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WRAP Talk 2006

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WHAT'S INSIDE

E-Waste News	2
Batteries and Fluorescent Lamps	3
WOTY Awards	4
Environmental Management Systems	5
Green Building	5
Waste Not Word Search	6
Business Resources	7

2005 WRAP of the Year (WOTY) Winning Businesses

Last year, five outstanding California businesses were acknowledged as industry leaders for successful implementation of their resource-efficient practices and aggressive waste reduction, reuse, and recycling programs. WOTY winners receive special recognition from the California Integrated Waste Management Board and the media for their waste reduction efforts. Highlights of their waste reduction achievements can be found on page four.

Progress and Challenges

Nearly 17 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 achieved greater than 48 percent diversion in 2005.

Since 1990, California has kept more than 300 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 in a state that generates an estimated 79 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 1,870 California businesses statewide with the WRAP 2005 awards.

WRAP winners reported they diverted more than 1.8 million tons of waste destined for California landfills, and cumulatively saved more than \$149 million dollars.

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 much greater priority.

WRAP-winning businesses demonstrate that managing discards responsibly can be profitable. The waste reduction practices of California's proactive WRAP businesses go beyond the common idea of beverage container or paper collection. In addition to buying products manufactured with recycled content, many California businesses are reusing and recycling materials, and creating innovative waste prevention

activities while providing additional job opportunities.

CIWMB is committed to assisting both the business community and local governments to find economic opportunities through the implementation of the waste management hierarchy (reduce, reuse, recycle, and buy recycled) and the Board's 2001 Strategic Plan.

Goals range from increasing awareness of environmental management systems to waste diversion measurements, expanding sustainable markets and public education, regulating facilities, and promoting a zero waste California. The CIWMB's work is both diverse and widespread.

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

For further information on the annual WRAP application process, visit www.ciwmb.ca.gov/WRAP/.



Due to hazardous components, it is unlawful to dispose of most electronic equipment with regular municipal waste.

Electronic Waste Recycling

January 1, 2006, marked the first anniversary of California's landmark program designed to provide convenient recycling options for certain electronic products. In its first year of operation, the program established by the California Electronic Waste Recycling Act saw over 50 million pounds of "covered electronic wastes" (CEW) flow through its statewide network of collectors and recyclers. "Covered" means covered by the law, and includes most computer monitors and televisions.

The California Integrated Waste Management Board administers the CEW recovery and recycling payment system that covers the cost of the program. Funding of the program is through an Electronic Waste Recycling Fee assessed on the sale of certain "covered electronic devices" (CED) sold in California. The fee ranges from \$6 to \$10 depending

on screen size, and this fee is also charged on Internet and catalog sales.

Collected fees are deposited in an account managed by the State of California and are used to provide payments to authorized collectors and recyclers, foster the development of recycling opportunities and offset the cost of properly managing these types of products at the end of their useful lives. At the beginning of 2006, over 350 collectors were participating in the system, providing widespread options for both residential and commercial consumers to recycle CEWs and other e-waste.

It is important for consumers to note that the Electronic Waste Recycling Fee is not a deposit, and that the covered products do not contain "redemption value," as do many beverage containers in California. Consumers are not entitled

to reimbursement of the fee when covered products are recycled. The intent of the fee is to reduce, or eliminate, the costs associated with properly recycling this material when it becomes waste.

The electronic products currently classified as CEDs include the following: cathode ray tubes (CRT) based televisions and computer monitors, liquid crystal display (LCD) televisions and computer monitors, and laptop computers with LCD displays, and plasma screen televisions. California's Department of Toxic Substances Control determines what types of products are covered by the program.

For more information on the California Electronic Waste Recycling Act, or electronic waste reuse and recycling opportunities, visit California's new web portal for e-waste information at www.eRecycle.org.

Recycling Market Development Zone Loans (RMDZ)

CIWMB's Recycling Market Development Zone loan program has \$20 million available to California manufacturers located in one of the 33 designated Recycling Market Development Zones statewide. The program provides attractive loans, technical assistance, and free product marketing to California manufacturers located in a zone that use materials from the waste stream to manufacture their products. The program offers loans of up to \$2 million with repayment terms from ten to 15 years at a below-market fixed interest rate. For more information see www.ciwmb.ca.gov/RMDZ/ or call (916) 341-6530.



The Climate Change-Waste Connection

Conserving resources by consuming less, reusing and recycling more, we can help slow global climate change. When we consume less and reuse and recycle more, we save the energy and associated “greenhouse gas” emissions needed to extract and convert the raw materials. When our waste decomposes in landfills (in anaerobic conditions), two greenhouse gases are produced—methane and carbon dioxide; and methane is a very powerful greenhouse gas with a global warming potential 21 times that of carbon dioxide.

Although a number of California landfills flare or capture landfill methane to use as fuel, gas is still released into the atmosphere.

Slowing global climate change-is another good reason to reduce waste and conserve resources.

For more information, visit www.climatechange.ca.gov.

Recycled Content Product Directory (RCPD)

You already recycle, what more can you do? Well, how about buying and using products made from recycled materials? Thousands of useful everyday RCPs are readily available, including paper, plastic lumber, flooring, toner cartridges, latex paint, clothing, compost, tires, eating utensils, packaging,

greeting cards, glass countertops and tiling, furniture, motor oil, anti-freeze, janitorial papers, and more.

But where can you find these products? A good place to start is on the web at www.ciwmb.ca.gov/RCP, where you can find recycled content products, manufacturers,

distributors, and re-processors. Visit us soon!

Additionally, any companies that produce or distribute products with recycled content materials can self-list on the RCPD web site.



Recycle Batteries and Fluorescent Lamps

Battery Posters and Stickers:

www.ciwmb.ca.gov/BizWaste/Posters/Batteries.htm

Fluorescent Lamp Posters and Stickers:

www.ciwmb.ca.gov/BizWaste/Posters/Lamps.htm

For additional information about prohibited items or to find where your local municipality accepts prohibited items, visit www.ciwmb.ca.gov/HHW/.

Specific types of waste materials are now prohibited by law from being disposed of in California solid waste landfills. Several new items appear on the list, but two of them are of particular interest—batteries and fluorescent lamps and tubes. These materials must be kept out of the trash.

Download “Keep Out of the Trash” stickers and posters to promote recycling and safe disposal of batteries and fluorescent lamps and tubes within your organization. And if desired, your organization name and logo may be professionally printed on the poster.

Printed copies, without your organization name and logo, are also available. To download the electronic files or to request copies, visit the following links.

All batteries and fluorescent lamps and tubes are banned from the trash.

2005 WRAP of the Year (WOTY) Business Winners



Agilent Technologies in Sonoma County is a leading manufacturer of high performance test and measurement equipment for the telecommunications industry. Agilent increased its solid waste diversion from 74 percent to 80 percent, keeping over 994 tons of materials out of local landfills. They estimate at least \$138,110 in landfill fees were saved due to the waste diversion activities. Agilent also donates surplus items, including office equipment, to local nonprofit organizations. Staff at Agilent are proud of their success and strive to be industry leaders in waste prevention, recycling, reuse, and cutting waste. Visit www.agilent.com.



Byers' LeafGuard Gutter Systems, in Grass Valley, is a full-service, seamless and custom-fit gutter contractor with a successful recycling and waste reduction program. Last year, their program diverted nearly 204 tons of metal, cardboard, and other materials and saved over \$13,900 in disposal costs. Once an old gutter system is removed from a building or home, the company ensures that the discarded materials are taken to a recycling plant for processing. The company is also dedicated to environmental protection in as many aspects of its business as possible,



including maintaining a fleet of low-emission, fuel-efficient vehicles for service and sales calls. Visit www.leafguard.com.

Safeway Inc., with 557 Vons and Safeway stores in California, is one of the largest retail grocery companies in North America. The company successfully diverted 210,926 tons from landfill disposal through their composting and recycling programs. In addition, Safeway's recycling programs divert other materials from landfills, such as corrugated cardboard, plastic, meat waste, metal, paper, and glass. As a result, the company has experienced significant savings from reducing their waste disposal and landfill costs. Visit www.safeway.com.

Trincher Family Estates in Napa Valley, is the fifth largest wine company in the U.S. The company produces the wines of Sutter Home, Trincher, Montevina, Trinity Oaks, Folie de Deux, M n ge   Trois, Three Thieves, and Fre, and imports Reynolds Vineyards and Boomey wines of Australia. Trincher Family Estates practices sustainable farming in the vineyards and innovative waste reduction at all of its winery facilities, including the reuse of 50 million gallons of wastewater

and composting both 24,000 tons of pumice and 1,000 tons of diatomaceous earth. This year, the winery upgraded three bottling lines to accommodate bulk glass, eliminating a significant volume of extra packing materials. The result is an annual reduction of 850 tons in corrugated material and 100 tons of plastic shrink-wrap, efforts that have realized a cost savings of \$750,000 for the company. Visit www.tfewines.com.

Walser's is a family-owned art, office, and drafting supply store and computer design service company located in Torrance. Last year, Walser's successful recycling and waste reduction efforts diverted 9 tons of solid waste from landfill disposal and saved over \$3,000. The retailer donates old displays to customers and recycles hundreds of pounds per week of plastic, glass, cans, bottles, paper, cardboard, and other materials. The owners even transport materials home to recycle through their own community curbside programs because commercial recycling is not yet available at the store location. To share the cash benefit of recycling with their employees, Walser's spends the beverage container recycling revenue on company holiday celebrations. Visit www.walsers.com.



Environmental Management Systems

The Environmental Management System (EMS) approach to sustainable development is an important tool for businesses and government to reduce costs and proactively address environmental obligations. The process management approach of an EMS is an important tool in the continuing success of California's "integrated" materials and waste management, because it requires a comprehensive inventory of impacts contributing to an organization's ecological footprint and incorporates the Plan-Do-Check-Advance cycle of continual improvement.

Leaders in business and governmental organizations have observed the following benefits: increased efficiency, reduced costs and greater operational consistency; improved ability to meet compliance requirements; improved environmental awareness, involvement, and competency throughout the organization; better communication about environmental issues inside and outside the organization; and better relationships with regulators.

Green Building—CHPS Best Practices Manual

The Collaborative for High Performance Schools (CHPS) is a non-profit organization dedicated to making California schools a better place to learn. CHPS offers a multi-volume Best Practices Manual to assist school administrators, architects, engineers, and contractors in planning, designing, building, operating and maintaining schools that are energy efficient, resource efficient, healthy, comfortable, well-lit, and contain the amenities needed for a quality education.

Operating and maintaining schools using the CHPS best practices allows the Los Angeles Unified School District (LAUSD) to save \$620,800 in food disposal costs and \$395,800 in yard trimmings disposal costs annually. LAUSD recycles more than 15,000 tons of concrete and asphalt each year due to their construction

and demolition (C&D) waste management activities. This helps LAUSD to save more than \$77,400 in purchasing costs and \$11,800 in disposal costs.

As demonstrated with LAUSD, the CHPS Best Practices Manual provides information to assist school districts and local jurisdictions to increase the amount of materials diverted from the landfill. Other organizations can implement the same best practices and achieve similar benefits.

For more information about CHPS, visit www.chps.net.

Additional information can be found at www.ciwmb.ca.gov/Green_Building/.

More on EMS can be found at www.calepa.ca.gov/ems/ and www.epa.gov/ebtpages/environmentalmanagement.html



Waste Not Word Search

Find these words in the puzzle:

Business
Composting
Conserve
Electronics
Environment
Greenwaste
Measurements
Organics
Packaging
Plastics
Recycle
Reduce
Reuse
Sustainability
WRAP

G	E	L	E	C	T	R	O	N	I	C	S	W	C	H
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2006 Governor's Environmental and Economic Leadership Awards (GEELA)

The California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) urges all eligible organizations to seek the recognition they deserve for helping to make California a great place to live and work. In addition to applying for the annual WRAP honors, we encourage our WRAP constituents to consider pursuing the 2006 Governor's Environmental and Economic Leadership Awards.

GEELA represents the State's highest and most prestigious environmental honor. The awards recognize achievements by individuals, organizations, and businesses related to the conservation of California's precious resources, protection and enhancement of California's environment, and the building of public-private partnerships.

Currently, the 2006 competitive GEELA categories include the following areas:

- 1) Children's environmental education.
- 2) Sustainable practices and facilities.
- 3) Environmental-economic partnerships.

Additional categories for GEELA will be forthcoming upon completion of the application now in progress.

The 2006 GEELA application will be available at www.calepa.ca.gov/Awards/GEELA/. This year's GEELA applications will be due August 1, 2006.

For more information about the Governor's Environmental and Economic Leadership Awards (GEELA), contact Leslie Ford, California Environmental Protection Agency at (916) 322-7649.

Waste Reduction Resources for California Businesses

Business Waste Reduction

Increase efficiency and save money by using many business waste reduction resources at www.ciwmb.ca.gov/BizWaste/.

Buy Recycled Campaign

Suggestions on how to purchase recycled-content products and improve the markets for them are available at www.ciwmb.ca.gov/BuyRecycled/StateAgency/.

California Materials Exchange (CalMAX)

Search for available and wanted materials and create your own listing at www.CalMAX.org.

Electronic (E-Waste) Product Management

Learn about the California Electronic Waste Recycling Act and electronic waste reuse and recycling opportunities at www.eRecycle.org.

Food Scrap Management

Information and resources to help reduce food waste can be found at www.ciwmb.ca.gov/FoodWaste/.

Green Lodging

When traveling within the state, stay in a "green" hotel. Find one or learn how to become one at www.ciwmb.ca.gov/epp/GreenLodging/.

Organics (Sustainable Landscaping)

Sustainable landscaping practices can produce significant economic and environmental benefits. See www.ciwmb.ca.gov/Organics/.

Packaging Materials Management

A variety of resources regarding efficient packaging and distribution methods is available at www.ciwmb.ca.gov/Packaging/.

Paper Management

Reduce unnecessary paper consumption and learn about recycled-content paper at www.ciwmb.ca.gov/Paper/.

Plastics Management

Resources for managing and recycling plastics can be found at www.ciwmb.ca.gov/Plastic/.

Recycled-Content Product (RCP) Directory

Locate recycled-content products, manufacturers, distributors, and re-processors who produce recycled products or process the materials used to make them at www.ciwmb.ca.gov/RCP/.

Recycling Market Development Zone (RMDZ) Loan Program

To qualify for an RMDZ loan, a partnership between local governments and CIWMB, use secondary materials from the waste stream as feedstock for manufacturing processes. Visit www.ciwmb.ca.gov/RMDZ/.

Reuse Assistance Grants

CIWMB's Reuse Assistance Grant program provides opportunities for local governments, who may partner with business and nonprofit organizations. Visit 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/.

Tire Management

Information on the CIWMB Tire Program and tools for management of waste tires is available at www.ciwmb.ca.gov/Tires/.

Used Oil Recycling Program

The Used Oil Recycling Program provides a statewide network of collection opportunities and used oil education. See www.ciwmb.ca.gov/UsedOil/.

Vermicomposting

Learn how worms can turn your food waste into beneficial compost at www.ciwmb.ca.gov/organics/worms/.

Waste Reduction Awards Program (WRAP)

California businesses and nonprofits may apply for an opportunity to gain public recognition for their voluntary efforts by reducing their own waste at www.ciwmb.ca.gov/WRAP/.

Waste Reduction Posters

Encourage your staff to reduce waste and recycle with these free eye-catching posters. Visit, request, or self-print them at www.ciwmb.ca.gov/bizwaste/Posters/.

Waste Stream Profiles

A database of jurisdictions and summary of information regarding solid waste management issues in California is located at www.ciwmb.ca.gov/Profiles/.

For further information...

e-mail the WRAP Program at WRAP@ciwmb.ca.gov, or call Piper L. Miguelgorry, WRAP Program Coordinator, at (916) 341-6604 or fax to (916) 319-7699.

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