

Applicant Business Name (please print): _____

Application due by August 31, 2006

BID# _____
(for WRAP use only)



www.ciwmb.ca.gov/WRAP/

2006 WRAP Application

Postmark Deadline for Completed Applications: Thursday, August 31, 2006

Instructions for Using the MS Word Format

- When responding within the text fields provided, use as much space as necessary to answer each question completely.
- The text fields provided will expand to accommodate your responses, which may extend to the next page, if necessary.
- You may use the tab key or simply cursor through the text fields.
- Note: Areas outside of text fields are write-protected and cannot be altered by the applicant.
- Fill out the application **completely**, as directed, and attach supplemental information as necessary.
- When finished, save the file for your records, print a copy (preferably double-sided on recycled-content paper), sign it, attach all three required elements, and mail on or before the Aug. 31 deadline.
- Do NOT submit the application electronically; only signed, hard copies postmarked by August 31, 2006, will be accepted.





Linda S. Adams
Secretary for
Environmental
Protection

California Integrated Waste Management Board

Margo Reid Brown, Chair

1001 I Street • Sacramento, California 95814 • (916) 341-6000
Mailing Address: P. O. Box 4025, Sacramento, CA 95812-4025
www.ciwmb.ca.gov



Arnold Schwarzenegger
Governor

Welcome to WRAP 2006!

I am delighted to announce the California Integrated Waste Management Board's Waste Reduction Awards Program (WRAP) and to encourage those environmentally friendly businesses in California to apply for the honor of becoming a WRAP winner and steward for the environment.

The innovative resource recovery practices of WRAP winning businesses have greatly assisted California in achieving a greater than 48 percent waste diversion rate statewide. In a state that generates 79 million tons of waste annually, this accomplishment represents an outstanding commitment to environmental protection. And, studies indicate that recycling provides twice the economic benefits to our communities compared to simple disposal. These benefits include jobs, commerce, and tax revenue.

Since 1993, the Board has issued more than 14,100 WRAP awards, many to multi-year winners. Once again we offer an electronic version of the application through the WRAP website (www.ciwmb.ca.gov/WRAP/Resource.htm). We are able to accommodate as much detail as necessary for answering questions, without space constraints, and you may submit only as many pages as needed.

To complement the efforts of our dedicated staff, a Resource Guide is also available on the WRAP website to provide applicants with additional guidance in completing the application. Due to the continuous growth of the WRAP program, all deadlines are final.

On behalf of my fellow Board Members and the Waste Reduction Awards Program, I congratulate you on your organization's efforts to increase resource conservation, create and expand sustainable markets, and move towards a zero-waste California. We look forward to receiving your WRAP 2006 application and greatly appreciate your participation!

Sincerely,

Margo Reid Brown, Chair
California Integrated Waste Management Board

California Environmental Protection Agency

Printed on Recycled Paper

Join Governor Schwarzenegger to Keep California Rolling.

Every Californian can help to reduce energy and fuel consumption. For a list of simple ways you can reduce demand and cut your energy and fuel costs, Flex Your Power and visit www.fypower.com.

Directions and Guidance for WRAP 2006

Changes have been made to the 2006 WRAP application. Please be sure to read ALL the instructions before completing the application. Additional guidance and suggestions on how to respond are available through the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm.

Eligibility

- Only businesses and private nonprofit organizations with California facilities are eligible to apply. Previous applicants and winners are encouraged to apply.
- Local, State, and federal government entities—for example, city and county agencies, public schools, State universities, and military establishments—may not apply.
- Applicants must be in current compliance with all applicable solid waste regulatory programs. In addition, applicants may be determined ineligible if in compliance with those programs only by virtue of an exemption, or not in compliance with all other applicable regulatory programs administered by the California Environmental Protection Agency.

Required Elements

To provide a complete application:

- Applicants **MUST** submit a written **Environmental Policy** for their organization (**Refer to Question #1**). If necessary, please refer to the Resource Guide on the WRAP website for guidance on “How to Write an Environmental Policy.”
- Applicants **MUST** provide a **Media Profile (Refer to Question #31)**.
- Applications **MUST** be signed by an authorized representative of the applying organization (**Refer to the Application Package Cover Sheet**). **NOTE:** If an environmental consultant prepares the application, the consultant must also include their name and sign the application as the preparer.
- Applicants **MUST** submit the application either in typewritten form or written in black or blue ink. Use of the online Word version is both recommended and preferred. Submissions written in pencil will **not** be accepted.
- Previous applicants **MUST** submit a current 2006 WRAP application. Prior year applications will **not** be accepted as a substitution.

Waste Reduction Information

Answers to application questions must apply to the management of **nonhazardous solid waste** and must relate to waste that your own organization generates. **Credit will NOT be awarded for answers that relate to reducing waste generated by others**, such as a waste hauler operating a curbside recycling program. However, organizations that recycle or reduce waste generated by others are eligible to apply, but only for their efforts to reduce **their own** waste.

Questions that do NOT apply to your organization must be answered with a brief explanation of why the particular question is not applicable. Questions marked with this symbol [i] are for information-gathering purposes only and will not contribute to an applicant’s score; however, they still MUST be answered or points will be deducted.

WRAP Application Categories

Applicants may **apply in one of two** categories:

1. Individual location: Application will include the waste reduction practices occurring at **one** facility location.
2. Multiple locations: Application will include waste reduction practices occurring at **multiple** facility locations. Waste reduction practices must be consistent at all facilities OR each facility must submit location-specific information. **NOTE: Physical location and contact information for each facility is required. As an attachment to the application, an Excel spreadsheet format (including county information), is the preferred and recommended method of submission.**

Minimum Qualifying Score

Applicants must score 75 percent or greater to receive WRAP recognition. **Answer all questions unless directed otherwise.** Some questions have multiple parts requiring more than one response. **Questions left blank will result in a lower score;** however, applicants will NOT be penalized for questions that do NOT apply to their organization. Note, however, that a **response deemed “not applicable (N/A)” must be supported with a brief explanation as to why the question does not apply; otherwise, a lower score may result.**

Deadline

Completed applications MUST be postmarked on or before August 31, 2006. Late applications will not be accepted. While first-class mail is generally reliable, applicants may wish to utilize certified mail with a return receipt requested (or a similar tracking feature) to ensure that the application has been submitted and received. **Follow up with WRAP program staff is also suggested.**

Additional Guidance

For additional information and guidance, please consult the WRAP Resource Guide available through the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm. You may also contact the WRAP Program Coordinator, Piper L. Miguelgorry, via an e-mail message to WRAP@ciwmb.ca.gov or by calling (916) 341-6604.

How to Complete the Application

The WRAP program encourages applicants to take advantage of the word processing capabilities provided online with the MS Word format at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm. **Complete the Application Package Cover Sheet and attach any additional supporting documentation to the numbered responses. Be sure to provide responses to ALL questions, along with the Required Elements (previously noted on Page 1).**

Print your organization name clearly under the contact information section EXACTLY as you wish it to appear on your winner certificate. Clearly indicate if applying as an individual business or as a multiple-site applicant. If your organization has previously applied for a WRAP award under a different organization name, please specify the previous organization name, also.

Mail the complete application package, postmarked between June 1 and August 31, 2006, to:

Waste Reduction Awards Program (WRAP)
California Integrated Waste Management Board
P.O. Box 71
Sacramento, CA 95812-0071

WRAP encourages participants to submit applications early!

Complete the Entire Application!

Respond to **EACH** question unless directed otherwise. If you believe a question does NOT apply to your organization, please use a concise and thorough explanation to describe why it is NOT applicable. Provide additional information or documentation when requested to do so. Please securely attach supporting documentation as necessary, number the responses appropriately, and clearly write your organization name at the top of the document(s). Sign and certify your application on the back side of the Application Package Cover Sheet. For your records, keep a photocopy and/or stored version of your responses.

Method of Application Submission

We regret that the WRAP program is unable to provide a paperless application process at this time. The desire to eliminate the use of paper and rely solely on an electronic format or Web-based submission must be balanced with the importance of a physical document for processing, scoring, and future referral.

While many WRAP participants have electronic capability to transmit documents, other applicants may not have the same capability.

We look forward to the continued refinement and adoption of information technologies that will allow the WRAP program to transition to a fiber-free application cycle. In the meantime, we hope that all participants will make the best use of the paper requirements **by using high postconsumer-content recycled paper and fully using both sides of the page.**

REMEMBER: Completely respond to ALL questions. If you believe a question does NOT apply to your organization, you must provide an explanation as to why it is NOT applicable.

Application Package Cover Sheet

Contact Information

Please provide the following information:

Organization Name

(Please print or type **EXACTLY** as you would like it to appear on your **WRAP 2006 Award Certificate**)

If your organization has **previously applied** for a WRAP award under a **different** organization name, please specify the **previous** organization name, also:

Organization Mailing Address

City State ZIP County

Physical Address (IF DIFFERENT from mailing address) _____

City State ZIP County

Ms. Mrs. Mr. Contact Name _____

(Person responsible and knowledgeable for information in this application)

Title

(Area Code) Phone

Fax

E-mail Address

Website (URL Address)

Number of full-time equivalent employees, volunteers, etc. within the organization:

If you are a previous WRAP award recipient, provide year(s) awarded:

If selected as a WRAP 2006 award winner, would your organization be receptive to additional media attention? (Choose one.) **Yes** **No**

Please indicate if this WRAP application is for an individual location or for multiple locations.
(Refer to the directions in the WRAP Application Categories section on Page 1 for further guidance.)

Individual location.

Multiple locations. (If applying for multiple locations, attach an **Excel spreadsheet** list of **EACH** individual location, including complete physical address **with county designation**, primary contact person, and telephone number for that location. Also, explain any location-specific waste reduction practices.)

How did you learn about the WRAP program? Please select one choice that is most applicable and clearly identify each.

- Chamber of Commerce.
- Consultant/Waste Auditor.
- Internet.
- Local Government.
- Newspaper.
- Trade Association.
- Waste Hauler/Recycler.
- Another Business.
- Another CIWMB Program.
- Other.

Type of Business Applying for WRAP

Please highlight (or circle) one business type that best applies to your organization.

- | | | |
|-----------------------------|---------------------------------|------------------------------|
| Agriculture | Manufacturing—Paper | Services—Financial/Insurance |
| Biotechnology | Manufacturing—Petroleum | Real Estate/Legal |
| Construction | Manufacturing—Plastic | Services—Food/Beverage |
| Consulting | Manufacturing—Printing | Services—Health |
| Dry Cleaners | Manufacturing—Self-Care Product | Services—Landscape |
| Education | Manufacturing—Stone | Services—Lodging |
| Electrical | Manufacturing—Transportation | Services—Miscellaneous |
| Manufacturing—Aerospace | Museum | Services—Nonprofit |
| Manufacturing—Automotive | Newspaper | Services—Personal |
| Manufacturing—Chemicals | Packaging | Services—Photo |
| Manufacturing—Clothing | Retail—Food | Services—Plumbing |
| Manufacturing—Computers | Retail—Merchandise | Services—Property |
| Manufacturing—Electronics | Retail—Miscellaneous | Management |
| Manufacturing—Food/Beverage | Services—Amusement/Recreation | Services—Public |
| Manufacturing—Furniture | Services—Animal | Services—Recycling |
| Manufacturing—Instruments | Services—Automotive | Services—Repair |
| Manufacturing—Lumber | Services—Business | Services—Supplies |
| Manufacturing—Medical | Services—Communications | Transportation |
| Manufacturing—Metal | Services—Distribution | Utility |
| Manufacturing—Miscellaneous | Services—Engineering | Other, please specify: |
| Manufacturing—Musical | | |

Required Elements Checklist

- Submit the Application Package Cover Sheet with ALL responses.
- Submit a current written Environmental Policy (Question #1).
- Submit an organizational Media Profile (Question #31).
- Sign and certify the application.
- Respond to **ALL** questions after reading thoroughly.
- Provide supporting documentation (for example, measurements, waste assessment study, program background, photographs, etc.) and attach, as necessary, with your responses.
- Use high postconsumer-content recycled paper and fully print on **both** sides.
- Photocopy and save the application (with attachments) for your records.
- Postmark application **on or before August 31, 2006**.

Applicant Certification (REQUIRED ELEMENT)

I CERTIFY THAT THE INFORMATION CONTAINED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

Authorized Business Signature (REQUIRED) _____

Print Name
Title
Date

Preparer Signature (REQUIRED, IF other than Business Representative) _____

Print Name
Title
Date

Return your COMPLETED application to:
Waste Reduction Awards Program (WRAP)
California Integrated Waste Management Board
P.O. Box 71
Sacramento, CA 95812-0071

WRAP 2006 Application Questions

REMEMBER: Completely respond to ALL questions. If you believe a question does NOT apply to your organization, you must provide an explanation as to why it is NOT applicable.

Please respond to **all** of the following questions, using as much space as necessary to completely answer each question. Clearly number and/or letter each response as appropriate. Previous applicants **MUST** submit a current 2006 WRAP application. Prior year applications will NOT be accepted as a substitution.

Environmental Program and Employee Education Information

Environmental Policy (REQUIRED ELEMENT)

- 1. Provide your organization’s Environmental Policy, inserted here or attached to this application, even if you have submitted an Environmental Policy with previous WRAP applications. **NOTE: This is REQUIRED for all WRAP applicants.**

Note: If your organization does NOT currently have an Environmental Policy, you may develop and adopt one during this application period. Please refer to the WRAP Resource Guide on the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm for suggestions on environmental policies.

Employee Education Information

- 2. If your organization is a previous winner, describe how your waste reduction programs have improved since you last received a WRAP award.
- 3. Identify the individual or team of individuals who has been designated, either formally or informally, to coordinate your waste reduction programs and their responsibilities with regard to waste reduction activity.

REMEMBER: Completely respond to all questions. If you believe a question does NOT apply to your organization, you must provide an explanation as to why it is NOT applicable. For additional information and guidance, please consult the WRAP Resource Guide available through the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm.

4. Describe how your organization provides training, updated information, and incentives for improvement to the employees with regard to your waste reduction programs.

Working Towards Zero Waste

Waste Characterization and Quantification

5. A waste evaluation or waste assessment is a detailed analysis of your business operations. It includes information on the types of waste materials that are generated, how much of each material is generated, which operations generate the materials, and recommendations on how to reduce waste. If you have completed a waste evaluation or a waste assessment study, please indicate that you have attached it with your application and have clearly labeled the document.
6. In responding to all four (4) parts of this question (**A through D**), estimate the types and amount of waste your organization produces (excluding hazardous waste). This includes both materials **reduced or recovered** for recycling/reuse and materials that continue to be **disposed of**. This can be determined by sorting, weighing, and measuring (**in pounds or tons**) the volume of the materials.
 - A. Identify the top five (5) material types that your organization **generates, other than bottles and cans**, for which you have made efforts to **reduce, reuse, and/or recycle**. To the extent possible, describe how these materials are produced operationally and how they are managed within your organization. **Please visit the Resource Guide on the WRAP website (www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm) for suggestions on categories of materials.**

Example, 6A:

1. *Office paper: 200 pounds of office paper, newspapers, and periodicals generated by employees are offered for reuse and then collected for recycling.*
2. *Green waste: 500 pounds of grass and shrubbery trimmings from ground maintenance are sent to a local composting operation.*
3. *Food waste: 600 pounds of food scraps are managed via our on-site vermicomposting operation.*
4. *Packaging: 800 pounds of cardboard packaging and plastic film, generated primarily from office and cleaning supplies, is baled and recycled.*
5. *Kitchen waste: 300 pounds of paper towel and napkin waste products are picked up by our waste hauler. Employees are encouraged to conserve with a gentle reminder stating, "Spare a square! Don't use two when one will do."*

-
- B. List and quantify (**in pounds or tons**) two (2) material types your organization **disposed of during the past year** and that the organization disposes of continuously. To the extent possible, describe how these materials are produced operationally and how they are managed within your organization.

Example, 6B:

1. *Approximately 2 tons of food-contaminated mixed paper and plastic items are generated from our outdoor event catering operation and are picked up by our waste hauler.*
2. *Approximately one-half ton of plastic plates and cutlery is generated from our event catering operation and is picked up by our waste hauler. We continue to educate our employees to provide their own reusable dinnerware and flatware on-site.*

- C. Estimate the total amount (**in pounds or tons**) of material that your organization has **diverted from disposal** during the past year through waste prevention, reuse, and recycling efforts. **Provide a date range and describe how you arrived at this measurement. (Also, provide this measurement in the Media Profile—Question #31).**

Example, 6C:

Based on monthly waste audits and studies provided by our waste hauler/recycler, staff estimated the materials separated for recycling and donation/reuse. Between June 2005 and June 2006, Reuse It, Inc., diverted a total of 22 tons of materials from disposal.

-
- D. Estimate the **amount of money saved** by your organization during the past year through waste prevention, reuse, and recycling efforts. **Provide a date range and describe how you arrived at this measurement. (Also, provide this cost savings in the Media Profile—Question #31).**

Example, 6D:

Between June 2005 and June 2006, Reuse It, Inc., saved an estimated \$20,000 through waste reduction efforts. This calculation was derived by saving monies through reuse of packaging materials, by composting on-site, and by collecting and recycling CRV containers. The practice of reuse, purchasing postconsumer and/or recycled content products and packaging, along with grasscycling, alleviates (or minimizes) weekly fee collection.

General Waste Prevention

7. Describe the incentives and/or encouragement your organization provides to employees and/or customers to minimize the use of disposable products.
8. Describe how your organization reduces unnecessary consumption of resources and materials (e.g., office paper, supplies, and/or furniture, raw materials, etc.). What tools or technologies does it use to accomplish this? How does your organization extend the useful life of those resources and materials that it uses?
9. Describe how your organization participates in reuse activities, as distinct from recycling, to reduce the amount of material disposed of. In addition to recycling, many organizations avoid unnecessary disposal by donating surplus, excess, or by-product materials.

Landscape Materials Management

10. Describe how your organization reduces the amount of landscaping waste (for example, grass clippings, leaves, and trimmings) generated from its facility, whether or not you manage your own landscaping activities. Landscaping wastes are often a substantial, yet hidden, portion of an organization's waste stream.

Food Waste Management

11. Describe how your organization manages food waste. Cafeteria operations, employee lunches, and on-site functions, for example, can generate food waste. If your organization is a grocer, restaurant, or food processor, what steps are taken to reduce the amount of food wasted in the production or retail process? Describe any other techniques used to reduce waste associated with the preparation, distribution, retailing, or consumption of food.

Electronic Waste Management

12. Please respond to **both parts** of the following question on electronic waste (**A and B**).

- A. Since January 1, 2005, California consumers and businesses have been able to recycle obsolete televisions and monitors through a program intended to offset the costs of properly managing video displays at the end of their useful lives. How has your organization made use of this new opportunity? Which service provider do/did you use?

- B. How does your organization manage other unwanted electronic equipment (computer CPUs, printers, copiers, etc.) when it is time to discard or replace it? During the past year, please describe the type of service or organization that has handled your electronic discards and what happens with that equipment.

Plastic Materials Management

13. Describe how your organization manages (reduces, reuses, or recycles) various plastic materials such as non-CRV and CRV containers and plastic film; including plastic bags, pallet wrap or other plastic products. During the past year, what methods were used to divert plastic wastes from disposal? What opportunities, if any, exist in your operations to increase the recycling of plastic packaging materials and/or products?

Special Wastes and Vehicle Efficiency

14. **[i]** Company cars and vehicle fleets can be hidden generators of solid waste and other special wastes—everything from tires and trim to fluids and filters. What consideration does your organization give to managing the vehicles in a more environmentally sound manner? Describe how your organization uses recycled-content products or extends the life of tires and oil. For example, the use of retread or high-mileage tires, re-refined oil, high-efficiency oil filters, proper interval oil changes, and non-mercury switches are more environmentally sound considerations.
15. **[i]** Has your organization adopted a business policy managing company vehicles and/or special wastes in a more environmentally sound manner? If so, please attach a copy of the policy to your application package.
16. **[i]** Please indicate if either category applies to your organization and briefly describe your successes in the past year. Where possible, please quantify any savings you may have tracked.

Company vehicles, best-in-class fuel efficiency including gas/electric hybrids and/or super ultra low emission vehicles. For further information, see www.driveclean.ca.gov/ and www.greenercars.com/.

Use of vehicle service and repair facilities that have been recognized as meeting the requirements of the State of California's Pollution Prevention Model Shop Program, created by the Department of Toxic Substances Control. For further information, see www.dtsc.ca.gov/PollutionPrevention/VSR/index.cfm

Closing the Loop: WRAP Winners Buy Recycled

17. **[i]** Which materials or products made with postconsumer recycled content does your organization purchase and use? Identify the brand and/or manufacturer name, if possible. Possible categories include compost, mulch and landscaping products; construction, building, and furnishing materials;

paper products such as office supplies, janitorial products, and packaging; tires and tire-derived products; and lubricating oils.

18. **[i]** Please indicate if your organization has adopted a recycled-content purchasing policy or an environmentally preferable procurement policy. If so, please attach a copy of the policy to your application package. For further information, see www.ciwmb.ca.gov/EPP/.
19. **[i]** Please indicate if your organization uses 30 percent or better post-consumer recycled-content paper and/or processed chlorine-free office paper. Identify what percentage of the product is post-consumer recycled-content and the brand and/or manufacturer name, if possible. For further information, see www.newdream.org/consumer/paper.php.
20. **[i]** If your organization uses recycled-content material or feedstock to manufacture its products, please provide information regarding those products.

Packaging

21. In addition to recycling packaging material, what steps has your organization taken to reduce, eliminate, or return the packaging that accompanies products received by your organization?
22. Describe how your organization has attempted to maximize the use of post-consumer recycled-content packaging materials. Plastic bags, paper sacks, wrappings, cushioning (packaging “peanuts”), boxes, and containers are common examples used in packing and shipping.

Sustainability

23. **[i]** Please clearly indicate if any of the following **seven categories** apply to your organization and briefly describe the **program(s) you have implemented and your successes** *within the past year*. Where possible, please **quantify any savings** you may have tracked.

ISO 14001-based Environmental Management Systems (EMS); for further information, see www.iso.org/iso/en/iso9000-14000/index.html.

Energy-Related Impacts

Energy conservation for buildings. For further information, see www.energystar.gov/index.cfm?c=leaders.bus_challenge.

Energy conservation through electronic product selection. For further information, see www.energystar.gov.

Contracting with your utility to purchase from only renewable energy sources. For further information, see www.epa.gov/greenpower.

Greenhouse gas emission reporting and/or reduction. For further information, see www.climateregistry.org/.

Employee commute reduction programs. For further information, see www.aqmd.gov/trans/doc/tips_for_plan.pdf.

Green Lodging Practices

Use of “green” lodging and conference facilities. For information about the California Green Lodging Program and a list of participating facilities, see www.ciwmb.ca.gov/EPP/GreenLodging/.

Please visit the Resource Guide on the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm for further information.

24. **[i]** If your organization has recently remodeled or expanded its facilities or engaged in new construction, or is planning do so soon, what consideration has been given to “sustainable” or “green building” practices? For further information, see www.usgbc.org/. **Please visit the Resource Guide on the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm for more information.**
25. **[i]** The concept of “product stewardship” continues to be discussed as a means to provide a framework (funding, responsibilities, services, etc.) for managing products at the end of their useful life. Describe how your organization applies the concept of product stewardship to the products it manufactures or sells. **Please visit the Resource Guide on the WRAP website at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm for more information.**

Other General Program Information

26. Describe how your organization shares information about its waste reduction activities with others outside your business—for example, your customers, neighboring organizations, business associations, and local government staff.
27. Describe how your organization plans to improve its waste reduction program(s) in the coming year.
28. If you are a previous WRAP winner, describe how you have used the WRAP logo or the WRAP winner certificate to benefit your organization. **If possible, attach an example with your WRAP application.** Examples of logo usage: on your business website or letterhead, in your advertising, in a business newsletter, on your packaging materials, or on your manufactured product.
29. **[i]** Please indicate if your organization has adopted an Environmental Justice Policy. If so, please attach a copy of the policy to your application package.
30. **[i]** Please indicate if you accessed the Resource Guide, available on the WRAP website, at www.ciwmb.ca.gov/wrap/AppInfo/GuideIntro.htm for further information. If so, please identify what resources were most useful to you.

Organizational Media Profile (REQUIRED ELEMENT)

31. So we may promote WRAP winners to the media with as much enthusiasm as possible, please develop an accomplishment profile according to the format below. **NOTE: This is REQUIRED for all WRAP applicants. However, please do not disclose proprietary information.**

Develop ONE complete paragraph containing four or five sentences in response to the following:

- Describe what your organization does.
- Describe your most unique or successful waste reduction or recycling practices.
- Provide an estimate of measurable waste your organization has diverted in the past year. Provide a weight measurement in **pounds or tons** only. (**NOTE: Refer to Question #6C under Waste Characterization and Quantification**).
- Provide an estimated cost savings to your organization during the past year. (**NOTE: Refer to Question #6D under Waste Characterization and Quantification**).

Use an appropriate writing style. Please keep your sentences clear and concise. Write your profile in the **third person** since the media reports from the third person point of view. Example: "The Manufacturing Company recycles...." rather than "We recycle...."

Make it newsworthy! Highlight unusual or interesting practices that make your organization stand out. The public and the media want to know what is interesting about your program(s). Include cost savings and waste reduction measurements.

EXAMPLE of a MEDIA PROFILE: *The Reuse It Company is a medium-sized company that manufactures products for the home and workplace. Whenever possible, The Reuse It Company donates surplus equipment and materials to nonprofit organizations and schools, and has instituted a packaging return network that recovers reusable distribution packaging for continued use. In 2005, The Reuse It Company reduced waste destined to be landfilled by 10 tons and saved more than \$100,000 by redesigning packaging, modifying the manufacturing process to use fewer materials, reusing surplus equipment and supplies, and selling recyclable materials such as waste paper and scrap metals.*

Mail the 2006 WRAP Application Package Cover Sheet and the completed application with supporting documentation to:

Waste Reduction Awards Program (WRAP)
California Integrated Waste Management Board
P.O. Box 71
Sacramento, CA 95812-0071

Completed applications MUST be postmarked on or before August 31, 2006. Late applications will not be accepted. CIWMB will strictly adhere to the deadline. While first-class mail is generally reliable, applicants may wish to utilize certified mail with a return receipt requested (or a similar tracking feature) to ensure that the application is submitted and received. **Follow-up with WRAP program staff is also suggested.**

Did you...

- Submit the Application Package Cover Sheet with all responses?
- Submit a current written Environmental Policy (Question #1)?
- Submit an organizational Media Profile (Question # 31)?
- Sign and certify the application after reading thoroughly?
- Respond to **ALL** questions? **“N/A” is NOT A COMPLETE RESPONSE.**
- Use high postconsumer-content recycled paper and fully print on both sides?
- Provide supporting documentation and attach, as necessary, with your responses?
- Photocopy and save the application (with attachments) for your records?
- Postmark application on or before **August 31, 2006**?

**USING BOTH SIDES, PLEASE PRINT THIS APPLICATION
ON RECYCLED-CONTENT PAPER**

About the Integrated Waste Management Board

The passage of landmark State legislation in 1989, known as the California Integrated Waste Management Act (AB 939, Sher, Chapter 1095, Statutes of 1989), created a new waste management philosophy in California. Based on the principles of integrated waste management, this legislation, along with later amendments, emphasized conservation of natural resources through a hierarchy of management methods to reduce, reuse, and recycle solid waste. The full-time Integrated Waste Management Board was established in 1990 within the California Environmental Protection Agency to provide effective and coordinated management of the state's solid waste. The Board is vested with policy-making and regulatory authority to reduce the quantity of waste generated and disposed in landfills, and to ensure compliance with environmental regulations. It is composed of representatives appointed by both the Legislative and Executive branches of State government—a cooperative partnership to develop a forward-looking solid waste management system.

Copyright © 2006 by the California Integrated Waste Management Board. All rights reserved.
This publication, or parts thereof, may not be reproduced without permission.

Publication #441-06-004

The California Integrated Waste Management Board (CIWMB) does not discriminate on the basis of disability in access to its programs. CIWMB publications are available in accessible formats upon request by calling the Public Affairs Office at (916) 341-6300. Persons with hearing impairments can reach the CIWMB through the California Relay Service, 1-800-735-2929.

STATE OF CALIFORNIA

Arnold Schwarzenegger
Governor

Linda S. Adams
Secretary for Environmental Protection

INTEGRATED WASTE MANAGEMENT BOARD

Margo Reid Brown
Board Chair

Jeffrey Danzinger
Board Member

Rosalie Mulé
Board Member

Cheryl Peace
Board Member

Gary Petersen
Board Member

Pat Wiggins
Board Member

Mark Leary
Executive Director



**Waste Reduction Awards Program (WRAP)
California Integrated Waste Management Board
P.O. Box 71
Sacramento, CA 95812-0071**



**USING BOTH SIDES, PLEASE PRINT THIS APPLICATION
ON RECYCLED-CONTENT PAPER**

 Printed on 100 percent recycled paper containing 50 percent postconsumer content and processed chlorine-free.