

Waste

Be on the Cutting Edge:

Join WasteWi\$e

Waste. Whatever its form, waste is a drain on an organization's resources. Some organizations view the high cost of materials, supplies, and solid waste disposal as an inevitable cost of operations. Not so, say the hundreds of innovative partners in EPA's WasteWi\$e program, who have gained a **competitive edge through solid waste reduction.**

WasteWi\$e. WasteWi\$e is a voluntary EPA program through which organizations eliminate costly waste, benefiting their bottom line and the environment. With assistance from EPA, WasteWi\$e partners design their own solid waste reduction programs. Whether your organization is large or small, you can save hundreds, thousands, even millions of dollars annually through waste reduction efforts. The cost-saving benefits of cutting solid waste provide a competitive edge while conserving our natural resources.

"What started out as a nice thing to do for the environment ended up saving an impressive amount of money."

— Jim Oberndorfer, Manager Facilities Operations, Perkin-Elmer Corporation

"One of the biggest incentives for joining WasteWi\$e, above all the environmental benefits, is the potential for saving significant tax dollars."

— Ellie Arnould, Solid Waste Coordinator, Passaic County, New Jersey



What Does It Take to Be WasteWi\$e?

Your organization can join in its entirety or just sign up those departments or facilities that are most interested. By joining WasteWi\$e, you commit to implement or expand a solid waste reduction program with three complementary components:

- Waste prevention (source reduction)
- Recycling
- Purchase or manufacture of recycled products

Participants set 3-year goals in each of the three areas and report annually on waste reduction progress.

Waste Prevention

The cornerstone of WasteWi\$e, waste prevention means using less material to do the same job, cutting waste before recycling. WasteWi\$e partners commit to implementing three significant waste prevention activities of their choice.

Recycling Collection

WasteWi\$e partners commit to initiating, expanding, or improving internal programs to collect recyclables. In some cases, partners add new materials to an existing program, or they increase effectiveness through activities such as employee education or community outreach.

Buying or Manufacturing Recycled Products

WasteWi\$e partners commit to increasing the overall recycled content in the products they purchase. WasteWi\$e partners that are manufacturers may either increase the percentage of postconsumer content in the products they make or increase the recycled content in the products they purchase.



Don't Miss This Opportunity.

As a WasteWi\$e partner, you have access to a network of peers with whom you can share and receive waste reduction strategies, current information on waste reduction resources, and a WasteWi\$e representative who will assist your participation in the program. EPA also provides technical assistance and recognition for successful waste reduction efforts. So join WasteWi\$e, and put your organization on the waste-cutting edge.

Profiting from *Waste* the Cutting Edge

- **Dow Chemical Company** saved \$4 million in 1996 through ongoing packaging reduction efforts. Activities included standardizing specs and downgrading steel drum thickness, implementing inplant labeling, and reducing corrugated and kraft paper primary packaging.
- **The California Integrated Waste Management Board** saved over \$100,000 by reducing photocopying and eliminating duplicate copies of documents and reports distributed at meetings.
- **BellSouth** saved over \$16 million by reducing paper printouts through increased use of an electronic filing system.
- **McDonalds** saved \$3 million through source reduction efforts in 1996, including reducing the size of napkins by one inch.
- **Pepsi-Cola** saved more than \$44 million in 1995 by replacing one-way corrugated shippers with reusable plastic cases.

**WASTE
Wi\$E**



For more information or to enroll your organization in WasteWi\$e,
call: 1-800-EPA-WISE (372-9473)
e-mail: ww@cais.net

or visit our web site at: <http://www.epa.gov/epaoswer/non-hw/reduce/wstewise/index.htm>

