

# WRAP TALK 2004

CALIFORNIA INTEGRATED WASTE MANAGEMENT BOARD



The Waste Reduction Awards Program (WRAP), established by the California Integrated Waste Management Board in 1993 to recognize private organizations that develop innovative and aggressive programs to reduce solid waste, has bestowed honors on more than

10,800 California businesses and private nonprofit organizations. WRAP recipients are vital participants in their communities' efforts to achieve the State waste mandate diversion on cities and counties by sending less trash for landfill disposal.

## ***Progress and Challenges***

Nearly 15 years ago, precedent-setting California legislation established one of the most ambitious waste management goals in the country—50 percent diversion for the Golden State. Thanks in great part to the innovative, resource-efficient practices of WRAP winning businesses, California averaged 47 percent diversion in 2003. Since 1990, California has kept more than 230 million tons of reusable and recyclable materials out of landfills, thus reducing the impact on the environment while conserving valuable resources. This is a success story, being in a state that generates an estimated 72 million tons of waste each year. Due to the voluntary diversion of materials from the waste stream by the business sector, this represents an outstanding commitment to environmental protection.

Last year, the CIWMB recognized 2,139 California businesses statewide with the WRAP 2003 awards. WRAP winners reported they cumulatively saved more than \$183 million dollars (twice the savings from the previous year). Additionally, these businesses also diverted more than 2,240,000 tons of waste from California landfills. Progress is taking place.

With California facing unforeseen economic challenges, State and local government agencies are also confronted with diminishing revenues and rising costs. As the business community strives to succeed and stay afloat economically, their waste reduction consciousness and recycling activities have become a greater priority.

As has been demonstrated by WRAP winning businesses, several University of California economic studies have proven that managing discards responsibly can be profitable to businesses. These studies provide a means for educating the public beyond the common idea of beverage container collection. Many materials can be reused and/or recycled, creating further job opportunities, for example.

CIWMB is committed to assisting both the business community and local government to find economic opportunities through the implementation of the waste management hierarchy and the Board's 2001 Strategic Plan. With goals ranging from increasing conservation and product stewardship to expanding sustainable markets and public education, to regulating facilities, ensuring environmental justice, and promoting a zero waste California, the CIWMB's work is diverse and widespread.

In 2003, California diverted from disposal 47 percent of the 72 million tons of solid waste it generated.

The remaining 53 percent is the next challenge.

With the ongoing efforts of WRAP participating businesses, California will continue to make progress toward its statewide zero waste goal.

## Zero Waste

Zero Waste is a philosophy that redesigns one's thinking to encompass all potential resources and a whole system approach. The goal is to eliminate all waste, rather than simply manage it.

"Zero Waste poses a fundamental challenge to 'business as usual.' ... It has the potential to motivate people to change their life styles, demand new products, and insist that corporations and governments behave in new ways. This is a very exciting development."

Peter Montague  
Editor of *Rachel's Environment & Health Weekly*

## Sustainability

According to the University of California's Sustainable Agriculture Research and Education Program, "Sustainability rests on the principle that we must meet the needs of the present without compromising the ability of future generations to meet their own needs."

## Innovation in Waste Reduction

Thimmakka's Resources for Environmental Education ([www.thimmakka.org](http://www.thimmakka.org)), based in Berkeley and Oakland, is a nonprofit organization. Their Greening Ethnic Restaurants (GER) Program is a partnership with Bay Area cities, counties, and private organizations. The program is designed to implement 57 environmental measures in restaurants for solid waste, water and energy conservation, and pollution prevention.

Resource-efficient landscaping practices can produce significant economic and environmental benefits. Reduction in labor, water, and fertilizer costs and minimal hauling and disposal fees result in cost savings to businesses. Grasscycling, composting, and mulching return valuable organic material to the soil. Proper watering and fertilizing techniques can reduce erosion, conserve water, and encourage healthier, disease-resistant plants.

By purchasing environmentally preferable and recycled-content products, organizations can save money on their bottom line. Many products cost the same or less than their non-recycled counterparts. Businesses can also save excess spending by replacing disposable products with durable, reusable items. Minimizing "waste," often defined as an inefficient use of resources, can be replaced with maximizing "resource efficiency." Resource efficiency is "doing more with less." Saving natural resources and money can benefit a business in a variety of ways, including job opportunities and energy savings as well.

## A Measure of Success

Bayer Healthcare LLC in Berkeley (Seven-year WRAP Winner) has implemented many strategies within their workplace to successfully divert more than 48 percent of their solid waste materials from the landfill. Their businesswide enthusiasm contributes to environmental awareness within the community and in-house education and training, as well as to employee pride in their own accomplishments.

2003 "WRAP of the Year" Winning Businesses



*Where the Power of Knowledge Saves Lives!*



**HITACHI**  
Inspire the Next



i n v e n t



The Interior Services Company  
of DuPont Textiles and Interiors



**TOYOTA**



**TURTLE BAY**  
EXPLORATION PARK

*Human. Nature.*

## **Outstanding 2003 “WRAP of the Year” Winning Businesses**

Each year, 10 outstanding California businesses are acknowledged as industry leaders for their successful implementation of resource-efficient practices and aggressive waste reduction, reuse, and recycling programs.

Each of the following 2003 WRAP of the Year winning business are commended for their innovative waste reduction efforts:

### **American Licorice Company; Union City, Alameda County**

**(Two-year WRAP Winner).** Non-usable waste candy is collected and sent to a local cattle feed operation.

A large variety of materials are captured and recycled (from steel frames for scrap to paper dividers used in licorice packaging).

### **Blue & Gold Fleet, LP; City and County of San Francisco**

**(First-year WRAP Winner).** Clear (see-through) trash bags, rather than black, are used regularly to collect and sort recycling materials for easy identification. Additionally, more than 130,000 pounds of cardboard and paper are recycled annually.

### **City of Hope National Medical Center and Beckman Research Institute; Duarte, Los Angeles County (Two-year WRAP**

**Winner).** When setting up new or altering “old” office space, staff must first visit their furniture warehouse before deciding on any new purchases. Additionally, a “trading post” for employees’ reusable personal items is available. An Earth Day event is held to educate staff and the public, featuring five hybrid vehicles used on the campus.

### **Community Environmental Council; Santa Barbara, Santa Barbara County (Four-year WRAP Winner).**

Staff members are encouraged to pack lunches in reusable containers and/or cook meals at work with the assistance of a complete kitchen cabinet of reusable containers. Reusable dinnerware and utensils are provided for their daily use. A self-contained garden and composting operation highlight their accomplishments. A Trombe wall is constructed with adobe bricks made on-site, which aids in regulating room temperature. A mat made of natural sea grass is substituted for traditional carpeting, and sofas were reupholstered with long-lasting hemp fabric.

### **East West Partners; Truckee, Nevada County (First-year WRAP Winner).**

Kitchen and storage wall panels, along with the bar backdrop, were constructed with 100 percent postconsumer recycled milk jugs. Natural cotton fiber insulation, made from 100 percent postindustrial denim and raw cotton fibers, is also used in the wall structure.

**Hitachi Automotive Products—Los Angeles; Torrance, Los Angeles County (First-year WRAP Winner).** Vehicle mass airflow sensors, forwarded to the business by dealerships statewide, are deconstructed and refurbished “like new” for reuse. Additionally, they have acquired the services of another WRAP of the Year business due to that company’s award-winning recognition and environmental commitment.

### **Hewlett-Packard-San Diego; San Diego County (Three-year WRAP Winner).**

The HP Recycle and Waste Stream Management Program has identified 26 different commodities for reuse and recycling. Nearly 148 tons of green waste from the facilities’ landscaping is diverted for composting. Scheduling maintenance of tree trimming and mowing minimizes cost and potential waste.

### **The Environmentalists, The Interior Services Company of DuPont Textiles & Interiors; South San Francisco, San Mateo County (Five-year WRAP Winner).**

Nearly 80 tons of used carpet remnants are reclaimed and recycled to manufacture new carpeting and padding rather than using virgin materials. Vinyl floor tile and other carpet products are purchased with postconsumer recycled content.

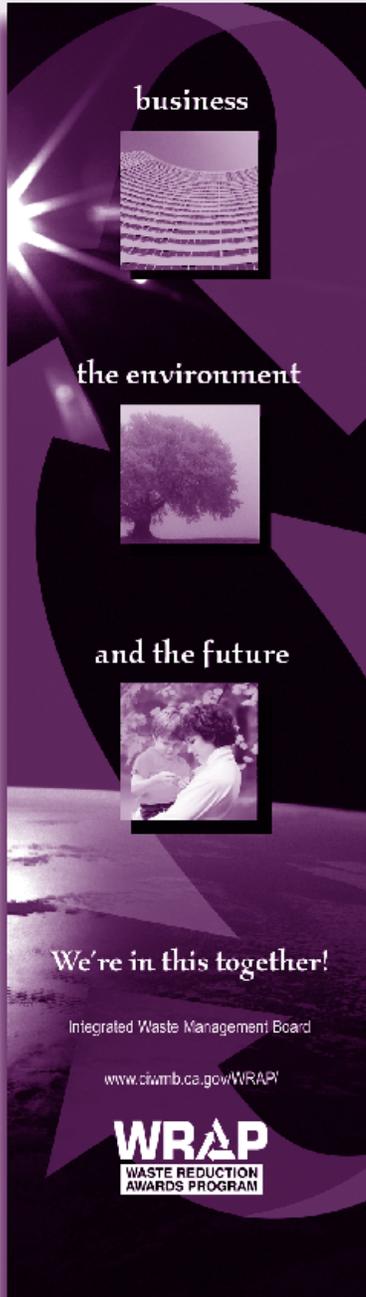
### **Toyota North American Parts Center, California; Ontario, San Bernardino County (Four-year WRAP Winner).**

A recycling committee was developed to encourage and implement measures to reduce waste. Prizes such as weekend rentals of the hybrid Toyota Prius vehicle, t-shirts, and other products made from recycled content give employees added incentive to their existing commitment.

### **Turtle Bay Exploration Park; Redding, Shasta County**

**(Two-year WRAP Winner).** Employees receive a recycled coffee can, labeled for trash, so that the standard office container is used solely for recyclable materials.

Construction materials from former city buildings have been reused in the museum’s architecture. Previously unused electric cars are now driven on-site for landscape management and tight pathways.



## ***Business Use of the WRAP Logo and Winner Certificate***

Many WRAP winners incorporate the WRAP logo into their public image, attesting to their success as an environmentally concerned business.

**Albertsons statewide** (Six-year WRAP Winner) identifies their waste reduction and recycling achievements, along with their WRAP awards, at "In the Community-Environmental Affairs" page at [www.albertsons.com](http://www.albertsons.com).

**Bazaar Del Mundo, Inc. in San Diego** (Four-year WRAP Winner) posts their winner certificates on-site at their business, and the logo is used on their letterhead as well as in various press releases. The business can be accessed at [www.bazaardelmundo.com](http://www.bazaardelmundo.com).

**Benny's Oil Filter & Recycling in Maywood** (Three-year WRAP Winner) displays the winner logo on their invoices, on their Web site at [www.grupo.com](http://www.grupo.com), and in the window of their trucks.

**CAN-GRO, Inc. dba J & W Auto Wreckers in Antelope** (Six-year WRAP Winner) announces the logo on their Web site at [www.jwjeep.com](http://www.jwjeep.com), on the entrance door to their business, and on display in their showroom.

**EcoExpress Gifts in Novato** (Eight-year WRAP Winner) displays their award-winning status and logo for their customers on their "About EcoExpress/Awards" Web site at [www.ecoexpress.com](http://www.ecoexpress.com).

**Eco-Pop Designs in Moss Beach** (Eight-year WRAP Winner) identifies their WRAP award and logo on their Press and Awards Web site at [www.ecopopdesigns.com](http://www.ecopopdesigns.com).

**Gardeners' Guild, Inc. in San Rafael** (Nine-year WRAP Winner) highlights WRAP in their newsletters and marketing materials provided to their clients. Also, they post the logo at the front door of their lobby. See publications at [www.gardenersguild.com](http://www.gardenersguild.com).

**Petaluma Poultry in Petaluma** (Two-year WRAP Winner) announces their WRAP winner status, along with other environmental achievements and awards, on their business press release pages at [www.petalumapoultry.com](http://www.petalumapoultry.com).

**Puzzle People in Weimar** (Three-year WRAP Winner) uses the logo on their by-product picture frame that is provided free to their customers. Read about their waste reduction efforts at "About Puzzle People—Recycling" at [www.puzzlepeople.com](http://www.puzzlepeople.com).

**Save Mart Supermarkets in Modesto and statewide** (Four-year WRAP Winner) prints the WRAP winner logo, and additional environmental messages, on their 50 percent postconsumer paper grocery bags, in business newsletters, and on displays in their store windows.

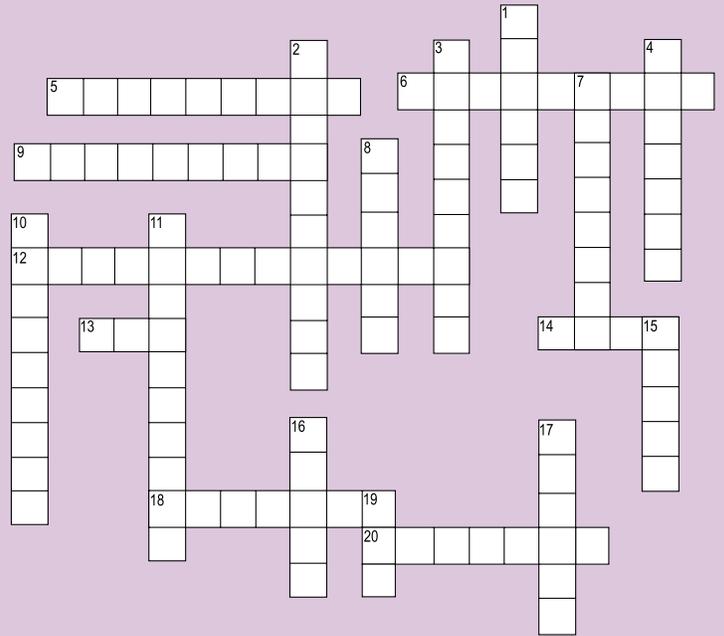
## DOWN

- 1) Informal term applied to surplus or obsolete electronic products.
- 2) A waste \_\_\_\_\_ is when an organization takes a close look at the flow of materials that pass through its operation, especially what ends up in the trash.
- 3) While these facilities are operated in a more environmentally sound manner than burn dumps of old, they are still the least preferred method of managing society's discards.
- 4) The concept of equitably protecting the environment and public health and safety in a manner that does not unfairly affect any one group is called Environmental \_\_\_\_\_.
- 7) They come in sizes of 3, 5, and 40 yards, and WRAP winners try NOT to fill them.
- 8) Instead of disposing of still usable materials and goods, businesses can \_\_\_\_\_ to a worthy charity.
- 10) "You make it happen!"
- 11) Stopping waste before it starts is also called waste \_\_\_\_\_.
- 15) This material, used for everything from packaging to personal hygiene, still accounts for nearly 30 percent of the waste stream.
- 16) Reducing waste not only saves resources, it also saves \_\_\_\_\_.
- 17) Using this feature on a printer or copier can cut paper use in half.
- 19) Abbreviation for the video display portion of many computer monitors and televisions.

## ACROSS

- 5) One of the "re" words that allows a product to be reused; similar to repair.
- 6) "Universal wastes" are these types of wastes that present relatively low risk and are better managed through recycling than disposal.
- 9) CalMAX is an example of a statewide materials \_\_\_\_\_.
- 12) A statement by an organization that outlines its commitment to responsible behavior for both the public and the Earth is an \_\_\_\_\_ Policy.
- 13) An abbreviation for the fee paid by consumers on certain beverage containers.
- 14) An abbreviation for the prestigious recognition program run by the CIWMB that honors resource-efficient behaviors by California businesses and institutions.
- 18) Excluding paper, this decomposable portion of the waste stream makes up nearly 35 percent of garbage.
- 20) After you Reduce and Reuse, the next best thing to do is \_\_\_\_\_.

# Waste Not Crossword Puzzle



ACROSS  
 5) refurbish  
 6) hazardous  
 9) exchange  
 12) environmental  
 13) CRV  
 14) WRAP  
 18) organic  
 20) recycle

DOWN  
 1) e-waste  
 2) assessment  
 3) landfills  
 4) justice  
 7) dumpster  
 8) donate  
 10) zero waste  
 11) prevention  
 15) paper  
 16) money  
 17) duplex  
 19) CRT

**Receive recognition for the voluntary efforts of your business.** Submit a 2004 WRAP Application to the CIWMB Waste Reduction Awards Program (WRAP).

**When to Apply:** April 1 through June 30, 2004.

Where: Go to [www.ciwmb.ca.gov/WRAP/](http://www.ciwmb.ca.gov/WRAP/); click on Application.

**For Additional Help:** Go to Application and click on Resource Guide at [www.ciwmb.ca.gov/WRAP/](http://www.ciwmb.ca.gov/WRAP/) for the companion document to the 2004 WRAP Application.

**Eligibility:** All California Businesses and Nonprofit Organizations.

**Contact:** Piper L. Miguelgorry, WRAP Program Coordinator or [WRAP@ciwmb.ca.gov](mailto:WRAP@ciwmb.ca.gov) or (916) 341-6604.

## **Waste Reduction Resources for California Businesses**

The California Integrated Waste Management Board maintains a vast collection of resources to assist organizations in preventing waste, recycling, and purchasing environmentally preferable products. At the Board's Web site, the following links are available:

### **Buy Recycled Program**

Learn about the benefits of buying recycled and improving markets for recycled products at [www.ciwmb.ca.gov/BuyRecycled/StateAgency/](http://www.ciwmb.ca.gov/BuyRecycled/StateAgency/).

### **California Materials Exchange (CalMAX)**

To locate and make available useable resources, place a free listing at [www.ciwmb.ca.gov/CalMAX/](http://www.ciwmb.ca.gov/CalMAX/) or [www.CalMAX.org](http://www.CalMAX.org).

### **Electronic (E-Waste) Product Management**

Learn about the proper management of electronic product discards at [www.ciwmb.ca.gov/Electronics/](http://www.ciwmb.ca.gov/Electronics/).

### **Food Scrap Management**

Information and resources are provided to help reduce food waste. Learn about composting and saving money on disposal costs at [www.ciwmb.ca.gov/FoodWaste/](http://www.ciwmb.ca.gov/FoodWaste/).

### **Organics (Sustainable Landscaping)**

Landscaping can produce significant economic and environmental benefits. Go to [www.ciwmb.ca.gov/Organics/](http://www.ciwmb.ca.gov/Organics/).

### **Paper Web site**

Reduce unnecessary office paper consumption and purchase recycled-content paper. Learn more at [www.ciwmb.ca.gov/Paper/](http://www.ciwmb.ca.gov/Paper/).

### **Recycled-Content Products (RCP) Directory**

Locate thousands of recycled-content products. The directory also includes manufacturers, distributors, and reprocessors who produce recycled products or process the materials used to make them. Go to [www.ciwmb.ca.gov/RCP/](http://www.ciwmb.ca.gov/RCP/).

### **Recycling Market Development Zone (RMDZ) Loan Program**

Qualify for an RMDZ loan (a partnership between local governments and the CIWMB) by using secondary materials from the waste stream as feedstock for manufacturing processes. See [www.ciwmb.ca.gov/RMDZ/](http://www.ciwmb.ca.gov/RMDZ/).

### **RecycleStore Catalog**

To directly contact California manufacturers of recycled-content products, go to [www.ciwmb.ca.gov/Recyclestore/](http://www.ciwmb.ca.gov/Recyclestore/).

### **Reuse Program**

Seek out links and resources for the reuse of various materials. Information on CIWMB's Reuse Assistance Grant opportunities for local governments, who may partner with business and nonprofit organizations, is available at [www.ciwmb.ca.gov/Reuse/](http://www.ciwmb.ca.gov/Reuse/).

### **Sustainable (Green Building) Design**

Learn about cost-efficient building operations and resource efficiency while creating healthier buildings at [www.ciwmb.ca.gov/GreenBuilding/](http://www.ciwmb.ca.gov/GreenBuilding/).

### **Waste Prevention Information Exchange (WPIE)**

Save your business expenses by using the directory of informational resources for waste prevention at [www.ciwmb.ca.gov/BizWaste/](http://www.ciwmb.ca.gov/BizWaste/).



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### **WRAP 2004 Application Tidbits**

- Open application period is April 1 through June 30, 2004, only.
- No late applications will be accepted.
- All California businesses and private nonprofits are eligible to apply.
- Apply as an individual business OR as a multiple site organization. Only ONE application need be submitted annually.
- Obtain WRAP application and Resource Guide online at [www.ciwmb.ca.gov/WRAP/](http://www.ciwmb.ca.gov/WRAP/).
- Read all instructions before proceeding.
- All questions on the application must be answered completely.
- In addition to answering all questions, provide:
  - 1) An Environmental Policy.
  - 2) A Media Profile paragraph.
  - 3) An authorized signature.

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Arnold Schwarzenegger, Governor

**California Environmental Protection Agency**

Terry Tamminen, Secretary



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Carl Washington, Board Member

Mark Leary, Executive Director

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The energy challenge facing California is real. Every Californian needs to take immediate action to reduce energy consumption. For a list of simple ways you can reduce demand and cut energy costs, Flex Your Power and visit [www.consumerenergycenter.org/flex/index.html](http://www.consumerenergycenter.org/flex/index.html).

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**Zero Waste—You Make It Happen!**

