATION (1,000 TO 20,000 EMPLOYEES)

#### Public Service Electric and Gas Company

Among its waste prevention achievements, Public Service Electric and Gas Company reduced paper waste by nearly 100 tons and saved more than \$320,000 through the use of electronic communications. PSE&G also donated, sold, and redeployed 48 tons of computer equipment, saving almost \$350,000.

### MID-SIZE CORPORATION (500 TO 999 EMPLOYEES)

#### Schlegel Systems, Inc.

By reusing plastic pallets, reels, and containers for interdepartmental use, Schlegel eliminated 16 tons of waste and saved \$15,000. Schlegel also eliminated paper container waste by switching to plastic containers for storing tools and buckets for cleaning, saving \$1,500 and removing 1 ton from the waste stream.

#### Southern Mills, Inc.

Southern Mills is constantly changing product specifications and improving procedures to reduce the amount of inferior-quality yarn and disposal of fabric. These actions decreased the purchase of raw materials by more than 17 tons. By improving packaging for

yarns and reusing boxes, Southern Mills also was able to reduce the amount of purchased boxes by 12 tons. The combined efforts of reducing textile and packaging waste saved the company \$13,000.

### SMALL BUSINESS (1 TO 499 EMPLOYEES)

#### Applied Specialties, Inc.

Applied Specialties started a returnable tote program with suppliers and bought bulk materials, reducing waste by more than 10 tons. By using remanufactured toner cartridges in printers and switching to a toner system for the fax machine, the company saved \$600 and eliminated an additional 260 pounds of waste. E-mail and double-sided copies also saved Applied Specialties \$320 and decreased paper waste by 500 pounds.

### UNIVERSITY/COLLEGE/SCHOOL

#### Sligo Adventist School

Sligo Adventist School implemented several innovative waste prevention activities in 1997. For example, the school switched to bulk juice dispensers so reusable plastic cups could be used in the cafeteria. This project eliminated more than 1 ton of drink boxes. In addition, the school used a vermicomposting system to dispose of cafeteria food waste, removing 500 pounds of food scraps from the waste stream.

## Program Champions

Battelle Memorial Institute ☼ Bethlehem Steel Corporation ☼ California State University, Sacramento ☼ CITGO Corporation ☼ Crown Cork & Seal Company, Inc. ☼ Eastman Kodak Company ☼ Florida Power & Light ☼ GPU Energy ☼ Herman Miller, Inc. ☼ Ingersoll-Rand Company ☼ McDonald's Corporation ☼ Pitney Bowes Inc. ☼ Resource Strategies ☼ Russell Corporation ☼ Seattle University ☼ Synthetic Industries, Inc. ☼ The Clorox Company ☼ The Lubrizol Corporation—Wickliffe, Ohio Headquarters ☼ Virco Mfg. Corporation ☼ Wilmot & Associates, Inc.

## WasteWise Launched Inaugural Satellite Forum in 1998

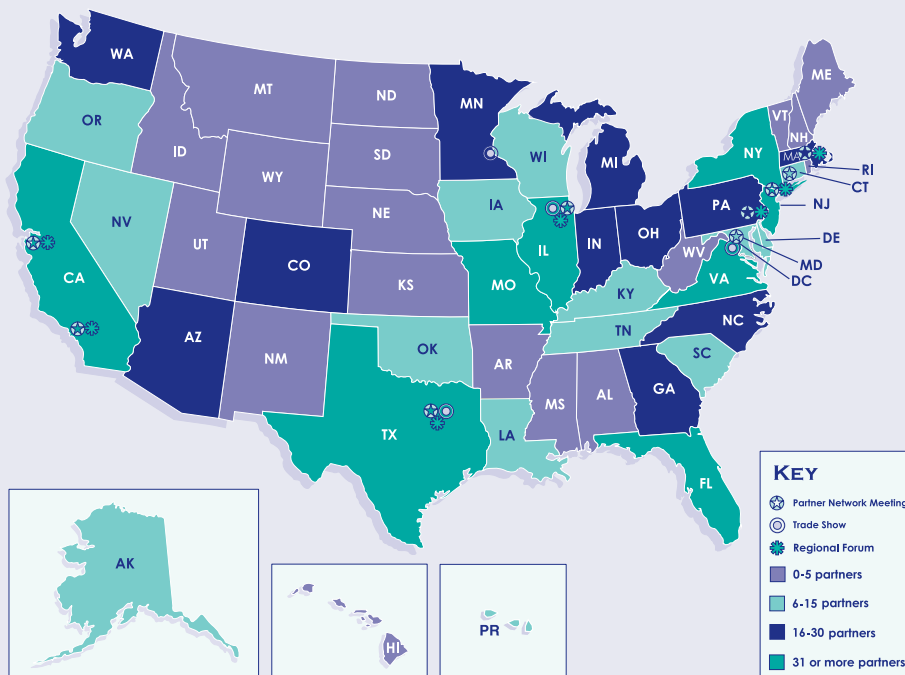
In June 1998, WasteWise presented "Waste Prevention Pays: Businesses Cut Costs by Cutting Waste," its first national satellite forum for businesses. This live WasteWise conference provided a forum for partners to share their money-saving waste prevention strategies with peers and learn from others' experiences. Viewers posed their questions and related their own successes during the call-in portion of the program.

- Nearly 570 downlink sites broadcast the forum to more than 6,000 viewers.
- Forty-three percent of attendees were from businesses and 37 percent were from state or local government agencies.
- More than half of the attendees came from smaller businesses or organizations (less than 500 employees).

Attendees of the forum responded enthusiastically to the program, with most reporting that it provided useful information for evaluating and improving waste reduction activities. One attendee summed it up as an "outstanding program. It was very instructive, especially in thinking about looking 'upstream' for waste prevention." Another attendee noted, "I am surprised at the benefits in cost savings as well as environmental benefits. Knowing that many companies are involved identifies the need for this subject to be discussed locally, nationally, and globally." WasteWise hopes to conduct additional satellite forums in the future.

## WasteWise Message Travels Across the Country

TRADE SHOWS ☼ PARTNER NETWORK MEETINGS ☼ REGIONAL FORUMS



# GLOBAL WARMING POSES A GLOBAL THREAT

In addition to other dangers, many scientists believe that global warming will cause a rise in sea level, human health threats from increased range and incidence of disease, and damage to both ecosystems and biodiversity. Atmospheric concentrations of greenhouse gases are at their highest levels in more than 200,000 years.

As waste reduction leaders, WasteWise partners are helping to curb this threat. Waste prevention can greatly reduce the emission of greenhouse gases by conserving raw materials and the energy expended to extract, process, and manufacture them into products. Waste prevention and recycling keep materials out of landfills and incinerators that generate greenhouse gases as they degrade or burn. Keeping paper products out of landfills cuts methane emissions, saves energy, and preserves forests, which remove large amounts of carbon dioxide from the atmosphere.

By diverting more than 7.5 million tons of material from landfills in 1997, WasteWise partners prevented the emission of an estimated 5 million metric tons of carbon equivalent (the basic unit of measure for greenhouse gases) into the atmosphere.

This achievement is equal to preventing the average annual emissions from electric power consumption of roughly 3 million households.

For more information on global warming, see [www.epa.gov/globalwarming](http://www.epa.gov/globalwarming). To learn more about the WasteWise program, see [www.epa.gov/wastewise](http://www.epa.gov/wastewise) or call our helpline at 800 EPA-WISE.

**IN 1997, WASTEWISE PARTNERS PREVENTED THE EMISSION OF AN ESTIMATED 5 MILLION METRIC TONS OF CARBON EQUIVALENT... EQUAL TO PREVENTING THE AVERAGE ANNUAL EMISSIONS FROM ELECTRIC POWER CONSUMPTION OF ROUGHLY 3 MILLION HOUSEHOLDS.**



WasteWise Program (5306W)  
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401 M Street, SW.  
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\$300