



MassDEP Municipal Waste Reduction Toolkit



MassDEP Municipal Waste Reduction Toolkit

A comprehensive collection of strategies, tips and techniques for planning, implementing, building and promoting programs aimed at throwing away less and recycling more.

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Working with the Media

Introduction

MassDEP Municipal Waste Reduction Toolkit



Most municipal recycling coordinators wear lots of hats and juggle a number of jobs. It's hard to focus on publicizing your community's recycling program when you're busy with the "real work" of overseeing operations, managing solid waste contractors and dealing with the public. That's why MassDEP has created "**Working with the Media**", a guide to getting free publicity for municipal waste reduction programs.

This module is divided into 2 sections: Media Essentials and a Month-by-Month Outreach Planner. Media Essentials contains information on writing effective press releases and using public service announcements (PSA). It also includes two print PSAs that may be customized and submitted to your local newspaper.

The Month-by-Month Outreach Planner covers a different topic each month and includes a press release(s), companion news article(s) and public service announcement(s). Select the topic you'd like to focus on, be it bottle and can recycling, yard waste, or holiday waste reduction. Customize the materials as you please, or send them "as is" it to local newspapers, radio and cable television stations to get the word out.

We hope that these resources will help you to promote greater awareness of the benefits of recycling and waste reduction in your community.





Working with the Media

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MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Items followed by a **checkmark (✓)** are provided in a modifiable electronic format. You are encouraged to customize these items to best meet the needs of your community.

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Working with the Media

Media Essentials: What you need to know

MassDEP Municipal Waste Reduction Toolkit



Working with the media can increase awareness and help create positive impressions about your community's recycling and waste reduction programs, which in turn will help you reach the ultimate goal of increased recycling participation. Sounds great, but where do you start?

This section of **Working with the Media** describes a variety of tried and true methods for getting the word out to local and regional newspapers, cable television stations, and radio. Once you've familiarized yourself with the options, turn to the [Month-by-Month Outreach Planner](#) where you'll find dozens of press releases, articles and public service announcements on recycling and related topics, all written for a general audience. Customize these with details of your local program, or send them out as they are, to raise awareness about the importance of recycling, composting and reducing waste at home, at school and at work.

Press Releases

A press release (or "news release") is a statement prepared for distribution to the media. Press releases can feature announcements, specific topic information, or a general idea. A press release can also be used to announce the results of an event or activity that has recently occurred.

The typical format includes:

- The 5 W's – Who, What, Where, When and Why
- Your name and contact information
- 3-4 paragraphs of detailed information (such as price, location, hours, etc.)
- Boilerplate language explaining who you are (your organization, programs, etc)

Other things to keep in mind:

- Send your press release via email whenever possible. Copy and paste the press release into the body of the email; don't send it as an attachment. If you can't email it, send it by fax.
- If your press release topic is time sensitive (i.e. you're announcing an HHW collection day or a change in recycling service), send the press release 2-3 weeks in advance.
- If the topic is NOT time sensitive, put "FOR IMMEDIATE RELEASE" on the top and send it any time. If you are inviting the media to an event, see "Media Advisory" on the next page.
- Put the press release on town/city letterhead, using 1.5 double spacing
- A catchy title on the press release will spark a reporter's interest.
- Include a quote from an elected official about the event or activity, if possible.
- Follow-up with the newspaper a few days after submitting the release. Don't ask "did you receive the press release?" Instead, tell them what event or press release you're calling about, and offer to answer questions they might have.

How to use press releases:

In addition to the samples in the outreach calendar section, here are some other ways to use press releases:

- Publicize the results of an event (e.g. HHW day, Zero Waste Day).
- Announce a recycling award (either one received by the municipality, or one given to a local organization or individual).
- Report the results of a local campaign or initiative (e.g. recycling increased by xx % after a pilot program was introduced).



- Announce changes or to your municipal recycling program.
- Solicit volunteers for a recycling committee or project.

Media Alerts or Advisories

A media alert or advisory is a prepared statement to the media inviting them to a particular event or news conference. It has the same elements of a press release (who, what, when, where, why), but abbreviated content and details. Send a media advisory out 3 weeks in advance of an event if possible, and always follow up with a phone call the day before to remind reporters of the event.

Guest Columns and Articles

Many community newspapers will set aside space on a regular basis for recycling information (e.g. the “recycling column” or “recycling corner”). With permission from your municipal officials, send a request on letterhead to the editor of your local paper. Provide a list of the proposed topics for the “recycling corner” and let them know you can provide articles on a regular basis. Newspapers are often happy to have well written “filler” material that can be used as needed. Refer to the [Outreach Calendar](#) for a large variety of articles that are not time-sensitive and can be used at the newspaper’s discretion. A sample letter requesting space for recycling information is included.

Recycling Recognition

Is there an individual(s) in your community who is particularly dedicated to recycling, composting or other waste reduction activities? If so, consider a recycling recognition program. Use the “**Recycler of the Month**” template (provided in this section), to spotlight a resident in your community for their recycling efforts with a photo in the local newspaper. Include a caption for the photo, and if possible, a quote from the resident about why they think recycling is important. Or, for a group of residents, even a school, or business, use the “**Any Town (Residents) Recycle!**” template. You can customize these templates to your liking, by using the files provided in this module.

Using photos in the Recycling Recognition PSAs

A digital photo (preferably a “head shot” or a clear “action shot”) is recommended because you can email it to the newspaper along with the Recycling Recognition file (above). A printed photograph can be provided, but most newspapers do not return photos. You will need to obtain the individual’s permission to send the photo to the newspaper. A “photo release form” is provided in this Toolkit, and should be signed by anyone who appears in the photo. This authorizes your municipality to use the photo for this purpose. It can be also be used when residents are quoted. If the photographed person is a minor, their legal guardian must sign this form.

Public Service Announcements

A Public Service Announcement (PSA) is essentially an advertisement with a “public benefit” message. PSAs can be used in print media (newspapers) and electronic media (television and radio) and are printed or broadcast at no cost. While getting a network television or major radio station to air a PSA can be difficult, cable television, public radio and local commercial radio stations are viable alternatives to getting the word out.

Newspaper PSAs:

MassDEP has created four generic PSAs in PDF format featuring the Massachusetts recycling logo and slogan, A little Effort, a Big difference. Printed samples are included in this section. These can be submitted directly to a newspaper with a request to run them when space permits. Or, you may design your own PSA with short bullets about your community’s recycling program (what’s collected and when), information on the sale of compost bins, or an HHW collection event. We have also included a cover letter that can be customized and included with your print PSAs.



Radio PSAs

The Outreach Calendar section contains a number of PSAs for radio, prepared by the South Shore Recycling Cooperative (SSRC). Topics include: paper, can and bottle recycling, buy recycled, composting, climate change and trash, household hazardous waste and more. Customize these with local information, print, and send them to your local radio station.

Television PSAs

About two thirds of communities with cable TV have at least one “public access” channel (dedicated to non-commercial use by the public), and some larger cities also have “local origination” channels (similar to local commercial stations with paid advertisements) which are sometimes available for local programming. To find a list of television stations in your area, go to <http://www.shgresources.com> and select the “media” tab on the top right of the page

MassDEP has four professionally-produced, 30-second television PSAs on recycling in Massachusetts, entitled “Brazil”, “Excuses”, “Rules” & “Kids”. For a copy of the DVD, please call Ann McGovern at 617-292-5834. In addition, there are many other free PSAs available; see resource list at end of this section.

Tips for Using PSAs

Contact the stations on your list before you send out the PSAs.

- You can find the contact information for any station by looking in the phone book or going to their Web site. Contacting the stations directly serves several purposes: You are able to introduce yourself and let them know that you will be sending them materials, and you are able to find out what specific requirements they have.
- If you do not have a contact or name at the station, ask for the community affairs director or the person that handles public service announcements. Most of the time they are willing to help and answer any questions you have.

To increase the likelihood of your PSAs being used by the media:

- Try to deliver the PSA to your cable or radio station in person.
- Ask the station to create a customized “lead-in” to the material that includes local recycling information and a phone number. If you provide them with the written information, many cable stations are happy to do this, given adequate lead time. .
- Include a cover letter (we have enclosed a sample) with any material you submit with your contact information, affiliation, the contents of the tape or CD, and your reason for sending it. Be sure to mention that it deals with local information.
- Follow up with the station to see if they’ve viewed the material (whether you mailed or delivered in person), and ask if they plan to run it.

Getting More PSAs:

In addition to MassDEP’s PSAs, there are a number of professionally produced radio and television PSAs on recycling that are available at little or no cost.

Earth 911: <http://www.earth911.org/usa/master.asp?s=psa&a=psa/psa.asp>

Curbside Value Partnership: <http://www.recyclecurbside.org/>

American Forest and Paper: http://www.afandpa.org/Template.cfm?section=News_Room



Print PSA – Recycler of the Month

(NAME)

You are (ANY TOWN)'s Recycler of the Month!

PLACE PHOTO HERE

**JOIN (NAME) AND DO YOUR PART TO SUPPORT
(TOWN)'S RECYCLING PROGRAM**

Did You Know?

- Recycling 40 aluminum cans conserves the energy equivalent of 1 gallon of gasoline.
- Recycling one ton of newspaper saves the equivalent of 100 gallons of gasoline.

**How You Can Help:
LOCAL PHONE
LOCAL WEBSITE**



(Any Town) Residents

RECYCLE.

A Little Effort...A BIG Difference!

PLACE PHOTO HERE

Did You Know?

- Recycling 40 aluminum cans conserves the energy equivalent of 1 gallon of gasoline.
- Recycling one ton of newspaper saves the equivalent of 100 gallons of gasoline.

How You Can Help:

**LOCAL PHONE
LOCAL WEBSITE**



Sample Letter to Accompany Print PSA

Place on Municipal Letterhead

DATE

NAME
COMPANY
ADDRESS
CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find a Recycling Recognition PSA for your newspaper.

This PSA is part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through PSAs on our local cable access channel, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

Did you know that if all morning newspapers were recycled 41,000 trees would be saved each day? As a newspaper company and community stakeholder, we hope that you will help us in our recycling effort by running the enclosed PSA. I have also included some generic recycling PSAs and the logo. I hope that you will consider running these PSAs as “filler” in your newspaper. This will demonstrate to your readers your commitment to the environment

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME
TITLE, DEPARTMENT

Sample Letter to Accompany PSA

Place on Municipal Letterhead

DATE

NAME
COMPANY
ADDRESS
CITY, STATE ZIP CODE

Dear NAME:

On behalf of the community of (NAME), enclosed please find four recycling public service announcements:

- **TV 30-second PSA: “Brazil”**
- TV 30-second PSA: “Your Excuses”
- TV 30-second PSA: “Rules”
- TV 30-second PSA: “Kids”

These PSAs are part of a statewide effort to educate residents of (NAME) and the Commonwealth about the importance of recycling and waste reduction. The community of (NAME) will also be targeting residents through print PSAs, press outreach, and (LIST COMMUNITY SPECIFIC TOOL KIT ITEMS HERE).

We realize that you receive countless public service announcements, but ask that you seriously consider this issue. Three of the enclosed PSAs feature a 30s-something male appealing to our largest target audience, males 20-40. The other PSA features children, ages 7-10 years old, talking straight to the viewers about the importance of recycling - asking viewers to recycle because "this will be our world soon."

Thank you for your consideration, and please feel free to contact me directly with any questions at (PHONE NUMBER).

Sincerely,

NAME
TITLE, DEPARTMENT

SAMPLE PHOTO RELEASE FORM

I give permission to the **(NAME)** Recycling Department to use my photo and name in any and all publicity efforts. I understand that this photo is for a print advertisement that will be placed in my local newspaper.

By signing this agreement, I relinquish any monetary claims, and agree to hold the **(NAME)** Recycling Department harmless for any liability arising from participation. I state that I have no conflicts of interest with the subject matter and that I enter into this agreement of my own free will.

Signed

Date

Signature of Guardian (if under 18)

Witness

Print Name

Address

City/State/Zipcode

JANUARY ARTICLE

CONTACT:

HOUSEHOLD PAPER RECYCLING PROMOTES STRONG ECONOMY, REDUCES DISPOSAL EXPENSES

What is America's biggest export to the rest of the world? Believe it or not, it's scrap paper – old newspapers, cardboard boxes, unwanted mail, catalogs, office paper and more.

Scrap paper is now the number one American export commodity by volume. U.S. exports of all types of scrap paper material grew to \$8.4 billion in 2004 – *more than double* the 1999 total. This strong global demand has resulted in not only higher prices for recycled paper in foreign markets, but also a supply shortage for American paper mills.

Recycling paper is good for both the environment and the economy. In Massachusetts, more than 1,400 recycling businesses employ nearly 20,000 people. And recycling just one ton of paper saves 17 trees, 7,000 gallons of water and 212 gallons of fuel, plus keeps 8.5 tons of carbon dioxide out of the air.

Paper recycling is easier than ever. About 40 percent of the waste we generate at home is paper. In one [bag/bin], we can recycle newspapers, inserts, magazines, catalogs, all colors of paper, wrapping paper, greeting cards, telephone books, thin cardboard (such as cereal, cookie and cracker boxes), unwanted mail, envelopes (even those with address windows), paperback books, corrugated cardboard and shredded paper.

One of the best ways to reduce paper waste is to stop unwanted mail from reaching your home or business. A whopping 62 billion pieces of mail are produced each year. Each American receives an average of 41 pounds of unwanted advertising mail annually. All told, the U.S. spends over \$275 million annually to dispose of it. You can reduce the amount of mail you receive by contacting the companies and mailing list brokers directly.

Last year, [Insert town name] spent [insert cost to dispose of paper] to dispose of paper that could have been recycled instead of paying high disposal fees. The more paper you can divert to recycling, the more [the town] will save and be free to spend those dollars on other necessary services.

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CONTACT:

FOLLOW THE RECYCLED PAPER TRAIL

Ever wonder what happens to the newspapers, envelopes, catalogs and unwanted mail that you toss in your recycling bin every day?

After the paper is collected curbside or at a transfer station, it is trucked to a recycling center or materials recovery facility (MRF), where contaminants such as plastic wrappings, paper clips, and staples are removed. Once the paper is cleaned up, it is baled and transported to a paper mill where the recycling process begins.

The makeover begins

The paper is de-inked, shredded, and mixed with water to make a pulp, which is then washed, refined, cleaned and turned into an oatmeal-like slush in a giant mixer. Color dyes, coatings, and other additives are mixed in, and the pulp slush is pumped onto a large moving screen. Computers and special sensors monitor each step of the papermaking process.

As the pulp travels down the screen, the water is drained away and later recycled. The resulting crude paper sheet, known as web, is pressed between massive rollers to extract most of the remaining water and ensure both a smooth surface and uniform thickness. The semi-dry web is then run through heated dryer rollers to remove the last traces of water.

The finished paper is then wound into large rolls. These can be up to 30 feet wide and weigh as much as 25 tons. A slitter cuts the paper into smaller, more manageable rolls, which are then sent to a converter for manufacturer into new products.

Paper Reincarnation

More than 80 percent of all paper mills in the United States today use recovered paper to make new products we use in our everyday lives. Recycling paper instead of throwing it away also reduces the flow of waste into landfills and incinerators. So, paper recycling is truly beneficial for both the environment and the economy.

Different types of paper can be recycled into new products. Used newspapers are typically made into new newsprint, egg cartons, or paperboard. Used corrugated boxes are recycled into new cardboard boxes or paperboard used in cereal, cracker and cookie-packaging. White office paper can be recycled into almost any new paper product, including tissue.

The Newark Group's Massachusetts paperboard plants, Haverhill Paperboard and Newark America Paperboard in Fitchburg, use nearly 300,000 tons per year of recycled paper and paper products to make paperboard for hardcover books, game boards, and packaging for a wide variety of consumer goods.

So, the next time you pick up a newspaper, remember that today's headlines probably share something in common with those you have read in the past: The paper they are printed on.

JANUARY ARTICLE

CONTACT:

HOW TO HELP MASS SAVE MILLIONS THIS YEAR

Paper is everywhere. It's in the bags that hold your latest shopping finds and the boxes from our online purchases. It's in the cards, letters, and magazines we receive every day, the cup that holds our coffee, the tissue to dry our eyes. Most likely, it's even in your hands as you read this article.

The United States, with less than five percent of the world's population, consumes 30 percent of all paper. The average U.S. office worker uses 10,000 sheets of copy paper each year. According to the American Forest and Paper Association, more than half of the 100 million plus tons of paper consumed every year in this country – or nearly 350 pounds for each man, woman and child – is now recovered for recycling.

In Massachusetts, an estimated 49 percent of used paper was recycled in 2005. Not bad, but there's still more to be done. Each year, Bay State residents and businesses still throw away 1.5 million tons of paper. If we recycle just *half* of the remaining paper out there, we could save nearly \$52 million dollars a year in disposal costs.

You might be wondering why, when we're already recycling half of the paper we no longer need, we should worry about recycling more. Consider these economic and environmental benefits.

- Recyclables are valuable to manufacturers. In 2005, more than 78 percent of the papermakers in this country used at least some recovered fiber to make their products. Recovered paper accounts for more than 37 percent of the raw material used to make new paper products.
- In Massachusetts, the forest products industry is a vital component of the state's economy, employing more than 25,000 workers and paying them more than \$1 billion in salaries and wages. Paper and wood products represent 5.5 percent of the state's total manufacturing work force.
- Recycling helps communities reduce spending on disposal and preserve existing landfill space. When we reduce our disposal, we'll reduce the need for new and expanded solid waste management facilities.
- Recycling paper products reduces energy consumption, decreases combustion and landfill emissions, and decreases the amount of carbon dioxide in the atmosphere. When we recycle paper products, trees that would otherwise be harvested are left standing – producing oxygen while absorbing carbon dioxide, a greenhouse gas.

Recycling paper is now easier than ever. Gone are the days of removing staples and sorting the different types of paper for recycling. Most local paper recycling programs now accept newspapers, unwanted mail, magazines, envelopes with windows, thin cardboard, office paper and phonebooks all mixed together.

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JANUARY PSA

Recycle your paper :30 second radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Steve Herrmann of Hanover and Claire Sullivan SSRC)

C: “The next time you get a log for the fire, grab a newspaper in your other hand. Consider the fuel, chemicals and water it takes to transform that log into the daily news, along with air and water pollution and destroyed habitat.

S: The average household discards half a ton of paper and cardboard each year. If you’re separating all your old mail, catalogs, newspapers, cartons and cereal boxes from the trash, you’re making the world a better place, and keeping your town’s trash fee down too. How much difference are you making?

C: Recycling 2 bags of paper a week keeps 8 trees in the forest, saves 100 gallons of fuel, and keeps 4 tons of carbon dioxide and other pollutants out of the air each year. And those trees you saved make 4 tons of oxygen for us to breathe.

S: Wasting all that good paper pollutes our air, costs money and fuels our need for more landfills.

C: The South Shore Recycling Cooperative asks you to put a bag next to your trash can for all your clean paper and cardboard. A little effort makes a big difference.

S: For more information, go to ssrc.info.”

Sources:

[Paper Industry Association Council](#)

[Waste Reduction Fast Facts-Paper](#)

JANUARY PSA

Recycle your paper – general :20 second radio PSA

Originally recorded at WATD by a member of the South Shore Recycling Cooperative (Steve Herrmann of Hanover)

“The next time you get a log for the fire, grab a newspaper in your other hand. To transform that log into the daily news is a nasty process that pollutes our air and water and destroys habitat.

The average household discards half a ton of paper and cardboard each year. If you’re separating your recyclable paper products from the trash, you’re making the world a better place, and keeping your town’s trash fee down too.

So the South Shore Recycling Cooperative asks you to please recycle all your clean paper and cardboard. A little effort makes a big difference.”

Sources:

[Paper Industry Association Council](#)

JANUARY PSA

Recycle your paper – facts :20 second radio PSA

Originally recorded at WATD by Claire Sullivan of the South Shore Recycling Cooperative

“When you bring in your Christmas catalogs from the mailbox today, consider the fuel, chemicals and water it takes to transform them from trees.

How much of a difference does it make to separate your paper from the trash?

Recycling 2 bags of paper a week keeps 8 trees in the forest, saves 100 gallons of fuel, and keeps 4 tons of carbon dioxide out of the air each year.

So the South Shore Recycling Cooperative asks you to put a bag next to your trash for all your clean paper and cardboard. A little effort makes a big difference.

For more information, go to ssrc.info.”

Sources:

[Paper Industry Association Council](http://www.paperindustry.org)

JANUARY PSA

Cost of wasted paper :20 second radio PSA

Originally recorded by a member of the South Shore Recycling Cooperative (Deb Sullivan of Marshfield)

“Take 6 trees, chopped and chipped, and enough fuel to run your house for 3 weeks. Boil in lye for a few hours, acid wash, bleach, and dry. What is it? Just enough paper to supply one American for a year.

It’s a lot easier to make paper from paper. Half of your newspaper is recycled, and no birds lost their homes for your cereal box. The South Shore Recycling Cooperative recommends that you choose recycled content office products, greeting cards and tissues too. The quality won’t disappoint you.

Close the loop, buy recycled.”

JANUARY PSA

Buy recycled paper

:30 second radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Deb Sullivan of Marshfield and Claire Sullivan, SSRC)

“Ever wonder how your paper is made? Between home, work and school, an average household consumes a ton of paper products each year! And believe it or not, most of it is still made from wood pulp soup. Here’s a standard recipe. Take 17 trees, chopped and chipped, and enough fuel to run your house for 2 months. Pressure cook in lye for a few hours, acid wash, bleach if needed, and dry.

But there’s an easier way. Making paper from the urban forest is much cleaner and gentler. Your newspaper has about half recycled content, and your own waste paper could be in your cereal box. Did you know that you can choose recycled content paper by just taking a minute to look for it? Recycled copy paper is now just as good as virgin. Use both sides to get the most out of it! Recycled paper towels, envelopes and greeting cards are out there too.

So save the forest, close the loop and buy recycled! A little effort makes a big difference.

Brought to you by the South Shore Recycling Cooperative.”

FEBRUARY-MARCH ARTICLE

CONTACT:

STEEL THIS: AMERICA'S FAVORITE RECYCLABLE

Steel is a versatile material that most of us use in our everyday lives without giving it a second thought. A variety of products come in steel cans (what most of us think of as “tin cans”): coffee, fruits, vegetables, soups, sauces, juices, pet food, cleaning products, paints and others.

Cans are made primarily of steel with a thin coating of tin (weighing less than 1 percent of the can) to prevent rust and protect the flavor and quality of the food inside. Food has been packaged in tin-coated steel cans since the 1800s. Today, Americans use 100 million of them every day – enough to run a steel pipeline from the East Coast to the West Coast and back again.

In addition to their popularity and usefulness, steel cans are also recyclable. Steel is North America's most recycled material, more than aluminum, paper, glass, and plastic combined. In 2005, nearly two-thirds of all steel cans used in the United States were recycled.

Recycling a steel can couldn't be much easier than it already is. It's no longer necessary to remove the labels or crush the can. All you need to do is empty it, place the lid inside, and place it in your recycling bin. Some municipal recycling programs even accept empty steel aerosol and paint cans, which can easily be recycled as long as they are empty.

After they are collected from the curb in municipal recycling programs or drop-off locations, steel cans are trucked to material recovery facilities (MRFs) or processing plants. There, they are magnetically separated from other recyclables, crushed into large cubes called bales, and shipped to steel mills or foundries. There they are melted down and used in the manufacture of new steel products.

Recycled steel cans are made into new cars, girders for buildings, or new food cans. In the U.S., steel cans and other steel products contain at least 25 percent recycled steel, with some containing nearly 100 percent.

Using old steel to make new steel also saves landfill space, natural resources and energy. Recycling one ton of steel conserves 2,500 pounds of iron ore, 1,400 pounds of coal, and 120 pounds of limestone. Over the course of a year, steel recycling saves enough energy to power 18 million average homes for a full year.

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CONTACT:

Recycling Benefits the Everlasting Aluminum Can

Beverages packaged in aluminum cans are purchased by millions of consumers around the world each day. People pop the top, hear that familiar hiss and down their favorite drink.

Then what happens? Where do those cans go after they're tossed into the nearest recycling bin? It travels quite a bit before it's reincarnated as another can:

- First, two out of every three cans produced in the United States begin the recycling process either at local recycling centers, community drop-off sites, charity collection sites, reverse vending machines or curbside pick-up spots.
- Aluminum cans from these sources are then gathered at large, regional scrap processing companies. There, they are compressed into highly dense, 30-pound briquettes or 1,200-pound bales and shipped to aluminum companies for melting.
- At the aluminum companies, the condensed cans are shredded, crushed and stripped of their inside and outside dyes and decorations via a burning process. Then, the potato chip-sized pieces of aluminum are loaded into melting furnaces, where the recycled metal is blended with brand new aluminum.
- The molten aluminum is then poured into 25-foot long ingots weighing over 30,000 pounds. The ingots are fed into rolling mills that reduce the thickness of the metal from 20-plus inches into sheets that are about 1/100 of an inch thick.
- This metal is then coiled and shipped to can manufacturers, who produce can bodies and lids. The cans are then delivered to beverage companies for filling.
- The new cans, filled with your favorite beverages, are then returned to store shelves in as little as 60 days ... and the recycling process begins again!

Why should you recycle aluminum? Because it saves energy, helps the environment and our economy, and benefits your community. Consider these factors:

Helping the Economy: The aluminum can is the most valuable container to recycle and is the most recycled consumer product in the U.S. today. Aluminum has a high market value and continues to provide an economic incentive to recycle it. Locally, when aluminum cans are recycled curbside, they help pay for community services. Each year, the aluminum industry pays out more than \$800 million dollars for empty aluminum cans. That's a lot of money that can go to civic and charitable organizations, local schools and other good causes.

Saving Energy: For each pound of metal recycled, the aluminum industry saves the energy resources needed to generate about 7.5 kilowatt-hours of electricity. In 2005, 51.4 billion cans, or 1.5 billion pounds of aluminum was recycled. That's enough energy to meet the electric needs of a city the size of Pittsburgh, PA, for six years!

Helping the Environment: To produce aluminum cans, bauxite ore is extracted from the ground, transported and processed. This requires large amounts of energy – the equivalent of some 1,740 gallons of gasoline for every ton of aluminum. When gasoline or other fuels are burned, carbon dioxide, the most common greenhouse gas, and other emissions are released into the atmosphere. In contrast, making one ton of aluminum from *recycled* material uses the equivalent of 90 gallons of gasoline. That's an obvious win for the environment.

Benefiting Your Community: Aluminum can recycling enables charitable organizations and groups to earn funds for local projects. The money earned enhances programs and communities that improve the quality of people's lives. From a local can drive to raise money for school improvements, to a Boy or Girl Scout troop's "Cans Into Cash" competition to pay for camp, recycling is used all over the country to help others.

Another example of this is the "Cans for Habitat" program. Through a national partnership between the Aluminum Association and Habitat for Humanity International, aluminum cans are recycled via a network of drop-off locations to raise money for Habitat for Humanity to build affordable housing for low-income families.

Just by recycling a can once destined for the landfill or incinerator, we're keeping our local environment clean, providing a needed resource for aluminum recycling businesses, and helping provide funds for needed civic and charitable causes. It's a win-win for the individual, community, business, and the environment.

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FEBRUARY-MARCH ARTICLE

Contact:

WANTED: YOUR EMPTIES

Although not as prevalent on grocery shelves as they used to be, glass bottles and jars still have a presence and need to be recycled when empty. Whether they once held beer, wine, spaghetti sauce, baby food or salsa, glass containers are easy to recycle because they can easily be recycled back to new glass.

Inexplicably, only about 22 percent of glass bottles and jars are recycled nationally. Massachusetts recycles 66 percent due in part to our deposit laws on beverage containers. But aside from getting your coin back for your bottles, why should you recycle glass bottles and containers?

Glass is forever. Glass can be recycled an infinite number of times. The same glass bottle or jar can be recycled over and over again into the same high quality glass every time.

Glass really is recycled. Glass bottles and jars go from recycling bin to store shelf in as few as 30 days. An estimated 80 percent of recovered glass containers are made into new glass bottles.

Glass is an integral part of any recycling program. Recycling diverts this valuable resource from land-filling and incineration. Consumers expect glass to be included in recycling programs.

Glass saves energy. By using recycled glass cullet, the glass container industry reduces the amount of energy it needs for its furnaces. Using recycled glass minimizes consumption of raw materials and lessens the industry's overall demand for energy. Plus it's cost efficient. The glass recycling process is a closed-loop system, creating no additional waste or by-products.

Glass recycling lessens greenhouse gas emissions. For container glass, a 10 percent increase in cullet reduces particulates by 8 percent, reduces nitrogen oxide by 4 percent, and reduces sulfur oxides by 10 percent. And, for every six tons of recycled container glass used, one ton of carbon dioxide, a greenhouse gas, is reduced.

Glass saves raw materials. For every ton of glass recycled, more than a ton of raw materials are saved, including 1,300 pounds of sand, 410 pounds of soda ash, 380 pounds of limestone, and 160 pounds of feldspar.

Save the landfill. Save the World. Recycling glass helps to preserve natural resources while lessening the load on landfills—and helping communities avoid expensive disposal costs.

While the majority of recycled glass is made into new glass bottles and jars, glass can also be remade into other products. The second largest market for recycled glass is fiberglass. Other markets include abrasives, “glasphalt”, glass beads for reflective paint and filler in storm drains. A small amount of glass is exported for recycling.

CONTACT:

Plastics, Plastic Everywhere

Have you ever noticed the triangular, chasing arrows symbol on the bottom of your yogurt container, salad dressing bottle, or milk jug? On the bottom of every plastic bottle, tub and container you'll find this recognized symbol of the recycling loop.

Despite limits on what you recycle now in your hometown program, nearly every plastic material is inherently recyclable. Once used, they can be reheated, reformed and used again. The question is, if they are recyclable, *where* can they be recycled?

Of the six plastics commonly used to make bottles and containers, there are widespread recycling opportunities for plastics coded 1 (PET) and 2 (HDPE). Together, these resins account for more than 94 percent of all plastic bottles made in the United States.

Beverage sales have experienced tremendous growth in the past 15 years. Despite the increase in population served by curbside recycling programs, recycling rates have plummeted. American consumers purchase over 500 million beverage bottles and cans on an average day – nearly 200 billion per year – but only one in three is recycled.

You want more discouraging news? The U.S. Environmental Protection Agency confirms that less than 6 percent of all plastics generated were recycled in 2005, and the material now accounts for about 16 percent of the trash sent to our landfills. Americans aren't recycling less plastic, but they're buying much more plastic, and less of it is going into recycling bins. Most of this increased consumption is non-carbonated beverages, mostly bottled water. In 1997, 3.3 billion bottles of water were sold. That number grew to over *26 billion* in 2005, but only about 1 in 4 PET bottles (23.1%) were recycled.

The challenge of recycling plastic bottles today isn't a lack of available markets, but rather consumers' lack of interest in recycling those containers. Most states don't require a deposit for plastic bottles containing water, juice and other drinks. As a result, they're left behind, especially in public venues or workplaces that don't offer separated trash containers.

The easiest solution is to bring home the plastic and recycle it at home. On a larger scale, cities and towns need to implement "public space" recycling programs. Most people want to do the right thing and, given the opportunity, they would recycle their beverage bottles if there was a receptacle nearby. Boston implemented just such a program on the Boston Common and now collects enough bottles to fill a 700-gallon container each week. In just the first year of the program, the city has collected over 15 tons of material from the Common alone.

The potential for increased plastic container recycling is virtually limitless. What's needed is a commitment by each of us to make it happen.

FEBRUARY-MARCH PSA

Recycling bottles and cans saves energy :30 second radio PSA

Originally recorded at WATD by Bob Griffin of Marshfield and Claire Sullivan, members of the South Shore Recycling Cooperative

B: Hey, what do you think you're doing?

C: Huh? I'm throwing out my empty water bottle. So what?

B: So what? Do you know what that thing's made of?

C: Plastic, duh

B: And what's plastic made from?

C: uh, I guess I don't know. I suppose you do?

B: Yup. Plastic's made from crude oil!

C: Really? Where'd you hear that?

B: It's on the South Shore Recycling Cooperative website, ssrc.info. It took over 2 ounces of oil to make that bottle! *

C: That's not much.

B: Well, not that much, but if you throw one out every day, it adds up. And it takes even more to make an aluminum can from ore, about half a can of fuel!**

C: Wow, that does add up. Let's see, 6 ounces a day, 365 days/year...

B: That's like 20 gallons a year! That makes a lot of greenhouse gases too.

C: So what am I supposed to do?

B: Well, if you and your friends recycled all your bottles and cans, it would save most of that energy.

C: So I'm supposed to walk over there and put them in the special bin?

B: Well, I wouldn't dare tell you what to do. But a little effort does make a big difference.

Sources:

* [Bottled Water:Pouring resources down the drain](#) (Earth Policy Institute)

* [American Beverage Ass'n](#)

* <http://www.wasteonline.org.uk/resources/InformationSheets/Plastics.htm>

* [American Plastics Council Plastics Resource](#)

* [NAPCOR Plastic Recycling fun facts](#)

** Can Manufacturers Institute 1993. The Great Aluminum Can Roundup
<http://www.cancentral.com/>

Is Our Garbage Trashing the Climate?

Some benefits of reducing waste and recycling are obvious. For example, less material sent to the landfill means less land sacrificed to bury our garbage. But cutting down on waste also reduces “greenhouse gases”—the stuff that warms our atmosphere, makes glaciers melt and contributes to extreme weather conditions.

How so? Take soda cans: to produce aluminum, bauxite ore has to be extracted from the Earth, transported and processed. This requires large amounts of energy—the equivalent of some 1,740 gallons of gasoline for every ton of aluminum. When gasoline or other fuels are burned, carbon dioxide—the most common greenhouse gas—is released into the atmosphere. In contrast, making one ton of aluminum from *recycled* material uses only the equivalent of about 90 gallons of gasoline. That’s an obvious score for the climate.

But wait - there are more reasons why keeping stuff out of the landfill is good for the climate. Landfills themselves actually *generate* greenhouse gases. Organic materials, such as paper and food scraps, cannot decompose the same way they would in a compost pile, because there is no air inside the landfill. Instead, they break down slowly emitting methane, a gas with 23 times the global warming potential of carbon dioxide. According to the Tellus Institute, almost 90% of Massachusetts garbage consist of mixed paper, cardboard, food waste, agricultural waste and other organic materials that could be composted or recycled.

Speaking of paper recycling, the more paper we all recycle and the more recycled paper products we purchase, the fewer trees need to be cut down. Instead, these trees could continue to do what all plants do: absorb carbon dioxide from the atmosphere and turn it into oxygen, a naturally “climate cooling” process. Of course, making new goods from recycled materials still requires some energy and creates some greenhouse gases. That’s why it is best for the climate (and our wallets too!) to consider a used product, or to find an alternative such as renting, before we buy new.

Being a good steward to the environment and practicing the 3R’s (reduce, reuse, recycle) has always been preferable to landfilling or incineration. But in light of the global threat of climate change, it is more important than ever that we use our resources wisely.

Alan Styles is Recycling Coordinator for the Salinas Valley Solid Waste Authority. His "Recycle News" column appears monthly in the Central Coast Living Section of The Salinas Californian. You can contact him at alanst@svswa.org.

¿Contribuye Nuestra Basura a Cambiar al Clima del Mundo?

Muchas de las ventajas de reducir los desperdicios son evidentes. Por ejemplo, menos basura enviada al vertedero significa que hay que sacrificar menos terrenos para enterrarla. Pero, reducir la cantidad de basura también reduce los gases de “efecto invernadero”: esos gases que calientan la atmósfera haciendo que se derrita el hielo de los glaciares y que cambie el clima de un modo extremo.

¿Cómo? Tome, por ejemplo, las latas de refrescos: para fabricar aluminio, hay que extraer de la Tierra, transportar y procesar un mineral llamado bauxita. Esto requiere una enorme cantidad de energía, unos 1740 galones de gasolina por cada tonelada de aluminio. Cuando usamos gasolina y otros combustibles, se libera a la atmósfera bióxido de carbono, el más común de los gases que forma esa capa invisible que forma el techo del “invernadero”. Por el contrario, para producir una tonelada de aluminio usando materiales *reciclados* se emplean no más de unos 90 galones de gasolina. ¡Un gol a favor del clima mundial!

Pero espere: hay más razones para mandar menos desperdicios al vertedero de basura y proteger el clima del mundo. Los vertederos, de por sí, *producen* y liberan gases “invernadero”. Los desperdicios orgánicos como el papel y las sobras de comida no pueden descomponerse de la misma forma que si usted hiciera abono orgánico en su jardín, porque no hay aire dentro de la montaña de basura. Estos se descomponen muy despacio, y emiten el gas metano, que es 23 veces más potente que el bióxido de carbono para calentar el clima.

Hablando de reciclar papel, cuanto más papel reciclemos y más papel reciclado compremos, menos son los árboles que se talarán para hacer papel. Los árboles que sigan creciendo harán lo que hacen todas las plantas: absorber el bióxido de carbono del aire y convertirlo en oxígeno, un proceso natural que “refresca” el clima. Claro está que fabricar cosas nuevas de materiales reciclados requiere algo de energía y crea cierta cantidad de gases “invernadero”. Es por eso que es mejor para el clima (y para nuestra bolsa) comprar productos usados, o considerar opciones como alquilar, antes de comprar algo nuevo.

Siempre ha sido preferible que cada persona sea un buen cuidador del medio ambiente en que respira. Todos tenemos que reducir, reutilizar y reciclar en lugar de tirar a la basura o incinerar cosas. Pero, en vista de que el planeta Tierra se ve amenazado por un cambio de clima, es más importante que nunca ser cuidadosos.

Alan Styles es el coordinador de reciclaje, con la agencia pública Salinas Valley Solid Waste Authority. Su columna “Nuestro Medio Ambiente” aparece cada mes en El Sol. Puede escribirle a alanst@svswa.org.

APRIL ARTICLE

CONTACT:

MAKE EVERY DAY EARTH DAY

April 22 marks the 37th anniversary of Earth Day, a day to celebrate the beauty of nature, and to renew or review our personal commitment to leaving the Earth livable for the next generation.

What is Earth Day really and how did it get started? Earth Day was founded on April 22, 1970 by Senator Gaylord Nelson of Wisconsin. In 1963, after years of concern that the state of the environment was essentially a non-issue in the politics of the country at the time, Senator Nelson took a national conservation tour with President Kennedy. This was during the height of the Vietnam war, and "sit-ins", "teach-ins" and protests against the war were drawing attention across the country, and Senator Gaylord had the idea to stage a similar nationwide grassroots protest against the degradation of the environment. In the fall of 1969, he announced the demonstration would be the following spring and invited everyone to participate.

After a lengthy article in the *New York Times* detailing the rising number of environmental events that were already planned for "Earth Day," the grassroots movement really caught fire and on April 22, 1970, more than 20 million demonstrators participated across the country in hopes of bringing environmental awareness to the limelight and once and for all, make the planet a priority.

This year, in honor of Earth Day [**your community here**] will be celebrating/hosting [**activities, etc. here**]

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CONTACT:

WHAT IS THE LINK BETWEEN RECYCLING AND CLIMATE CHANGE?

Rising levels of gases in the Earth's atmosphere have the potential to cause changes in our climate. Some of these emission increases can be traced directly to solid waste. The manufacture, distribution, and use of products – as well as management of the resulting waste -- all result in emissions of greenhouse gases that affect the Earth's climate. Preventing waste and improving recycling are real ways to help address climate change.

Responsible waste reduction practices help us reduce greenhouse gases. So how does recycling that chocolate milk carton affect emissions? You may be surprised.

Energy consumption matters.

Recycling saves energy. Manufacturing goods from recycled materials typically requires less energy than producing goods from virgin materials. Waste prevention is even more effective. When people reuse things or when products are made with less material, less energy is needed to extract, transport, and process raw materials and to manufacture products. The payoff? When energy demand decreases, fewer fossil fuels are burned and less carbon dioxide is emitted to the atmosphere.

Putting incinerators and landfill on diets.

Recycling and waste prevention allow some materials to be diverted from incinerators and landfills, and thus reduce greenhouse gas emissions from the combustion of waste and decomposition.

Get those trees to work.

Trees absorb carbon dioxide from the atmosphere and store it in wood in a process called "carbon sequestration." Waste prevention and recycling of paper products allow more trees to remain standing in the forest, where they can continue to remove carbon dioxide from the atmosphere.

What Can I Do?

Every little bit helps! For example, by recycling all of its office paper waste for one year, an office building of 7,000 workers could reduce greenhouse gas emissions by 570 metric tons of carbon equivalent (MTCE), when compared to land filling. This is the equivalent to taking about 370 cars off the road that year. If an average family of four were to recycle all of its mixed plastic waste, nearly 340 pounds of carbon equivalent emissions could be reduced each year.

Practice the 3Rs of Reduce, Reuse, Recycle. Do your part to reduce waste by choosing reusable products instead of disposables. Buying products with minimal packaging (including the economy size when that makes sense for you) will help to reduce waste. And whenever you can, recycle [paper](#), [plastic](#), newspaper, glass and aluminum cans. If there isn't a [recycling program](#) at your workplace, school, or in your community, start one. By recycling half of your household waste, you can save 2,400 pounds of carbon dioxide annually.

Paper? Plastic? Nope – Reusable! Using your own cloth or nylon bag instead of plastic or paper bags reduces waste and requires no additional energy.

Garbage in, Garbage Out. Reduce household waste by purchasing products that have minimal packaging and reduce your trash by about ten percent. This one tip will help have 1,000 pounds of carbon dioxide per year.

Use Recycled Paper. Stock up on 100% post-consumer recycled paper for your home printer. Doing so will save five pounds of carbon dioxide per ream of paper.

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APRIL PRESS RELEASE

Press Release: Earth Day

For Immediate Release

Date: _____

Contact: _____

Phone: _____

EARTHDAY: Recycling Conserves Natural Resource and Energy?

The Massachusetts Department of Environmental Protection (MassDEP) congratulates the State's residents for treating every day as Earth Day. The first Earth Day was held in 1970 celebrating the birth of the modern environmental movement. Earth Day, April 22nd, is quickly approaching and MassDEP is eager to recognize the holiday to highlight the benefits of recycling and how individual efforts can make a real difference. By now many of Massachusetts's residents know that recycling helps reduce dependence on the State's limited landfill space and contributes significantly to the State's economic well being. But what many Bay Staters may not know is that recycling also saves energy. With rising energy costs conservation is on everybody's mind and what better way to help but by participating in your local recycling program. Here are some cool facts about how recycling helps conserve energy:

- Recycling one aluminum can saves enough energy to run your television for three hours
- Glass recycling saves 25-30% of the energy used to make glass from raw materials.
- Each year in Massachusetts, energy savings from recycling equate to 66 million gallons of gasoline or a years worth of gas for 70,000 automobiles

Over the years the State has increased its recycling rates from 10% in early 90s to 35% today, but we can still do more. The MassDEP estimates that there is still over a million tons of recyclables being thrown out by residents each year. Simply by putting paper, bottles and cans in the recycling bin, Bay State residents can make a valuable contribution to energy conservation and improving our quality of life. As Earth Day rolls around, MassDEP hopes recycling rates in the state will continue to grow, demonstrating a new commitment to our environment and economy. For more information on how to participate in your community-recycling program, and to learn more about what can be recycled, visit MassDEP's Web Site at <http://www.mass.gov/dep/recycle/> or www.earth911.org.

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APRIL PRESS RELEASE

Press Release: Earth Day Event

FOR IMMEDIATE RELEASE

Contact: _____

Date: _____

Phone: _____

(MUNICIPALITY NAME) _____ WILL CELEBRATE EARTH DAY (DATE)

Earth day is April 22nd. (MUNICIPALITY NAME) _____ will celebrate Earth Day on (DATE) _____. Earth Day marks the anniversary of the birth of the modern environmental movement. The first Earth Day was held in 1970.

(MUNICIPALITY NAME) _____ urges residents to do their part to help celebrate the great strides that we have made in environmental protection in the last 30 years. One simple way to help the environment is to simply follow the 3 R's - Reduce, Reuse, Recycle.

Reduce – Reduce the amount of waste that you generate. The average Massachusetts resident generates 4 pounds of trash daily. Purchase items with less packaging. Purchase items in bulk. Simple actions count such as using both sides of a sheet of paper or using the backside of an envelope for taking notes.

Reuse – Reuse of products prolongs their useful life and delays their final disposal or recycling. Purchase items that can be reused and not just thrown away. Use items such as lunchboxes, cloth shopping bags, travel coffee mugs and be sure to donate unwanted items to charities or other reuse organizations.

Recycle - Participate in your local recycling program. Recycling saves natural resources and reduces our dependence on foreign oil. Close the recycling loop and purchase products made of recycled content or that can be recycled.

(MUNICIPALITY NAME) -----will be (Place Information on event, display or other activity within community). For more information on how to participate in your community recycling program and to learn more about what can be recycled, please call:

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CONTACT:

BEWARE OF HAZARDS HIDING IN YOUR HOME

The miracles of modern convenience often come with a harmful side effect: toxicity. Chemicals that kill crabgrass, remove rust, dissolve paint – even electronic devices and some building materials – can make us sick if we toss them out carelessly.

The Massachusetts Department of Environmental Protection (MassDEP) has some tips to prevent us from poisoning our planet with these toxic materials.

Be careful what you buy. Choose the least toxic product to get the job done. Simple soapy water cleans most surfaces. Latex paint is easier to work with and dispose of than oil-based paint. If you buy too much, you can just dry it up and put it in the trash. Oil-based paints and thinners are flammable, the fumes can make you sick, and they need to be taken to your town's paint shed or household hazardous product (HHP) collection for proper disposal. Also, electronic thermostats are a safer and more versatile choice than non-electronic models, which contain mercury and should be disposed of separately.

Don't go for the bulk bargain. Proper disposal of excess hazardous products can cost more than what you paid for them, and improper dumping can harm people, wildlife and the environment.

Weigh the choices. Some products may have other virtues that outweigh their toxicity. Fluorescent lights contain small amounts of mercury, but save large amounts of energy. So buy them, then recycle them at your town's recycling center or HHP collection, along with your outdated thermostats and thermometers. Rechargeable batteries contain cadmium, another toxic heavy metal. But they, too, save energy and can be safely recycled. Their alkaline counterparts are not toxic, but they only deliver two percent of the energy required to make them, and they weigh down your trash.

Throwing it away doesn't mean it goes away. What you put in your trash or down your drain can end up in the air you breathe, the water you drink, or on a sanitation worker's face. Solvents, pesticides, pool chemicals, automotive fluids, caustic cleaners, and toxic metals like mercury and cadmium are just some of the hazards that may be hiding in your house. Most towns provide safe ways to dispose of them, and some will even trade you a digital thermometer for your mercury model through a program run by American Ref-Fuel.

Massachusetts cities and towns coordinate collection events open to area residents each year. If you're not sure what to do with your household hazardous products, check with your Board of Health or go to www.earth911.org.

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MAY PRESS RELEASE

Press Release: Tips on How to Safely Use and Dispose of Hazardous Household Products

FOR IMMEDIATE RELEASE

Contact: _____

Date: _____

Phone: _____

(MUNICIPAL RECYCLING DEPARTMENT NAME HERE) Offers Tips on How to Safely Use and Dispose of Hazardous Household Products

A wide variety of hazardous chemicals found in your kitchen, bathroom, closets and other places around your home – cleaning fluids, disinfectants, furniture polish, paints, pesticides and even some beauty supplies – contain potentially harmful chemicals. The **(MUNICIPAL RECYCLING DEPARTMENT NAME HERE)** is urging you and other local residents to handle them with care and recycle them responsibly.

“We sometimes don’t give them much thought, but many of the chemicals we use every day are corrosive, flammable or toxic and need to be handled with extra caution,” said **(MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE)**. “A little effort can make a big difference in protecting our loved ones from harm.”

A recent National Poison Control Center survey found that of nearly one million reported exposures to hazardous household products, more than half involved children under the age of six. Household chemicals were also the cause of more than 95 percent of reported poisoning deaths that were not attributable to pharmaceuticals.

“We are all responsible for making sure that our children, as well as our pets, are not exposed to avoidable risks,” said **(MUNICIPAL RECYCLING OFFICIAL LAST NAME HERE)**, who offered the following helpful tips on how to use, store and dispose of hazardous household products:

- Check labels for signal words that indicate the degree of potential dangers and health effects. “Caution” and “warning” mean the product can cause skin irritation or vomiting. “Danger” refers to a more severe health threat such as skin burns and ulcers; and “poison” means the item is highly toxic and can be fatal if ingested. Read the product labels before you buy them and ask retailers if safer alternatives are available.
- Be sure to use products as directed. Never mix chemicals and avoid breathing their vapors or mists. If you come in contact with a chemical or spill it on clothing, look on the product label for instructions on how to treat a person and/or wash affected areas after improper exposure.
- If you have no use for leftover paints, look for opportunities to share them with friends, neighbors, shelters or other organizations instead of throwing them away.
- Store hazardous chemicals in a locked cabinet and always keep them in their original containers. Never leave hazardous products out in the open or unattended, and always keep items out of reach of children. Poisonings usually occur while the product is in use.
- Never throw hazardous household products in the trash. Chemicals that wind up in landfills and incinerators can contaminate groundwater and pollute the air. **(MUNICIPALITY**

HERE) collects hazardous household products for recycling on a **(FREQUENCY OR MODE HERE)** basis. **(ADDITIONAL COLLECTION DETAILS HERE)**

To learn more about hazardous household products and how to safely manage and recycle them in **(MUNICIPALITY HERE)**, call **(LOCAL PHONE)** or visit www.earth911.org

MAY PRESS RELEASE

Press Release: Municipality Makes Paint Recycling Convenient

FOR IMMEDIATE RELEASE

Date: _____

Contact: _____

Phone: _____

**(MUNICIPALITY NAME HERE) MAKES PAINT RECYCLING CONVENIENT,
OFFERS FREE SURPLUS PAINT TO RESIDENTS**

A fresh coat of paint can breathe new life into tired walls. But all too often, the partially used cans of paint, stains, varnishes and thinners left over from home decorating projects wind up in basements, garages and attics. The clutter they create can pose dangers, particularly to children and pets. How to get rid of all those containers?

That depends. Latex paint is not considered hazardous so it's okay to pop the can open, let the paint dry out and then place it in the trash. But oil-based paints, stains, varnishes and thinners generally have flammable, reactive or toxic ingredients, so they need to be treated differently and handled more carefully.

Fortunately for residents of **(MUNICIPALITY NAME HERE)**, their community is one of more than 100 in Massachusetts now operating surplus paint collection programs. A drop-off center is conveniently located at **(FACILITY NAME AND ADDRESS HERE)** and operates **(DAYS AND TIMES HERE)**.

“We want to make it as convenient as possible for residents to recycle paints, stains and thinners they no longer need,” said **(MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE)**. “And since many cans of paint brought to our collection center are full or nearly full and can still be used, we invite residents to take what they need for free.”

Paints and stains considered reusable are displayed at the collection center and may be taken at no cost by residents, **(MUNICIPAL RECYCLING OFFICIALS LAST NAME HERE)** said.

Items accepted at the **(MUNICIPALITY NAME HERE)** collection center include **(LIST APPROPRIATE ITEMS FROM THE FOLLOWING: latex paint, oil-based paints, stains, varnish, thinners)**. Other items should be put aside until **(MUNICIPALITY NAME HERE)**'s next hazardous household products collection day, which will be held on **(DATE, TIMES AND LOCATION HERE)**.

To learn more about the collection center – including instructions on how to prepare and label paints, stains and thinners for recycling – contact **(MUNICIPAL RECYCLING CONTACT INFORMATION HERE)** or visit www.earth911.org

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MAY PSA

Avoid hazardous products :30 second Radio PSA Script

Recorded at WATD by members of the South Shore Recycling Cooperative (Steve Herrmann of Hanover and Claire Sullivan SSRC)

S: Hey hon, paint thinner was on sale, I got 5 gallons for only \$15!

C: But didn't you only need a quart?

S: Well, yeah, but it was so cheap I bought oil paint instead of latex for the playroom too.

C: Ugh, that stuff gives me a headache! And what'll we do with all the leftovers?

S: No problem, the South Shore Recycling Cooperative's always advertising hazardous waste days

C: Do you know what it costs to go to those?

S: You mean we have to pay?

C: Well, our taxes do, it's over \$40 for each 15 gallons

S: Maybe it wasn't such a bargain...

C: Please get latex paint next time, dear!

CONTACT:

LAZY LAWN CARE TIP PRODUCES BEAUTIFUL RESULTS

Did you know that a 1/2 acre of lawn in Massachusetts produces more than three tons or nearly 260 bags of grass clippings each year? Think of all the time, money and effort it would take to bag all those clippings. Why go through all that hassle when it's completely not necessary? You can have a healthy green lawn by leaving grass clippings where they fall. Grass clippings left on your lawn will decompose quickly and act as a natural organic fertilizer. This allows you to reduce the amount of additional commercial fertilizer you need to buy and apply. Your lawn will still be healthy and green because each time you mow, you will be returning valuable nutrients to the soil.

Less is More

Letting grass clippings drop back on the lawn means the lawn will require less fertilizer, less water, less work, and best of all, less waste. Recycling clippings back into the lawn requires minimal effort. Here's a strong example of where being lazy is a benefit. You can reduce your mowing time by nearly 40 percent by not bagging, and you'll spend less money on fertilizer and trash bags. No one has to handle the clippings -- not you, not your lawn care professional and not the waste management crew. And by not bagging grass, you'll be doing your part for the environment by reducing waste. In fact, grass clippings are banned from disposal in Massachusetts. If you follow these "Don't Trash Grass" mowing, fertilizing and watering guidelines, not only will you have a healthy lawn, but you'll never have to bag grass clippings again.

Mowing techniques and tips

- Any mower can recycle grass clippings. Simply remove the grass catcher. Ask your lawn mower dealer if a special safety plug or adapter kit is needed to convert your mower into a "recycling" mower. You can also have a mulching blade installed. A garbage bag of clippings contains up to 1/3 pound of usable organic nitrogen and other nutrients.
- Keep your grass mowed to 2 to 3 inches tall.
- Do not remove more than 1/3 of the grass blade in any single mowing. For example, if your lawn is kept at 2 inches tall, it should not be allowed to grow higher than 3 inches before it is mowed again.
- If the grass gets too tall between mowing, add the clippings to your compost pile or use them as mulch.
- Mow when the grass is dry.
- When it's time to replace your mower, consider buying a mulching, recycling, or a non-polluting reel mower.

Watering your lawn

- Conserve resources by not watering unless the grass really needs it. Let Mother Nature water your lawn.
- Water deeply and less frequently to encourage deep root growth. Light, frequent watering encourages shallow roots and may lead to increased disease and stress injury.
- The best time to water is in the morning because less water is lost through evaporation and transpiration.

Lastly, think about alternative landscapes to grass. Consider planting ground covers such as English ivy, pachysandra, and periwinkle; increasing shrub beds; or growing a wildflower meadow as alternatives to turf-grass. They look beautiful, don't need mowing and will help reduce lawn maintenance and yard waste!

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CONTACT:

COMPOST HAPPENS

You are a faithful recycler and wonder what more you can do to reduce your contributions to the local landfill or incinerator. If you have a yard, you should practice composting – a simple, easy solution to let Mother Nature do the work for you.

Earth has its own natural recycling system to break down organic material into rich dirt called “compost.” It’s valuable to anyone with flower gardens, shrubs, lawns, houseplants, and planter boxes because you don’t have to buy potting soil, fertilizers, mulch and other expensive soils and enrichers. Compost added to the soil results in healthier plant growth, because it improves soil structure, adds nutrients, helps retain moisture and provides a good environment for earthworms and other beneficial soil organisms. As an added benefit, it’s chemical free and therefore much safer for your home.

In addition to improving soil, composting provides homeowners with a way to help solve Massachusetts' growing solid waste problem. Organic materials such as leaves, grass clippings, brush, fruit and vegetable peelings, and wood comprise almost 50 percent of our household waste output. Recognition of overfilling landfills has led Massachusetts to ban the disposal of leaves and yard waste. By composting this material at home, you help to divert organics from landfills and incinerators and at the same time save on disposal costs and produce a valuable material for your own use.

Getting Started

To compost your yard and kitchen waste all you need is a small bin constructed of wood or you could purchase a plastic compost bin. Check to see if your community has a composting bin distribution program, or order from a garden catalogue, nursery or hardware store. The benefits of an enclosed bin include protecting the pile from pests, holding heat and moisture in, which speeds decomposition, and improving its neat appearance. In urban areas, rodent-resistant compost bins with secure covers and floor and openings no wider than one-half inch must be used.

A home in your yard

The composting bin should be placed in a convenient location in your yard, which has exposure to the sun for at least part of the day. A shovel or rake for turning and spreading the compost is the only other tool needed to start composting. An especially nice thing about composting is that anybody can do it. It's very simple, and can be adapted to almost any situation or lifestyle.

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CONTACT:

DON'T WAIT FOR THE BIG CRISIS TO ADOPT WATER CONSERVATION

With increasing demands on limited water supplies, the need to conserve water has become a major issue for many communities in Massachusetts. Water sources can become stressed due to irrigation, lawn watering and other uses. Nationally, lawn care accounts for a whopping 32 percent of outdoor water use.

Reducing the amount of water used for lawn and landscape maintenance is essential to protecting water supplies for current and future uses and for protecting natural resources. Using water more efficiently will help prevent waste, reduce the effects of drought, and help minimize run-off and leaching. While locations have different considerations, such as soil type, grass species, weather, and sun exposure, these general practices will help conserve Bay State water supplies:

Reduce lawn size. By reducing the size of your lawn, you can substantially reduce the amount of water used for landscape maintenance. Replace the lawn area with native species of trees, shrubs and groundcover. Consider alternatives to grass especially where you have steep slopes and shady areas.

Use drought resistant grass species. Mixtures of grass species are used to get the most effective and long-lasting seasonal coverage. Fine fescues have low water needs and high drought tolerance. Some cultivars of endophytic seeds tend to have a high tolerance for drought and nutrient deficiencies. Generally an insect resistant mixture of grasses that includes a high percentage of fine fescues will ensure a drought resistant lawn. Native plant species that have adapted to the environmental conditions of New England are particularly useful.

Water only when necessary. In most years, Massachusetts has enough rainfall to naturally supply the water needs of most mature lawns without the need for watering. Two simple ways to tell if your lawn needs water are color and flexibility. If you walk on your lawn and leave a footprint or the color of your lawn turns blue/green the grass is not receiving enough water. Mature lawns that go brown in the summer are in a natural period of dormancy. They will green-up when wetter, cooler weather returns.

Water in the evening or early morning. If your lawn does not have a fungi problem, it is best to water between 4:00 and 8:00 p.m., or early in the morning just prior to or after sunrise. Watering early in the morning will allow your grass to dry quickly and lose less water from evaporation. This will reduce susceptibility to disease by limiting moist conditions, which encourage spore germination and the spread of fungal infection.

Water slowly and deeply. Watering slowly and deeply will allow the water to be absorbed. You should water four to six inches deep, which means about one inch of water on the surface. If using a sprinkler system, place a rain gauge or shallow cans on either side of the sprinkler and measure the water that it collects. This approach will help you to determine the amount of water you are using.

Collect rainwater for landscaping needs. Use cisterns or rain barrels to capture rainwater from downspouts to use for newly planted vegetation. Use a lid, mesh fabric or add several drops of baby oil to prevent mosquitoes from breeding.

Water sloped areas carefully. When watering on sloped areas, do not apply water faster than it is being absorbed. Water regularly until you begin to see run off. Stop the watering until it is absorbed into the ground and then continue until you have watered four to six inches deep. Make sure that the irrigation system has a rain shutoff device. Locate irrigation heads at least eight inches from paved

areas and watch where water is going – you don't want to water the sidewalk, street, or your neighbor's yard.

Check your equipment. Fix leaky hoses or faucets, and install a shut-off device on hoses to prevent water loss from unattended hoses. Hoses without a nozzle can spout 10 gallons or more per minute. Don't leave faucets or hoses on when they are not in use. And abide by your town's water bans – they're put in place for a reason.

Use mulch. Organic mulch lowers the temperature of the soil, which in turns reduces water evaporation. But be careful not to apply too much, as the soil requires some heat. Plastic films serve the same purpose and prevent unwanted weeds around plants.

Adopting a few of this best practices will save you money, improve your lawn and protect Massachusetts land from damage and pollution. All good reasons to try a few today.

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JUNE PRESS RELEASE

Press Release – Don't Trash Grass
For Immediate Release
Date: _____

Contact: _____
Phone: _____

DON'T TRASH GRASS
Use it!

Did you know that a ½ acre lawn in New England produces more than 3 tons or nearly 260 bags of grass clippings each year? According to the Massachusetts Department of Environmental Protection (MassDEP) Waste & Recycling website, that is just the reason you might want to leave those clippings sitting right on your lawn. Let them work for you. Because clippings are organic, they will decompose on the lawn and add the benefit of a natural organic fertilizer and reduce the amount of commercial fertilizer that you need to use. And don't worry about clippings causing thatch. Turf experts nationwide agree clippings do not produce thatch, because they are 80% water and decompose quickly. The accumulation of dead roots and stems most often caused by over-watering or over-fertilizing can cause thatch build up. A thatch layer of more than ½ inch should be removed for a healthy lawn.

Ideas for how to keep your lawn healthy and green, how and when to apply fertilizer, as well as mowing tips and techniques can be found on the MassDEP website www.mass.gov/dep/recycle/.

The [City/Town of _____] accepts grass and leaves from residents for composting at the [City/Town's Transfer Station/Recycling Center information, hours and address or Drop-off information here]. Remember to compost and recycle. A little effort...a BIG difference. Visit www.earth911.org for more information about composting in your community.

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JUNE PRESS RELEASE

Press Release – Compost – Another Kind of Black Gold For Immediate Release

Date: _____

Contact: _____

Phone: _____

Compost – Another Kind of Black Gold

Massachusetts wants to help you keep your yard and our cities and towns green. It's easy! Did you know that about a fifth of your typical household's "trash" is yard waste? Throw in kitchen scraps and paper towels and you've got nearly half of your family's discards, which you could be using to make your yard, garden and houseplants greener, and your neighbors green with envy!

Not only that, but those fallen leaves and grass clippings, which we tend to think of as "waste," are also banned from disposal with the trash by a Massachusetts Department of Environmental Protection regulation. That's because it is better for our health and environment to recycle them by composting than to send them to a landfill or incinerator. It is also illegal to dump yard waste into wetlands, streams or ponds. And don't even think about burning leaves; clean air standards have prohibited that for years.

Most towns in our area provide a convenient way to recycle yard waste by offering curbside collection, a drop-off location or low-cost compost bins for do-it-yourselfers. Some towns even give the finished compost to residents for their gardens!

But the easiest way to recycle leaves is to shred them with a lawnmower, leaf vacuum, or chipper and use this high quality mulch around shrubs, trees and flowerbeds. Leaves are also known as the "backbone" of a compost pile. You can lighten your trash and make it sweeter smelling by adding all your fruit and vegetable scraps, coffee grounds, tea bags, and even paper towels to those leaves. (Leave out the meat and dairy products!) It's easy to make compost because earthworms and other soil organisms that turn organic material into humus do most of the work. To make it even easier, many Massachusetts cities and towns offer low cost, rodent-resistant compost bins. Or you can build your own bin. Enclosed compost piles keep out pests, hold heat and moisture in, and look tidy. They can be made of wood, concrete blocks, metal or plastic. Put it in a convenient location within reach of your hose.

Each time you add kitchen scraps, bury them under the leaves. Keep the pile damp – if it dries out, decomposition will stop. Add a few shovelfuls of soil occasionally to increase your "unseen workforce" of decomposers.

Your leaves and leftovers will become usable compost in about 6 months! Compost is like a life insurance policy for plants. Put a handful in each transplant hole, spread it around existing plants, or broadcast it over your lawn as an organic fertilizer. Known as "black gold" to gardeners, it provides nutrients, holds in moisture, and helps plants resist disease. By using compost you'll save money and the planet because you won't need pesticides or chemical fertilizers!

For more information, go to www.mass.gov/dep or www.Earth911.org. Compost-a little effort makes a big difference.

JUNE PSA

Another Kind of Black Gold :30 second Radio PSA

Originally recorded at WATD by a member of the South Shore Recycling Cooperative (Michelle Roberts, Abington)

“The South Shore Recycling Cooperative wants to teach you an amazing trick! To turn nearly half of your trash into greener, healthier plants, you can put your leaves, grass clippings and many kitchen scraps in a backyard pile to make compost.

The Mass. Dept. of Environmental Protection bans leaves and grass clippings from the trash because they’re too good to trash! So most towns in our area provide special curbside collections or a drop off compost site for residents’ yard waste.

But if you have a little space in your yard, it’s just as easy to pile it up, wet it down and compost it yourself! And if you throw in your plant- derived kitchen scraps like apple cores, coffee grounds, and past their prime potatoes, you’ll get even richer fertilizer. Cover them with leaves, or used paper towels. With some water and an occasional stir, in about 6 months magic soil critters will transform your leaves and leftovers into black gold that your plants will love. They’ll grow stronger and healthier, without poison pesticides or chemical fertilizers.

Several towns in our area offer low cost compost bins, or you can build your own. For more information, go to ssrc.info [OR INSERT TOWN INFO].”

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CONTACT:

RID YOUR HOME OF E-WASTE EASILY

E-Waste stands for electronic waste, and it's the unwanted, obsolete, or unusable electronic products such as televisions, computers (including monitors and accessories), audio/stereo equipment, VCR and DVD players, video cameras, telephones, cell phones and other wireless devices as well as fax and copy machines and video game consoles.

While various reports estimate that electronic waste comprises less than 4 percent of the total solid waste stream in the United States, the volume of electronic waste is burgeoning. Each year, up to 50 million metric tons of e-waste are generated worldwide due to the consumer demand for the latest and fastest technology.

In New England, both Massachusetts and Maine have passed laws regulating e-waste management. In 2003, more than 330 New England municipalities had e-cycling programs - approximately 90 percent of these are located in Massachusetts.

E-waste can be managed in various ways, depending upon its continued usability, availability of reprocessing facilities, where it is generated, and other factors. Here are some options:

Reuse. Preventing waste in the first place is the preferred management option. Consider repairing or upgrading your used electronic equipment so you can continue to use it. In some cases, adding memory to a computer or upgrading software can improve the unit's performance and extend its usefulness. Instead of purchasing a new digital television, consider purchasing a converter box to receive and reformat DTV signals.

Donate. As the amount of electronic waste has increased, many charitable organizations have become overwhelmed with electronic waste and either no longer accept it or must bear the cost of disposal, further straining their limited budgets. Some charities, schools, materials exchanges, and other organizations may still be interested, however. Call first to check the organization's minimum requirements and to verify that the unit will be accepted.

Recycle. In response to consumer concerns, several electronics manufacturing companies have implemented take-back programs. Some programs allow the purchaser to pay a fee at the time of sale to cover shipping to a reprocessing facility when the unit becomes unwanted or obsolete. Others allow owners to ship e-waste to their facilities for a nominal fee or will provide owners with a rebate when the unit is shipped to a participating recycling center. Some waste management companies also offer similar management options to households and businesses.

Units are usually dismantled for recycling. The silver, gold, lead and other heavy metals as well as some of the plastics and glass are recycled. Leftover components are disposed as required by applicable laws and regulations.

JULY ARTICLE

CONTACT:

FUNERAL INSTRUCTIONS FOR DEAD BATTERIES

Laptops, toys, cell phones, calculators – these are just some of the mobile products that need batteries to function. The U.S. Environmental Protection Agency estimates that more than 350 million batteries are purchased annually in the United States.

Batteries are a unique product comprised of heavy metals and other elements. Some of these toxic heavy metals include nickel cadmium, alkaline, mercury, nickel metal hydride and lead acid. It is these elements that threaten our environment if not properly discarded.

Not all batteries are the same, and there are different ways to ensure each type is properly discarded or recycled. The batteries that consumers use most include household alkaline batteries, nickel-cadmium (NiCd) batteries, nickel metal hydride (NiMH), rechargeable batteries, button cell, automotive and non-automotive lead-based batteries.

That's a lot of batteries – how do you know what type you're using? The following information might help:

Household/Alkaline batteries are common, single use batteries – AA, AAA, C and D. These batteries have little to no mercury in them, and recycling programs generally no longer accept them. When disposing of household alkaline batteries, it is best to check with your local and state recycling or household hazardous waste coordinators concerning the specifics of your program. **Nickel-Cadmium (NiCd)** are rechargeable batteries, considered to be hazardous waste, and **MUST** be recycled.

Nickel Metal Hydride (NiMH) or Lithium-Ion are commonly used in laptops. They are considered non-hazardous waste but contain elements that can be recycled.

Button Cell batteries are commonly used in hearing aids, calculators and watches. These batteries contain silver, mercury and other elements that are hazardous to the environment and should be recycled.

Automotive & Sealed Lead-Based batteries contain hazardous materials and elements that can be reused and should be recycled as well.

Batteries are a necessary aspect of modern life in America. When discarding them, please use care and dispose them properly.

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CONTACT:

GIVE NEW LIFE TO YOUR OLD GADGETS

Did you get a fun, new electronic gadget for the holidays? If it replaced an old one, did you know you can recycle the old one instead of just throwing it away?

Electronic devices account for up to 5 percent of landfill space, but they contribute 70 percent of the heavy metals found in landfills, including 40 percent of the lead. Metals from electronic gadgets can accidentally leach from landfills and contaminate surrounding soil and nearby water sources. Many computer plastics and circuit boards contain brominated flame-retardants, which are suspected of bio-accumulating in animals and fish – and causing health problems for people who eat those animals and fish.

It's estimated that there are 500 million obsolete computers in the United States, and 130 million cell phones are discarded annually. In 2005 alone, 5.2 billion pounds of electronics waste were generated, but less than 13 percent was recycled.

The materials in electronics equipment are valuable and can be reused in new electronics or other products. Most components can be recycled at locations around Massachusetts.

You can also check with the manufacturer of the device to see if it has a recycling program. iPods, for instance, can be recycled anywhere they are sold, and Apple will give a 10 percent discount on a new iPod bought the same day. Apple, Dell, IBM, Hewlett-Packard and other manufacturers accept computers, monitors, and their components for recycling.

Finally, instead of recycling your used electronic equipment, consider donating it to someone who could use it. Many non-profit organizations and schools accept donated computers, printers, or other electronic equipment.

If you are a games enthusiast, many stores that sell games will accept used ones for resale. Or, swap them with a friend who has grown tired of his games.

So enjoy your new toys, but do something good with the old ones!

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JULY ARTICLE

Computer Monitor & TV Recycling Options

In April 2000, the Commonwealth of Massachusetts adopted a first-in-the-nation approach to reuse and recycle discarded computer monitors and televisions. Cathode ray tubes (CRTs), the leaded glass picture tubes found in computer monitors and televisions, are now banned from disposal in Massachusetts landfills and waste combustors due to their high lead content.

Why are CRTs banned from Massachusetts landfills and waste combustors?

With digital televisions and faster, better computers flooding the market, millions of older televisions and computer monitors are destined for the trash. The National Recycling Coalition predicts that as many as 500 million computers will become obsolete by 2007. In Massachusetts alone, 25,000 tons of computers are being disposed, recycled, or placed in storage per year. These outdated electronics will further strain already limited landfill space.

In addition, CRT monitors and TVs contain an average of 4 pounds of lead each. Excessive lead and other toxins pose a problem in landfills because they can leach into groundwater or, in the case of a lined landfill, force expensive leachate treatment. In combustors, the lead winds up in the ash residue, which is in turn disposed of in landfills. In addition, the plastic material used to house electronic components often contains brominated flame-retardants. If improperly handled, these toxins could be released into the environment.

What do I do with my old computer monitor or television?

Prior to banning CRTs from solid waste facilities, the Massachusetts Department of Environmental Protection (MassDEP) assisted in developing programs and infrastructure to ensure that residents and businesses can recycle computers and televisions. Your options include the following:

- Ask if your municipality has a program for recycling computers and televisions. Most towns and cities in Massachusetts do and many of these programs were established with MassDEP grants.
- Check local TV repair shops, electronics retailer or electronics recycling companies to see if they accept computers, televisions, and other electronics for recycling from residents and small businesses.
- Consider [donating](#) your computer.

Although the disposal ban applies only to television sets and computer monitors, remember that most locations will allow you to recycle or donate your entire computer including the monitor, computer, keyboard and mouse.

What happens to my old computer or television?

Often, your computer will be reused by a charity or school. Or, it may be taken apart and recycled. The different parts of the computer or television are used in many different ways:

- The glass CRT is either returned to a manufacturer and made into a new CRT, or sent to a smelter where the lead is recovered and recycled.
- The plastic housing is ground to smaller pieces and recycled for use in various items such as retaining blocks and pothole mix.
- Circuit boards, chips, and other parts can be reused to repair or upgrade older electronics or recycled for their scrap value.
- Metal components will be separated and sold for their scrap value

Recycle. A little effort makes a Big difference. For more information about electronics recycling in your community, visit www.earth911.org

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JULY PRESS RELEASE

Press Release – How to Reduce Electronics Waste For Immediate Release

Date: _____

Contact: _____

Phone: _____

e-Cycling - How to Reduce Electronics Waste

You can reduce the environmental impact of electronics at the end of their useful life through reuse and donation, recycling, and buying greener electronic products.

Reusing and Donating Electronics

Preventing waste in the first place is usually preferable to any waste management option...including recycling. Donating used (but still operating) electronics for reuse extends the lives of valuable products and keeps them out of the waste stream for a longer period of time. Reuse, in addition to being an environmentally preferable alternative, also benefits society. By donating your used electronics, you allow schools, nonprofit organizations, and lower-income families to obtain equipment that they otherwise could not afford.

Before donating your computer or other electronics, make sure the equipment is reusable. Donation organizations have limited or in many case no resources or employees to diagnose and repair hardware. A functional, working system - especially with monitor, wiring, and software licenses—is a lot more useful and requires less upgrading than a nonworking, incomplete computer. The most appropriate donation organization for computers can vary from area to area. In some cases, the most viable donation organization might be a charity, but in other areas, the appropriate donation organization might be the local school district or materials exchange

Recycling Electronics

If donation for reuse or repair is not a viable option, households and businesses can send their used electronics for recycling. Recyclers recover more than 100 million pounds of materials from electronics each year. Recycling electronics helps reduce pollution that would be generated while manufacturing a new product and the need to extract valuable and limited virgin resources. It also reduces the energy used in new product manufacturing.

Many municipalities offer computer and electronics collections as part of household hazardous waste collections, special events, or other arrangements. In addition, public and private organizations have emerged that accept computers and other electronics for recycling. Depending on where you live and the amount of equipment you have, the best recycling option might be a county recycling drop-off center, TV repair shop, charitable organization, electronics recycling company, or even your local electronics retailer, which might collect used products and send them to a recycler.

Buying Green.

Environmentally responsible electronics use involves not only proper end-of-life disposition of obsolete equipment, but also purchasing new equipment that has been designed with environmentally preferable attributes. Think about this when purchasing new equipment, and ask your retailer or electronics supplier about environmentally preferable electronics. Households, companies, and governmental organizations can encourage electronics manufacturers to design greener electronics by purchasing computers and other electronics with environmentally preferable attributes and by requesting take-back options at the time of purchase. Look for electronics that:

- Contain fewer toxic constituents.
- Use recycled materials in the new product.
- Are energy efficient
- Are designed for easy upgrading or disassembly.
- Use minimal packaging.
- Offer leasing or take-back options.

e-Cycle. A little makes a big difference.

To learn more about electronics reuse and recycling in Massachusetts go to www.mass.gov/dep/ or www.earth911.org

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CONTACT:

IMPROVE YOUR RECYCLING PRACTICES

Today, 2 out of 4 households recycle on a regular basis in Massachusetts. On average, each resident recycles 2.6 pounds per day – but also discards 4.9 pounds per day, clearly demonstrating that more can be done.

The following responses to frequently asked questions provide helpful information for anyone interested in improving their recycling track record.

What's in it for me?

Waste reduction practices will save you money. When you use an item to its fullest (or avoid having to use it in the first place) you save the cost of buying/using the item and the potential recycling and disposal costs. It also means municipalities pay less for waste management (lower taxes), and businesses operate more efficiently. Need another reason? Reducing waste saves natural resources and reduces harmful emissions that contribute to global warming and climate change.

How can I do it?

The ways to reduce household waste are limited only by our awareness and creativity. Two popular practices include backyard composting and reducing unwanted mail. Reducing waste is perhaps best accomplished by practicing smart shopping. Look to buy more durable, less toxic products with limited packaging. And buy only what you need and use what you buy.

Another way to reduce waste is to use common services. For example, use the library for books and borrow tools instead of buying them. Other tips include using old towels, rags and sponges instead of paper towels and cloth napkins rather than paper ones. Purchase canvas grocery bags and rechargeable batteries. Make a difference in your community by learning how to be a better environmental citizen.

Why reuse?

Many commonly discarded items – from single-sided paper to clothing to cell phones – are readily reusable. Instead of tossing an item in the trash can or recycling bin, consider ways it might still be usable to you or others, or whether it can be repaired if needed. Give your discards a chance at a second life by holding a yard sale or donating items to charities.

But I already recycle. Isn't that enough?

Perhaps. But recycling practices have changed and you may need a refresher on the types of products that can be recycled. Did you know that nearly all kinds of paper can be recycled? The old limits on windows, glue, staples, glossy paper and so forth are nonexistent. If you can rip it, you can recycle it. This includes mail, newspapers, magazines, catalogs, thin cardboard packaging, hangtags, brochures, homework papers, files, calendars, phone books, paperback books and shredded paper.

Plastic bottles and jugs only need to be rinsed before recycling. Generally, empty containers that once held food, beverages or cleaning products can be recycled. Ditto for glass and metal food containers. If you are unsure, call [INSERT TOWN INFO].

Recycling is a no-brainer. Keep recycling containers or baskets in strategic locations throughout the home along with ordinary waste baskets. It's easier to toss recyclables in a separate container than it is to rummage through the trash later to separate everything.

AUGUST ARTICLE

CONTACT:

BACK TO RECYCLING BASICS

Back to school time for many people means back to school shopping. Use the opportunity as a teaching moment for your kids about how to choose products that minimize our impact on the Earth and ensure that their generation will continue to enjoy a clean environment.

When buying paper products, such as notebooks and looseleaf, look for post consumer waste content (PCW) and process chlorine free (PCF) labels.

Many pencils and pens have PCW content or are wood certified by the Forest Stewardship Council (FSC). Some pens are made from cornstarch and are 100 percent biodegradable. For teens, invest in an expensive pen that uses cartridges instead of disposable pens.

For plastic products, such as backpacks, rulers or binders, look for “No PVC” labels to ensure the product does not contain vinyl, which is produced with and contains toxins that accumulate in the environment and living organisms.

Many scissors and rulers are made from recycled steel, metal, or plastic, and are often less expensive than the traditional ones.

Lunch boxes for kids and parents are a good purchase. Skip the disposable paper and buy a reusable tote. Also, pack sandwiches and snacks in reusable plastic containers instead of wasting plastic baggies, plastic wrap, or aluminum foil. Re-using containers cuts down on trash that goes to landfills and helps reduce the energy and raw materials used in making disposable bags and wraps.

Teaching children to make wise shopping choices reaps the reward of a healthy environment and an environmentally aware child.

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AUGUST ARTICLE

CONTACT:

THE ABCs of RECYCLING AT SCHOOL

There are lots of ways that we can reduce waste and improve recycling at school. By thinking ahead and being creative, you can earn high marks for environmental consciousness and save money at the same time.

Pack a “no-waste lunch”

A no-waste lunch is a meal that does not end up in the trash. Buy food items in bulk then put them in reusable containers to carry to school. Use a reusable lunch box or bag and fill it with your lunch in reusable containers. .

Take only the food you’ll eat

More than 20 percent of the food we buy – 48 million tons annually in the U.S. alone – is thrown away. One way to figure out how much food you waste is to measure and track all the food you throw away from your lunch in a week’s time. By taking only what you can eat or sharing your extras with a friend, you are taking steps to waste less and save money.

Carry reusables

When you go to the store for school supplies, look for durable, long-lasting items and reuse them. Refillable pens and pencils, a durable backpack and a lunchbox are all good examples of products that can be used over and over again.

Use less paper

Even though we recycle much of the paper we use, it is still a significant part of what we throw in the trash. Think of all the paper you've thrown away that only had writing on one side. That paper could have been used a second time, potentially cutting in half your paper use. Also, buy paper and notebooks that contain previously recycled paper.

Reduce mail

Another large source of waste paper is unsolicited mail. Ask your teachers and school administrators (and your parents!) to tear off the mailing labels and send them back to the company with a note asking to be taken off their mailing list.

Organize a sale

Rummage sales and yard sales are great ways to pass along items that you no longer want to someone who might need them. Instead of throwing your unwanted items away, put them to good use by planning a class or school-wide rummage sale with your teacher. Collect and sell used items such as clothes, toys and sporting goods. Then donate the proceeds to a charity or back into a school fund.

School supplies

The end of summer usually entails a “back to school” shopping trip. Why not try to make the school supplies you buy this year environmentally friendly? Look for recycled content in the items you buy.

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Many scissors and rulers are made from recycled steel, metal, or plastic, and are often less expensive than the traditional ones.

Adopt a few of these practices and you’ll be at the head of your class!

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AUGUST ARTICLE

CONTACT:

PAPER TIPS WORTHY FOR HARD-CORE AND BUDDING ENVIRONMENTALISTS ALIKE

Most households across the Commonwealth have a recycling bin handy to help us recycle our paper, cans, bottles and other items. Of those materials, paper is by far the largest contributor to the waste stream. Despite consumers' heightened awareness of the benefits of recycling in recent years, Massachusetts residents and businesses still throw away a whopping 1.5 million tons of paper annually.

Clearly, we can all do more to increase recycling in our homes. But what about where we work? If we're serious about reducing the volume of paper we use and increasing the amount to be recycled, businesses large and small must play an integral role.

Work that Paper

In addition to recycling, the best way the business community can help conserve resources, prevent pollution and save money is to reduce the amount of office waste they produce in the first place, particularly paper. Doing so reduces the amount of material that needs to be collected, transported and deposited into landfills or incinerated.

America's appetite for copy paper is voracious – nearly 3.7 million tons of copy paper are used annually in the United States alone. That's over 700 billion sheets, an average of 10,000 sheets for each office worker!

One way to sharply reduce paper use is to practice double-sided copying, called duplexing. Also, mailing fewer sheets to customers and vendors results in reduced postage costs. For example, a single-sided 10-page letter costs 63 cents to send by U.S. first class. That same letter, copied onto both sides of the paper, uses only five sheets and requires just 39 cents in postage. In addition, using less paper will free up the space needed to store reams of paper for more productive use.

Additional tips for reducing paper use include:

- Reusing paper that's already printed on one side for internal documents like drafts and short-lived items such as meeting agendas or temporary signs.
- Make better use of E-mail to share documents and ideas, and print only the e-mails you need. Instead of printing a Web page, bookmark it or save the page on your hard drive and pull it up when needed.
- Desktop fax, electronic references (CD-ROM databases), electronic data storage, electronic purchasing and direct deposit are all ways to use electronic media to reduce office paper waste.
- Practice efficient copying – use the size reduction feature offered on many copiers. Two pages of a book or periodical can often be copied onto one standard sheet.
- Use two-way or send-and-return envelopes. Your outgoing envelope gets reused for its return trip. Also, use reusable inter- and intra-office envelopes.

Reducing paper volume is important, but so is using paper that is environmentally friendly.

No bleach. Purchase paper with pulp that is brightened without the use of chlorine. Chlorine bleaching creates a toxic, bio-accumulative waste by-product called dioxin. By demanding

alternatives to chlorine-bleached papers, you help create new markets and encourage paper mills to move away from polluting production practices. Better yet, use paper labeled “totally chlorine-free” (TCF) or “processed chlorine-free” (PCF). Both terms mean that the mill did not use chlorine compounds to brighten the paper. Talk to your paper vendor or printer about the price and availability of TCF and PCF papers.

Alternative inks. Request inks with non-petroleum bases, such as soybeans or linseed. Also, ask for inks that emit low amounts of volatile organic compounds (VOCs). Non-petroleum-based inks are usually lower in VOCs.

Recycled content. Purchase and specify post-consumer recycled content papers. This helps expand the recycling market and divert waste from landfills and incinerators – and reduces the number trees used to make paper.

By practicing common sense and, above all, making a commitment to reducing office waste paper, businesses will improve both the environment and their bottom line.

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AUGUST PSA

Recycle everywhere: at home, at school and at work :30 second Radio PSA

Originally recorded at WATD 1/20/06 by members of the South Shore Recycling Cooperative (Anthony Rose of Weymouth and Courtney McCarthy of Abington)

Anthony: Hey, how was your trip to the Alps?

Courtney: It was awesome! We were way up in this little town by the Materhorn. You know, even though they're in the middle of nowhere, they had recycling bins, even on the slopes! The airport at Zurich had them too. I was so surprised, I took pictures!

A: I think it's surprising that more places around here don't recycle. I'm so used to sorting my trash at home, I feel funny putting paper and cans with the trash at my busboy job, or hanging out at the mall. My cousin told me that his school doesn't even recycle!

C: My Mom set up paper collection at her office last month, and she's really psyched. She got bins to go next to their wastebaskets, and found a company that put a paper container by their dumpster. [The South Shore Recycling Cooperative] helped her, at [ssrc.info.] She said there's hardly any trash now, so they're getting a smaller dumpster! She's hoping for a bonus, since it will save her company money too.

A: Next time I'm at work, I'll suggest it to my boss. Maybe I'll get a raise!

C: We should tell the mall manager too, maybe we'll get a discount.

A: Yeah, right! We'd probably have to settle for the satisfaction of making a difference.

CONTACT:

IS ZERO WASTE POSSIBLE?

The phenomenon is spreading around the world. Australia, Ireland, England, India, Korea, Germany, Namibia, Brazil - to name just a few - have embraced it, as have cities and towns across California and Vermont. Even some businesses, Wal-Mart included, have programs in place. It's Zero Waste and it's popularity is extending to the Bay State.

Zero waste is a new way of managing our waste. Instead of seeing used materials as trash in need of disposal, discards are seen as valuable resources. A pile of trash represents jobs, financial opportunity, and raw materials for new products. It's the idea that we can design, produce, consume and recycle products without throwing anything away. It's the notion that industry should mimic nature in that nothing is truly "wasted."

Zero waste isn't a new idea, but it is viewed by some as a radical one.

Companies like Patagonia have been practicing the zero-waste concept for years. In 2005, the company launched the "Common Threads Garment Recycling Program," through which customers can return worn-out garments from several product lines – Capilene® Performance Baselayers, Patagonia fleece, Polartec® fleece from other manufacturers, Patagonia organic cotton T-shirts, and others – to Patagonia for recycling.

Wal-Mart established a long-term goal of zero waste as part of its program to grow greener. They hope to reduce solid waste from its U.S. stores by 25 percent in the next two years. According to CEO Lee Scott, the reasoning is simple: "If we had to throw it away, we had to buy it first. So we pay twice, once to get it, once to take it away." To Wal-Mart, less waste means lower costs.

Getting to zero waste will take time. Most businesses, including landfill operators and packaging manufacturers, prefer the status quo.

Massachusetts has some of the highest disposal costs in the country. This leaves the doors of opportunity wide open for communities to embrace the concept of zero waste and to potentially save millions of dollars in averted disposal costs. The Commonwealth spends an estimated \$52 million a year – paid for by your taxes – to dispose of paper that could have otherwise been recycled and not wasted. That alone is reason to consider the zero-waste option.

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CONTACT:

ACHIEVING ZERO WASTE AT HOME

One of the major sources of household waste is packaging. Groceries, toys, electronics, clothes – most things we buy are packaged in one form or another, and this packaging generally is just thrown into the trash. One of the best ways you can make a big difference in the volume of waste you and your family produce is to shop smart. Try to buy items with minimal packaging and you will reduce waste and help protect the environment.

Buy More with Less

The majority of items you purchase in a grocery store come pre-packaged. Choosing items that have minimal amount of packaging immediately reduced the amount of waste you will bring home. For instance, some beverages come in plastic bottles that are housed in a cardboard six-pack holder and then shrink-wrapped with unrecyclable plastic film. Choosing the same beverage in powder form that you mix with water and then recycle the powder container is smarter and cheaper.

Bulk Up

Buy products in a large size instead of smaller servings. This will reduce the number of times you have to replace the item and minimizes the amount of packaging that must be disposed.

BYOB

According to the U.S. Environmental Protection Agency, over 380 billion plastic bags, sacks and wraps are consumed in the U.S. each year. Unfortunately, most of these bags simply end up as waste. People may use them to line their trash cans, but then they're disposed of in landfills. Worse still, many plastic bags are let loose into the environment as litter. Plastic bags take up to 1,000 years to break down, and they can have disastrous effects on the environment, particularly on wildlife. Thousands of turtles, birds and other marine animals are killed each year after mistaking the millions of bags in the world's oceans for squid and jellyfish and eating them. Instead, bring your own bags and reuse them every time you shop. You can also use smaller reusable produce bags for loose vegetables and fruit.

Support Corporate Stars

When choosing products, look for the environmentally friendly options. Many corporations understand why consumers want product that support good recycling practices. For example, toilet paper made from recycled paper and packaged in recycled paper is far more environmentally friendly than toilet paper made from brand new paper and wrapped in plastic. Reward the company that offers the former and buy that product.

Buy Items To Last

Purchasing poor quality or cheaply-made items usually results in premature malfunction or breakdown. With the cost of repairing these items often being greater than the cost of replacing them, people are more inclined to choose the latter option. This results in a great deal of waste, particularly electronic or E-waste. By buying good quality products that are less likely to break down you will not only create less waste, but also save money by not having to pay for repairs or replacements.

Voice Your Opinion

Actions by consumers can result in changes by manufacturers. If you believe that products you've purchased are over-packaged or result in environmental damage during manufacturing,

packaging, sale or use, email or call the manufacturer to express your concerns. The more people that respond in this way the more likely it is that changes will be made.

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SEPTEMBER PRESS RELEASE

SAMPLE PRESS RELEASE FOR REUSE EVENT

Press Release: Zero Waste
For Immediate Release
Date: _____

Contact: _____
Phone: _____

Recycling poster and essay contest sponsored in [INSERT TOWN NAME]

The “three R’s” to some people are “Reading, ’riting, and ’rithmetic” but in the recycling world they are “Reduce, Reuse and Recycle.” This spring, the recycling program from [INSERT TOWN NAME] is working to focus attention on “Reuse.”

[INSERT TOWN NAME] is running a poster and essay contest on the subject of reuse and recycling. The Town is also planning [INSERT NUMBER OF EVENTS] reusable items collection days in [INSERT MONTH]. Details for entering the poster and essay contest are available on the [TOWN’S] recycling website [OR INSERT WHEREVER MORE INFO IS AVAILABLE].

The deadline for submitting posters and essays is [INSERT DATE]. Prizes will be awarded to winners in each age group and winning essays and posters will be featured on cable TV and the town website. There will be winners in five age groups: Grades K-1, Grades 2-3, Grades 4-5, Grades 6-8, and Grades 9-12.

- Essays topic: If you could be on TV for three minutes and say something about reuse, recycling and environmental protection to the leaders and citizens of the United States, what would you say?
- Posters topic: Draw a poster that encourages people to reuse, recycle and give away, instead of throwing away reusable or recyclable materials.

Watch for details on the upcoming “Zero Waste Days” in [INSERT MONTH]. Residents will have the chance to give away [INSERT ITEMS THAT WILL BE COLLECTED – EXAMPLES INCLUDE: *small household items, clothing, bikes, books, CDs, DVDs, and linens/bedding.*] These items will be collected by local charities and distributed to families in need and organizations serving the needy.

The contests are sponsored by [INSERT SPONSOR IF APPLICABLE]

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SEPTEMBER PRESS RELEASE

SAMPLE PRESS ADVISORY

FOR IMMEDIATE RELEASE

DATE: _____

RE: ZERO WASTE EVENT

CONTACT: _____

EARTH DAY EVENT ENCOURAGES DONATION OF UNWANTED ITEMS AND FREE PAPER SHREDDING

Spring is a time for spring-cleaning and a time for clearing out unwanted or obsolete items. On [INSERT DATE], all are invited to [INSERT EVENT NAME] event to celebrate Earth Day and to support local and regional charitable organizations! In addition, a mobile paper shredder will be on site to securely shred and recycle confidential documents.

The [TOWN NAME] has organized this event to provide residents with an opportunity to donate reusable items in good condition to local organizations that have programs to support people in need or that benefit the environment. The event will take place on [INSERT DATE] in the [INSERT LOCATION AND TIME].

Residents can bring [INSERT ITEMS TO BE COLLECTED – EXAMPLES INCLUDE: clothing, athletic shoes, children’s clothes and toys, books, computers and electronics in good working condition, small household furnishings, linens, sheets, towels, blankets, eyeglasses, bicycles, furniture in good condition, sporting equipment, and good building materials, ETC.]

All items will go to local charitable organizations including [INSERT CHARITIES]. The event is open to all residents but the charities reserve the right to reject donations that don’t meet their needs.

IF APPLICABLE: In addition, there will be FREE PAPER SHREDDING at the event, and no appointment is necessary! Take this opportunity to clean out those old files and have them destroyed in a safe, secure, and environmentally friendly way. You will be able to witness your documents being securely shred at the site while you attend. All paper at the event will be recycled. Also, a **new paper shredder will be raffled off at the event-** all who come are eligible to win!

This event is the first of its kind for [INSERT TOWN NAME]. Please take this opportunity to clean up the clutter in your home and yard and donate the usable items at this event. And to save some trees on Earth Day, bring your confidential papers for on site shredding and recycling - a little effort makes a big difference!

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OCTOBER ARTICLE

RECYCLING NOT SUCH A NEW IDEA Saving Resources is an American Tradition

To some of us baby boomers, who lived through the 50s and 60s, recycling may seem like a new concept. After all, curbside recycling only came on the scene here in the Massachusetts in the mid-80's. But those whose memories stretch farther back will remember World War II, when saving materials for recycling was a patriotic act! Back in the early to mid-40s, Americans saved everything from aluminum foil to rubber tires--all in the name of the war effort.

Metals collected by every day folk were sent to smelting plants and then to the shipyards to build the fleets that would ultimately win the War against the Axis. It was a way the average American could feel she was doing her small part to help bring the boys home and end the conflict abroad.

According to the National World War II Museum in New Orleans:

“To meet America's metal needs, scrap was salvaged from basements, backyards, and attics. Old cars, bed frames, radiators, pots, and pipes were just some of the items gathered at metal ‘scrap drives’ around the nation. Americans also collected rubber, tin, nylon, and paper at salvage drives.”

During one five-month-long paper drive in Chicago, school children collected 36 million pounds of old paper, or about 65 pounds per child. Some say recycling paper didn't really help the war effort and that these sorts of material drives were really just a morale-boosting campaign. There can be no doubt, however, that scrap steel drives were key in winning the War. According to Cecil Adams, writer for the Chicago Reader, one nationwide campaign during the War netted five million tons of steel in just three weeks!

Rubber was in extremely short supply during the Second World War—especially after Japan invaded Southeast Asia, one of the U.S.'s chief sources of the raw material. To address the shortage, the federal War Production Board (WPB) launched a “Keep America Rolling” campaign encouraging citizens to turn in old tires for recycling. The government also asked Americans to save rubber by inflating their tires properly. Campaign posters bore slogans like “Save Rubber—Check Your Tires Now!”

World War II era campaign slogans illustrate the “3Rs” well even today:

Reduce—“Do With Less, So They'll Have More” and “Food is a Weapon. Don't Waste It!”

Reuse—“Use it up, wear it out, make it do, or do without” □

Recycle—“Salvage for Victory” and even “Save Waste Fat for Explosives”

Again at war and our oil supply looking ever-more precarious, conserving precious resources is once more patriotic. What's recycling got to do with oil? A lot! It takes millions of barrels of oil to mine raw materials, transport them, manufacture finished goods, package them, transport them and finally sell them to us, the consumers. We save fossil fuels when we reduce or reuse rather than buying new. While recycling collection and processing requires fuel, the amount is still less than what it would take to make aluminum cans, glass bottles and cardboard boxes from virgin materials. In the case of plastics—which are made from petroleum—the case for recycling is even stronger.

So next time you recycle, give yourself a pat on the back. Not only are you helping the environment, but you're making America a stronger country besides!

Alan Styles is the Resource Recovery Coordinator for the Salinas Valley Solid Waste Authority. His "Recycle News" column appears monthly in the Central Coast Living Section of The Salinas Californian. You can contact him at alanst@svswa.org

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OCTOBER ARTICLE

RECICLAR NO ES UNA IDEA MUY NUEVA **No desperdiciar recursos es una tradición en este país**

Para algunos de nosotros que nacimos después de la Segunda Guerra Mundial, el reciclaje podría parecernos un concepto nuevo. Al fin y al cabo, el servicio de recolección de materiales reciclables casa por casa aquí en Massachusetts comenzó recién en 1989. Pero las personas cuyas memorias se remontan a años anteriores se acuerdan que durante esa guerra, conservar ciertos materiales para reciclarlos era un deber patriótico. Desde el principio hasta mediados de la década del 40 los norteamericanos guardaban todo, desde papel plateado hasta la goma de los neumáticos, en un esfuerzo conjunto por ganar la guerra.

La gente común y corriente recolectaba metales y los enviaba a las plantas donde los fundían y los mandaban a los astilleros para construir las flotas de barcos que, a la larga, vencieron a las fuerzas del Eje. Era una forma de que el norteamericano promedio se sintiera que estaba aportando su granito de arena, para que nuestros soldados volvieran a sus casas y terminara el conflicto bélico en ultramar.

Según se relata en el Museo Nacional de La Segunda Guerra Mundial en Nueva Orleans:

“Para satisfacer la necesidad de metales, se rescataba chatarra de sótanos, áticos y el fondo del jardín. Autos viejos, cabezales de cama, radiadores, cacerolas y caños eran apenas algunas de las cosas que se reunían en estas barridas de chatarra en toda la nación. También se recolectaba goma, lata, nilón y papel en estas barridas.”

Durante una campaña de cinco meses para recolectar papel en Chicago, niños de escuela reunieron 36 millones de libras de papel usado, o sea unas 65 libras por estudiante. Hay quienes dicen que reciclar papel no contribuyó al esfuerzo por ganar la guerra, y que estos tipos de campaña tenían la intención de subirle la moral a la gente. No cabe duda, sin embargo, que las campañas para recolectar sobras de acero desempeñaron un papel clave en el triunfo. Según el periodista Cecil Adams del Chicago Reader, una campaña nacional durante la Guerra recopiló cinco millones de toneladas de acero, ¡en tan solo tres semanas!

Durante la Segunda Guerra Mundial el caucho se volvió muy escaso, en particular cuando Japón invadió el sureste asiático, una de las principales fuentes de materia prima para goma de los EE.UU. Para enfrentar la escasez, la Junta Federal de Producción Bélica (*War Production Board*, o WPB) lanzó la campaña “Mantengamos al país sobre ruedas” (*Keep America Rolling*) para animar a la ciudadanía a donar neumáticos viejos para reciclar. La cartelería de la campaña instaba a la gente a mantener las gomas de los autos bien infladas para reducir el desgaste. Los lemas de las campañas de la Segunda Guerra Mundial ilustran muy bien, aún hoy, con las tres erres, la síntesis del tema:

Reduzca: “Arréglese con menos para que los soldados tengan más” y “La comida es un arma. ¡No la desperdicie!”

Reutilice: “Úselo hasta acabarlo, desgástelo, hágalo durar, o arréglese sin eso.”

Recicle—“Réscatelo para la victoria” e incluso “Guarde la manteca usada para fabricar explosivos.”

Una vez más nos encontramos en guerra y nuestros suministros de petróleo se ven cada vez más precarios, por lo cual economizar recursos vuelve a ser una obligación patriótica. ¿Pero, qué tiene que ver el reciclaje con el petróleo? ¡Muchísimo! En el proceso de extraer materia prima, transportarla, fabricar productos de consumo, empaquetarlos, distribuirlos por el país y finalmente vendérselos al consumidor –usted– se utilizan millones de barriles de petróleo. Economizamos combustible fósil cuando reducimos el consumo, o reutilizamos, en lugar de comprar cosas nuevas. Si bien la recolección de desperdicios y el reciclaje consumen combustible, la cantidad sigue siendo menor que la que se emplea fabricando latas, botellas, cajas de cartón, etc., con materia prima virgen. En el caso de los materiales plásticos –derivados de petróleo– el argumento es doblemente contundente.

De modo que la próxima vez que recicle algo, puede darse una palmadita en la espalda. No sólo estará protegiendo el medio ambiente, sino que estará contribuyendo a que el país sea más fuerte.

Alan Styles es el coordinador de recuperación de recursos, con la agencia pública Salinas Valley Solid Waste Authority. Su columna “Nuestro Medio Ambiente” aparece cada mes en El Sol. Puede escribirle a alanst@svswa.org

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OCTOBER ARTICLE

CONTACT:

RECYCLING BOOSTS BAY STATE ECONOMY

The more Massachusetts recycles, the more our economy grows. Bay Staters literally throw away millions of dollars worth of recyclable materials each year. And we spend additional hundreds of millions each year in disposal costs.

The Massachusetts paper industry is an example of how recycling benefits our state's economy. Recycling businesses and organizations employ 19,500 people and have an estimated annual payroll of \$557 million. Recycling employs as many people in Massachusetts as child care services, the accounting and bookkeeping sector, or the electric utility industry.

Each year The Newark Group's Massachusetts paperboard plants (Haverhill Paperboard and Newark America Paperboard in Fitchburg) recycle 220,000 tons of loose mixed residential paper. This includes newspaper, magazines, phone books, paper bags, mail and office paper. Another 80,000 tons of cardboard is recycled annually.

The recycled material is used to make hardcover books, game boards, and packaging for a wide variety of consumer goods. Because Massachusetts residents and businesses throw away 1.5 million tons of paper and cardboard each year that could be recycled, the Newark Group and other Massachusetts paper manufacturers buy significant amounts of recyclable paper from other states. If we recycle more here at home, those additional dollars will stay in Massachusetts.

So the next time you go to throw away a plastic bottle, cup, container, or newspaper, think how much better our economy and environment would be if you recycled it instead. Keeping millions of tons of recyclables out of landfills and supplying Bay State businesses with raw materials for their products will help both Massachusetts environment and economy.

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OCTOBER PRESS RELEASE

**Press Release: Recycling Boosts the Economy
FOR IMMEDIATE RELEASE**

Date: _____

Contact: _____

Phone: _____

RECYCLING BOOSTS ECONOMY, SAVES ENERGY IN (MUNICIPALITY NAME HERE)

As residents of (MUNICIPALITY NAME HERE) recycle and compost an increasing proportion of the material they used to throw away, the environmental, economic and social benefits of their actions can be seen taking shape both in the community and across the state.

Recycling creates jobs – more than 19,000 in Massachusetts so far – and pumps some \$600 million into the state’s economy every year. Recycling conserves natural resources, prevents pollution and saves energy.

“There’s no question that when it comes to recycling, a little effort makes a big difference,” said (MUNICIPAL RECYCLING OFFICIAL NAME AND TITLE HERE). “Recycling one glass bottle saves enough electricity to light a 100-watt bulb for up to four hours. The energy saved from recycling one aluminum can power your television through an entire Red Sox or Patriots game.”

Energy savings from recycling results in the reduction in climate changing greenhouse gas emissions from power plants, (MUNICIPAL RECYCLING OFFICIAL LAST NAME HERE) said.

Annually Massachusetts recycles more than 750,000 tons of scrap metal, which reduces the need to mine 945,000 tons of iron ore, 530,000 tons of coal and 45,000 tons of limestone. Recycling also reduces the need for disposal facilities so local lands may be used in more environmentally preferable ways.

Residents of (MUNICIPALITY NAME HERE) can maximize these and other benefits simply by encouraging friends and family to recycle and compost as much as they can.

(MUNICIPALITY NAME HERE) is committed to recycling. Call (LOCAL PHONE) or visit (LOCAL WEB SITE OR www.earth911.org) to learn more. (MUNICIPALITY MAY ADD OTHER SPECIFIC LOCAL INFORMATION HERE.)

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OCTOBER PSA

The Cost of Trash :30 second Radio PSA

Originally recorded at WATD by members of the South Shore Recycling Cooperative (Bob Griffin of Marshfield & Claire Sullivan of SSRC)

B: Do you know what it costs to make your trash go away? If you're a typical American, you toss out a ton of trash each year, at home, work, school, ball games... * In the good old days, it all went in the dump on the edge of town. But they were closed 'cause they were poisoning our water.

C: Now your trash is trucked to high tech landfills and waste combustors, and guess what? They're expensive to build and run, and we don't have enough to manage all our discards. **

B: If you live in a town where you pay only for what you throw out, you waste a lot less than you used to.*** But no matter where you live, you're paying for disposal, in your property tax, trash fee, or rent.

C: The fifteen towns in the South Shore Recycling Cooperative spent about \$17 million last year to haul and dispose household trash, an average of \$150/ton, and that's just the tip of the iceberg. Whether it's burned or buried, plenty of good stuff that could have been recycled is gone to waste. ****

B: Recycling saves money and more. A little effort does make a big difference.

Sources:

* [U.S. EPA Office of Solid Waste](#)

** [Mass. DEP Solid Waste Master Plan 2002 Update](#)

*** ["Pay as you Throw : Unit-based Pricing for Municipalities"](#)

**** 2003 Tellus Institute Report, "[Waste Reduction Program Assessment and Analysis for Massachusetts](#)"

OCTOBER PSA

Recycling Saves :30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

(Your town name) is working hard to educate our residents on why recycling is so important...today. Costs continue to rise for waste disposal, but recycling to reduce that waste saves significant dollars for your community. Whether your town offers curbside pickup or a drop off site, the more that is recycled, the more money is kept in your town and in your pocket

But money isn't the only reason to use all the convenient recycling services (your town name) provides. Did you know that it takes a half a can of fuel to make an aluminum can from dirt, but only a teaspoon to recycle one? Recycling useful trash consumes fewer resources, saves energy, pollutes less and makes our world a nice place to live

So if you live in (you town name) consider yourself special. Your community officials are making a difference by educating everyone on what, where, when and why we recycle.

Visit www.earth911.org for more information about recycling in your community.

Recycle – a little effort, a big difference.

CONTACT:

BUYING RECYCLED COMPLETES LIFE CYCLE

Buying products made from recycled materials is an important step in supporting recycling and resource conservation programs.

Sorting materials into your recycling bin is only the first step in the process. After the materials are collected and processed, they are sent to a buyer, or an end-market. This market takes the recyclables and processes them into new products that return to store shelves. When you buy a product with recycled content, you help create a demand for that item and ensure that recycling companies always have a market for their materials.

Read labels and be informed

Take a few seconds to look at the product to see whether the container or packaging contains recycled content. This may be as simple as checking the nutrition label or ingredient list on a box of food. Look for the products and packaging with the highest percentage of recycled content. Also, check to see if the product or packaging can be reused or recycled after you're through with it.

What does recyclable mean?

The term "recyclable" refers to products that can be used again in the manufacture of new products rather than being disposed of as waste. Although many manufacturers mark their items recyclable, this doesn't automatically make them so. Depending on your local recycling program's rules, you may or may not be able to recycle them locally. Materials that are accepted are recyclable only if you separate them from your trash for local recycling collections.

Pre-consumer vs. post-consumer

Pre-consumer refers to waste items that are generated in the production stages of manufacturing. These materials have not yet reached the consumer and take the form of damaged products, material trimmings or production over-runs. Manufacturers have been reusing pre-consumer waste for many decades because it saves them money. Recycling and reuse of these pre-consumer materials also saves landfill space and virgin resources.

Post-consumer material comes from items that have been used and discarded by consumers, collected through recycling efforts and sold to manufacturers. You'll find this term mainly on paper and plastic products. By purchasing products with the highest percentage of post-consumer recycled content available, you increase the market for recycled materials and reduce the use of virgin materials.

If you want to adopt some recycling friendly practices, try these:

Buy Smart. Take some time to think before you buy something – maybe you don't really need it. Perhaps you can think of an alternative to buying a product, such as sending free e-cards instead of paper birthday cards to family and friends.

Buy Durable Products. Instead of buying disposable products, which are wasteful, buy things that will last a long time, such as rechargeable batteries and reusable mugs for drinks.

Avoid Excess Packaging. Look for products that have less packaging or buy in bulk – you’ll have less to throw away. Also, buy items with packaging that can be reused or recycled.

Buy Used. Buying things that have been previously used means your purchase doesn’t require additional resources or energy. Consider how items that you currently own, but no longer need, can be re-used. Retro clothes, room accessories and sports equipment are often welcomed at your local thrift store. Shop online or at local stores to buy used CDs and books.

Buy Energy-efficient. Look for the ENERGY STAR logo when buying electronics such as TVs, CD players, DVD players, and computers. ENERGY STAR is a national program designed to identify and promote energy-efficient products.

Buy Recycled. Buying items made with recycled-content materials means that fewer natural resources were used to produce them. Products made from recycled paper, plastic and other materials are usually easy to recognize in the store – just read the labels.

Your purchase will make a difference. Buying green lets companies know you care about the environmental impact of the products you buy. Why would big corporations care what you think? Because your current and future purchasing power is extremely important to them. Companies spend \$12 billion a year marketing their products. Shopping green sends a message to them that you care about the environment – and they should also.

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NOVEMBER ARTICLE

CONTACT:

BUYING RECYCLED A TRUE BARGAIN FOR EARTH

Most Massachusetts citizens help the recycling effort by putting materials in their recycling bin or taking them to a drop-off center. But how many people know that buying stuff made from recycled materials is equally important. By purchasing recycled content products you are doing your part to help maintain market demand for recyclables and to ensure the continuation of recycling programs everywhere. If consumers purchase more products with recycled content, manufacturers will continue to incorporate recyclables into their products and expand the usage to even more products.

Know the symbol: The three cycling arrows is the universal symbol of recycling and printed on millions of products that can be recycled, or have been made from recycled content. Each arrow in the recycling logo represents one step in the three-step process that completes the recycling loop.

The first step is collection. This is when you put your recyclable materials into your curbside recycling bin or take it to a local recycling drop-off center. The collected materials are then processed and sold to manufacturing facilities, such as steel, paper and glass mills.

The manufacturing process is represented in the second arrow. The recyclable materials are converted into new products and shipped to stores across the country to be placed on shelves as new consumer goods.

The third step is where you, the consumer, purchase products made with recycled content. When you "Buy Recycled," you complete the recycling loop.

Be Careful! : Don't let the symbols deceive you. The recycling symbol does not necessarily mean that a product is made with recycled content or that it can be recycled in your community. Many plastic products are coded with a recycling symbol, indicating that somewhere they may be recyclable, but it is unlikely that they are accepted in local programs. A recycling logo does not necessarily imply recyclability. Check with your local recycling program to see what is accepted. Also, read the label carefully for specific information on recycled content.

Sign Me Up: How do I know for sure that I'm buying recycled? Some types of materials always have a high percentage of recycled content. These include products made from steel, aluminum, glass and paper. Paper products, such as thin cardboard packaging used for cereal, cake mixes and cracker boxes; corrugated cardboard; and other types of packaging usually have high post consumer content.

Other products commonly made from recycled materials include re-refined motor oil, fiberfill for sleeping bags, carpet, shoes, pencils, recycling bins, clothing, building insulation, wallboard, tiles, and many more. Read the labels!

Read the Label : Some products may not be made with any recycled content so be sure to read the labels. Look for the highest percentage of "post consumer recycled content" you can find. Post-consumer is the material consumers and businesses recycle; it doesn't include manufacturers' waste.

Be the Recycling Boss: Because of the tremendous buying power of businesses, institutions, and government agencies, these organizations send a message to manufacturers by the products

they choose. When businesses buy recycled, they assure manufacturers that a consistent, long-term demand exists for the recycled products.

Economic Sense: Several studies have shown that recycling related businesses have substantial economic development benefits. A study of 10 states in the Northeast found that more than 100,000 people are employed in firms that process recyclables or use them in manufacturing. The study also estimates that more than \$7.2 billion in value is added to recyclables in the Northeast through processing and manufacturing. A similar study of 13 states and territories in the Southeast found that nearly 140,000 people are employed by firms that process recyclables or use them in manufacturing. The value added to recyclables for that region was estimated at \$18.5 billion.

A bonus for the Earth: Recycling saves energy, natural resources, and landfill space. In most cases, making products from recycled materials also creates less air and water pollution than making products from brand new materials.

"Buy Recycled" Myths : Here are four common myths and misconceptions about recycled products:

- **Recycled products are hard to find.** This used to be true, but no longer. From the neighborhood grocery store to national retailers, stores sell thousands of products made from or packaged in recycled content material.
- **Recycled paper isn't as good as nonrecycled paper.** Recycled content papers now share the same printing and performance characteristics as their "virgin" equivalent. Recycled papers no longer look different. You can now find recycled content papers with the same whiteness and brightness as virgin papers. They also offer the same level of performance on copiers, and laser and ink jet printers.
- **Recycled products cost more.** This used to be the case for some materials, but times have changed. Many recycled products are priced competitively with their nonrecycled counterparts. In fact, some may be less expensive.
- **Recycled products are inferior in quality.** This is simply not true. Recycled products have the same quality, reliability, and dependability. A 1996 survey by the Buy Recycled Business Alliance asked hundreds of corporate purchasing agents about their satisfaction with recycled content products. The survey results showed that 97% of respondents were pleased with the performance of recycled content products.

NOVEMBER PRESS RELEASE

**Press Release: Buy Recycled
For Immediate Release**

Date: _____

Contact: _____

Phone: _____

BUYING RECYCLED IS EASIER THAN YOU MAY THINK

Massachusetts citizens recycle more than 38% of their trash, but recycling efforts do not end at the recycling bin or after a trip to the transfer station. **(MUNICIPALITY NAME)** residents can help conserve natural resources, reduce the burden of landfills and make our environment a safer and cleaner place by buying recycled products.

Recycled products have made great strides in the past few years. They are now comparable to products made from new materials. The following three common myths about buying recycled products are no longer accurate.

Myth #1: "Recycled products are hard to find." Recycled products can be easily found in local grocery stores and national retailers. These stores sell thousands of products made from, or packaged in recycled-content material.

Myth #2: "Recycled products cost more." Many recycled products are priced competitively with their non-recycled counterparts. In fact, some may be less expensive! It is important to comparatively shop.

Myth #3: "Recycled products are inferior in quality." Years of research and development have ensured that recycled products are the same quality, reliability, and dependability as non-recycled products. A Buy Recycled Business Alliance survey in 1996 found that 97% of respondents were pleased with the performance of recycled-content products.

Buying recycled not only helps protect the environment; it has an economic benefit as well.

Did you know that more than 19,000 jobs in Massachusetts are supported through recycling industries? These industries contribute more than \$600 million to the state's economy. A study funded by the Environmental Protection Agency found that the recycling industry in the 10 Northeastern states employs more than 100,000 people.

Ready to buy recycled? Read the label carefully! A recycling symbol does not necessarily mean that a product is made with recycled content. Look for products with a high percentage of "post-consumer recycled content".

Items such as food and beverage containers and paper products contain significant amounts of recycled material. Products such as plastic lumber, paint, carpeting, patio furniture, pencils and motor oil are now made from recycled material. Lumber, toner cartridges and auto parts are often reused or remanufactured into new products.

Buying recycled products makes cents. Take the time to read the labeling on products. This is a little effort that can make a big difference in protecting our environment and supporting an new vibrant industry in Massachusetts.

(MUNICIPALITY) is committed to recycling. Call **(LOCAL PHONE)** or visit **(LOCAL WEB SITE OR WWW.Earth911.org)** to learn more. **Municipalities should add their specific recycling information here also.**

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NOVEMBER PRESS RELEASE

Press Release – America Recycles Day
For Immediate Release
Date: _____

Contact: _____
Phone: _____

NOVEMBER 15TH IS AMERICA RECYCLES DAY

(MUNICIPALITY NAME) TO HOLD SPECIAL EVENTS

America Recycles Day is November 15. Residents from **(MUNICIPALITY)** will join others from across the country to learn about recycling, make a commitment to increase their recycling activities, and to purchase more products made from recycled materials. The America Recycles Day campaign continues to educate the country about the economic, social, and environmental benefits of recycling and buying recycled.

Help Massachusetts show its recycling pride by sponsoring an event in your school, local club or organization. Local events in the past have included art, essay and poster contests; recyclable and recycled content product displays at local libraries, town halls and stores; and the distribution of thousands of Buy Recycled pledge cards.

Local events in **(MUNICIPALITY)** include **(INCLUDE LOCAL INFO HERE)**.

Remember to close the recycling loop by purchasing products made of recycled content!

To find out more about recycling in your community, call: **(LOCAL PHONE)**. To learn about America Recycles Day campaign or to pledge on-line, visit the America Recycles Day web site at www.americarecyclesday.org. Making the pledge to recycle and buy-recycled products will enter you entered into a drawing for exciting environmentally related prizes.

For more information on recycling in your community visit www.earth911.org.

Recycle – a little effort makes a big difference.

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NOVEMBER PSA

America Recycles Day

:30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

Did you send your America Recycles Day cards yet? November 15 is the big day, and the South Shore Recycling Cooperative wants to let you in on a way to win a new car or bicycle. If you resolve to shift your recycling habits up a gear, and to buy more recycled content products, you could get more than a better environment. Fill out an America Recycles Day pledge card, or pledge online at ssrc.info by November 15 and you'll be entered to win a Ford Escape Hybrid, or one of 5 Trek 24 speed recycled content bicycles. Pledge cards are available at the Abington and Hull Health Departments and at the Cohasset, Hanover, Hingham and Kingston Hwy Depts.

When you recycle it all comes back to you, in new products, a cleaner environment, a better economy, and more natural resources left for our grandchildren.

So please recycle, a little effort makes a big difference. Go to ssrc.info to learn more."

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NOVEMBER PSA

Recycle everywhere: at home, at school and at work

recorded at WATD 1/20/06 by Anthony Rose (Weymouth), Courtney McCarthy (Abington)

Anthony: Hey, how was your trip to the Alps?

Courtney: It was awesome! We were way up in this little town by the Matterhorn. You know, even though they're in the middle of nowhere, they had recycling bins, even on the slopes! The airport at Zurich had them too. I was so surprised, I took pictures! (see below)

A: I think it's surprising that more places around here don't recycle. I'm so used to sorting my trash at home, I feel funny putting paper and cans with the trash at my busboy job, or hanging out at the mall. My cousin told me that his school doesn't even recycle!

C: My Mom set up paper collection at her office last month, and she's really psyched. She got bins to go next to their wastebaskets, and found a company that put a paper container by their dumpster. The South Shore Recycling Cooperative helped her, at ssrc.info. She said there's hardly any trash now, so they're getting a smaller dumpster! She's hoping for a bonus, since it will save her company money too.

A: Next time I'm at work, I'll suggest it to my boss. Maybe I'll get a raise!

C: We should tell the mall manager too, maybe we'll get a discount.

A: Yeah, right! We'd probably have to settle for the satisfaction making a difference.

NOVEMBER PSA

Recycling Saves

:30 second Radio PSA

Originally recorded by the South Shore Recycling Cooperative

(Your town name) is working hard to educate our residents on why recycling is so important...today. Costs continue to rise for waste disposal, but recycling to reduce that waste saves significant dollars for your community. Whether your town offers curbside pickup or a drop off site, the more that is recycled, the more money is kept in your town and in your pocket

But money isn't the only reason to use all the convenient recycling services (your town name) provides. Did you know that it takes a half a can of fuel to make an aluminum can from dirt, but only a teaspoon to recycle one? Recycling useful trash consumes fewer resources, saves energy, pollutes less and makes our world a nice place to live

So if you live in (your town name) consider yourself special. Your community officials are making a difference by educating everyone on what, where, when and why we recycle.

Visit www.earth911.org for more information about recycling in your community.
Recycle – a little effort, a big difference.

DECEMBER ARTICLE

CONTACT:

MODERNIZE YOUR HOLIDAY WRAPPING

Does this scenario sound too familiar? After the unwrapping frenzy, someone in your household grabs a plastic trash bag and fills it with balled up wrapping paper, plastic bows and ribbons.

It's time to stop to that wicked old-fashioned way to clean up the wrap! It will just end up in a landfill or incinerator when nearly all of that stuff is recyclable.

This year, try grabbing a brown paper leaf and yard waste bag and write "Extra Paper Recycling" on it. Fill that and place it next to your paper recycling bin on collection day. Make sure that it's filled with just paper and cardboard. Throw away any bows, ribbon, and plastic packaging.

Cardboard packaging and corrugated cardboard shipping boxes can be recycled as well. Be sure to flatten all boxes before recycling them. Remove all unrecyclable packing materials such as bubble wrap and foam peanuts.

If you choose to wrap with paper, make sure you are using paper! A lot of wrapping paper these days is made of mylar or metallics, which cannot be recycled.

Embellish gifts with creative flair. Try using a sprig of holly or evergreen. A fresh flower is beautiful and can be composted later. Opt for reusable decorations like personalized ornaments or smaller gifts.

Better yet, skip the paper that you will use only once and opt for gift bags. They are beautiful, come in a huge variety of sizes and designs, and can be reused for many years. If you choose plain colors, you will be able to reuse them for other gift-giving occasions. So many people prefer the bags because they are quicker than wrapping and require less skill than traditional gift wrapping.

For other gift wrapping ideas, search the internet and be creative!

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DECEMBER ARTICLE

CONTACT:

'TIS THE SEASON TO RECYCLE

The holiday season is a magical time, filled with friends, family, celebration and gift-giving. Unfortunately, this beautiful time of year has put a damper on our earth, causing waste due to over-consumption. In the United States an additional five million tons of waste is generated between Thanksgiving and New Years! This holiday season, Massachusetts residents will buy an estimated: 70 million greeting cards, one million cut evergreen trees, and \$10 worth of packing materials and wrapping paper for every \$100 spent on gifts.

As you make room for new holiday treasures, consider donating old, unwanted toys, electronics, and clothing rather than throwing them away. Charities collect a wide variety of items, from used books to dishware. What is useless to one person may be priceless to someone else.

And don't forget that many items can be recycled, so be sure to recycle mail order catalogs, cardboard boxes, as well as food and beverage containers.

There are other ways to reduce waste during the holidays. Try out some of these ideas and create new holiday traditions this year that will help protect the environment this season and for generations to come.

Shop smart. Keep non-recyclable packaging to a minimum, buy in bulk, and choose items with recycled content.

Give time. Yours or someone else's, such as a handmade gift, music lessons, a trip to a ball park, babysitting services, or event tickets.

Go online. Send electronic greetings instead of traditional paper cards. Shop online to reduce car trips to brick and mortar buildings.

Try green gifts. Give hand-knit items, plants, fruit baskets, bird feeders and seeds, family memberships, or donations to favorite charities.

Reuse. Decorations, wrapping paper, packaging, shipping materials, foil, containers and paper can have multiple uses. With a little imagination, practically anything can be reused. Tap your inner Martha Stewart when wrapping gifts. Try using fabric or children's artwork. Gift bags are beautiful, can be reused over several years and help the wrapping-impaired. Save Styrofoam packing peanuts and bubble wrap to reuse for shipping gifts next year. Or, donate packing materials to shipping companies.

Don't forget to recycle and compost. Because we entertain more, we have more empty food and beverage containers and other recyclables in the household. If you have more than your bins can hold, use a cardboard box to hold the extras. Don't forget that aluminum foil can be recycled along with bottles and cans. Just ball it up and toss it in the recycle bin. Compost vegetable and fruit peelings.

Rent the good stuff. Instead of buying disposable plates, forks, napkins and tablecloths, rent them from a party store. They have a variety of china, silver and linen to rent and all the items will look great on your table. Rental fees are nominal and you won't even have to clean them before you return them!

Skip the lights. Plenty of joyful tree and outdoor decorating can be done without plugging in. String popcorn and cranberries to decorate shrubs and trees, or try hardy, reusable garlands. If you choose to decorate with lights, use energy-efficient ones and remember to turn them off.

Mulch it. Today's dead Christmas tree is mulch for tomorrow. If you opt for a cut Christmas tree, be sure to "recycle" it afterward by checking with your hometown for their pickup schedule. Or, do it yourself. Evergreen branches, swags and wreaths make excellent winter protection in the garden. Use the trunk as a trellis or part of a garden structure for a rustic look. If you have a chipper, run it through and add the material to a compost mixture.

With a little effort, we can all make this holiday season happy and healthy for ourselves, our families, and the environment.

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DECEMBER ARTICLE

CONTACT:

WEIGH ALL BENEFITS OF REAL VS. FAKE CHRISTMAS TREES

The age-old debate continues: Which is better, a real or fake holiday tree?

Both sides of the argument offer compelling reasons as to which is the better choice for your holiday decorating. But from an environmental standpoint, live holiday trees are the sure winner.

Most artificial Christmas trees are made of metals and plastics. The plastic material, typically PVC, can be a potential source of hazardous lead. Also, the plastics are non-biodegradable and non-recyclable. Natural trees are renewable and recyclable. Most are planted to be harvested, just as pumpkins are cultivated for the Halloween season. Also, each acre of trees produces the daily oxygen requirements of 18 people.

If you can't bear the thought of cutting a live tree or purchasing one that's already been cut, consider purchasing a live tree planted in a container and replanting it outdoors next spring. Also, decorating a tree already in your yard for the holidays with "edible" decorations spreads the holiday cheer to our four-legged and feathered friends.

If you buy a real tree, it's important to ensure that it is recycled after the holidays. Christmas trees are reborn for five large-scale uses including chipping, beachfront erosion control, lake and river shoreline stabilization, fish habitat and river delta sedimentation management.

Each year, Bay Staters purchase more than one million Christmas trees and most communities offer tree recycling after the holidays. For more information about your community's program, visit Earth 911 at www.earth911.org.

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DECEMBER PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT:

Don't Trash the Holidays!

Cardboard: Please recycle all of your cardboard boxes. Flatten and either fold or cut to a size not larger than 2 feet by 2 feet. You may bundle cardboard, put it in a paper bag, place it under your recycling bin, or place it standing in or between recycling bins.

Gift Boxes and Wrapping Paper: Gift boxes and all non-foil wrapping paper can be included with your paper recycling. Tape and twine is OK, but no ribbons please..

Holiday Cards and Calendars: Holiday cards (including envelopes and gift tags) and calendars can be recycled with your paper.

Other Non-trash items: Magazines & catalogs, old files, paperboard (e.g. cereal boxes), shredded paper, newspapers, copy paper, paperback books, spiral binders, tape, and staples are all OK for the paper bin! You should also recycle all glass, plastic, and metal bottles and cans.

Christmas Trees and Wreaths: Special collections for most towns take place in early January. Please remove all tinsel/garland and DO NOT put in plastic bag.

According to the National Christmas Tree Association, over 33 million real Christmas trees are sold in North America every year and Christmas tree recycling helps return a renewable resource back to the environment.

Americans throw away 25% more trash during the Thanksgiving to New Year's holiday period than any other time of year. On the South Shore alone, the extra waste amounts about 1,000 extra tons per week. So, to help trim the trash while trimming the tree, please remember to recycle all that you can. It saves money for our towns and is good for the environment.

More than *half* of the paper (including cardboard) that could be recycled on the South Shore is being thrown away. This costs the fifteen towns about \$2 million a year. Statewide, this cost is in excess of \$100 million per year. On the other hand, recycling one ton of paper saves 17 trees, 7,000 gallons of water, 212 gallons of fuel, and reduces pollution emitted into the air. And in Massachusetts, recycling supports 1,437 recycling businesses and organizations and 19,500 jobs.

For more information on what can be recycled as well as creative ideas to avoid putting items out in the trash, go to ssrc.info [OR INSERT TOWN INFO]

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DECEMBER PRESS RELEASE

FOR IMMEDIATE RELEASE:

CONTACT:

Holiday Tips from MassDEP: Reduce, Reuse, Recycle, Be Green

During the holiday season, Massachusetts' residents produce about 25 percent more trash compared to any other time of year. Not only do we produce more trash, but we also use 5 percent more energy during the holiday season.

To trim down on all that waste – and save you time, money, energy, and stress during this busy time of year – the Massachusetts Department of Environmental Protection (MassDEP) offers some simple tips to “be green” this holiday season:

- **Buy green.**
 - Purchase recycled-content gifts.
 - About 40 percent of all battery sales occur during the holiday season. Buy rechargeable batteries. Many stores have drop-off bins for the safe recycling of old batteries. To recycle old rechargeable batteries and cell phones, the Rechargeable Battery Recycling Corporation, a non-profit organization, has a locator to find drop-off locations at:
<http://www.rbrc.org/call2recycle/dropoff/index.php>
 - Thousands of paper and plastic shopping bags end up in landfills every year. Reduce waste by remembering to bring your reusable tote bag while shopping.
- **Choose green wrapping.** Decorative boxes, gift bags, and tins can be reused, instead of disposable wrapping paper, which is not recyclable. Use paper bags or newspaper to wrap your gift and then use a reusable ribbon, bow, or beads to decorate it.
- **Green your holiday card.** Use old holiday cards to create new cards by cutting the picture off and using it to make a new card or a gift tag. If you buy cards, find ones made of recycled content. If so inclined, you can save paper by sending E-cards, which is gaining in popularity.
- **Save energy.** You can save a lot of energy simply by:
 - Using a timer on your house and Christmas tree lights to avoid keeping the lights on all night.
 - Purchase LED Christmas Lights. Light-Emitting Diodes (LEDs) are a new lighting technology that is up to 90 percent more efficient than its incandescent counterpart. A household burning 10 strands of lights for eight hours a day for a month would spend about \$127 to light large, incandescent bulbs, \$7.20 for traditional mini-lights, and just 72 cents for LEDs. These newer bulbs are available at most stores that sell Christmas lights, and they are sturdy, last up to 20 years, and barely warm up, thus reducing fire concerns.
 - Using energy-saving fluorescent light bulbs (or give one as a gift!). Compact fluorescent bulbs last longer and use about a quarter to a third of the energy of an incandescent bulb. By substituting a compact fluorescent light for a standard bulb, you can prevent the emission of 5,000 pounds of carbon dioxide and reduce your electric bill by more than \$100 over the life of those bulbs.
- **Recycle as much as possible.** Recycling saves money. Over 300 communities in Massachusetts provide for recycling of common items like paper, cans, bottles, and

cardboard. Don't forget to recycle aluminum foil, which is used so much at this time of year. Paper recycling alone would make a big difference. Did you know:

- Scrap paper is now the number one American export by volume, and exports of U.S. scrap grew to \$8.4 billion last year, more than double the 1999 total.
 - The strong international demand for paper has raised payments for recycled paper to approximately \$100 per ton.
 - Massachusetts' residents and businesses throw away approximately 1.5 million tons of paper a year, with an estimated value of more than \$100 million.
- **Save gas and reduce air pollution.** Spare the air, and commit to minimizing your car use whenever possible. Take public transportation, carpool with friends, or walk when you go shopping or to holiday parties. You'll be rewarded with both more exercise and cleaner air.
 - **“Tree-cycle” after the holidays.** More than 200 Massachusetts towns and cities provide venues for the collection of cut Christmas trees, which are then recycled into compost or mulch. Check out these Tree-Cycling Facts:
 - 93 percent of the respondents from a national survey recycle their Christmas tree in some type of community program.
 - Massachusetts' residents can get information about tree recycling at www.earth911.org (enter a five-digit zip code to find your local curbside or drop-off program).
 - What happens to those trees? The top five uses are:
 - Chipping – used for everything from mulch to hiking trails
 - Beachfront erosion prevention
 - Lake and river shoreline stabilization
 - Fish habitat, and
 - River delta sedimentation management

Learn more about buying green, reducing holiday waste, recycling, and “tree-cycling” in your community by visiting www.earth911.org or MassDEP's web site at: <http://www.mass.gov/dep/recycle/>.

MassDEP is responsible for ensuring clean air and water, safe management and recycling of solid and hazardous wastes, timely cleanup of hazardous waste sites and spills, and the preservation of wetlands and coastal resources.

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DECEMBER PRESS RELEASE

**Press Release – Creative Gift Wrap
For Immediate Release**
Date: _____

Contact: _____
Phone: _____

BE CREATIVE. REUSE IT!

Creative gift-wrap can make a gift special and reduce the waste we generate

You have a birthday gift to wrap and forgot to buy wrapping paper. You want to add your own touch to that holiday or special occasion gift. Here are some ideas for creative gift wrapping that reduces waste at the same time. Reuse what you have at home.

First, think about the person’s hobbies and what they enjoy and match the wrap! Use old gourmet or home and garden magazines to wrap a gift for someone who likes to cook (or eat!) or garden. A traveler might like a gift that is wrapped in maps you no longer use. The Sunday comics wrapped around the gift gives great color and they’re fun to read. Wrap a sports fan’s gift in a sports magazine. A quilter would enjoy a gift wrapped in a piece of fabric that you might have at home and never used. Wrap a child’s gift in a brown paper bag and add a small box of crayons for the little artist to create a brown bag masterpiece. Empty (or full) seed packets make a colorful gift tag. String, yarn, and even the one odd shoestring in the junk drawer can bring a unique touch to a gift package. Once you have given the gift, the person who receives it can recycle the wrapping!

Visit www.earth911.org to see what you can recycle in your community. Recycle – a little effort, a big difference.

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Using Mandatory Recycling to Reduce Disposal Costs

Introduction

MassDEP Municipal Waste Reduction Toolkit



In the *Beyond 2000 Plan*, MassDEP established a goal of reducing waste by 70% through waste reduction and recycling efforts. MassDEP remains committed to this aggressive waste reduction goal by working in partnership with cities and towns to enhance recycling.

One action that cities and towns may choose to reach these goals is to establish and implement a mandatory recycling initiative at the local level. Many cities and towns have found that these initiatives are not only effective at increasing recycling, but also result in financial savings through avoided disposal costs and recycling revenues.

Several communities across the Commonwealth have already begun enforcing local recycling bylaws and mandates with great success. Examples include North Andover, Chelmsford, Saugus and Tyngsborough, all of which have seen sustained decreases in waste disposed and increases in recycling. These reductions have translated into significant financial savings. The success of these initiatives relied not only on local enforcement, but extensive education on the benefits of increased recycling in the community. Through clear and effective communication, most of the communities have achieved great success without significant actual enforcement and little or no financial penalties.

The materials in this module have been provided by communities already implementing successful programs and are designed to help you start a similar initiative in your community.

MassDEP supports a community's decision to enact mandatory recycling and efforts to enforce local recycling ordinances. In doing so, MassDEP has developed case studies and collected various guidance and model requirements.

- MassDEP's Department Approved Recycling Program (DARP) recognizes the efforts of communities that enforce local recycling ordinances by giving credit to those communities that implement enforcement programs.
- MassDEP is actively enforcing the waste bans at disposal facilities and pursuing enforcement against haulers and generators that dispose of banned materials.
- MassDEP offers technical and financial assistance to communities to help implement initiatives that result in increased community recycling.





Using Mandatory Recycling to Reduce Disposal Costs

Table of Contents

MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Please note that these materials are provided in an electronic modifiable version. You are encouraged to customize any of these items to best meet the needs of your community.

There are many types of local enforcement initiatives your community may wish to implement – whether it's a disposal ban on any visible recyclables, cardboard, or bulky items, or enforcing mandatory recycling, this guide provides municipal recycling coordinators with easy-to-use how-to information to get started.

Planning Tools:

- ⇒ Benefits of Mandatory Recycling
- ⇒ Getting Started – Step by Step Guide to Enforcement
- ⇒ Massachusetts Waste Ban Definitions
- ⇒ Fact Sheet: Your Municipality and Waste Ban Compliance

Education and Publicity Materials:

- ⇒ Hauler Guidance
- ⇒ Sample “Sorry” sticker
- ⇒ Sample brochure for educating residents

The above three items were produced by the North Andover Solid Waste Advisory Committee.

- ⇒ “Friendly Reminder” Mandatory Recycling Doorhangers

Case Studies and Supporting Documentation:

- ⇒ Chelmsford – includes sample mandatory bylaw
- ⇒ North Andover – includes sample mandatory bylaw
- ⇒ Saugus
- ⇒ Tyngsborough





Using Mandatory Recycling to Reduce Disposal Costs

Benefits of Mandatory Recycling

MassDEP Municipal Waste *Reduction Toolkit*



Financial

Massachusetts communities pay some of the highest disposal fees in the country. Averaging between \$60-\$80 a ton, communities are literally throwing away millions of dollars annually to dispose of materials that should be recycled.

Communities across the state are realizing the potential savings from enforcing local waste bans:

- In one year, the Town of North Andover saved \$180,000 on disposal costs and has saved \$250,000 to date.
- In the first year of the program, the Town of Chelmsford saved over \$99,000 in disposal fees and is recycling considerably more and throwing less in the trash.
- Saugus has saved more than \$60,000 in disposal costs since the inception of its program in FY06
- Tyngsborough found that 85% of previously non-recycling households were recycling after the onset of mandatory recycling.

DARP

MassDEP's Department Approved Recycling Program (DARP) recognizes the efforts of communities that enforce local recycling ordinances by giving credit to those communities that implement enforcement programs. DARP status reflects a municipality's commitment to providing access to recycling and composting programs and to educating residents about waste reduction.

DARP status exempts municipal solid waste loads from comprehensive inspections for "waste ban" materials (paper; glass, metal and plastic containers; leaves and yard waste) at solid waste disposal facilities. Waste loads from DARP communities are still inspected for the presence of white goods, lead-acid batteries, cathode ray tubes (CRTs), or whole tires.

MassDEP Assistance

- MassDEP is actively enforcing the waste bans at disposal facilities and pursuing enforcement against haulers and generators that dispose of banned materials.
- MassDEP offers technical and financial assistance to communities to help implement initiatives that result in increased community recycling.
- MassDEP will work with interested non-DARP cities and towns to improve their recycling and composting programs and obtain DARP status.





Using Mandatory Recycling to Reduce Disposal Costs

Getting Started

MassDEP Municipal Waste Reduction Toolkit



Step-by-Step How To Guide

Whatever your community's reason for pursuing enforcement of mandatory recycling, the benefits are undeniable. Less waste means less disposal costs and for some communities more material recycled translates into more revenue from the sale of those recyclables.

While it may take some time to get started, the return on investment is quickly realized. These "how-to's" are suggested steps for implementation, all of which may not apply to your town/city. Use your discretion to determine which of these measures best fit the needs of your community, or contact your MAC (MassDEP Municipal Assistance Coordinator) to further discuss.

Planning Phase

Political climate: It's important to have the backing of your community leaders when pursuing this type of program. It may require passing an ordinance, adopting a bylaw, town meeting or it may be something as simple as your officials deciding that your community should pursue.

Determine program specifics. Before you can communicate with your hauler and residents, you'll need to determine what kind of enforcement program you'll have.

Things to consider:

- What materials are you prohibiting from disposal? All visible recyclables? Cardboard?
- What action will be taken against those violating the disposal prohibition?
- Will you implement fines on those non-compliant households?
- Will there be a grace-period of "friendly reminders" before fines go into effect?
- Will you include businesses? Will it include municipal buildings and schools?
- Will you hire an enforcement coordinator? Look for a free intern?
- Is there any funding or assistance available from MassDEP for implementation?

Determine point of contact: No matter how effectively you've communicated with residents, there will be those who have questions, and you'll need to designate a point of contact to handle them. This person is recommended to be listed on all correspondence related to enforcement. If you are uncertain who that will be, or expect the role may change, be sure to include a phone number to a real person at the very least who will be able to connect residents to the proper person.

Determine start date of program: Once your community has decided to pursue enforcement, allow several months to create outreach materials and hire an enforcement person;

Consider your start date – while the first of the year may seem like a good time to begin implementation, starting this type of program during the cold winter months can make for an unpleasant experience. Starting in the spring or summer is a good time because the weather is nice, and by the time the cold winter months roll in, your residents will be seasoned veterans and your enforcement officer and haulers won't be spending as much time outside stickering and leaving notices for residents.



Meet with your hauler to discuss their role. Your hauler is critical to making this enforcement program work. It's a good idea to have a training (see North Andover training guide for haulers) that explicitly outlines your community's expectations of what is and isn't acceptable for disposal (i.e. will cardboard need to be cut down to 2x2? 3x3?) as well as what's expected of the haulers (leave materials on the curb that aren't properly prepared for recycling? Sticker those items? What do they do if they receive complaints from residents?)

Determine baseline trash and recycling figures before start of program to monitor progress.

Staffing Reinforcements: Experience has shown that the most effective methods of enforcement have included additional staff to help get the ball rolling at the onset of this type of program. It's key to have staff on the ground following the routes, monitoring noncompliant households, and to be available to follow-up with those residents to ensure that they don't become repeat offenders. They're also responsible for monitoring your hauler along the route to make sure they are complying with the town's program. MassDEP has determined (and so have the communities already implementing enforcement campaigns) that additional staff resources are crucial for this to be effective.

Whether that means assigning existing staff to dedicate a portion of their time on enforcement, utilizing volunteers or interns, or hiring additional staff is dependent on many factors, and can only be determined on a community by community basis. Some communities, like North Andover, utilized their volunteer recycling committee in their enforcement. Tyngsborough hired a part-time intern, and Saugus hired a part-time enforcement officer which was so effective, they increased his time in the field to ¾ time position. Either way, communities that have utilized additional staff to actively enforce, have found that it's more than paid for itself in reduced disposal costs and produces a very high return on their investment.

Depending on the size of your community, and the recycling climate that already exists, you may only need someone for the first few months of the program to get it off the ground. In other instances, getting your residents to recycling anything may be a challenge, in which case you may want to consider someone on a more permanent basis.

Education and Outreach Phase

Develop messaging: Is the program offering new options? Is your focus on the money the town will save? Determine your message and how you want to convey this new information to your residents.

Develop outreach plan: There are many different kinds of low or no cost outreach that you have been used successfully: bill inserts (tax, water), articles in newspapers, messaging on local cable access, information on town website, notices sent home to parents through the schools, banners and sandwich boards in high traffic areas and while more costly, direct mail to residents. Multiple avenues of outreach should be used to be effective.

Communication is key: You will want to be clear and concise but also convey as much information about the changes as you can. It may include newly passed bylaw/ordinance (if applicable). Reiterate current recycling options and outline new recycling options (if applicable, i.e. is there a new drop-off location for cardboard?)

Be sure to give residents plenty of advance warning of the changes in enforcement. It's recommended to start outreach 2-3 months in advance and offer contact information where residents can find out more about the program.

Enforcement Phase

Hauler Buy-In: It is critical that your hauler be on board and clearly understands what it is your community is doing (i.e. – sticker banned materials, leaving notices, etc.) Haulers are the first point of contact with your residents and their trash, and need to make sure that not only are the residents adhering to the program, but that they are too. If your residents have been sufficiently notified of the program, and do not comply, but your hauler simply goes about collecting all materials as business as usual, residents may not believe the town is really serious about enforcing against waste ban offenders.



Train the enforcement officer as to their role (will they be following the trash and/or recycling trucks? Will they be ahead of the trucks? Will they take note of non-complying households to send a notice later or will they approach at the time of discovery?) The enforcement officer is often the point of contact with residents as to why their materials weren't collected. They may approach the residents or be approached directly and the enforcement officer must know the ins-and-outs of your program and be able to clearly communicate these with residents.

Must be consistent. Consistency is so important. If you are telling residents that cardboard must be cut down into 2x2 squares, then make sure the hauler leaves anything bigger and that they are collecting the materials that are cut to spec. You don't want one week for properly prepared cardboard to be left, and then improperly cut cardboard picked up the next. You also want to make sure that all offenders are noted and that if one person is notified of their non-compliance, all non-compliers must be notified.

Follow-up is Strongly Recommended with non-complying households. They may need more information about the new rules, or they may simply not want to adhere to the new guidelines. In the latter case, you may want to consider higher levels of enforcement, such as fines for egregious, blatant non-compliers.

Document Progress: You will want to make sure you have your baseline figures established prior to the onset of the program so you can monitor your success. This is important for several reasons: 1) It will demonstrate exactly how much money your community is saving and how much material is now being diverted from disposal. 2) It will also assist in building the case for continued enforcement as well as potential staffing increases. As Saugus was able to demonstrate, the enforcement officer more than paid for himself.

Promote your Success: It's important to keep your residents informed about how their effort has paid off for the town and the great work they're doing in helping produce less waste. Some suggestions would be to post the disposal tonnage, recycling tonnage and cost savings on the town website or issue press releases to the local paper.





Using Mandatory Recycling to Reduce Disposal Costs

Waste Ban Definitions

MassDEP Municipal Waste Reduction Toolkit



In accordance with the provisions and the timetable set forth in MassDEP's General Requirements, Procedures and Permits for Solid Waste Management Facilities, 310 CMR 19.000, acceptance for the purpose of disposal or transfer for disposal of the following materials is prohibited (except for de minimis quantities of certain materials) at Massachusetts solid waste transfer stations, landfills, combustors, and construction and demolition debris processing facilities:

- ⇒ Asphalt pavement, brick and concrete
- ⇒ Cathode ray tubes
- ⇒ Glass containers
- ⇒ Lead batteries
- ⇒ Leaves and yard waste
- ⇒ Metal
- ⇒ Metal containers
- ⇒ Recyclable paper
- ⇒ Single polymer plastics
- ⇒ Tires
- ⇒ White goods
- ⇒ Wood

These materials may, however, be transferred for further processing, reuse or recycling. The waste bans on wood and whole tires do not apply to combustion facilities.

DEFINITIONS OF MATERIALS BANNED BY 310 CMR 19.017

Asphalt Pavement, Brick, and Concrete: asphalt pavement, brick and concrete from construction activities and demolition of buildings, roads and bridges and similar sources.

Cathode Ray Tubes: any intact, broken, or processed glass tube used to provide the visual display in televisions, computer monitors and certain scientific instruments such as oscilloscopes.

Glass Containers: glass bottles and jars (soda-lime glass) but excluding light bulbs, Pyrex cookware, plate glass, drinking glasses, windows, windshields and ceramics.

Lead Batteries: lead-acid batteries used in motor vehicles or stationary applications.

Leaves: deciduous and coniferous leaf deposition.

Metal: ferrous and non-ferrous metals derived from used appliances, building materials, industrial equipment, transportation vehicles, and manufacturing processes.

Metal Containers: aluminum, steel or bi-metal beverage and food containers.

Recyclable Paper: all paper, corrugated cardboard, and paperboard products, except tissue paper, toweling, paper plates and cups, wax-coated corrugated cardboard, and other low-grade paper products.



Single Polymer Plastics: all narrow-neck plastic containers where the diameter of the mouth of the container is less than the diameter of the body of the container. This includes single polymer plastic containers labeled 1 – 6.

Tires: a continuous solid or pneumatic rubber covering intended for use on a motor vehicle.¹

White Goods: appliances employing electricity, oil, natural gas or liquefied petroleum gas to preserve or cook food; wash or dry clothing, cooking or kitchen utensils or related items; or to cool or to heat air or water.

For purposes of the waste bans, white goods include, but are not limited to, refrigerators, freezers, air conditioners, water coolers, dishwashers, clothes washers, clothes dryers, gas or electric ovens and ranges, and hot water heaters. White goods do not include microwave ovens.

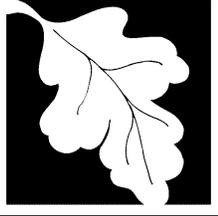
Wood: treated and untreated wood, including wood waste.²

Yard Waste: deciduous and coniferous seasonal depositions (e.g., leaves), grass clippings, weeds, hedge clippings, garden materials, and brush 1 (one) inch or less in diameter (excluding diseased plants).

¹ Shredded tires, defined as tires that have been cut, sliced or ground into four or more pieces such that the circular form of the tire has been eliminated, can be landfilled.

² “Wood waste” is defined in the solid waste regulations as follows: Wood waste means discarded material consisting of trees, stumps, and brush, including but not limited to sawdust, chips, shavings and bark. Wood waste does not include new or used lumber or wood from construction and demolition waste and does not include wood pieces or particles containing or likely to contain asbestos, chemical preservatives such as creosote or pentachlorophenol, or paints, stains or other coatings.





Massachusetts
Department
of
ENVIRONMENTAL
PROTECTION

Summary

Waste Ban Regulations:

310CMR19.017

Prohibited Recyclable Materials:

Glass, metal and plastic containers; paper, including cardboard; leaf and yard waste;

As of 7/1/06:

asphalt pavement, brick, concrete, metal and wood

Prohibited “zero-tolerance” materials:

Batteries, whole tires, white goods (large appliances), cathode ray tubes (TVs and computer monitors)

Why waste bans?

- Capture more recyclables
- Conserve disposal capacity
- Keep hazards out of the environment

f a c t s h e e t

Your Municipality and Waste Ban Compliance

What is the purpose of the waste bans?

Waste bans are prohibitions on the disposal and transfer for disposal of certain toxic and/or recyclable items (see “Summary” sidebar and reverse). Waste bans are intended to encourage reuse and/or recycling of certain waste materials, conserve disposal capacity, and reduce adverse environmental impacts from waste materials containing toxic substances.

What is DEP’s waste ban compliance strategy?

MassDEP has an equitable two-pronged approach to compliance and enforcement of the waste bans. This strategy holds all parties responsible for waste ban compliance, including solid waste facility operators, haulers and generators of solid waste. Where necessary, MassDEP pursues enforcement actions against facilities, haulers and waste generators that violate waste bans.

- MassDEP reviews and approves solid waste facility waste ban compliance plans and inspects solid waste facilities to ensure they are in compliance with monitoring, inspections, record-keeping, signage, and other facility waste ban requirements.
- MassDEP conducts inspections at solid waste facilities to identify haulers and generators (businesses, institutions, municipalities, etc.) that dispose of banned materials.



What Do Municipalities Need to Know?

- **As solid waste facility operators**, municipalities that operate landfills and transfer stations must maintain and comply with their waste ban plan.
- **As service providers to residents**, municipalities that collect solid waste and/or contract for collection service, must also comply with waste bans. Municipalities can demonstrate compliance with the waste bans by complying with Department Approved Recycling Program (DARP). However, cities and towns with DARP status that repeatedly dispose of excessive amounts of banned materials may lose their DARP status and be at risk of enforcement. MassDEP will work with interested non-DARP cities and towns to improve their recycling and composting programs and obtain DARP status.
- **As generators of solid waste**, municipalities need to ensure that banned materials are separated from trash at their municipal offices and facilities, including schools, town halls, and parks departments.
- **As recycling program managers**, municipal recycling officials can use waste ban enforcement to strengthen local recycling requirements and hold haulers responsible for recycling service.

Massachusetts Department of
Environmental Protection
One Winter Street
Boston, MA 02108-4746

Commonwealth of
Massachusetts
Mitt Romney, Governor

Executive Office of
Environmental Affairs
Stephen Pritchard, Secretary

Department of
Environmental Protection
Robert W. Gollidge, Jr.
Commissioner

Produced by the
Bureau of Waste Prevention,
February 2006.
Printed on recycled paper.

This information is available in
alternate format by calling our
ADA Coordinator at
(617) 574-6872.



Information on Waste Bans

- **Current Materials Prohibited from disposal by 310 CMR 19.017**

Glass Containers: glass bottles and jars (soda-lime glass) but excluding light bulbs, Pyrex cookware, plate glass, drinking glasses, windows, windshields and ceramics.

Metal Containers: aluminum, steel or bi-metal beverage and food containers.

Single Polymer Plastics: all narrow-neck plastic containers.

Recyclable Paper: all paper, cardboard, and paperboard products excluding tissue paper, toweling, paper plates and cups, wax-coated cardboard, and other low-grade paper products, which become unusable to paper mills as a result of normal intended use.

Yard Waste: grass clippings, weeds, garden materials, shrub trimmings, and brush 1" or less in diameter (excluding diseased plants).

Leaves: deciduous and coniferous leaf deposition. **Batteries:** lead-acid batteries used in motor vehicles or stationary applications.

White Goods: appliances employing electricity, oil, natural gas or liquefied petroleum gas to preserve or cook food; wash or dry clothing, cooking or kitchen utensils or related items. These typically include refrigerators, freezers, dishwashers, clothes washers, clothes dryers, gas or electric ovens and ranges, and hot water heaters.

Whole Tires: motor vehicle tires of all types. Whole tires may be disposed at combustion facilities. Shredded tires (a tire which has been cut, sliced or ground into four or more pieces such that the circular form of the tire has been eliminated) are not prohibited.

Cathode Ray Tubes: any intact, broken, or processed glass tube used to provide the visual display in televisions, computer monitors and certain scientific instruments such as oscilloscopes.

- **Additional Restricted Materials as of July 1, 2006**

The following construction and demolition debris materials are prohibited from disposal:

- **Asphalt Pavement, Brick and Concrete:** asphalt pavement, brick and concrete from construction activities and demolition of buildings and similar sources.
- **Metal**
- **Wood:** Treated and untreated wood, including wood waste. Wood may be disposed at combustion facilities.

Resources on Waste Bans

Waste ban information can be found on MassDEP's web site at:
www.mass.gov/dep/recycle/solid/regs0201.htm, or contact the commercial waste reduction hotline: 617-348-4002.

TEMPLATE INSTRUCTIONS for “Friendly Reminder” Mandatory Recycling Doorhangers

“Friendly Reminder” Mandatory Recycling Doorhangers are designed to be customized for your community. Follow the instructions below to properly customize your communities doorhangers:

1. Open the file called “Doorhanger TEMPLATE” This file has four text boxes for you to format. Type in your municipality name in the top two boxes, and your municipality website and/or phone number in the bottom two boxes. After you fill in the four text boxes, PRINT the template.

2. Next, place the unseparated door hanger sheets in the copier tray. The direction you put them in will vary from copier to copier so test out the correct way to place the sheets in your machine. Put the printed template on the copier and make one copy onto the door hanger sheet. Check the door hangers to see if the Municipality Name & Website/Phone # lined up correctly.

Extra copies of the door hanger have been provided in each shipment to allow for trial and error in the customization process.

Please be advised, although the door hangers were designed and cut to facilitate this type of multiple reproduction – THIS PROCESS MAY NOT WORK IN ALL MODELS OF COPIERS OR PRINTERS.

DON'T FORGET!!!
Recycling is mandatory in

INSERT TOWN NAME HERE

We noticed the following recyclables in your trash:

- Paper/Newspaper
- Cardboard
- Bottles & Cans
- Plastics
- Other: _____

Why recycle?

- It saves your community **MONEY!!**
- It reduces greenhouse gases that contribute to climate change.
- It saves energy and natural resources.

For more information on your town's recycling program, please visit:

INSERT TOWN WEBSITE/AND OR PHONE NUMBER

3. Once customized for your community, these doorhangers are to be sent along with your mandatory recycling enforcement officer. When a residence is failing to recycle, the items of noncompliance (Paper/Newspaper, Cardboard, Bottles & Cans etc.) can then be checked off and the doorhanger attached to the violator's door.

If you have questions regarding the template or the formatting of your doorhanger, please contact Regan Clover, (617)292-5707 or regan.clover@state.ma.us

DON'T FORGET!!!

Recycling is mandatory in

**We noticed the following
recyclables in your trash:**

- Paper/Newspaper
- Cardboard
- Bottles & Cans
- Plastics
- Other: _____

Why recycle?

- It Saves your community **MONEY!!**
- It reduces greenhouse gases that contribute to **climate change.**
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**For more information on
your town's recycling
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**We noticed the following
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- Other: _____

Why recycle?

- It Saves your community **MONEY!!**
- It reduces greenhouse gases that contribute to **climate change.**
- It saves energy and natural resources.

**For more information on
your town's recycling
program, please visit:**



PLEASE RECYCLE

Did you know?

Massachusetts prohibits the disposal of the following:

- PAPER
- CARDBOARD
- PLASTIC
- GLASS
- METAL
- ALUMINUM
- WHITE GOODS
- TIRES
- YARD WASTE
- CATHODE RAY TUBES

Do your part by recycling all that you can!



♻️ Printed on 100% post-consumer recycled paper



PLEASE RECYCLE

Did you know?

Massachusetts prohibits the disposal of the following:

- PAPER
- CARDBOARD
- PLASTIC
- GLASS
- METAL
- ALUMINUM
- WHITE GOODS
- TIRES
- YARD WASTE
- CATHODE RAY TUBES

Do your part by recycling all that you can!



♻️ Printed on 100% post-consumer recycled paper



INSERT TOWN NAME
HERE

INSERT TOWN NAME
HERE

INSERT TOWN WEBSITE
AND/OR PHONE # HERE

INSERT TOWN WEBSITE
AND/OR PHONE # HERE



Town of North Andover

Mandatory Recycling Case Study

MassDEP Municipal Waste Reduction Toolkit



Town Statistics:

Population: 27,202

Households: 9,943

Median Income: \$72,728

Overview/Introduction: In April 2003, the Board of Selectmen (BOS) charged the Solid Waste Advisory Committee (SWAC) with developing “*recommendations to the Selectmen that would result in cost savings to the Town either through a reduction in trash being generated ... and/or through an increase in the rate of recycling of waste material, provided, however, that no such recommendation will result in the imposition of a trash fee.*”

After several months of discussion between the SWAC and BOS, the town decided to put to town meeting a warrant article that would update the town’s existing waste ban bylaw to include narrow neck plastics, paper and CRTs and included language that directed its contracted waste hauler or any party responsible for municipal waste pickup not to pick up visible recycling curbside.

The town passed the amended bylaw in May 2004 to take effect January 31, 2005.

Outreach:

- In June 2004, while awaiting AG’s approval of amended bylaw, SWAC began development of educational materials including a tri-fold brochure, “One Person’s Trash”, program budget and a “sorry” sticker to be used by hauler;
- In September, Selectmen confirmed the implementation plan and start date of changes;
- Brochure was inserted into water bills (October – December 2004) and in December tax bill;
- Town created a “training guide” for haulers – a pictorial/power point presentation to trash and recycling haulers providing them real life examples of what was and wasn’t acceptable for collection. The training took place prior to start date in January 2005 and included a quiz for the haulers.
- Other outreach:
 - Changes made to the web site;
 - Large magnetic signs placed on the back of both recycling trucks;
 - Banner placed in prominent intersection of town.
 - “Did you See?” flyer out to all school kids (5900 copies)

Implementation and Enforcement:

- One week prior to program start – DPW person drove trash routes and left “Please Remember” flyers. Approximately 350 distributed
- January 31, 2005 – PROGRAM LAUNCH – SWAC members drove around following the routes, taking pictures and noting situations. Couple of in-route corrections made.
- February 3, 2005 – Drove route again
- Stopped logging calls after the first week, because there was really no increase in call volume. As of mid-February, no known littering or dumping problems.
- As of March 3, 2005 Waste Management had stickered over 3000 items to be left on the curb.

Results:

- North Andover saved over \$160,000 in the first 10 months of the program.
- Between February 2005 and January 2007, the Town has saved nearly \$250,000 in avoided disposal costs.

Lessons Learned:

- Get the strongest stickers possible, there is a specific adhesive for the cold weather
- Recycling guy should not remove any stickers left by hauler
- Understand what is happening with public housing

North Andover Bylaw Development

The following pages trace the legal path of authority for the regulation of solid waste and recycling from State law (Mass. General Laws, Chapter 16, Section 20) through State agency regulations (the Mass. Department of Environmental Protection's "Waste Ban" regulations at 310 CMR 19.017 of the General Requirements), to the North Andover General Bylaws and the North Andover DPW's recycling information.

It is important to note that State law and regulations take precedence over Town Bylaws and practices. Bylaws may provide for additional local regulation but may not reduce or alter State law and regulations. All the bans on what may be put in the trash have been State law for over a decade and have applied with full force to North Andover, regardless of the fact that our local bylaws were just brought into compliance in May of this year.

Further, all 3 levels of the above solid waste laws and regulations "are restrictions on the disposal and transfer for disposal of certain hazardous and recyclable items at solid waste facilities in Massachusetts", not requirements on what people must do with their recyclable materials. To put a banned item into the trash is implicitly banned by the State and explicitly by the Town bylaws. Neither of those, however, tell you what you must do with those banned materials. Some options are:

- Turn them in at the market for the deposit (beverage containers)
- Sell them to a recycler (they pay for most bulk metals (copper, iron, etc.))
- Recycle them yourself (melt aluminum and mould your own yard ornaments)
- Save them in your garage
- Mail them back to the manufacturer (smoke detectors, printer cartridges, etc.)
- Take them to a retailer who provides recycling (Radio Shack recycles batteries)
- Donate certain recyclable items to your church or school (used ink jet cartridges)
- If accepted, put into the Town's recycling service

I can find no law, regulation, or bylaw that supports the assertion that "recycling is mandatory", what is mandatory is that you not dispose of banned materials in the trash.

Each law or regulation or bylaw or informational document that I reference is available through the Internet, and I have provided links to all. I have checked those links as of the date of this document and they are accurate.

Waste Bans and Recycling

The Mass. General Laws, Chapter 16, Section 20 (www.state.ma.us/legis/laws/mgl/16-20.htm) empowers the Mass. Department of Environmental Protection to “promulgate rules and regulations relating to the storage, collection, transfer, and disposal of solid waste”.

The Mass. Department of Environmental Protection, at its web site at www.state.ma.us/dep/bwp/dswm/files/310cmr19.htm#017, shows the legal language of the various types of restrictions and their effective dates, “No person shall dispose, transfer for disposal, or contract for disposal of the restricted material ...” as trash, and, at .../wbgidy2k.doc, has a ‘Frequently Asked Questions’ section that fully explains the Waste Bans in plain English as follows:

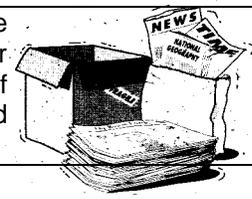
This document summarizes the Department of Environmental Protection’s (DEP) “waste ban” regulations at 310 CMR 19.017 of the General Requirements, ...

QUESTIONS AND ANSWERS

Q. What are the “Waste Bans”?

A. The “Waste Bans” are restrictions on the disposal and transfer for disposal of certain hazardous and recyclable items at solid waste facilities in Massachusetts. The bans are located in the state’s solid waste facility management regulations, 310 CMR 19.017. Listed below are the restricted materials and their definitions.

MATERIAL	MATERIAL DEFINITION
Recyclable Paper Effective date 12/31/94	All paper, cardboard, and paperboard products excluding tissue paper, toweling, paper plates, cups, and other low-grade paper products which become unusable to paper mills as a result of normal intended use (e.g., office paper, newspapers, unwaxed cardboard and cereal boxes, but not used paper towels).
Metal Containers Effective date 4/1/93	Aluminum, steel or bi-metal beverage and food containers.
Glass Containers Effective date 4/1/93	Glass bottles and jars excluding light bulbs, plate glass, ceramics, Pyrex cookware, drinking glasses, windows, and windshields.
Single Resin Narrow-necked Plastics Effective date 12/31/94	All narrow-necked plastic containers of any resin type. In narrow-necked containers the diameter of the opening is smaller than the diameter of the base (e.g., a soda bottle is “narrow-necked”, but a yogurt container is not).
Lead-acid Batteries Effective date 12/31/90	Lead-acid batteries used in motor vehicles or stationary applications.
Leaves and Yard Waste Effective date 12/31/91	Deciduous and coniferous leaves, grass clippings, garden materials, shrub trimmings, and brush up to one inch in diameter.
Whole Tires (landfills only) Effective date 12/31/91	Whole car and truck tires of all types. A tire can be landfilled only if it has been shredded or ground into at least four pieces so that it no longer has a circular shape. Combustion facilities and transfer stations can accept whole tires.
White Goods Effective date 12/31/91	An appliance employing electricity, oil, natural gas or liquefied petroleum gas to preserve or cook food, to wash or dry clothing, cooking or kitchen utensils or related items, or to cool or heat air or water. These include refrigerators, freezers, dish washers, clothes washers, clothes dryers, gas or electric ovens and ranges, and hot water heaters. (310 CMR 19.006)
Cathode Ray Tubes (CRTs) Effective date 4/1/00	Any intact, broken, or processed glass tube used to provide the visual display in televisions, computer monitors and certain scientific instruments such as oscilloscopes. (310 CMR 19.006)



Note: Other state and federal regulations limit and/or ban the disposal of additional materials at solid waste combustion facilities, landfills and transfer stations. Examples of these materials include hazardous wastes (as defined in 310 CMR 30), and infectious wastes (as defined in 105 CMR 480). ...

At <http://www.townofnorthandover.com/towndocs.html> the North Andover General Bylaws, as updated by Article 32 of the May 10, 2004 Annual Town Meeting (townofnorthandover.com/MAY%2010%202004%20ANNUAL%20TOWN%20MEETING%20MINUTES-JAB.pdf), provide:

TOWN OF NORTH ANDOVER – GENERAL BYLAWS DIVISION 1 - TOWN MEETINGS ENACTMENTS

... *Chapter 115*

GARBAGE, RUBBISH AND REFUSE

[HISTORY: Adopted by the Town of North Andover 11-24-80 Special Town Meeting, Article 1. Amendments noted where applicable.]

§ **115-1 Weekly Collection**

§ **115-2 Placement of Refuse for Pickup**

§ **115-3 Commercial, Business or Industrial Complex**

§ **115-4 Responsibility of Building Owners**

§ **115-5 Refuse Restricted Activity**

§ **115-6 Penalties**

§ **Weekly Collection.**

[Amended: Annual Town Meeting May 9, 1990, Article 27] [Amended Article 22 2001 Annual Town Meeting. Approved by Attorney General September 12, 2001]

The Division of Public Works shall each week collect the refuse and trash of:

- A. Each detached single-family residence and each multiple dwelling that:
1. Contains fewer than nine (9) living units; and
 2. Is not part of any apartment or condominium complex containing nine (9) living units or more.
 3. Notwithstanding the foregoing, the Town will provide customary residential trash pick-up for the residential units of Village Green at North Andover Condominium Trust, which are located on duly excepted public ways. Notwithstanding the foregoing, the Town will provide customary residential trash pick up for the owner occupied Town House Homes of Andrew Circle. Townhouse Homes is a non-profit organization of 8 residential units per building (3 buildings total).
- B. Each building used for commercial, business or industrial purposes where the amount of refuse produced is no more than eight (8) thirty gallon barrels per week and the building is not commercial, business or industrial complex.

§**115-2 Placement of Refuse for Pickup**

Service will be provided only if the refuse and trash is placed on the side of the highway in front of said residence or multiple dwelling or building.

§**115-3 Commercial, Business or Industrial Complex**

Any building or aggregation of buildings (such as a shopping mall, industrial park, office complex or other like development) containing four (4) or more businesses, industries or commercial enterprises shall be deemed to constitute a commercial, business or industrial complex for purposes of this chapter if legal title to the building or aggregation of buildings is in single, joint or common ownership.

§**115-4 Responsibility of Building Owners.**

It shall be the duty of each owner of a multiple-dwelling building or apartment or condominium complex containing nine (9) living units or more and each owner of a building utilized for commercial, business or industrial purposes which does not qualify for trash pickup under the criteria set forth in Section 115-B to cause to be removed at his own cost and expense all refuse and trash produced therein.

§115-5 Refuse Restricted Activity

[Amended: Annual Town Meeting May 3, 1993, Article 42]

[Amended: Annual Town Meeting May 10, 2004, Article 37]

To maintain compliance with the State solid waste facility regulation 310 CMR 19.017 the Town of North Andover enacts a mandatory bylaw which states that the following will not be allowed in the garbage, rubbish and refuse/trash and the Town of North Andover directs its contracted waste hauler or any party responsible for municipal waste pickup not to pick up visible recycling at curbside, and these items will include the items in the following paragraphs:

Glass Containers: Glass bottles and jars (soda-lime glass) but excluding light bulbs, Pyrex cookware, plate glass, drinking glasses, windows, windshields and ceramics.

Metal Containers: Aluminum steel or bi-metal beverage and food containers, including scrap metal.

Yard Waste: Grass clippings, weeds, garden materials, shrub trimmings, and brush 1” or less in diameter (excluding diseased plants);

Leaves: Deciduous and coniferous leaf deposition;

Lead Acid/Batteries: Lead-acid batteries used in motor vehicles or stationary applications;

White Goods: Large appliances including: refrigerators, freezers, dish washers, clothes dryers, gas or electric ovens and rangers, and hot water heaters;

Whole Tires: Unshredded motor vehicle tires of all types. (A shredded tire is a tire which has been cut, sliced, or ground into four or more pieces such that the circular form of the tire has been eliminated.)

Single Resin Narrow necked plastic – All narrow-necked plastic containers of any resin type. In narrow-necked containers the diameter of the opening is smaller than the diameter of the base (e.g., a soda bottle is “narrow-necked”, but a yogurt container is not).

Recyclable Paper – all paper, cardboard, and paperboard products (e.g office paper, newspaper, unwaxed cardboard and cereal boxes) excluding tissue paper, toweling, paper plates, cups, and other low-grade paper products which become unusable to paper mills as a result of normal intended use. (e.g. used paper towels).

Cathode Ray Tubes (CRT’s) – Any intact, broken, or processed glass tube used to provide the visual display in televisions, computer monitors and certain scientific instruments such as oscilloscopes. (310 CMR 19.006)

§115-6 Penalties

[Amended ATM 5-3-93, Article 42]

Any or all of the items in 115-5 commingled with garbage, rubbish, or refuse will be reason for the Division of Public Works or its agents to refuse to pick up such commingled items from that dwelling. [end of Chapter 115]

...

Chapter 147 **RECYCLING**

[HISTORY: Adopted by the Town of North Andover as Chapter 5, Section 5.5 of the General Bylaws. Amendments noted where applicable.]

§ 147-1 Unauthorized Removal of Materials to be Recycled Prohibited

GENERAL REFERENCES

Garbage, rubbish and refuse - See Chapter 115.

§147-1 Unauthorized Removal of Materials to be Recycled Prohibited.

The removal from a public sidewalk, way or any usual point of residential rubbish pickup, of any material specifically set apart from ordinary household rubbish for the purpose of being recycled, under the recycling program of the town, by any persons other than those properly authorized to pick up such material, is hereby expressly prohibited.

[end of Chapter 147] ... [end of bylaws]

At <http://www.northandoverwaterdept.com/recycle%20&%20solid%20waste.htm> the North Andover Division of Public Works describes our recycling program. That same information is printed and distributed to all residences once a year in the Warrant booklet (<http://townofnorthandover.com/05.10mwarrant.pdf>, pages labeled 32-33 and 63):

2004 CURBSIDE RECYCLING CALENDAR

JANUARY 2004							FEBRUARY 2004							MARCH 2004							APRIL 2004							
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	
				1	2	3	1	2	3	4	5	6	7		1	2	3	4	5	6					1	2	3	
4	5	6	7	8	9	10	8	9	10	11	12	13	14	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
25	26	27	28	29	30	31	29							28	29	30	31				25	26	27	28	29	30		
MAY 2004							JUNE 2004							JULY 2004							AUGUST 2004							
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	
						1			1	2	3	4	5					1	2	3	1	2	3	4	5	6	7	
2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17	15	16	17	18	19	20	21	
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30	31					
30	31																											
SEPTEMBER 2004							OCTOBER 2004							NOVEMBER 2004							DECEMBER 2004							
SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	
				1	2	3	4						1	2		1	2	3	4	5	6				1	2	3	4
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	5	6	7	8	9	10	11	
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18	
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	19	20	21	22	23	24	25	
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31		
							31																					

= WHITE WEEK
 = BLUE WEEK
 OR = SAT. WORK DAY
 = HOLIDAY

To find out when your recycling day is, look at www.northandoverwaterdept.com/Calendar.htm or call the DPW at 978-688-9570

CURBSIDE RECYCLING WITH RED BIN ONLY

Bins can be purchased at the DPW Monday - Friday, 8:30 AM to 4:00 PM for a \$3.00 deposit.

WHAT	YES	NO	HOW	WHERE & WHEN
PLASTIC	<ul style="list-style-type: none"> • All # 1 & #2 Plastic containers with recycle symbol. 	<ul style="list-style-type: none"> • No other plastic containers • No other symbols or numbers on bottom • No plastic bags • No caps 	<ul style="list-style-type: none"> • Rinse clean • Collapse or string together • Labels OK 	<ul style="list-style-type: none"> • <u>All recycling must be curbside by 7:30 A.M.</u> • <u>Recycling is Mandatory.</u> • Curbside pickup on your recycling week • Please refer to recycle calendar distributed with red bin. • If using another container with red bin other container must be sorted
STEEL "TIN" CANS	<ul style="list-style-type: none"> • Magnetic cans only • Fully opened at one end 	<ul style="list-style-type: none"> • No aerosol cans • No other metal objects 	<ul style="list-style-type: none"> • Rinse clean • If possible remove lids and flatten. • Labels OK 	
GLASS	<ul style="list-style-type: none"> • Clear, green and brown glass • Bottles and jars 	<ul style="list-style-type: none"> • No other glass items • No broken glass 	<ul style="list-style-type: none"> • Rinse clean • Labels OK • Remove lids 	
PAPER, ETC.	<ul style="list-style-type: none"> • Newspapers with Inserts • Junk mail, magazines & phone books • Corrugated cardboard in newspaper size bundle 	<ul style="list-style-type: none"> • No soiled paper • No other paper • No plastic bags 	<ul style="list-style-type: none"> • Place in paper bags • or tie in bundles no larger than 18"X18"X6" high 	
ALUMINUM CANS	<ul style="list-style-type: none"> • Non-magnetic • Deposit & non-deposit cans 	<ul style="list-style-type: none"> • No bottle or jar lids • No pie plates or foil 	<ul style="list-style-type: none"> • Rinse clean 	

All the above items and large cardboard can be brought to the drop-off center at the DPW garage

OTHER RECYCLING

WHAT	ALLOWED	NOT ALLOWED	HOW	WHERE & WHEN
YARD WASTE	<ul style="list-style-type: none"> Leaves, wood chips, grass clippings, peat, sod, soil, shrub pruning, earth fill, loam, gravel, street sweepings 	<ul style="list-style-type: none"> Stumps Household trash Lumber Construction material Logs over 3' long 	<ul style="list-style-type: none"> Permits are required for any yard material other than 100% grass and leaves \$7/season for auto trunk \$5/load for level pick-up \$30/load for large pick-up or 6 wheel dump truck 	<ul style="list-style-type: none"> Leaves picked-up once in the fall - watch for announcement Bring to Cyr Recycling Center on Sharpners Pond Road Open April 1 to mid Dec. Tues., Thurs. & Sat. 8 to 3
COMPOST BINS CAN BE PURCHASED AT THE DPW GARAGE 8:30 - 4:30 FOR \$20.00				
CHRISTMAS TREES	<ul style="list-style-type: none"> Real trees only Remove all decorations 	<ul style="list-style-type: none"> No artificial trees No wreath on wire 	<ul style="list-style-type: none"> Curbside 	<ul style="list-style-type: none"> First two weeks of January
WOOD CHIPS AND COMPOST AVAILABLE TO NORTH ANDOVER RESIDENTS AT THE CYR RECYCLE CENTER				
APPLIANCES	<ul style="list-style-type: none"> Stoves, refrigerators, etc. 	<ul style="list-style-type: none"> No doors on refrigerators, you must remove 	<ul style="list-style-type: none"> Call DPW to arrange for pick-up. \$25/appliance \$30/appliance with freon (Refrig., Freezer, A/C) 	<ul style="list-style-type: none"> Picked-up curbside at time set up with DPW
USED MOTOR OIL OR USED OIL FILTERS	<ul style="list-style-type: none"> Only used motor oil Only used filters 	<ul style="list-style-type: none"> No gasoline or other hazardous chemicals 	<ul style="list-style-type: none"> Bring to drop off center at DPW garage 	<ul style="list-style-type: none"> First and third Saturday of every month 9-12 noon Oil is .50 cents per gallon
LATEX AND OIL PAINT		<ul style="list-style-type: none"> No other hazardous chemicals 	<ul style="list-style-type: none"> Bring to drop off center at DPW garage 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon Cost \$3 per gallon
CRTs	<ul style="list-style-type: none"> TV, VCR, monitor, keyboards 	<ul style="list-style-type: none"> Do not break picture tube Keep all parts intact 	<ul style="list-style-type: none"> Bring to drop off center at DPW garage 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon \$5 per unit /\$15 for unit greater than 13"
FLORESCENT LIGHT BULBS	<ul style="list-style-type: none"> All fluorescent bulbs 	<ul style="list-style-type: none"> Do not break 	<ul style="list-style-type: none"> Bring to drop off center at DPW garage 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon 4' bulbs: 50¢/bulb 8' bulbs: \$1/ bulb
BALLASTS	<ul style="list-style-type: none"> All ballasts 	<ul style="list-style-type: none"> Keep all parts intact 	<ul style="list-style-type: none"> Bring to drop off center at DPW 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon \$1.50 / ballast
PROPANE TANKS	<ul style="list-style-type: none"> Propane tanks only 	<ul style="list-style-type: none"> No other fuel tanks 	<ul style="list-style-type: none"> Bring to drop off center at DPW 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon \$2 per tank.
AUTO BATTERIES		<ul style="list-style-type: none"> No household batteries 	<ul style="list-style-type: none"> Bring to drop off center at DPW 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon Cost \$2 per battery
NICKEL CADMIUM BATTERIES	<ul style="list-style-type: none"> From power tools. 	<ul style="list-style-type: none"> No household batteries 	<ul style="list-style-type: none"> Bring to drop off center at DPW 	<ul style="list-style-type: none"> Mon - Fri 9:00 to 4:00 Third Sat of month 9-12 noon
CLOTHING	<ul style="list-style-type: none"> Re-usable clothing 	<ul style="list-style-type: none"> No household items No trash or toys. 	<ul style="list-style-type: none"> Bring to drop off center at DPW 	<ul style="list-style-type: none"> Mon - Fri 8:00 to 3:00
MERCURY THERMOMETERS & THERMOSTATS	<ul style="list-style-type: none"> Mercury containing thermometers & thermostats 	<ul style="list-style-type: none"> No broken units 	<ul style="list-style-type: none"> Bring to DPW office 	<ul style="list-style-type: none"> Mon - Fri 9:00 to 4:00 Third Saturday of month 9-12 noon
SOFT AND HARD COVER BOOKS	<ul style="list-style-type: none"> All soft and hard cover books 	<ul style="list-style-type: none"> Must be placed in cardboard boxes Must be kept dry. 	<ul style="list-style-type: none"> Bring to DPW garage 	<ul style="list-style-type: none"> Third Saturday of month 9-12 noon or by appointment.

HOUSEHOLD HAZARDOUS WASTE DAYS WILL BE APRIL 17, 2004 AND OCTOBER 14, 2004

VISIT OUR WEB SITE AT www.northandoverwaterdept.com

The above two pages are what was most recently distributed to all residences. Since then some changes have taken place in what can be accepted (e.g., all plastics #1-7), fees charged (fluorescent bulbs may now be dropped off for free), etc. Some of those recent changes are reflected on the DPW's web site and some are not (as of today, October 20, 2004; cf. www.northandoverwaterdept.com/recycle%20&%20solid%20waste.htm).

Beyond all of the above, the Town of North Andover has voluntarily agreed to participate in certain State programs, for which participation they receive certain benefits in return, and has voluntarily entered into legally binding contracts with certain private corporations wherein each party agrees to obey all applicable laws and regulations.

One State program the Town participates in is the “DEP-Approved Recycling Program (DARP)” (<http://www.mass.gov/dep/recycle/files/darpltr.doc>). This program has certain requirements which require certain things of the Town as long as it is a participant in the program and continues to receive the benefits accruing therefrom.

The Town has written contracts with its trash hauler, Waste Management, Inc., and the incinerator at which it disposes of its trash, Wheelabrator North Andover, Inc. The Town has contracted with each of those corporations for them to provide certain services as agents of the Town in return for payments and other consideration from the Town. Each of those contracts includes similar provisions relative to solid waste, that no (or minimal) banned items will be collected, transferred, or brought to the incinerator.

The End.



**This document provided by:
Town of North Andover Solid Waste Advisory Committee**

Hauler Guidance

The North Andover SWAC assembled a number of pictures of Banned materials commingled with trash and compiled suggestions as to what Waste Management, Inc. should do in each case under the current laws and rules. The laws and rules are as stated in the attached document (pages 13 and on) and can be summarized as follows:

- 1) Certain solid waste (hazardous, bulky metal, white goods, etc.) may not be taken curbside by WMI under any circumstances.
- 2) ‘Banned’ items (mainly recyclables such as cardboard, plastics, etc.) may not be put in the trash. If Banned items are put in with trash then the Town will have reason to refuse to pick up such ‘commingled’ trash and recyclables (per our Trash bylaw attached).
- 3) Certain Banned recyclable paper becomes trash if it is soiled or contaminated “as a result of normal intended use” (common examples are greasy pizza boxes, dirty paper plates, or used Kleenex); those items must be properly disposed of in the trash. Otherwise recyclable items soiled on purpose, not as a result of normal intended use, are still Banned and should be stickered.
- 4) If a homeowner wants to dispose of Banned items properly using the Town recycling service then they must prepare their materials as described in the Town recycling instructions and either leave them curbside with a red recycling bin or bring them to a designated recycling drop-off area.

On the following pages are various pictures of mixed trash and Banned items. The situation in each picture is described and one or more actions are recommended based on the Rules proposed.

It is important to note that the overall goal is to help people, the Town, and their agents to follow the letter and the spirit of the law and to divert most Banned material to recycling, thereby saving the Town money. At the same time, practicality, efficiency, and reasonableness are also considerations.

Here is a situation where someone has put out a not-flattened cardboard box and some plastics between their trashcan and their red recycling bin. Under the old system WMI would pick up the trash in the can and also pick up the plastic and cardboard. When the homeowner came home at the end of the day, the trash and the recycling were both gone. They may think, incorrectly, that they have done everything right, not knowing that WMI took some of their recyclables instead of the recycling collector.



One rule of system design is “Make it harder to do it wrong than to do it right.” Recycling does require some effort to ‘do it right’, and most people see that that effort is justified by the cumulative positive benefits to their community. If we allow people to openly and visibly flout the law and take the easy way out by not recycling properly, it makes it harder for the rest of the Town but it provides a positive incentive to the individual to continue to flout the law. If instead we leave improperly prepared trash or recyclables with instructions on how to ‘do it right’, then that person has not made it easier for themselves by disobeying the law, they have made it harder on themselves because now they have to handle the materials a second time (collect them from curbside and store them) and a third time (to prepare and dispose of them properly).

The main reasons to ‘Sticker and Leave’ recyclables are (1) to help people understand how to recycle and (2) so they are not rewarded for disobeying the law, or (3) so they are not fooled into thinking they are recycling when they are not, as in the situation pictured above.

Following is a list of the proposed General Rules of Trash Collecting in North Andover. These are based on the laws and goals stated or referenced above (legality mixed with practicality). These were proposals, not legal opinion.

Definitions:

- Hazardous Waste: biohazard or medical waste, solvents, liquid paint, etc. See [List](#) on page 33.
- Banned = 310 CMR 19.017 and/or North Andover Bylaws list as illegal to put in the trash (complete lists pages 15 & 17); in most cases, Banned = Recyclable.
- Bulky Metal (not Banned, metal items > 60 pounds or takes 2 people to handle; example: big metal desk)
- Other Bulky (not Banned, non-metal items > 60 pounds or takes 2 people to handle; examples sofa, mattress, wood desk, box spring, etc.)
- Non-Trash = Hazardous, Banned, Bulky Metal, or Appliances (‘White Goods’)
- Trash = Solid waste that is large enough to handle by itself or in a container that is not Non-Trash.
- Commingled = Non-Trash closely mixed with Trash.
- Trivial: there is no trivial amount of Hazardous or Bulky material; a ‘trivial’ amount of Banned material is one relatively small item in one household’s trash.
- Stickered: any material with a ‘Sorry’ sticker on it or any similar material accompanying a Stickered item (it is only necessary to put one sticker on a bunch of non-compliant items to make the whole bunch ‘Stickered’).

This example sticker below, used by North Andover, is included in a modifiable format for you to customize for your community and provided in this toolkit.

**Sample
“Sticker”
left by
North
Andover
haulers on
improperly
prepared
materials.**

Sorry, we are unable to pick up this item with your trash.

State and local laws ban recyclable materials such as this from the trash, and forbid us from picking them up with your trash.

Clean Cardboard can be disposed of in two ways:

1. Flatten and either fold or cut to a size not larger than 30” by 30”. While bundling or bagging your cardboard is preferred for ease of pickup, flattened boxes may also be placed under your recycling bin, or standing up in or between recycling bins – OR –
2. Flatten and take to the Recycling Drop-off Center behind the DPW.

For instructions on how to dispose of other items properly, please see the North Andover DPW’s recycling handout, a copy of which is available at the DPW’s website or at the DPW (below).

Trash costs much more to dispose of than do recycled materials. Recycling saves your tax dollars and your environment.

North Andover Division of Public Works – 384 Osgood Street
(978)685-0950 NorthAndoverRecycles.com

These following rules for Trash Collectors and Recycling Collectors were developed by North Andover for its haulers. Please note, these rules are specific to North Andover, and are meant to serve as guidance and reference as your community develops its own program.

General Rules should be as easy to apply in the field as possible.

R u l e	General Rules for Trash Collectors, in order of priority:	Apply Green 'Banned' Sticker	Disposition
T-1	All Hazardous Waste		Leave it
T-2	Any Metal Bulky - or - Any Bulky items beyond the limit of 1 per week per household		Leave it
T-3	In the case of unusual safety, unusual weather, or unusual littering concerns, use your own good judgment about taking more or less commingled items than	<u>Unusual</u> safety, weather, or littering: use your good judgement	
T-4	Any pizza box placed with trash or not properly prepared and placed with other paper or cardboard		Assume to be contaminated - Take it as trash
T-5	Any pizza box properly prepared and placed with other recyclable paper or cardboard		Assume to be recyclable Leave it - for recycling
T-6	Stickered recyclable materials, or materials left for recycling.		Leave it
T-7	Accessible Trash clearly separated (in a trash bag or trash can) from other items, or large enough to be handled by itself		Take it as trash
T-8	Trash commingled with only a trivial amount (1 small piece) of Banned material		Take it all as trash, even the trivial commingled Banned item
T-9	Banned items commingled (mixed) with trash	X	Leave all commingled trash and Banned materials

Sample rules checklist for North Andover Trash Collectors

	General Rules for Recycling Collectors, in order of priority:	Apply Green 'Banned' Sticker	Disposition
R-1	All Hazardous Waste		Leave it
R-2	Recyclables left with trash	X	Leave it
R-3	All <u>properly prepared</u> and left recyclables, with or without a sticker		Take it as recyclable
R-4	Improperly prepared recyclable with a sticker		Leave it
R-5	Improperly prepared recyclables	X	Leave it

Sample rules checklist for North Andover Recycling Collectors

These are examples of scenarios a trash or recycling collector may encounter on the route and recommendations on how to proceed.



Situation A: a huge pile of cardboard boxes, probably with some intermixed trash, but no trash cans and no red bins.

Recommendation to Trash Collector: T-9 'Banned' Sticker and Leave it all

Recommendation to Recycling Collector: R-5 'Banned' Sticker and Leave it all

Observation: Once a sticker is issued, the person who put out the materials has been informed of the situation and is responsible for taking further appropriate action. If they do not then at some point it becomes a case of littering. I suggest that the Police and DPW workers be on the lookout for stickered materials that are not removed from curbside within a reasonable amount of time. Citizens could be enlisted in this effort if there were an e-mail address to send observations to.



Situation B&C: a lot of cardboard, not broken down, with possible intermixed trash, beside one or more full trash cans of trash.

Recommendation to Trash Collector: T-7 Take trash in cans only & T-9 Banned Sticker on box

Recommendation to Recycling Collector: R-5 Banned Sticker and Leave it all



Situation D: 2 trash cans, 3 empty but not-flattened cardboard boxes by trash, not by recycling.

Recommendation to Trash Collector: T-7 Take trash in cans & T-9 Banned Sticker on a box

Recommendation to Recycling Collector: R-3 Take stuff from red bin & R-5 Banned Sticker on box

Situation: same as above except assume cardboard boxes contain loose gooey garbage.

Recommendation to Trash Collector: T-7 Take it all (but eventually we'll need a way to educate homeowners not to contaminate recyclable cardboard by using it for gooey garbage).

Recommendation to Recycling Collector: R-3 Take stuff from red bin

Situation: same as above, assume cardboard boxes contain trash in plastic bags

Recommendation to Trash Collector: T-7 Take trash in and in bags & T-9 Banned on a box

Recommendation to Recycling Collector: R-3 Take stuff from red bin & R-5 Banned Sticker on box



Situation E: Recycling has already been taken; not-flattened cardboard beer boxes left beside trash can, pizza boxes in trash can, trash bags lying around.

Recommendation to Trash Collector: T-4 Take assumed-contaminated pizza boxes as trash, T-7 Take trash in cans and bags & T-9 Banned Sticker on a beer box

Recommendation to Recycling Collector: R-3 Take stuff from red bin & R-5 Banned Sticker on a beer box

Observation: In this instance I think the recycler might have stomped on and taken the beer boxes. If we're paying \$70/ton to incinerate trash (after the rates drop to their lowest) then diverting a ton or two of recyclables pays for the recycling person for the whole day.



Situation F: 2 full recycling bins beside empty but not-flattened Pampers cardboard box with pizza box protruding, and one trash can.

Recommendation to Trash Collector: T-4 Take pizza box & T-7 Take trash in can & T-9 Banned Sticker on Pampers box

Recommendation to Recycling Collector: R-3 Take stuff from red bin & R-5 Banned Sticker on Pampers box



Situation G: red bin already emptied, full trash can with a cardboard box with a visible #2 water bottle.

Recommendation to Trash Collector: T-7 Take trash in can & T-9 Banned Sticker on box

Recommendation to Recycling Collector: R-3 Take stuff from red bin & T-9 Banned Sticker on box
In this instance the recycling collector might take the #2 but should certainly sticker the box.



Situation H: trash can with one small piece of cardboard protruding (this may or may not be true in this picture, I see the tan cardboard flap in the front and there may be a tall white cardboard box in the rear; but for the sake of the discussion, assume the only Banned item is the tan cardboard piece), but no other Banned materials.

Recommendation to Trash Collector: T-8 Take all as trash

Recommendation to Recycling Collector: no red recycling bin – no need to stop
The Rug Pad counts as the 1-a-Week non-Metal Bulky item.



Situation I: fluorescent light left with the trash

Recommendation to Trash Collector: T-1 Leave the fluorescent bulb (Hazardous Waste), T-7 Take the rest as trash



Situation J: a whole auto tire left with trash in bags; loose trash and bags in a cardboard box.

Recommendation to Trash Collector: T-9 Banned Sticker on the tire, IF the cardboard box is contaminated (Trash): T-7 Take all the rest as trash – OR – If the box looks recyclable then T-7 Take the trash bags out and T-9 leave any other loose stuff in the box (and it may make sense to put a Banned sticker on the box too, considering how far it is from the tire. In any case, take the hose as trash.



Situation K: a trash can full of sticks (Banned) with a bag of trash on top

Recommendation to Trash Collector: T-7 take the trash bag, T-9 Banned Sticker on the sticks

Quiz A: What to do in this case:



Answer: Take the green thingie as the 1-a-week bulky item, move the 2 cardboard boxes down from on top of the trash cans, leave all the cardboard boxes with a Banned Sticker, and take the rest as trash.

Quiz B: A cardboard box which was stickered is placed with a trash can the next week with a new smear of lard – in other words, the person appears to be trying to circumvent the spirit of the law by trying to make a recyclable into trash.

Quiz C: An unflattened cardboard box of less than or equal to 30”x30”x30” full of flattened cardboard boxes.

Quiz D: A cardboard box is full of packing peanuts.

Quiz E: A cardboard box contains Styrofoam corner blocks and a flat plastic bag.

Quiz F: The wind is blowing hard and there’s a partly-open cardboard box full of Styrofoam peanuts left by the trash can.

Quiz G: A sealed black plastic bag contains just cardboard boxes (square, light).

Quiz H: An open black plastic bag contains just cardboard boxes (square, visible).

Quiz I: A sealed clear plastic bag contains empty cardboard boxes (light, visible).

Quiz J: A sealed black plastic bag contains all aluminum cans (light, sound, etc.).

Quiz K: A paperboard box with a plastic window (dolls, cars, etc.).

Quiz L: A covered trash can, when the cover is taken off, reveals several recyclables commingled with loose trash.

Where/how should the trash collector leave stickered items?

Some prioritized rules on this are:

- 1) Leave the stickered recyclables in such a way that they will not be spread around the yard or street (in a trash can, in a cardboard box, etc.)
- 2) Be sure the ‘Sorry’ sticker is visible.
- 3) The less movement the better, leave it as much as possible like the owner left it.

See the attached leaflet for an example:

(this is the only ‘staged’ picture in this document!)



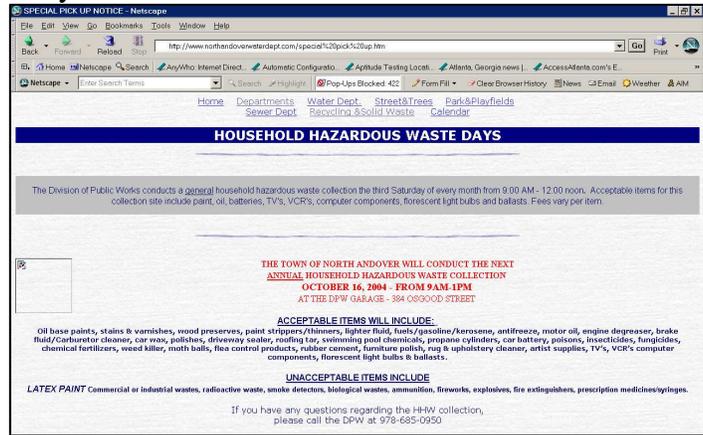
List of Hazardous Wastes that are not to be picked up with trash:

A. Items accepted at Household Hazardous Waste Days:

- 1. Oil Based Paints**
- 2. Stains & varnishes**
- 3. Wood Preservatives**
- 4. Paint
Strippers/thinners**
- 5. Lighter fluid**
- 6. Fuels/ gasoline/
kerosene**
- 7. Antifreeze**
- 8. Motor Oil**
- 9. Engine Degreaser**
- 10. Brake Fluid/
Carburetor Cleaner**
- 11. Car wax**
- 12. Car & Nail Polishes**
- 13. Driveway Sealer**
- 14. Roofing tar**
- 15. Swimming pool
chemicals**
- 16. Propane cylinders**
- 17. Car batteries**
- 18. Poisons**
- 19. Insecticides**
- 20. Fungicides**
- 21. Chemical fertilizers**
- 22. Weed killer**
- 23. Moth balls**
- 24. Flea control products**
- 25. Rubber cement**
- 26. Furniture polish**
- 27. Rug & upholstery
cleaner**
- 28. Artist supplies**

B. Items not accepted at Household Hazardous Waste Days:

1. Liquid latex paint (just let it dry out thoroughly and then dispose of in trash)
2. Commercial or industrial wastes
3. radioactive waste
4. smoke detectors
5. biological wastes
6. ammunition
7. fireworks
8. explosives
9. fire extinguishers
10. prescription medicines/syringes



C. <http://www.mass.gov/dep/recycle/hazards/hhwhome.htm>

1. Asbestos
2. Certain batteries
3. Some photo chemicals
4. Muriatic Acid
5. Full or partially full aerosol containers
6. Pesticides

Items which are only accepted at the DPW drop-off on the 3rd Saturday of each month:

1. TVs & CRTs
2. VCRs
3. Computer components
4. Florescent light bulbs & ballasts

D. Waste Bans list at <http://www.state.ma.us/dep/bwp/dswm/files/wbgidy2k.doc> includes:

1. "Other hazardous wastes as defined in 310 CMR 30": the Commonwealth provides a 14 page list of specific hazardous wastes and the methods and procedures for determining whether other materials are hazardous at <http://www.mass.gov/dep/bwp/dhm/files/regs/310cmr30.pdf>.
2. "Infectious wastes as defined in 105 CMR 480", The Commonwealth's *Storage and Disposal of Infectious or Physically Dangerous Medical or Biological Waste State Sanitary Code Chapter VII* document at <http://www.mass.gov/dph/dcs/105cmr480.pdf> states that it shall "apply to all generators of infectious or physically dangerous medical or biological waste except for private residence

Using 8.5 x 11 sticker stock,
4 stickers per page,
.25" border all around printing on each sticker,
'Sticker' below is actual size.

The stickers can be any bright color but I've chosen a pastel for easy proofing.
I'd recommend a light fluorescent green, I think that red or orange is a 'bad' or 'danger' color, whereas green is a 'good' color, but noticeable.

Remember, this sticker is to be stuck to the recyclable item, so "recyclable materials such as this" refers to the banned item to which it is stuck.

Sorry, we are unable to pick up this item with your trash.

State and local laws ban recyclable materials such as this from the trash, and forbid us from picking them up with your trash.

Clean Cardboard can be disposed of in two ways:

1. Flatten and either fold or cut to a size not larger than 30" by 30". While Bundling or bagging your cardboard is preferred for ease of pickup, flattened boxes may also be placed under your recycling bin, or standing up between recycling bins -OR-
2. Flatten and take to drop-off [**if applicable to your town**]

For instructions on how to dispose of other items properly, please see [**your town's webpage, recycling guide, brochure, etc.**]

Trash costs much more to dispose of than to recycle. Recycling saves your tax dollars and the environment.

[YOUR TOWN CONTACT INFORMATION]

**If you leave recyclables
with your trash:**



Sorry, we are unable to pick up this item with your trash.

State and local laws ban recyclable materials such as this from the trash, and forbid us from picking them up with your trash.

Clean Cardboard can be disposed of in two ways:

1. Flatten and either fold or cut to a size not larger than 30" by 30". While bundling or bagging your cardboard is preferred for ease of pickup, flattened boxes may also be placed under your recycling bin, or standing up between recycling bins -OR-
2. Flatten and take to drop-off [if applicable to your town]

For instructions on how to dispose of other items properly, please see [your town's webpage, recycling guide, brochure, etc.]

Trash costs much more to dispose of than to recycle. Recycling saves your tax dollars and the environment.

[YOUR TOWN CONTACT INFORMATION]



they will be stickered and left to be recycled.

Please

Don't Forget!

The [YOUR TOWN HERE], in compliance with State and local laws, instructs its trash collectors not to pick up recyclables with the trash. Instead, any such recyclables will be left at your trash pickup area with a sticker which explains why the recyclables were not taken and how to dispose of them properly.

Please help our Town to save money and comply with the law by recycling as much as possible.

If you have any questions on this, please contact your Division of Public Works as shown on the sticker or e-mail to [YOUR MUNI CONTACT HERE]

Thank you!

Sorry, we are unable to pick up this item with your trash.

State and local laws ban recyclable materials such as this from the trash, and forbid us from picking them up with your trash.

Clean Cardboard can be disposed of in two ways:

1. Flatten and either fold or cut to a size not larger than 30" by 30". While Bundling or bagging your cardboard is preferred for ease of pickup, flattened boxes may also be placed under your recycling bin, or standing up between recycling bins -OR-
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For instructions on how to dispose of other items properly, please see [your town's webpage, recycling guide, brochure, etc.]

Trash costs much more to dispose of than to recycle. Recycling saves your tax dollars and the environment.

[YOUR TOWN CONTACT INFORMATION]



Town of Chelmsford

Mandatory Recycling Case Study

MassDEP Municipal Waste Reduction Toolkit



Town Statistics:

Population: 32,967
Households: 12,900
Median Income: \$82,676

Overview/Introduction: In 2005, with trash disposal at an all time high – 16,000 tons of trash incinerated at \$67.50/ton and a recycling rate of 16% - the Town of Chelmsford adopted a bylaw prohibiting the disposal of recyclable materials in the trash. This bylaw went into effect on January 30, 2006 and was applicable to all households, including apartments and condominiums, municipal and school properties.

Outreach:

- Direct outreach to building and property managers;
- Insert in tax bills to all residents;
- Town Manager notified all municipal department heads and employees that EVERYONE must recycle;
- Articles ran on the front page of the local newspaper;
- Created information for town web page, including information on where to get a recycling bin, resulting in more bins being distributed than ever had been before.
- Worked with hauler to create stickers and enforcement procedures.

Enforcement Implementation:

- Hauler instructed to leave cardboard behind unless it was prepared for recycling;
- Hauler would place informational sticker on offending item so resident would know why it was left and what to do;
- All visible recyclables, fluorescent bulbs, TV's, and computer monitors were also left behind and stickered;
- Town recycling coordinator followed recycling/trash route behind the recycling truck noting how recycling was prepared and picked up by hauler;
- Coordinator found that hauler was initially leaving correctly prepared cardboard for recycling on the curb for the trash truck to collect, which led to the town fining the hauler;
- Monitoring by coordinator continued for a period of 2 months, but after 1st week, most households were properly recycling their cardboard;
- Town added a 3rd dumpster behind town hall for residential drop-off cardboard.

Results:

- The bylaw went into effect on January 30, 2006. In February 2006, the town generated 93 fewer tons of trash than in February 2005.
- Trash tonnage continued to decline in March/April by 279 tons compared to the previous April.
- Even with the flooding in May 2005 and the large amounts of trash generated as a result, the town managed to produce less trash than in May 2005.
- The first three months under the bylaw the town recycled 570 tons of paper, 255 tons of containers, and 40 tons of cardboard.
- Overall, Chelmsford residents recycled 160 tons more during the first three months than during those same months the previous year, an average increase of 23%.
- By reducing trash tonnage, the town saved \$35,000 in disposal costs compared to the same period last year in the first 6 months alone.
- For calendar year 2006 the Town of Chelmsford reduced their trash tonnage by over 1400 tons compared to CY 2005, this is after many years of steadily increasing trash tonnages.
- In the first year of the program, the town has saved over \$99,000 in disposal fees and is recycling considerably more and throwing less in the trash.



Town of Saugus

Mandatory Recycling Case Study

MassDEP Municipal Waste Reduction Toolkit



Town Statistics:

Population: 26,078

Households: 9,975

Median Income: The median income for a household in the town was \$55,301, and the median income for a family was \$65,782.

Overview/Introduction: In fiscal year 2006, the town of Saugus was facing increasing trash tonnages and mounting disposal costs in an already tight budget. In an attempt to control these rising expenses, Saugus began enforcing the state's waste bans by stipulating that it would not longer pick-up visible recyclables with refuse and imposed a 5 trash bag/per pickup limit on residents.

Outreach:

- Prior to the enforcement, the recycling coordinator followed the truck routes and took pictures to document the trash problems and presented these to the town boards, making a case to move forward with this type of program.
- In September, to aid in the enforcement process, the town hired a Solid Waste Enforcement Officer for 19 hours a week.

Enforcement Implementation:

- The role of the Enforcement Officer was to follow behind the trucks on both trash and recycling routes and leave "friendly enforcement" reminders for residents on materials that were left behind.
- The Enforcement Officer's hours were increased to 30 hours after savings were realized and there was potential for more.
- The town files all "friendly reminders" and is planning on instituting fines against egregious violators and repeat offenders.

Results:

- By the end of fiscal year 2006, the town had reduced its disposal tonnage by 610 tons (5%) for a savings of \$43,869.51 in avoided disposal costs.
- The net benefit to the town after paying for the enforcement officer was \$30,797.51 – the officer had more than paid for himself.
- Starting in FY07, the enforcement officer's hours were increased to 30 hours a week and the town set a monthly tonnage target at 800 tons or less than \$60,000/month for trash disposal costs. The FY06 monthly average was 913 tons.
- To date, the town has reduced its tonnage 340 tons over the previous year – which were months that also saw enforcement actions, so this is over the already reduced tonnage amounts of the previous year.
- So far in FY07, the town has saved \$24,692.02 in avoided disposal costs and net benefit after payroll of \$16,532.02
- Interestingly enough, recycling tonnage was unchanged in FY06. To date in FY07, recycling has increased 4%. The town does not pay for its recycling, therefore the recycling benefit is in avoided disposal costs assumed in trash tonnage decrease.

Lessons Learned:

- A good inspector more than pays for themselves. The town's net savings over the last 16 months was more than \$47,000.
- Having a enforcement officer reinforces and supports the haulers to do the right thing
- Provides control and consistency
- Education is often one person/household at a time, so it may take some time to see results, as is the case with recycling.



Town of Tyngsborough

Mandatory Recycling Case Study

MassDEP Municipal Waste Reduction Toolkit



Town Statistics:

Population: 11,081
Households: 4,000
Median Income: \$69,818

Overview/Introduction: The Town of Tyngsborough voted to implement a Mandatory Recycling By-Law at its special town meeting on October 11, 2005. The town received an FY06 technical assistance grant from MassDEP to educate residents about, and assure town-wide compliance with, the Mandatory Recycling By-Law through an outreach campaign. The Town had charged the Tyngsborough Recycling Committee with developing this campaign. The town also hired an intern for 6 months to conduct enforcement activities for the Mandatory Recycling By-law.

The goal of the grant was to reduce the amount of recyclables going into the trash, thereby saving the town disposal costs and increase revenue through the paper recycling.

History and Outreach:

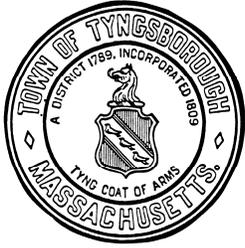
- Recycling committee developed an outreach plan to community regarding Mandatory Recycling By-law;
- Recycling committee met with BFI to review outreach plan and hauler guidance;
- Developed a cable television campaign to inform residents about the new by-law and the Town's recycling progress;
- Purchased banners and sandwich boards to place around the Town informing residents of the new by-law.
- Developed a laminated quick reference for recycling information that was mailed to all residents;
- Developed information for town's existing website to provide information to residents on where they can bring their unwanted items for recycling or reuse.

Enforcement Implementation:

- Town hired an intern to coordinate with the Town's trash and recycling hauler to enforce by-law. The intern worked for 6 months.
- The intern traveled the streets during trash day and noted the households who did not comply with the mandatory recycling policy. The intern also noted that the hauler was failing to sticker banned items.
- Those households found to be out of compliance with bylaw received friendly reminder postcards noting lack of recycling out on trash day. 878 households received friendly reminder postcards as the first warning.
- If households are found to out of compliance a second time, they received a personalized letter.

Results:

- The intern has found many residents not following the mandatory recycling policy, as well as the hauler not leaving waste or stickers. But by her presence, notations and of course digital pictures the hauler began taking more notice and households changed their recycling habits.
- Of the 95 letters mailed in early May 2006, 72 households started recycling.
- Approximately 753 residents started recycling after receiving either the postcard or the letter. This is over 85% success rate with the program.
- *From the Recycling Committee Chair:*
"The grant provided us with a much-needed opportunity to be able to actually monitor what was really happening in town. The intern brought to light issues with the waste company and provided us with an opportunity to educate residents. My perspective is that the majority of residents are trying, though probably not recycling enough of their waste – which is why our percentage isn't higher. Those who aren't recycling after receiving the letter simply aren't going to comply (in my opinion) without the by-law being amended to include a penalty phase..."
- *From the Intern:*
"I have seen a difference between renters and homeowner, the friendly reminders had less of an impact on renters than did the homeowners. After 6 week's some sections of town started to change. After 11 week's, I have been noting drastic changes from the residents and from our hauler..."



*TYNGSBOROUGH RECYCLING
COMMITTEE
A BOARD OF HEALTH SUBCOMMITTEE
25 BRYANTS LANE*

TYNGSBOROUGH, MA 01879



June 28, 2006

Dear Tyngsborough Resident:

On behalf of the Tyngsborough Recycling Committee, please accept this laminated recycling guide as our “thank-you” for your recycling efforts.

After sending you information about the town’s mandatory recycling by-law, we noticed that you did begin recycling, and want to make sure that you know that your efforts do not go unnoticed. Recycling is so important to our environment, but in these tough fiscal times, paper recycling is particularly important where the town earns cash back for every ton of paper recycled.

If you have further questions about recycling, please visit our comprehensive recycling web page at www.tyngsboroughma.gov, or call the Board of Health office at 978-649-2300 x118.

Thank you – and keep up the great work!

Respectfully yours,

Tyngsborough Recycling Committee



Hosting Community Reuse Events

Introduction

MassDEP Municipal Waste Reduction Toolkit



Your residents have mastered recycling their bottles and cans, but what about those other more difficult items like cell phones and furniture and miscellaneous household goods that are unwanted but still useful?

Consider having a one-day recycling and reuse event! Residents will be thrilled to have an opportunity to find a home for those things they can't recycle curbside or have the heart to throw away and your town accountant will be thrilled they didn't literally throw money away!

There are many types of reuse events your community may wish to host – whether it's a multi-faceted collection event like Concord, Massachusetts annual "Swap and Drop", or collecting recyclables at an event like a county fair, folk festival or Earth Day event.

Whatever it is you're looking for, this module provides municipal recycling coordinators with easy-to-use how-to information on organizing and hosting these types of recycling and reuse events. And to help determine how successful your event was, we've also included a materials conversion table to estimate the tonnage of likely materials to be collected.



Hosting Community Reuse Events

Table of Contents

MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Please note all items described below are included in electronic format. Items followed by a **checkmark (✓)** are provided in a modifiable format. You are encouraged to customize these items to best meet the needs of your community.

Reuse and Recycling Collection Event:

- ⇒ What is a Reuse and Recycling Collection Event?
- ⇒ How to Organize a Reuse and Recycling Collection Event ✓
- ⇒ CASE STUDY: Concord's Drop and Swap
- ⇒ CASE STUDY: Reuse and Recycling Event – “Regional 5 Town Reuse Project” (Tewksbury, Andover, North Andover, Lowell and Lawrence, Massachusetts)
- ⇒ CASE STUDY: Southeast Regional Recycling Partnership (SERRP) Reuse/Recycle/Donate Days
- ⇒ Sample Publicity Flyer ✓
- ⇒ Sample Reuse Listing ✓
- ⇒ Sample Press Releases ✓

Special Event Recycling

- ⇒ Special Events Waste Reduction and Recycling Guide - Franklin County Solid Waste Management District
- ⇒ Best Management Practices Guidebook for Special Event Generated Waste in Rural Communities – Northeast Recycling Council (NERC)
- ⇒ “Trash Free” Festival for the Eno; Durham, North Carolina

Materials Conversion Chart for Estimating Tonnage Collected



Hosting Community Reuse Events *How to Organize an Event*

MassDEP Municipal Waste Reduction Toolkit



What is a Recycling and Reuse Event?

Recycling and reuse events have grown in popularity across Massachusetts, especially in curbside communities that don't have access to a drop-off or "swap shop" where residents can leave their gently used but still useful items for others. The old adage "*one person's trash is another person's treasure*" still rings true!

In addition to swapping items (the "reuse" portion of the event), many communities have added expanded recycling services to residents for items that can't be left curbside, such as furniture, appliances and household hazardous waste, as well as collections for other items like cell phones, electronics and clothes, that can be recycled through vendors at the event.

Why Should My Community Host a Recycling and Reuse Event?

Given the opportunity, most people really do want to do the right thing when it comes to recycling. One of the biggest challenges cited for people *not* recycling these more difficult items is easy access to the types of services needed to get the materials recycled. This even is that opportunity – it's a veritable one stop recycling bonanza!

And, chances are, it will save your community money on disposal fees, and what's not to love about that?

Okay, I'm convinced. Where do I start?

Here are your initial questions as you begin to plan a reuse and recycling event.

- ⇒ What type of event will you hold?
- ⇒ When will you hold the event?
- ⇒ What event tasks can you carry out and what tasks will you need to contract for services?
- ⇒ How much will the event cost you?
- ⇒ How will you pay for the event, or get others to help you?
- ⇒ What is the schedule for event preparation?
- ⇒ What will be your measure of success for the event (e.g., quantity of material, number of participants, etc.)?

A three-month time frame should allow you to plan and coordinate a smooth event. Local government decision-making processes can sometimes add to the time needed at the beginning of your planning process. If you are working in partnership with others, some planning time should be devoted to sorting out roles and responsibilities, including funding, BEFORE initiating other planning details.

To help you get started, we've created a step-by-step guide (with a little help from our friends at the EPA) that will take you from the start to finish of your event.

We've also included 3 case studies from Massachusetts communities who've successfully hosted these types of events as well as sample handouts, flyers and press releases to promote your event.

How to Organize Your Event

1. Initial Planning

Here are initial questions as you begin to plan a reuse collection event.

- What type of event will you hold?
- When will you hold the event?
- What event tasks can you carry out and what tasks will you need to contract for services?
- How much will the event cost you?
- How will you pay for the event, or get others to help you?
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2. Determine Type of Event

- Host a drop-off event – one-time or periodic.
- Add items to an existing household hazardous waste drop-off event, such as a spring/fall cleanup day
- Allow for ongoing, permanent drop-off at existing recycling, solid waste transfer or household hazardous waste facilities
- Determine which materials you will collect (e.g. books, furniture, clothing, bicycles, scrap metal, etc.)

3. Budget and Funding

What does an event cost?

A reuse and recycling event has three basic costs centers. Your ability to make use of donated time or resources – labor, equipment, advertising or site access – can have a significant impact on your event costs.

- 1) Public education and outreach – how you publicize the event
- 2) Operations costs – costs include labor, equipment and supplies, and perhaps site rental
- 3) Transportation costs – costs for transportation of materials that are donated, usually billed per mile/hour, including driver labor charges and shipping supplies (Note: Many charities and scrap vendors do not charge these costs to a municipality. It is worth investigating ahead of time if there will be a charge.)

Other things to consider:

- Are volunteers available to work the day of the event?
- Is a regional event possible? (Costs could be split amongst several communities if you hold a regional event).

Covering Event Costs

- Charge a fee for those that drop off items at an event that will cost the municipality to recycle (e.g. electronics and household hazardous products), which could cover all or part of the applicable costs
- Use government funds (from property tax, waste or recycling fee revenue) to cover all or part of costs
- Use in-kind contributions from government and private sources to cover costs (publicity, labor, equipment)

Tasks to Complete Before the Event

Once you've made the decision to hold a reuse and recycling collection event and have developed a project budget, there are a number of specific elements to address leading up to the event

1. Pick the Location for Your Event

Your location decision should address several factors:

- The location should be reasonably well known in the community, or at least fairly convenient to people you want to participate.
- The site should have good street access, so people can easily enter the site without creating backups or delays. Avoid sites that have only one point of entry, or require people to make left turns on busy streets.
- The space or parking lot should be large enough to safely accommodate traffic, recycling equipment and event staff.

2. Get Permission to Hold the Event

Early approval for an event should be a top priority in your planning efforts. Delays in approval can mean fewer publicity opportunities due to compressed time lines, thus lowering the turnout and the overall success of the event. Establish good communications with the property owner, occupant or manager. Provide them with good information about the event and what to expect.

- Identify who will be the person to “make the call” for using a site. For example, is it a school principal or will the school district need to sign off on using a school parking lot?
- Call and review the event objectives. Address all of their questions and concerns.
- Be prepared to answer questions about your event – who, what, when, where, why & how. Have information about events that have been done elsewhere.
- Check with your municipal officials about insurance requirements.
- Check with municipal offices – usually the Planning, Health or Public Works Department – to determine needed permits (event, sign or tent permits).

3. Select Reuse and Recycling Organizations

- Identify organizations and businesses that will accept the materials you're collecting.
- Determine what services you would like the recycler to provide (labor, equipment, transportation and recycling), including any specific environmental management needs, such as domestic disassembly (for consumer electronics)
- Solicit proposal, or bids, from companies to provide the full range of services
- Determine short-list based on cost, experience and environmental performance
- Check references and previous contracts for companies on the short list
- Select company that provides the best value in terms of your program goals
- Arrange for trash container for items that can't be reused or recycled.

4. Consumer Education and Outreach

A successful reuse and recycling event requires an extensive effort to inform consumers about the reuse opportunities and the specifics of your collection event. The amount and type of advertising you choose to do can have a significant effect on the number of participants in your event. Provide enough information for participants to understand what they need to do. Inadequate information can discourage participation or inundate you with calls.

- Event location (an easily recognizable location is best)
- Dates and times for the event
- Products accepted and NOT accepted
- Whether there will be any user fees
- Contact information for more information

Spreading the word about your event: Some publicity options include:

- Print, radio and television advertisements
- Announcements in local recycling newsletters(including electronic newsletters and websites), prepared by city or county recycling offices
- Special inserts in bills (water, utility or solid waste bill)
- Press releases and calls to local media to generate news reports
 - Handouts at local stores and other sites, such as household hazardous waste collections

News media outreach to gain access to local news reporting

While unpredictable, local news coverage can give you broad exposure for a relatively small low cost. An announcement coming from a civic leader has a much better chance of gaining the attention of the local news community.

Timeline and Schedule

This basic timeline will help you develop a schedule and keep in mind all of the activities that must be done during your event planning. If your event represents a partnership – a group of municipalities or non-profits – the schedule you develop may require additional time to allow for needed cooperation.

Three Months Before the Event

- Determine type of event, participants (residents, businesses), and dates and times
- Seek partner commitments to support event
- Decide which items you will collect
- List specific collection, sorting, processing activities needed for the event
- Determine activities you will carry out and activities you will rely on reuse or recycling organizations to do.
- Research permit requirements
- Determine type of publicity you will use to promote your event.

Two Months Before the Event

- Finalize site location choice and ensure all necessary permission is in place
- Select reuse organizations
- Arrange any additional recycling services – batteries, cardboard or paper recycling
- Finalize details of publicity and advertising materials (locations, times, dates)
- Send out notices and information with long lead times (newsletters, bill inserts)
- Create on-site signs or handouts to those recycling participants

One Month Before the Event

- Confirm data collection needs for measurement and reporting
- Recruit volunteer staff, if necessary, and provide guidance on event (e.g., what to wear, traffic control, hours, etc.)
- Confirm insurance coverage is in place
- Contact local police department and traffic control authorities, as necessary
- Distribute initial consumer notices about recycling
- Send advertising and other publicity copy and art, as necessary

One Week Before the Event

- Reconfirm all staffing, equipment, reuse and recycling service arrangements
- Ensure event staff have access to water and rest rooms
- Make arrangements for collecting fees, if necessary (staff, petty cash, security)
- Get supplies – traffic cones, tape, tools, refreshments
- Send out press release and contact local reporters several days before event

Day Before/Day of the Event – Your Final Planning Tasks

- Follow up on advertising and promotions, contact local news outlets
- Prepare site early with reuse and recycling organizations and other on-site staff
- Re-connect with property management before event begins; exchange contact information and establish protocol for addressing unexpected issues
- Coordinate and manage on-site staff (estimate is 6-10 staff for events of 150-200 cars served)
- Greet participants and interested constituents or supporters
- Collect data, including how much of each material was collected and participants and any survey information, in order to document your event to help with future funding and support

Post-Event Tasks

1. Communication with Partners

After the event is complete, it is good to communicate with all parties involved in the event.

- Send letters to each participating organization to thank them for their cooperation and help in carrying out the event.
- Establish time frame for the reuse and recycling organizations to report back to you on types and quantities of material collected during the event.

2. Report to the Public

Create a public report including the basics, such as those outlined below. A public report will help the general public and decision makers within your organization understand what happened at the event and can assist planning, funding requests, cost assessments and other analysis for future events.

- Brief description of program objective of the event
- Dates and locations of the event
- Number of participants
- Types and quantities of materials collected
- Contact information for those seeking more detailed information about the event
- Draft a press release publicizing the results of your event. Use the opportunity to help the public see how much waste was reused or recycled.



Town of Concord *Drop & Swap: Reuse Event Case Study*

MassDEP Municipal Waste Reduction Toolkit



Twice a year the Town of Concord holds a reuse and recycling Drop-off Day and Swap-Off to provide residents with an opportunity to recycle a wide variety of items not collected for recycling at the curb. The event is cosponsored by the public works department and REUSIT, Concord's recycling committee. Over 100 residents volunteer at the event which is attended by approximately 800 households (15% of the town). In addition to collecting materials for reuse and recycling the event also collects oversized waste for disposal as trash.

History of the Event

The origins of Concord's Drop-off Day and SwapOff date back to the days of the recycling center and swapshed at the landfill. When the landfill closed in 1993 REUSIT mourned the loss of the swapshed and recycling area and decided to hold twice a year (more or less) SwapOff and Styrofoam collection. In 1998 the event was expanded to include scrap metal and oversized waste, and in 1999 the program took off with the collection of electronics. The event has grown steadily to collect over twenty different reusable or recyclable items, and each year looks for more materials that can be pulled out of the waste stream.

Event design

The event is divided into two main areas, the "SwapOff" take-it-or-leave-it area and the "drop-off" area for recyclable and reusable items as well as oversized waste. The SwapOff portion of the event is free, but some of the items in the Drop-off area are fee based, such as electronics, scrap metal, Styrofoam, furniture and mattress recycling, and oversized waste disposal. The Drop-off Day and SwapOff is designed to be a "break even" event for the Town with costs and revenues running each about \$12,000 per event.

Items collected at the SwapOff Event

Residents are invited to bring to the SwapOff "things you no longer want or need, take away things you can use. Everything is free." Residents drop off and take home reusable items of every imaginable size, shape, and form, from old trunks, lawnmowers, and armchairs, to clocks, dishes, and five-gallon pails.

Selected Items collected at the Drop-off Event

Items with (\$) are collected for a fee, others are accepted at no charge.

- Scrap Metal (\$)
- Appliances and propane tanks (\$)
- Reusable building materials
- Electronics (\$)
- Upholstered furniture & mattresses (\$)
- Styrofoam and flower pots (\$)
- CD's and videos
- Fluorescent bulbs & batteries
- Rags
- Crayons
- Athletic shoes
- Bicycles

Background – Brief Description of Concord's SW/Recycling System

Concord is a pay-as-you-throw curbside collection community that does not provide tax revenue for trash collection or disposal, so residents are accustomed to paying the full cost to dispose of items they no longer want or need. The success of the Concord event is due in part to the confluence of a number of different circumstances, such as PAYT curbside collection, no town-sponsored bulk pickup, no permanent drop-off recycling center, and an active and environmentally aware citizenry. The Drop-off Day and SwapOff is the one municipally-provided service that allows residents to reuse, recycle, or dispose of consumer goods or bulky waste not collected at the curb.

How the Event is Organized

The event is a joint program sponsored by Concord Public Works and REUSIT (a local non-profit recycling organization) and utilizes the following staff and volunteers:

Municipal Recycling Coordinator: Responsible for central coordination of the event each year including contacting vendors, preparing materials, overseeing event, paying vendors, etc.

Drop-off area volunteer coordinator (1): Schedules volunteers for two-hour shifts. Helps with mailings.

SwapOff area volunteer coordinator (1): Coordinates SwapOff area volunteers and oversees SwapOff area event.

Volunteer team leaders (8): In charge of volunteers in designated areas.

Volunteers (100): Volunteers work two or three-hour shifts in designated areas.

Police officer (1): Polices the SwapOff area and assists with parking.

DPW Staff (3): DPW staff drive the front end loaders that are used to load large and heavy items into the oversized waste and scrap metal rolloffs, and packs down the rolloffs to maximize capacity. In addition the DPW assists in setting up the area the day before and the morning of the event, as well as cleaning up after the event is over.

To learn more:

Other communities that are interested in trying to develop a similar program are welcome to attend our next event. If you would like more information contact Ann Dorfman, Recycling and Waste Management Program Administrator, at 978-318-3241 or adorfman@concordnet.org.

The Department of Environmental Protection (DEP), Municipal Waste Reduction Program, wishes to thank the Concord Department of Public Works (DPW) for working with us to document the “how to” of their Swap-Off Day to help other municipalities set up similar events.



Five Town Regional Reuse Project

Reuse Event Case Study

MassDEP Municipal Waste Reduction Toolkit



Overview/Introduction: In FY05, the Massachusetts Department of Environmental Protection (DEP) awarded a Technical Assistance Grant to the Towns of Tewksbury, Andover, North Andover and the Cities of Lowell and Lawrence for a Regional Reuse Publicity Project. The project involved planning and implementing:

- essay and poster contests focused on reuse;
- collection events for reusable items donated to local charities to promote donations to them; and
- permanently available information about reuse opportunities in the Merrimack Valley via websites and internet.

Outreach:

- Towns held a poster contest in the schools to publicize reuse, especially to students, and to help promote the reusable items collection events planned for May.
- Publicity about the Reuse Event varied by town. There was article in the Andover paper the Thursday before the event. There was a blurb in the Northwest Weekly section of the Globe. North Andover had articles in the local paper and also in the quarterly insert "One Person's Trash". In Lawrence, the Eagle-Tribune ran a story. A press release was also provided to the Lowell Sun.
- Ongoing outreach to publicize reuse opportunities included:
 - flyers to be handed out at the reuse events and also to use for each town's website;
 - For each city/town, specific additional information was incorporated or the entire Reuse Listing page was added to the website.
 - Earth's 911 information was updated to include the organizations found during Reuse List info gathering phase;
 - The towns tentatively planned to continue these events.

Event Organization:

- Regional Reuse Days ("Zero Waste Days") were scheduled two on Saturdays in May – one in Andover and one in Tewksbury. The events were open to all residents of the Merrimack Valley.
- January: Dates and locations were established; arranged logistics with property management and got insurance coverage from Town.
- February: Organizations were identified to participate and invited for the dates selected.
- March: Volunteers were solicited (scout troops, Rotary, school environmental clubs, youth groups)
- April: Determined site layout; publicity was started in local papers and emailed flyers about event to churches, schools, garden clubs, etc. Dumpster was scheduled and permits arranged.
- May: Final press release regarding event was issued; reconfirmed participants (organizations and volunteers), details of the day outlined, made signs, prepared for rain dates and then sent a press release on the results to the local papers.
- Locations
 - The Andover location was in the parking lot of an office complex so it was privately owned. As a result, the Town of Andover liability insurance coverage was requested, requested permits for the dumpsters and signage (fees waived), and coordinated with the property managers. The Tewksbury location was a municipal parking lot behind the Recreation Department building, which has been used in the past for a town-wide yard sale. There is parking available for sports fields nearby and there are two 10-CY dumpsters already on-site. Coordination was with the Recreation Director, who had access to tables, trucks, and a few staff.
- Organizations invited
 - The goal was to increase awareness of local charities willing to accept reusable items. After researching, we identified several that were invited to participate. Some had trucks available but others didn't. For the ones that did not have access to trucks, we were able to arrange to borrow personal vehicles or other trucks to accept donations. Individuals from most of the organizations

were available to be on-site during the collection to determine if donations were acceptable. See the publicity flyer for specifics on items accepted. The organizations invited included:

- Lazarus House (a local social service organization with thrift shops and more),
 - Saint Vincent de Paul (collects clothing nationally),
 - Community Book Solutions (local book reuse and redistribution organization),
 - Bikes Not Bombs (based in Boston),
 - Building Materials Resource Center (based in Boston),
 - Nike (accepts sneakers for reuse into tracks, fields, ballcourt surfaces)
 - two local animal shelters (MSPCA and Lowell Humane Society), and
 - Project Wish of Lowell, a local organization that helps provide household and children's items to those starting over.
- **Planning:** site layout, permits, insurance, dumpsters
For the Andover site, we arranged to have two 20-CY roll offs delivered the Friday before the collection event. We only needed a small portion of one roll-off so Tewksbury decided to rely just on its two 10-CY dumpsters. In Andover, we needed dumpster and sign permits which were granted the week before by the Town officials at no charge.
 - **Volunteers**
For the Andover event, volunteers came from the Recycling Committees of Andover and North Andover and from the Rotary Clubs in each town, plus the Andover High school and Phillips Academy (private school) environmental clubs and from two churches in the area with active social justice programs. In Andover, there were 40-50 different individual volunteers many of whom spent the entire 3+ hours there. All volunteers were asked to arrive by 8AM, if they were planning to be there for the start. The trucks and traffic lanes were already in position by 8AM so we could review the plan for traffic and unloading.

The plan was to have volunteers unloading cars and putting items onto one of three tables. From the tables, other volunteers were to sort and take items to the correct truck. In actuality, things ran differently. The tables were wet and items would have gotten soggy if left for any time on the tables. Because of the heavy rain, the large number of volunteers and the slow but steady pace of cars, we just had numerous people taking the items out of residents cars, asking what it was, and taking it directly to the right truck. Representatives from the organizations were inside each truck to pass judgment on what they could accept. We were unloading up to three cars at a time.

Results:

- More than 500 school-age children participated in poster and essay contests across the five communities. Cable TV programs showed the poster entries and winning essays in Andover and North Andover.
- Tewksbury and Andover hosted two collection events that were open to all residents of the region and publicized in local papers as well as the Eagle Tribune and the Lowell Sun.
- 225 residents participated in the two collection events.
- Nine charitable organizations received donations at the collection events.
- More than 50 volunteers helped at each of the two collection events from Rotary, churches, and schools.
- The Andover event was held despite bad weather (a northeaster with 50 degree temperatures, rain, and wind). There were 150 cars that came through and they were all quite full. A few came through more than once. We had 40-50 volunteers throughout the morning, many of whom stayed for the entire time. We collected:
 - 25-30 bikes and a nice jogger,
 - about 50 cartons of books,
 - five van-loads of children's items for shelters,
 - 10 bags of sneakers,
 - a dozen bags of linens for the animal shelter, and
 - enough bags of clothes and household items, small appliances, and toys for Lazarus House and St. Vincent de Paul to partially fill their trucks.
 - The Building Materials Resource Center went home with several good solid wood doors, shutters, windows, insulation, and a few toys.

The Tewksbury event had about 75 participants but their cars were quite full. The weather was considerably better. Originally, there had been a town-wide yard sale planned for the same

day in an adjacent area but that was cancelled to ensure that there would be space for the ZWD. In hindsight, the two events probably would have complemented each other well.

Results from the Tewksbury event included:

- 8 bikes;
- three-quarters of a van full of books;
- one-third of the truck for BMRC, including doors, sinks, ceiling fans, storm doors);
- one-third of the large trucks brought by Lazarus House and Saint Vincent de Paul;
- 2 large bags of sneakers;
- half of the box truck and van brought by Project Wish; and
- a small number of linens for the Humane Society.

At both events, the primary source of participants was from the host community. In Andover, residents arrived early (as expected based on HHW programs' experience). In Tewksbury, residents didn't start arriving until later. In both cases, most of the waste was toys and stuffed animals and sporting equipment.



Southeast Regional Recycling Partnership (SERRP) Reuse/Recycle/Donate Days *Reuse Event Case Study*

MassDEP Municipal Waste Reduction Toolkit



Overview/Introduction: In the last 5 years, the towns of Foxboro, Mansfield, North Attleboro, Plainville and Wrentham formed a regional work group known as the Southeast Regional Recycling Partnership (SERRP). SERRP works to improve the effectiveness of the towns' waste management programs by sharing information on best management practices and improving efficiency of the programs by coordinating activities.

In April 2006 the towns sponsored an Earth Day related event in which residents could clean out their unwanted, but useable, items and donate them to groups that can use them.

The goals of the project were to:

- Educate residents about the numerous opportunities to donate usable items for reuse versus trashing them, to make it easy to participate (local and free),
- Divert items from the waste stream to save money for the towns and residents, and to make residents aware that shredded paper is recyclable (and provide opportunity to do so at no charge).
- This event was also a follow-up to the regional Reuse Guide (designed to increase awareness of local and regional reuse organizations) that was delivered to all households in the SERRP region in January 2006.

Outreach:

- An intern assisted with the creation of flyers to promote the event. The flyers were distributed through the schools about 10-14 days before the event (before school vacation week).
- Posters were displayed in town halls and libraries, and articles were printed in the newspaper resulting from press releases distributed.
- MassDEP sandwich boards were used in several town centers to promote the event.
- Messages were also put on cable stations.

Event Organization:

- The first Reuse/Recycle/Donate day was held on Earth Day, Saturday, April 22, 2006 at the Plainville Commons in a large parking lot.
- 350 cars turned out for the event.
- The event took approximately 5-6 months to plan and execute.
- Locations:

One of the first tasks was to locate a site for the event, with easy highway access for residents of all five towns. No town properties met this requirement so the group had to research private locations that might work and contact property owners to seek support and assess availability of site for event date. It was essential to have sufficient space to support large collection trucks, parking, queuing of cars, display area, mobile paper shredder, and trash rollofs. A new shopping center, Plainville Commons on Route 1, offered a parking lot in front of a Stop & Shop under construction. Other stores in the plaza were open, and this provided additional promotional opportunities for the event. Since it was private property, Plainville needed to get insurance coverage for the site for the duration of time that the containers would be left there (2-3 days).
- Organizations:

SERRP identified 14 organizations to invite to the event based on the types of items they accept and their willingness/ability to send a truck and staff to the event. Organizations were called and letters were sent to identify site and participation requirements. SERRP would require attendance for the 5-hour event window, truck insurance, and donation receipts for residents. SERRP also secured a mobile paper shredder that donated time and a truck to this event so that free paper shredding was provided. Organizations that participated included:

 - Afrihope,

- Nikes Not Bombs,
 - Building Materials Resource Center,
 - Children's Orchard,
 - Lions Club,
 - Nike,
 - North Attleborough Animal Shelter,
 - Play It Again Sports,
 - Salvation Army, and
 - St. Vincent de Paul Society
- Volunteers and donations:

SERRP worked to secure a sufficient quantity of volunteers (~20) to support this effort (muni staff, family members, scout troops, etc.). Donations were garnered from area businesses in the form of: a paper shredder that was raffled off as prize, as well as morning and afternoon refreshments.
 - Planning: site layout, permits, insurance, dumpsters

Preparing the site for the event: In planning for traffic flow, SERRP measured the area and clearly defined the entrance, parking areas, traffic flow direction, exit, display area, space for vendors (assigned based on size of truck and to foster best traffic flow). A banner was made and hung on a large fence approaching the shopping plaza. Elections signs were used as the base for a large quantity of signs (printed and attached to election sign) telling drivers where to proceed to event. DEP sandwich boards were used to denote parking areas, as well as entrance and exit. Muni-provided saw horses and traffic cones demarcated boundaries for traffic. A MassDEP grant supported purchase of flyers, canopies (used for sun/rain cover at display area), intern, and banner used to promote event. Trash dumpster service was secured from current municipal vendors, as well as placement of an Abitibi Paper Retriever bin for other paper recycling needs.

Results:

- The number of attendees by Town follows: Foxborough (19), Mansfield (77), North Attleborough (57), Plainville (72), Wrentham (94), Others (21) came from Attleboro, Bellingham, Framingham, Franklin, Medway, Norfolk, Norton, and Walpole. SERRP munis that had more in-school support for flyer distribution appeared to have better turnout at the event.
- There was strong support for this event from residents, it was a great turnout for the first time. Organizations participating included: Afrihope, Nikes Not Bombs, Building Materials Resource Center, Children's Orchard, Lions Club, Nike, North Attleborough Animal Shelter, Play It Again Sports, Salvation Army, and St. Vincent de Paul Society. In addition, Cintas Document Management provided free onsite shredding of personal documents, and Abitibi provided a dumpster for the collection of non-confidential papers for recycling. A home paper shredder donated by Target was raffled off as a way to increase awareness about the recyclability of shredded paper.
- Some of the items collected included:
 - 3,000 lbs. of books
 - 80 bicycles
 - 250 pairs of shoes
 - St. Vincent de Paul left with a full 45 foot truck of goods
 - Salvation Army filled a 30 foot truck with goods
 - Play It Again Sports filled their truck
 - Afrihope partially filled a 45 foot trailer and a 26 foot truck
 - Building Materials Resource Center filled a flatbed truck with good quality items
 - North Attleborough Animal Shelter filled a van, a car, and a pick-up truck
 - Bikes Not Bombs, who collected the bicycles for refurbishing and reuse, said that this was one of the most successful events of this kind that they have ever attended.
 - Cintas Document Management, who provided free paper shredding at the event, collected about 2,500 lbs. of paper for shredding and recycling.

This event proved to be so successful, the group repeated the guide and event in April 2007. Because of the large turnout at the first event, the second was relocated to the Tweeter Center in Mansfield. Results of this second event were pending at the time this was written.

ZERO WASTE DAYS!

Make a donation, and make space in your closets!

All donations will be given to local non-profit organizations that reuse these items.

May 7th 9am-12

Brickstone Square parking lot, Andover
(York Street, Off Rt. 133)

May 14th 9am-12

Tewksbury Recreation Department,
286 Livingston Street, Tewksbury

To ask questions or to volunteer help, please go to www.andoverma.gov/recycle.



Clothing – please bring in bags

- | | |
|-----------------------------------|-----------------------|
| YES, coats, hats, mittens | NO diaper genie |
| YES, pants, shirts, skirts, suits | NO aluminum backpacks |
| YES, children’s clothes, toys | NO “exersaucers” |



Small Household Items –

- | | |
|-----------------------------|-----------------------|
| YES, dishes | NO large furniture |
| YES, tables, lamps | NO appliances |
| YES, leftover containers | NO mattresses |
| YES, rugs in good condition | NO exercise equipment |
| YES, dustpan and broom | NO candles |



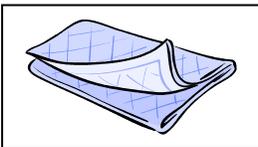
Bicycles – No heavy rust, \$5 donation requested

- | | |
|------------------------|-------------------------|
| YES mens, womens bikes | NO heavily rusted bikes |
|------------------------|-------------------------|



Books, CDs, DVDs – please bring in boxes

- | | |
|------------------------------|--------------|
| YES, hardcover and paperback | NO magazines |
| YES, audiobooks | NO records |
| YES, videos and videogames | |



Linens – please bring in bags or boxes

- | |
|--|
| YES, towels in any condition |
| YES, sheets in any condition |
| YES, blankets, bedspreads in any condition |



Good Building Materials

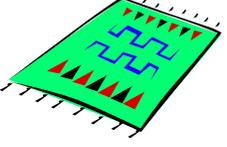
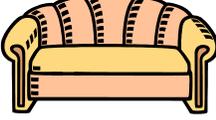
- | | |
|-----------------------------|--------------------------|
| YES, cabinets, sturdy doors | NO hollow core doors |
| YES, double-paned windows | NO appliances |
| YES, kitchen/bath fixtures | NO sinks (at the moment) |

Moving towards zero waste, one donation at a time!
For more reuse information, go to www.earth911.org

Where Can I Give It Away?

Make a donation; make some space!

 	<p>Clothing - Saint Vincent de Paul (see www.cleanup.org, enter zip code for reuse info) Andover Thrift Shop (Andover, 10 Park St, 978.475.0957) Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org) Lawrence General Thrift Shop (Lawrence, www.lawrencegeneral.org) Si Se Puede (Lawrence, 978.685.4074) Big Brother Big Sister (N. Reading Stop & Shop, www.bbbsfoudnation.org) Angels Above Thrift Shop (Lowell, 978.452.4833) Young Parents Programs of Lowell (Lowell, 978.459.2387) Thrift Shop at Pawtucket Congregational Church (Lowell, 978.458.2144) Suitability (Lowell, 978.934.8898) My Father's House (Chelmsford, 978.251.8191) Mission of Deeds (Reading, 781.944.9797)</p>
	<p>Sneakers – Niketown (Boston, Newbury Street 617.267.3400) City Sports (Boston stores, www.citysports.com)</p>
 	<p>Household Furnishings, Kitchen Items and Toys– Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org) Project Home Again (Andover, www.projecthomeagain@bravehost.com) Angels Above Thrift Shop (Lowell, 978.452.4833) Household Goods Recycling Ministries (Acton, www.hgrm.org) Si Se Puede (Lawrence, 978.685.4074)</p>
	<p>Bicycles – Bikes Not Bombs (Boston, www.bikesnotbombs.org, \$5 donation asked)</p>
	<p>Linens, Towels, Blankets – Useable linens are needed by homeless shelters. Hunger Homeless Commission (Lowell, www.hungerhomeless.org or www.lowellwishproject.org) Big Brother Big Sister (N. Reading Stop & Shop, www.bbbsfoundation.org) Linens in any condition are accepted by animal shelters such as: MSPCA – (Methuen, www.mspca.org, 978.687.7453) Lowell Humane Society (Lowell, www.especiallyforpets.com, 978.452.7781)</p>
	<p>Books, CDs, DVDs, Textbooks, Audiobooks – Andover Library (www.mhl.org) Andover Historical Society (Andover, www.andhist.org, 978.475.2236) Community Book Solutions (Billerica, www.communitybooksolutions.org) Thrift Shop at Pawtucket Congregational Church (Lowell, 978.458.2144) Afrihope International, Inc (617.957.1613)</p>
	<p>Good Building Materials (solid doors, double pane windows, cabinets) Boston Building Materials Resource Center (Boston, www.bostonbmrc.org, 617-442-8917)</p>

	<p>Baby Items and Clothes – Project Wish (Lowell, www.lowellwishproject.org) Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org)</p>
	<p>Eyeglasses – Local eye doctors, opticians, and eye clinics accept eyeglasses for reuse. Lions Clubs accept eyeglasses for reuse.</p>
	<p>Metals (grills, piping, brass, copper, other non-ferrous metals) BHS (Lowell, 978.454.0311) Levine Max & Co, (Lowell, 978.454.7786) Dave Rattigan (603.669.1535)</p>
	<p>Rugs and Carpets – Salvation Army (Lowell, 978.458.3396) Salvation Army (Wilmington, 978.988.9488) Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org) Project Home Again (Andover, www.projecthomeagain@bravehost.com)</p>
	<p>Computers - Afrihope International, Inc (617.957.1613) eBay (www.ebay.com)</p>
	<p>Plastic Bags – Most grocery stores take them back. Don't mix types of bags. Neighbors in Need (Lawrence, www.neighborsinneed.net)</p>
	<p>Appliances in Good Condition – Salvation Army (Lawrence, 781.231.0803) Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org) Project Home Again (Andover, www.projecthomeagain@bravehost.com)</p>
	<p>Large Furniture in Good Condition Salvation Army (Lawrence, 781.231.0803) Salvation Army (Lowell, 978.458.3396) Salvation Army (Wilmington, 978.988.9488) Lazarus House Thrift Shops (Lawrence, www.lazarushouse.org) Project Home Again (Andover, www.projecthomeagain@bravehost.com)</p>
	<p>Other Items – Earth 911 (www.cleanup.org, a website with zip code based information) Local listserves for free exchanges: MVFreeStuffNetwork@yahoogroups.com Freecycle_NorthAndoverMA@yahoogroups.com FreecycleLowellMA@yahoogroups.com</p>

SAMPLE PRESS ADVISORY

FOR IMMEDIATE RELEASE

DATE: _____

RE: 5 TOWN REUSE AND PAPER SHREDDING EVENT ON EARTH DAY

CONTACT: _____

EARTH DAY EVENT ENCOURAGES DONATION OF UNWANTED ITEMS AND FREE PAPER SHREDDING

Spring is a time for spring-cleaning and a time for clearing out unwanted or obsolete items. On Saturday, April 22nd, all are invited to a regional REUSE-RECYCLE-DONATION event to celebrate Earth Day and to support local and regional charitable organizations! In addition, a mobile paper shredder will be on site to securely shred and recycle confidential documents.

The Southeast Regional Recycling Partnership (Foxborough, Mansfield, North Attleborough, Plainville, Wrentham) has organized this event to provide residents with an opportunity to donate reusable items in good condition to local organizations that have programs to support people in need or that benefit the environment. The event will take place on Saturday, April 22nd in the Plainville Commons parking lot at the intersection of Route 152 and Route 1 in Plainville. The event will run from 9 a.m. – 2 p.m.

Residents can bring clothing of all sizes (in bags), sneakers and any kind of athletic shoes, children's clothes and toys, books of all kinds (textbooks, hardcover and paperbacks), computers and electronics in good working condition, small household furnishings, linens, sheets, towels, blankets, eyeglasses, bicycles that are not heavily rusted (a \$5 donation requested), furniture in good condition, sporting equipment, and good building materials (doors, cabinets, double-pane windows). All items will go to local charitable organizations including St. Vincent de Paul, North Attleborough Animal Shelter, Nike, Salvation Army, Afrihope, Children's Orchard, Bikes Not Bombs, Building Materials Resource Center, New Library Tanzania. The event is open to all residents but the charities reserve the right to reject donations that don't meet their needs.

In addition, there will be FREE PAPER SHREDDING at the event, and no appointment is necessary! Take this opportunity to clean out those old files and have them destroyed in a safe, secure, and environmentally friendly way. You will be able to witness your documents being securely shred at the site while you attend. All paper at the event will be recycled. Also, a **new paper shredder will be raffled off at the event**- all who come are eligible to win!

This event is the first of its kind for the region. Please take this opportunity to clean up the clutter in your home and yard and donate the usable items at this event. And to save some trees on Earth Day, bring your confidential papers for on site shredding and recycling - a little effort makes a big difference!

SAMPLE PRESS RELEASE FOR REUSE EVENT

Press Release: Earth Day
For Immediate Release
Date: _____

Contact: _____
Phone: _____

Recycling poster and essay contest sponsored in five Merrimack Valley communities

The “three R’s” to some people are “Reading, ’riting, and ’rithmetic” but in the recycling world they are “Reduce, Reuse and Recycle.” This spring, the recycling programs from five Merrimack Valley communities are working together to focus attention on “Reuse.”

Lawrence, Andover, North Andover, Lowell and Tewksbury are each running a poster and essay contest on the subject of reuse and recycling. They are also jointly planning two reusable items collection days in May. Details for entering the poster and essay contest are available on the recycling website for each community involved and at their libraries.

The deadline for submitting posters and essays is March 15. Prizes will be awarded to winners in each age group and winning essays and posters will be featured on cable TV and the town website. There will be winners in five age groups: Grades K-1, Grades 2-3, Grades 4-5, Grades 6-8, and Grades 9-12.

- Essays topic: If you could be on TV for three minutes and say something about reuse, recycling and environmental protection to the leaders and citizens of the United States, what would you say?
- Posters topic: Draw a poster that encourages people to reuse, recycle and give away, instead of throwing away reusable or recyclable materials.

Watch for details on the upcoming “Zero Waste Days” in May in Andover and Tewksbury. Residents will have the chance to give away small household items, clothing, bikes, books, CDs, DVDs, and linens/bedding.. These items will be collected by local charities and distributed to families in need and organizations serving the needy.

The contests are sponsored by Waste Management, Inc, BFI, Covanta Energy, Wheelabrator North Andover, the North Andover Rotary, and Russell Disposal. This project is facilitated by a technical assistance grant from the Department of Environmental Protection in order to publicize reuse opportunities in the region.

SAMPLE PRESS RELEASE FOR REUSE EVENT RESULTS

Press Release: Earth Day
For Immediate Release
Date: _____

Contact: _____
Phone: _____

Zero Waste Day a Success!

There was no time or trash wasted last Saturday. More than 25 volunteers from Phillips Academy, Andover Rotary, South Church, and the Andover Recycling Committee unloaded bags and boxes from 175 cars. In three hours, residents had donated several tons worth of their unwanted clothes, bikes, books, toys and household items. In addition, the mobile paper shredder received and shredded a half-ton of personal papers. By noon, the 8 trucks and vans from recycling or charitable organizations were filled to the brim.

- Toys and household items went to Project Home Again, Lazarus House and Lowell Wish Project.
- Andover Historical Society and “Got Books?” accepted books, CDs, DVDs, tapes, and LPs.
- Lazarus House and Saint Vincent de Paul took clothing and linens.
- Bikes Not Bombs received over 50 bikes, plus helmets and child seats.
- The Building Materials Resource Center picked up several nice solid wood doors, good insulation and other good building materials.

At noon, the trucks were full and there was NO trash left behind – one of the primary goals of the organizers. The Recycling Committee sends its thanks go to all volunteers and to Staples and Perfecto’s for their donations of copying and coffee. Anyone who missed the event can go to www.andoverma.gov/recycle to find the Reuse List for contacts for each of the organizations and more.



Special Events Recycling

Adding Recycling to your Event

MassDEP Municipal Waste Reduction Outreach Toolkit



Large events, like the Marshfield Fair or Lowell Folk Festival, attract large crowds. And large crowds create a lot of waste which creates a lot of opportunities for recycling. Given a choice to recycle or throw that plastic bottle away, most people would like to do the right thing and recycle. All they need is an opportunity to do so.

By arranging for the collection of recyclables at these types of events, you present them with that opportunity, and give your community a chance to prevent valuable recyclables from entering the waste stream and filling up our landfills and combustion facilities.

And it's not just the attendees of these events that generate waste. The vendors create tremendous amounts of waste, too, and they shouldn't miss out on the opportunity to recycle, either. In fact, you could even require that vendors contractually agree to recycle before you grant them access to selling their goods at your event, thereby ensuring at least some materials will be recycled.

Why should my community organize recycling at special events?

Special events in the United States generate hundreds of thousands of tons of waste each year. Managing this waste can be costly, consume many hours of volunteer and staff time, and creates problems with litter and other related nuisances. What's more, a lot of this "waste" isn't waste at all and can be recycled or composted, or avoided altogether. In addition to economic and obvious environmental benefits of reducing waste, special events are an ideal forum for promoting recycling by demonstrating that recycling is possible wherever you are.

Okay, I'm convinced. Where do I start?

Here are some initial questions to think about as you begin to incorporate recycling into your special event.

- ⇒ What kinds of waste are typically generated at the event?
- ⇒ What materials could be recycled?
- ⇒ Who manages waste collection and who hauls it away? Could they manage the recycling?
- ⇒ What types of trash and recycling containers are needed?
- ⇒ What are the associated costs for trash and recycling containers, hauling, disposal, recycling, and labor (either in dollars or volunteer time)?
- ⇒ Are there local organizations, agencies, or individuals that might be interested in supporting recycling efforts?

To help you get started, we've compiled several guides from Massachusetts communities and other communities in New England, who've successfully hosted these types of events as well as case studies from other states. The guides include all the information you'll need to get started with special events recycling as well as sample handouts, flyers and press releases to promote your event.



Special Events Waste Reduction Guide



**Produced by Franklin County Solid Waste Management District
through a grant funded by MassDEP**

Special events may be large or small, but one thing they have in common is trash generation. An attendee at a special event can generate as much as three pounds of waste. Whether you are planning a workshop, festival, street fair, concert, sports event, fund-raising event, conference, or other activity, your event can benefit from recycling and waste reduction planning. The recycling, composting, and other tips in this guide can be used for any size event.

Why Reduce Event Waste?

- ✓ *Economics.* Recycling and composting reduce waste and disposal costs. They also support the regional economy by creating job opportunities.
- ✓ *Help the Environment.* Recycling and composting divert waste from landfills, helping western Massachusetts conserve our limited landfill space. Recycling saves natural resources and energy. It helps to reduce greenhouse gas emissions from landfills and power generation.
- ✓ *It's the Law.* Massachusetts bans cardboard, beverage containers and other recyclables from being disposed in the garbage. All Franklin County towns have mandatory recycling ordinances.
- ✓ *Improve Public Relations.* "Greening" your event creates a positive image and enhances the event profile.



Getting Started with Recycling

1. Designate a recycling coordinator or committee.

Event organizers must make a strong commitment to recycling for it to be successful. Planning for recycling should start at the beginning of your general event planning. Perhaps a local resident or a special interest group would be willing to coordinate recycling at your event. It's important to have at least one person responsible for coordinating recycling efforts.

2. Determine what to collect.

Identify the largest volume wastes generated at your event and determine which ones are recyclable in your area. At most events this will be cardboard and beverage containers (such as water, soda, and sports drink bottles). Some events might consider recycling steel cans if they are generated. Redeemable containers may also be part of your recycling stream. Workshops and conferences are likely to generate a lot of office paper for recycling. Involve the vendors/concessionaires for your event in this process. Ask them what types of waste they will generate at your event.

3. Decide where the recyclables will go and how they will be transported.

➤ Determine how garbage is hauled away from the event. Check with the garbage hauler to see if they can haul recyclables as well. Determine the costs of contracting with a hauler to provide recycling collection. (See Step 4 below.)

➤ Check with your town to determine if recyclables from your special event can be placed in the recycling bins at the town transfer station (if there is a drop-off center). If so, arrange for vehicles and individuals to haul recyclables to the transfer station, or identify a local individual who is willing to haul recyclables to the transfer station for a small fee. The Solid Waste District may be able to identify a small, local company that you can hire.



➤ If the event managers handle garbage removal, discuss recycling options with them, prior to signing any use contracts. What trash and recycling services do they provide? Do they provide containers? Will they arrange for pickup at the end of your event, or do you? Do they provide staffing? What are the costs? Work with maintenance people, if appropriate, to ensure recyclables are placed in proper containers for recycling.

➤ Consider separating Massachusetts redeemable containers from other collected beverage containers. Revenue from redeemable containers can offset recycling costs.

4. Research private hauler options.

If you plan to contract for recycling hauling, consider the following issues:

➤ What recyclables does the hauler accept?

➤ What type and how many recycling containers will they provide?

➤ Where will dumpsters and recycling bins be located? How often will they be emptied? Does the hauler have a preferred staging/ storage area? What time of day? Coordinate collection points and times with the hauler in advance of the event. You do not want a large truck driving through your event while attendees are present.

➤ Where will the recyclables be taken for processing? Haulers may benefit from recycling revenues, so be sure these revenues are factored into hauling costs.

➤ Require that weight slips for trash and recycling tonnages are included with the hauler's bill.

➤ Factor in the potential tonnage diverted by recycling and waste reduction when you determine disposal costs. This savings on disposal may help fund recycling efforts.

- Seek sponsorship for the recycling efforts or allow businesses to purchase “ad space” (signage) on garbage and recycling containers to offset hauling costs. Offer sponsorship benefits (advertising, signage, etc.) if the hauler donates any services.

5. Choose recycling containers.

- The Franklin County Solid Waste District loans recycling containers for special events in District towns through a grant from the Massachusetts Department of Environmental Protection. There is no cost to borrow these containers. They are designed to collect bottles/cans or paper. Contact the District at (413) 772-2438 or by email at info@franklincountywastedistrict.org for information on how to borrow them.



- Recycling blue bins can be used successfully for event recycling. They provide easy recognition as recycling containers. With clear signage, they can be used for recyclable paper, bottles and cans, or redeemable containers.

- Wheeled carts can be used for recyclable waste, but they get very heavy and difficult to move if they are over-filled. They should not be used at sites that are uneven or can become muddy.



- Regular trash receptacles can be retrofitted for recycling. To reduce unwanted trash, your recycling containers must have a cover with holes about four (4) inches in diameter. If using barrels, lids can be made out of wood or even cardboard. Hold an art contest to decorate the containers.

- Make sure the recycling containers are a different shape and/or color than trash cans used at the event.

6. Set up for recycling containers.

- Use separate recycling collection containers for bottles/cans and for paper.
- Clearly label recycling containers with big, bright, and easy-to-read signs on top and sides. Have signs at eye-level, if possible. Clearly indicate which materials must be deposited into which containers. Keep instructions simple, such as “Empty Beverage Containers ONLY.” Durable signs may cost more initially, but can be reused year after year.
- Line large containers or wheeled carts with the correct size and strength plastic bags. Consider the weight of the materials being collected to determine the thickness of bags to purchase. For heavy materials, bags should be heavyweight plastic. Contractor bags work well. For light materials such as plastic bottles and aluminum cans, medium weight (15 ml) bags are sufficient.
- Use bags that are large enough to fit over the top of the collection bins. Place extra empty bags at the bottom of the containers for easy replacement. Secure the top of the bags to the container with tape if necessary (use colored tape if desired for appearance), or gather and tie the loose corners of the bag to make a tight fit over the container.

- Promote recycling with banners or flags of different colors to direct people to the recycling stations. Make the recycling message consistent throughout the event—use the same message and colors at recycling stations as on brochures and posters.
- Keep the recycling stations neat and clean. Have volunteers monitor sites. Inspect sites regularly and remove full bags so that receptacles do not overflow.

7. Determine recycling container placement.

- Make it convenient for event attendees to recycle! Establish “recycling stations” in the following locations:
 - Next to all trash cans, if possible. Attendees are unlikely to go out of their way to recycle if a trash can is more convenient than a recycling container. Do not place recycling bins without a trash can next to them or they will likely be contaminated with trash.
 - In high traffic areas, including primary exits.
 - In vendor and concession areas in a location that does not intrude on vendor serving areas.
- Large events may require a site plan with a visual map of recycling stations.
- Designate a “staging area” to store full bags of recyclables until they can be removed at the end of your event. Larger events may need two or more designated staging areas. If garbage is also being stored for later hauling, be sure to designate a separate area for recyclables. Use different color bags or clear bags for recycling.
- When establishing the recycling stations, consider the distance from the “staging areas” or storage areas. Bags may be heavy and may also leak, so recycling stations should be as near to the staging or storage areas as possible. If the ground is level, consider using wheeled carts for transporting recyclables from each station to the staging area.
- If a hauler is providing a large recycling container (such as a “roll-off” container), identify it with signage and have the container placed conveniently so that volunteer recyclers have easy access for placing recyclables into it.

8. Implement the recycling program.

- **Set-up.** If the event area is secure, set up recycling stations the day before. Place bags in the recycling containers. If set-up is to be the day of the event, start early to make sure all stations are in place, bags in containers, signs and banners in place.
- **Volunteer/Staff training.**
 - Review the logistics for the event, including check-in location and time, the materials being collected for recycling, the locations of collection containers, their assigned recycling station(s), where the full bags of recyclables go for storage, where cardboard goes for storage.

- Practice safety. Gloves should be worn at all times when handling recyclables. Do not stick hands inside a container to press down on the recyclables. Carefully remove trash from recycling bins. Lift using legs, not back and do not lift more weight than is easy.

- Wasps may be attracted to the recycling containers, depending on the time of year. Be sure to ask volunteers if they are allergic to bee or wasp stings. *Volunteers with wasp or bee allergies should not participate in the recycling collection process.* Volunteers need to always look for stinging insects before putting their hands inside a recycling collection container or picking up a full bag.

➤ **Managing the recycling stations.**

- Volunteers should take the opportunity to talk about recycling with event attendees, encourage them to recycle, and show them what they can recycle at the event.

- Monitor the recycling stations. Keep them clean and neat. Make sure signage is still in place.

- Provide volunteers or staff with good quality gloves. Provide either a hand washing area or wipes.

- If trash is in a recycling container, carefully remove it in order to discourage attendees from placing more trash in the containers. If the recycling container is completely contaminated with trash, remove the bag, and place a new bag in the recycling container. The contaminated recycling bag should be put in the trash at the staging/storage area so participants don't see recyclables mixed in with trash cans.

- Collect cardboard from vendors. Flatten boxes and store in designated location or staging area.

- Large events should have wheeled carts, wheelbarrows, golf carts, or other means to haul collected recyclables to the staging/storage area.

➤ **Event clean up.**

- At multi-day events, plan to have enough volunteers to help with the recycling after vendors leave, when volumes of trash and recycling may be highest.

- Assign volunteers to specific event clean-up areas.

- Have volunteers systematically remove all bags of recyclables to designated areas.

- Count the number of trash, recycling, and compost bags (bins or boxes) to compare the volume of each generated at your special event.

9. Recycling program follow up.

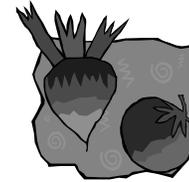
- Calculate volumes or tonnages of total waste generated, disposed, and recycled. Request copies of weight slips for trash and recycling from private haulers.
- Get feedback on successes and problems from volunteers, vendors, and contractors/haulers.
- Identify potential improvements and modify your recycling efforts for the next event.
- Send out a news release with statistics on how much was recycled.
- Send thank you letters or Certificates of Appreciation to waste reduction sponsors along with copies of any news articles or event materials in which they are credited.

For assistance with special event recycling and to borrow recycling containers, contact the Franklin County Solid Waste Management District at 413-772-2438. Hearing-impaired individuals can use the MA Relay at 711 or TTY/TDD access at 1-800-439-2370. The Solid Waste District is an equal opportunity provider.

This document was made possible by a grant from the Massachusetts Department of Environmental Protection. For general recycling information, compost facility information, solid waste regulations and other waste reduction information, visit www.mass.gov/dep/recycle.

Getting Started with Composting

Collecting paper and food waste for composting is crucial to maximizing waste reduction at special events. The steps to successfully diverting compostable waste are similar to recycling at your event.



1. Designate a composting coordinator or committee.

Event organizers must make a strong commitment to composting for it to be successful. Planning for composting event waste should start at the beginning of your general event planning. It is important to have at least one person responsible for coordinating composting efforts.

2. Identify compostable materials to be collected.

The following materials can be collected for composting:

- Food waste, napkins, paper, paper products, waxed paper, and waxed cardboard. Paper products cannot have a plastic coating.
- Biodegradable flatware and dishware. These have the look and utility of plastic, but degrade within two months in most compost piles.
- Livestock manure and bedding. You can arrange to have manure and bedding taken directly to a local farm for composting. Be sure to store animal waste away from concession areas. Work with animal exhibitors to ensure proper management.

Events in permanent locations, such as fairgrounds, may consider composting food and animal wastes on-site. Contact the Solid Waste District for information on state permit requirements and necessary logistics for managing the compost area.

3. Decide where the compostable material will go and how it will get there.

➤ Contact a local farmer or commercial composting operation who may be willing to accept the materials for composting. Don't know who to ask? Check with local or regional farmer's markets, CISA (Communities Involved in Sustaining Agriculture) at 413- 665-7100 or the Massachusetts Department of Agricultural Resources website at www.mass.gov/agr/programs/compost. Verify the compostable materials they will accept. Are paper products okay? Waxed cardboard? Meat scraps and bones?

Verify with the farmer/composter what type of bags they accept at their facility. In most cases, regular plastic bags are not accepted because they do not biodegrade, can tangle in equipment, and ruin the quality of the finished compost product. The Solid Waste District has a limited supply of starch-based, biodegradable bags available for the first time a special event composts waste.

➤ Arrange for pick up of the compost or ask for volunteers to haul compost to the designated composting facility. If possible, park a pick-up truck on site for storage of the full compost bags. Compost materials are heavy, so limited handling is preferable.

➤ The Solid Waste District may be able to identify a local company that you can hire to haul the compostable waste from the event to the compost site.

4. Determine what containers to use.

- Five-gallon buckets or tubs make good compost collection containers.
- Consider using waxed cardboard boxes as compost collection containers. (Check with your composter to make sure they are acceptable.) Regular cardboard boxes lined with biodegradable bags can also be used.
- The Solid Waste District has a limited number of biodegradable bags to line compost containers. These bags biodegrade rapidly in the compost process.

5. Decide compost container location and set up.

- Establish compost collection stations in the following locations:
 - Next to trash cans as part of the “recycling stations.”
 - In the concession/food vendor area(s).
 - In high traffic areas, including primary exits.
 - With food vendors for their use during food preparation.



- Label compost containers clearly. Consider listing what items can go into the containers since participants might not know what is acceptable for your compost program.
- Have volunteers monitor compost collection containers regularly so that receptacles do not overflow.
- Before the event starts designate an area to store full bags or containers of compostables until they can be shipped to the compost facility or farm. Make sure compost materials are secure against animal intrusion. Larger events may need two or more areas designated for storage of full bags or containers.
- Be sure to keep compost bags separate from garbage and recyclables, if left in a staging area for later hauling. Label each bag “compost.”
- If your event is to last more than one day, compost materials should be removed from each location at the end of the day and secured in a building or dumpster to prevent animals from getting into them. Collection containers should be cleaned each day.

6. Implement the composting program.

- **Set-up.** If the event area is secure, set up composting stations the day before. If set-up is to be the day of the event, start early to make sure all stations are in place, bags in containers, signs and banners in place.
- **Volunteer/Staff training.**
 - Review the logistics for the event, including check-in location and time, the materials being collected for composting, the locations of collection containers,

their assigned composting station(s), and where the full containers of compostables go for storage.

- Practice safety. Gloves should be worn at all times when handling compostables. Do not stick hands inside a container to press down on the compostables. Carefully remove trash from collection containers. Lift using legs, not back and do not lift more weight than is easy.
- Wasps may be attracted to the composting containers, depending on the time of year. Be sure to ask volunteers if they are allergic to bee or wasp stings. *Volunteers with wasp or bee allergies should not participate in the composting collection process.* Volunteers need to always look for stinging insects before putting their hands inside a collection container or picking up a full container.

➤ **Managing the composting stations.**

- Volunteers should take the opportunity to talk about composting with event attendees, encourage them to compost food and paper waste, and show them what they can separate for composting at the event.
- Monitor the composting stations. Keep them clean and neat. Make sure signage is still in place.
- Provide volunteers or staff with good quality gloves. Provide either a hand washing area or wipes.
- If trash is in a composting containers, carefully remove it in order to discourage attendees from placing more trash in the containers. If the composting container is completely contaminated with trash the contents should be put in the trash at the staging/storage area.
- Large events should have wheeled carts, wheelbarrows, golf carts, or other means to haul collected compostables to the staging/storage area.

**Local Heroes
Garlic and Arts Festival**

At the 2005 Garlic and Arts Festival in Orange, only two bags of garbage were generated during the two day festival, with 8,000 attendees! Vendors used paper cups and plates, along with compostable cups and glasses made from biodegradable starch. Food waste and serviceware were composted at the Seeds of Solidarity Farm. Cardboard and other beverage containers were recycled.

➤ **Event clean up.**

- At multi-day events, plan to have enough volunteers to help with the composting after vendors leave, when volumes may be highest.
- Assign volunteers to specific event clean-up areas.
- Have volunteers systematically remove all bags of compostables to designated areas.
- Count the number of trash, recycling, and compost bags (bins or boxes) to compare the volume of each generated at your special event.

7. Composting event follow up

- Calculate volumes or tonnages of total waste generated, disposed, and composted. Request copies of weight slips for trash and compost from private haulers.

- Get feedback on successes and problems from volunteers, vendors, and contractors/haulers.
- Identify potential improvements and modify your composting efforts for the next event.
- Send out a news release with statistics on how much was collected for composting.
- Send thank you letters or Certificates of Appreciation to waste reduction sponsors along with copies of any news articles or event materials in which they are credited.
- Arrange to use the finished compost produced from your event at next year's event, either in on-site planting areas or by giving it to event attendees. Create educational signs for areas where the compost is used or labels for the bags of compost given to attendees.

For assistance with special event composting and to use compostable bags, contact the Franklin County Solid Waste Management District at 413-772-2438. Hearing-impaired individuals can use the MA Relay at 711 or TTY/TDD access at 1-800-439-2370. The Solid Waste District is an equal opportunity provider.

This document was made possible by a grant from the Massachusetts Department of Environmental Protection. For general recycling information, compost facility information, solid waste regulations and other waste reduction information, visit www.mass.gov/dep/recycle.

Working with Volunteers at Special Events



Volunteers are essential to the success of your recycling and composting efforts. Volunteers can be any age (with adult supervision as needed).

- Solicit volunteers from local environmental groups, recreational groups, youth groups, church groups, scout troops, and school groups. Volunteer groups that help your event reduce waste gain community recognition and can have a positive influence on the experience that attendees bring away from the event.
- Encourage participation as a volunteer by offering free event passes, t-shirts, free or discounted concessions, or other promotions, such as reusable beverage cups/mugs or recycled canvas bags.
- There should be enough volunteers throughout the day(s) to monitor all of the waste reduction stations. Ideally each station would have a volunteer at it. But if not enough volunteers are available, assign several stations to each volunteer. *It is a lot easier to have a volunteer stand at each recycling/composting station during the event, than it is to have to sort out trash from the collected recyclables and compost after the event!*
- Large events should provide recycling/composting station maps to volunteers.

Working with Vendors/Concessionaires to Reduce Waste

- Start communicating early so that vendors have time to plan accordingly to meet your waste reduction strategy and plans.
- Provide all vendors with an information sheet about your recycling and composting efforts in advance of the event, such as with their registration packet. Attached to this guide is a sample waste reduction tip sheet for vendors.
- In any additional contacts made to vendors, reinforce the benefits to vendors of participating in a waste-conscious event and what is expected of them.
- Make recycling (and composting, if appropriate) a required part of their contract for the event. Clearly state how recycling will be done at the event and the responsibilities of the vendor. For example, will they be required to use only recyclable and compostable containers? flatten cardboard boxes? take all packaging waste with them, such as bread trays?
- Ask vendors what they plan on serving at the event. Work with them to figure out “no waste” options and least packaging ideas for the items they will be bringing. Encourage vendors to make their role in the event as waste-free as possible.
- Require vendors to haul away their own garbage. This will encourage them to recycle and compost fully!



- Contact a rendering company to remove grease from concessionaires or require concessionaires to haul it away for proper handling.
- Work with vendors to ensure that any special wastes, such as hydraulic fluid, motor oil, and batteries are handled properly. Contact the Solid Waste District at 413-772-2438 for information on proper disposal.

1. Recycling

- Ask or require vendors to sell beverages in recyclable containers only (aluminum, plastic, or glass bottles). Glass bottles will make recycling bins/bags heavy. Ask vendors not to use plastic or Styrofoam cups because they can't be recycled.
- At vendor set-up have the recycling coordinator and/or volunteers visit each vendor booth to remind them to break down cardboard and set it aside for pick-up by volunteers.
- Provide recycling collection containers and a collection system for vendor use.
- Monitor vendor compliance throughout the event and remind them of the importance of recycling.
- Award vendors (with ribbons, prizes) who participate correctly in the recycling program throughout the event, especially those who do an outstanding job. This helps build support and enthusiasm for recycling at the event, and can also help spread the practice at other events attended by the same vendors.

2. Composting

- Ask or require vendors to use paper and biodegradable service-ware. The easiest way to get vendor cooperation is for your event committee to purchase biodegradable service-ware and sell it directly to the vendors. See the section on "Additional Resources" for purchase information. Alternatively, require vendors to purchase biodegradable items on their own.
- Encourage vendors to avoid individual packages of condiments and consider using refillable pump containers.
- Provide composting collection containers and a collection system for vendor use.
- Monitor vendor compliance throughout the event and remind them of the importance of composting.
- Award vendors (with ribbons, prizes) who participate correctly in the composting program throughout the event, especially those who do an outstanding job. This helps build support and enthusiasm for composting at the event, and can also help spread the practice at other events attended by the same vendors.



Promoting Waste Reduction

➤ Include a message about your waste reduction efforts in all publicity for your event. Use every opportunity to publicize your recycling and/or composting efforts:

- Event advertising
- Radio station ads and public service announcements
- Web pages
- Local newspapers
- Outdoor signs

➤ Include information about your waste reduction efforts in pre-registration packets for participants in events such as fairs, animal shows, and road races.



➤ Promote recycling, composting, and litter clean-up in event programs/guides and during announcements.

Other “Green” Event Ideas

➤ If vendors will be dispensing drinks “on tap” consider selling event souvenir cups for use by attendees. Encourage or require attendees to purchase the cups for beverages. Offer a discount on drinks when the souvenir cup is used. Provide a special bin for collection of the cups if attendees do not want to take them home.

➤ Print flyers and invitations on recycled paper (minimum of 30% post-consumer content) or “alternative” tree-free paper.

➤ Print banners or signs that can be used year after year.

➤ If you can’t reuse materials (decorations, signs, art supplies and materials), donate them to schools or art organizations.

➤ Consider donating non-perishable, unopened food to food banks, soup kitchens, or shelters.

Sample Vendor Waste Reduction Tip Sheet

We are proud to announce that our event this year will include a waste reduction effort. We will be providing convenient recycling and composting services for participants and vendors. To help us, we ask that you plan to flatten any cardboard boxes that you generate and set them aside. Volunteers will collect cardboard boxes from your booth for recycling. Please place your empty food and beverage containers in the conveniently located recycling containers (next to each garbage receptacle). [Place compostable food and paper waste in the labeled compost collection containers provided to you.]

In order to reduce contamination in our recycling and composting containers all vendors are asked to assist in the following ways:

- ✓ Please do not to use Styrofoam (polystyrene) and other nonrecyclable plastics.
- ✓ Please serve beverages in aluminum cans and plastic bottles. Glass bottles are acceptable but not preferred because of their weight.
- ✓ Please use paper plates, paper cups, and biodegradable utensils.
- ✓ Please consider selling food that requires minimal serving containers (such as just a paper plate or napkin).
- ✓ Instead of individual packages of condiments (sugar, ketchup, cream, mustard, etc.), please use a refillable pump condiment dispenser or recyclable containers.
- ✓ Please use wooden coffee stirrers.
- ✓ Please do not provide straws.
- ✓ Consider using refillable souvenir cups. Event attendees can purchase the cup and receive refills at a discount price.

Sample Press Release Special Event Waste Reduction

Contact:

Date:

For Immediate Release

_____ Fair Promotes Waste Reduction

The _____ Fair is promoting waste reduction at its annual event on Fair organizers have made a commitment to creating less trash by supplying recycling

[and compost] containers for participants to use while enjoying the fair.

Participants will be able to recycle beverage containers in specially designed collection containers. The collection containers will be located next to trash cans and in the food vendor area. Signs will instruct participants about what can be recycled.

[Participants will also be able to separate leftover food waste and paper products from the fair. Specially labeled containers will be set up on the fairgrounds for food and paper waste. Signs will instruct participants about what can be placed in these containers. The food and paper waste will be sent to where it will be composted.]

Fair organizers expect to reduce the amount of trash generated at the fair by X%. Waste reduction will not only save money but conserves energy and natural resources through recycling [and composting].

Volunteers to help monitor the recycling [and composting] program are always needed. If you are interested in helping please contact.....

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Additional Resources*

- Businesses that offer biodegradable products:
 - Mansfield Paper, Springfield, MA – (800) 225-2641
 - Biocorp – www.biocorpaavc.com
 - Nat-Ur, Inc: plastic compostable cups made with cornstarch – www.cereplast.com
 - Earthware Biodegradables offers non-GMO wheat-based and corn-based cutlery products – www.earthwarebiodegradables.com

- Options for composting
 - Bob Martin's Farm, Greenfield: (413) 774-5631
 - Community Involved in Sustaining Agriculture (CISA): (413) 665-7100. CISA may be able to provide farmer contacts in your area.
 - Massachusetts Department of Agricultural Resources – www.mass.gov/agr/programs/compost

- Franklin County Solid Waste District: (413) 772-2438 for a list of recycling and solid waste haulers.

- Massachusetts Department of Environmental Protection for solid waste regulations, compost facilities, business and general recycling information – www.mass.gov/dep/recycle

* This list is not an endorsement of the vendors by the Solid Waste District. This list may change without notice.



June 2006



Best Management Practices: Guide for Special Event Recycling in Rural Areas

Excerpted from the Northeast Recycling Council

MassDEP Municipal Waste Reduction Outreach Toolkit



Agricultural fairs, heritage days, flower and animal shows, and other special events are important occasions for thousands of rural communities across the United States each year. These events showcase unique aspects of the host town or village, and represent one of the few opportunities when residents and businesses can come together to celebrate what makes their community special.

One element of these events that is often taken for granted is the amount and management of solid waste generated in the days leading up to, during, and at the close of the event. Special events in the United States generate hundreds of thousands of tons of waste each year. For event organizers, managing this waste (otherwise known as refuse, garbage, or trash) can represent a significant cost, consume many volunteer or staff hours, and presents problems with unsightly litter and nuisances. Much of this material can be recycled or composted, or avoided altogether. In addition to the specific economic and environmental benefits of reducing the amount of waste going to disposal, special events are an ideal forum for promoting recycling by demonstrating that recycling is possible wherever you are.

Fortunately, there are many ways that event organizers can dramatically reduce the amount of waste that ends up being disposed of as trash. In addition to reducing nuisances, proactive waste reduction and recycling strategies are good for the environment. They lessen the environmental impacts associated with landfill water discharges and incinerator air emissions from disposed trash, and conserve resources that go into making new products by providing recycled material for manufacturing. Further, recycling efforts also send a positive message to event attendees, staff, and volunteers that it is possible to be good environmental stewards when away from home or work.

The *Best Management Practices Guidebook for Special Event-Generated Waste in Rural Communities (Guidebook)* is intended to help event organizers and individuals responsible for event waste management that are already considering developing or expanding source reduction and recycling programs. The *Guidebook* was developed by the Northeast Recycling Council, Inc. (NERC) with funding from the United States Department of Agriculture's Rural Development Solid Waste Management Grant program.

The *Guidebook* is the result of over a year working with event organizers, state and local recycling officials, and other partners in Maine, New Hampshire, and Vermont to test a variety of recycling strategies at six special events in rural communities.

The complete *Guidebook* can be accessed on NERC's website at:
http://www.nerc.org/adobe/Special_Event_BMPs_FINAL.pdf



Trash-Free Festival on the Eno *Eno River, NC – Special Event Case Study*

MassDEP Municipal Waste Reduction Outreach Toolkit



2007 marks the 28th year of the Festival for the Eno in Durham, North Carolina. Each year, for 3 days anchored by the 4th of July, approximately 40,000 people from around the State come to the West Point on the Eno to dance, eat, hear live music, browse great crafts and learn about regional environmental topics.

Organized by the [Eno River Association](#), the Festival for the Eno offers an array of activities with an underlying theme of community action and environmental awareness. Festival exhibits, activities and programs highlight the relationship between the river, the surrounding land (its watershed), and the community. The premise of these educational programs and activities is that participation will foster ecological awareness. It is believed that increased awareness and understanding of one's environment leads to informed choices and ecologically responsible behavior.

In 1992, the Association made a commitment to reduce its landfill-bound waste, striving to offer a "Trash-Free" Festival for the Eno. A collaborative effort of organizers, sponsors, vendors, volunteers and participants is undertaken to minimize the amount of waste generated during the Festival, and to recycle or compost as many materials as possible.

How the "Trash-Free" Festival Works

Educating and working with vendors - Most of the waste from the Festival is generated as a result of food and beverage vending. Festival organizers and vendors work together before and during the Festival to reduce excess packaging and other waste, and to ensure that food service items such as plates and cups are recyclable or compostable wherever possible. Other exhibitors are also encouraged to recycle. Making recycling easy and educational for participants

Instead of traditional garbage cans, the Festival provides a number of recycling stations throughout the grounds. The recycling stations have separate receptacles for each of the material types generated at the Festival. The majority of recycling stations are monitored by volunteers to ensure that materials are properly placed. These volunteers are a vital link in the success of the program, as they also serve to educate Festival participants about the importance of proper separation and answer specific questions. Materials recycled at the recycling stations include glass bottles, aluminum cans, corrugation, newsprint and compostables (food scraps, paper plates and paper cups). Materials such as cardboard packaging are recovered directly from the vendors for recycling.

Securing local outlets for recovered materials - The final component of the Trash-Free Festival is the collection and processing of recovered materials. Another team of recycling volunteers is assembled to collect the materials from the recycling stations at the necessary intervals. Prior to the Festival, the Association arranges with several local companies or organizations to recycle or compost the recovered materials. Only a fraction (9%) of the total materials generated at the Festival ends up at the landfill

The compost made from the Festival's food waste is processed at a nearby site, and the resulting product is used during subsequent Festivals for display and educational purposes. In this way, Festival-goers are able to actually see the results of their participation in the Trash-Free program.

Program Results - The Festival for the Eno has reduced its waste by over 90% since initiating the Trash-Free program. This remarkable achievement can be attributed to the partnership between organizers, sponsors, vendors and volunteers, and the active participation of the Festival attendees. The Eno River Association will continue to expand on its Trash-Free program, aiming for maximum

waste reduction. Similar results can be achieved at other community events with the proper planning and cooperation.

A Handbook - "Developing Trash-Free Special Events-A Planning Guide for North Carolina Communities and Event Planners" is available for download here:

<http://www.enoriver.org/Festival/trash.html>

This handbook includes:

- information on making an event "trash free",
- how to identify materials for recycling at your event,
- getting volunteers and your community involved,
- information on contracting and working with vendors for your event,
- how to design effective recycling stations,
- a timeline for putting it all together,
- as well as sample documents and contracts for vendors, case studies and press coverage of the events.

Published by the [Eno River Association](#), with the aid of the [N.C. Department of Environment and Natural Resources](#) this book outlines strategies and timelines useful in adapting the success of the Trash-Free program for your special event. Funding for this project was provided in part through a grant from the North Carolina Division of Pollution Prevention and Environmental Assistance.



Reuse & Special Events Recycling

Materials Conversion

MassDEP Municipal Waste Reduction Toolkit



Now that you've had your event, you'll want to know how much stuff was collected for recycling.

Assuming your materials are collected in separate streams (i.e. glass containers in one barrel, plastics in a different barrel, etc) or that you separate after the event, the following conversion factors can be used to calculate the tonnage of materials diverted from the trash.

From the University of Oregon (http://darkwing.uoregon.edu/~recycle/site_map.htm)

MATERIAL CONVERSIONS TABLE: Glass: One 55 gal. Barrel = 130 lbs Metals: One 55 gal. Barrel = 88 lbs Plastics: One 55 gal. Barrel = 29 lbs Drink Boxes: One 55 gal. Barrel = 30.5 lbs Deposit Cans: One 55 gal. Barrel = 20 lbs. Paper: One 55 gal. Barrel = 115 lbs Cardboard*: Amounts from Weyerhaeuser Compost: One 55 gal. Rolling Cart = 120 lbs Trash: Amounts from Garbage Hauler	*Cardboard Conversions: 1 1/2 yd. 100 lbs. 2 yd. 150 lbs. 3 yd. 300 lbs. * These weights reflect a full bin with all cardboard flattened and consolidated
--	--

EPA (Source: <http://www.epa.gov/recycle/measure/docs/guide.pdf> (*Measuring Recycling: A Guide for State and Local Governments*; page 62: "Standard Waste Volume to Weight Conversion)

Material	Volume	Estimated Weight (in Pounds)
Cardboard boxes: un-compacted/ flattened	1 cubic yard	50-150
Newspaper: un-compacted	1 cubic yard	360-505
Mixed paper: flat	1 cubic yard	380/755
Glass: whole bottles	1 cubic yard	500-700
Aluminum cans: whole	1 cubic yard	50-70
Plastic soda bottles: whole	1 cubic yard	40
Wood pallets	1 cubic yard	515
Grease (fats, solid-liquid cooking oil)	55-gallon drum	410
Food Scraps	55-gallon drum	412
Batteries (auto)	each	39
Batteries (household)	5-gallon pail	40
Furniture (stuffed, ie couch)	1 cubic yard	80
Furniture (wood, ie table)	1 cubic yard	166
Mattress	each	70
CRT/Televisions	each	50
Textiles	1 cubic yard	175

Fluorescent Lamps	4 foot lamp	0.5
Paint	1 cubic yard box	690
Paint	55-gallon drum	450
Bicycle	each	30
Appliances	1 cubic yard	300
Air conditioner	each	64.2
Dishwasher	each	92
Dryer	each	130
Freezer	each	193
Microwave	each	50
Stove/Range	each	181.1
Refrigerator	each	267
Washer (clothes)	each	177
Water Heater	each	131



Promoting Recycling to Local Businesses

Introduction

MassDEP Municipal Waste Reduction Toolkit



Pay-as-you-throw, school recycling, municipal building recycling, residential recycling, reporting requirements, recycling rate calculations, hazardous waste collections; the list goes on and on. But what about business recycling?

More than half the waste produced in Massachusetts comes from the commercial sector. While many large businesses have been recycling for years, small and medium sized businesses are often lagging behind. Sometimes a little encouragement and some “how to” information is all it takes to get a business started on their in-house recycling program. And with soaring public concern about climate change, “being green” is good for business.

“Promoting Recycling to Local Businesses” is designed to help municipal recycling staff provide quick and easy answers to businesses wanting to start a recycling program. It includes a Business Recycling Toolkit with information on finding a recycling company, motivating employees to recycle, and how businesses are affected by the Massachusetts regulations banning disposal of recyclable materials.

There are several ways to use the materials provided in this module:

- Mail the Business Recycling Toolkit to businesses on a case-by-case basis, when calls from businesses are received.
- Publicize the availability of the Toolkit to your business community by using the enclosed press release.
- Team up with your local or regional Chamber of Commerce or business association to jointly publicize the Toolkit and related information.
- Check with the municipal department that handles business licensing to see if they will provide the Toolkit to businesses when they are applying for or renewing their license.
- If your community has a transfer station or drop-off facility that accepts recyclable materials from businesses, consider adding this information to the Toolkit and press release.

The Toolkit components (see Table of Contents on next page) are also provided electronically and can be modified as needed for your community.





Promoting Recycling to Local Businesses

Table of Contents

MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Please note all items described below are included in electronic form. Items followed by a **checkmark (✓)** are provided in a modifiable electronic format. You are encouraged to customize these items to best meet the needs of your community.

Tools for Municipal Coordinator

- ⇒ Press release announcing availability of Business Recycling Toolkit ✓
- ⇒ Letter to businesses regarding Massachusetts waste disposal bans and Toolkit availability ✓
- ⇒ Cover letter from municipality to accompany Toolkit ✓

Toolkit for Businesses

- ⇒ MassDEP Fact Sheet: Motivating Employees to Recycle in the Workplace ✓
- ⇒ Finding a Recycling Company: "Earth 911's Helping Businesses Recycle" ✓
- ⇒ MassDEP Fact Sheet: Commercial and Office Recycling ✓
- ⇒ EPA Guide: "Adjusting Hauling Services While Reducing Waste" ✓
- ⇒ MassDEP Fact sheet: "Your Business and the Waste Bans: What You Need to Know" ✓
- ⇒ MassDEP Brochure: "Your Business and the Waste Bans"
- ⇒ EPA's "Waste Wise" program information ✓
- ⇒ Recycling Area Signs (for posting next to office/commercial recycling bins) ✓

Final Step:

Create your Toolkit by choosing some or all of the materials listed above. You can print these materials directly. Then, customize the cover letter (e.g. place on municipal letterhead, add municipal coordinator's contact information, etc) and mail it with the Toolkit contents to the requesting business(es). Or better yet, go paperless by emailing the cover letter and materials to the business.





Preserving Resources,
Preventing Waste

CALLING ALL MASSACHUSETTS COMMUNITIES!

Join the Massachusetts WasteWise Communities Campaign Today!

The Massachusetts Department of Environmental Protection (MassDEP) is extending an invitation to all Massachusetts cities and towns to **join the Massachusetts WasteWise Communities Campaign**. Massachusetts WasteWise is a free, voluntary program designed to assist communities, businesses, organizations and institutions with creating, implementing, and measuring waste reduction efforts.

Massachusetts was the first state to partner with the U.S. EPA WasteWise program, thus creating Massachusetts WasteWise. Efforts to date have focused primarily on recruiting private sector organizations. Currently we are kicking off the next phase of our program called **“Massachusetts WasteWise Communities Campaign”**. We are actively encouraging all municipalities to join the WasteWise program in an effort to advance Massachusetts waste reduction goals and foster partnerships between municipalities and local businesses.

Consider the benefits of joining Massachusetts WasteWise:

- ❖ Toll-free recycling technical assistance hotline;
- ❖ Free web link to your municipal recycling program;
- ❖ Free local waste reduction & recycling workshops;
- ❖ One-time informational presentation on recycling and the WasteWise program to your local business association;
- ❖ WasteWise materials for local businesses;
- ❖ Technical assistance in setting up or expanding a municipal business recycling program;
- ❖ Federal/State award & recognition opportunities;
- ❖ Climate change reporting tools;
- ❖ Access to a vast network of EPA publications

In addition to new resources for your own municipal program, you will now have a mechanism for providing assistance to your business community. No longer will you feel limited when a local business contacts you for recycling assistance. Tools provided through the WasteWise program will assist you in pointing them in the right direction with minimal effort.

We encourage your municipality to take advantage of this incredible, resource-filled program by joining the Massachusetts WasteWise Communities Campaign today!

For additional information on the WasteWise Communities program, please contact Morgan Harriman at 617-654-6580 or morgan.harriman@state.ma.us or visit us at www.mass.gov/dep/recycle/reduce/wastewise.htm

Promoting Recycling to Local Businesses

Sample Press Release

RELEASE: **Immediately**

SUBJECT: (insert municipality) Announces Business Recycling Toolkit

FOR MORE INFORMATION CONTACT:

NEWS

The (town of/city of) is pleased to make available, a Business Recycling Toolkit for local businesses interested in implementing recycling and waste reduction programs in the workplace. The toolkit is funded through a grant from the Massachusetts Department of Environmental Protection (MassDEP).

The Toolkit includes the following information on:

- waste disposal bans on paper, cardboard, computer monitors and bottles and cans
- strategies on motivating employees to reduce waste in the workplace
- how to locate a recycling service provider
- how to renegotiate your current waste contract and save money by reducing the size of your dumpster and/or frequency of pick-ups.
- sample recycling signs

(Name), (title) for the (City of/Town of) said, “ I am pleased that through the support of MassDEP, we have an opportunity to provide our business community with information on how recycling and waste reduction programs in the workplace, can benefit both the environment and the bottom line”.

Businesses looking to find out more about the program should contact (name) at (phone) or (e-mail).

###

Insert Municipal Letterhead

Dear Business Owner:

Over the past decade, the Massachusetts Department of Environmental Protection (MassDEP) has phased in regulations restricting the disposal of certain recyclable and hazardous materials. The regulations, 310 CMR 19.017, known as the "Waste Bans," restrict the disposal of recyclable paper, glass, metal and plastic containers, leaves & yard waste, lead acid batteries, white goods (i.e., appliances), whole tires at landfills, cathode ray tubes (CRTs), asphalt pavement, brick and concrete, metal and wood.

All solid waste destined for a Massachusetts landfill, incinerator or transfer station is monitored for the presence of banned materials. It is the responsibility of the generator to make sure banned materials are not disposed of or contracted for disposal from their business.

Waste loads containing unacceptable quantities of banned material may be rejected, may incur additional handling charges, be subject to enforcement penalties, and/or may cause costly delays to your trash hauler due to the reloading of banned wastes.

The waste bans are a critical component of the state's *Solid Waste Master Plan*, which has a goal of reducing the amount of waste disposed by 70 percent by 2010. Along with MassDEP recycling grants and outreach efforts, the waste bans have motivated many municipalities and businesses to develop comprehensive recycling programs, contributing to the rise in the state's recycling rate from 10 percent in 1990 to 35 percent in 2004. Last year, over 6.7 million tons of waste were recycled or composted, supporting 19,000 jobs in more than 1,400 companies.

Talk to your trash hauler to learn what you need to do to get banned materials out of your company's trash. Many resources on how to establish a recycling program in the workplace, locating a recycling service provider and motivating employees to reduce waste can be located at www.earth911business.com.

Your cooperation is greatly appreciated. If you have any questions regarding the waste bans or recycling, please contact the MassDEP at 617-348-4002.

Sincerely,

Name
Title

Insert Municipal Letterhead

Date

Name
Company
Address
City, State Zip

Dear Name:

Thank you for your recent inquiry on recycling in (insert city/town). Enclosed is a Business Recycling Toolkit designed to provide your workplace with resources for developing a recycling and waste reduction program. The toolkit consists of the following information:

- Your Business and the Waste Bans: What You Need to Know
- Earth 911 Business Fact Sheet
- Commercial and Office Recycling Fact Sheet
- Pick Up Savings: Adjusting Hauling Services While Reducing Waste
- Motivating Employees to Reduce Waste in the Workplace Fact Sheet
- Massachusetts WasteWise Program Membership Kit
- Recycling Signs

In Massachusetts businesses have an obligation to ensure waste is disposed of properly. Massachusetts' "waste ban" regulation (310 CMR 19.017) restricts the disposal, transfer for disposal and contracting for disposal of certain hazardous and recyclable materials, including paper, cardboard and computer monitors, all commonly generated by businesses. The resources included in this toolkit are designed to help increase awareness on proper disposal of these materials as well as recycling and waste reduction options.

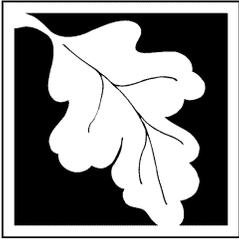
Recycling is easy because many businesses generate materials in large quantities making it simple to keep recyclables separate from the regular trash. Recycling also reduces disposal costs as your business diverts materials from the trashcan to the recycling bin. In addition, recycling prevents unnecessary disposal of usable raw materials, saves energy, reduces air and water pollution and enhances your business' environmental performance and image.

To find local recycling service providers and other tools for implementing a workplace recycling program please visit www.earth911business.com. The MassDEP also has resources available at <http://www.mass.gov/dep/recycle/reduce/assistan.htm>.

We hope your business will take advantage of the resources provided in this toolkit. If you need additional assistance, please contact me at (phone) or (e-mail).

Sincerely,

(Municipal Coordinator)



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Motivating Employees to Reduce Waste in the Workplace

Waste reduction in the workplace hinges on the participation and support of employees, managers, and customers. It involves rethinking the way we do things and changing old habits. This is not easy, but rewards abound as resources and money are saved. This fact sheet outlines key concepts to help improve environmental and operational performance of waste reduction programs in the workplace.

Changing old habits and forming new ones is an on-going process that begins with exposure to, and assimilation of pertinent information. An individual uses information to understand the relative costs and benefits of adopting a new behavior. If a new practice isn't reinforced by an on-going perception that benefits outweigh costs, any change will likely be temporary.

It takes time, patience, and persistence. Below are ideas that have been used in other businesses and municipalities to educate and motivate employees to reduce waste and reduce operational costs.

Create a "Green Team"

A green team is an inter-department group that coordinates and implements practices to reduce waste and increase the efficiency of an organization's internal operations. Green teams may work hand-in-hand with an organization's senior management to build support among mid-level managers and staff for changes in decision-making. As employees are the experts on how operations work their involvement is critical to the success of any program.

- Solicit ideas from employees during management strategy meetings or budgetary discussions.
- Involve employees in decision-making processes.
- Involve **Green Team Members** in all aspects of an organization's management including waste reduction, energy conservation, and related operational improvements.

Garner commitments. Employees who make a personal commitment to changing their work practices are more likely to make these changes permanent than if directed to change their work processes by management.

Creative Images

In a time when we are bombarded with all kinds of information, strive to make your message stand out. Visual impressions can be stronger than words.

- Use a catchy logo and slogan for your program.
- Create pictures or graphics to draw attention to written materials or recycling containers.
- Use photos or displays to show people how much waste they generate.

Massachusetts Department of
Environmental Protection
One Winter Street
Boston, MA 02108-4746

Commonwealth of
Massachusetts
Mitt Romney, Governor

Executive Office of
Environmental Affairs
Robert W. Gollidge, Jr.,
Secretary

Department of
Environmental Protection
Arleen O'Donnell, Commissioner

Produced by the
Bureau of Waste Prevention,
November 2006.
Printed on recycled paper.

This information is available in
alternate format by calling our
ADA Coordinator at
(617) 574-6872.



Motivating Messages

Facts should be put in terms people can relate to and the message should be easy to understand. A surprising fact can help motivate a person to seek change.

- Explain why it is important to stop wasting resources. Where possible, present benefits in terms of cost savings, resources saved, customer satisfaction, corporate and personal responsibility.
- Present information so it stands out; avoid being redundant.
- Use pertinent and persuasive facts.
- Personalize information and relate it to what a person already knows.
- Don't assume employees and managers are familiar with key waste reduction words or concepts.
- Avoid giving too much information at once; give information in manageable pieces.

Person-to-Person Communication

In addition to distributing or posting written educational materials, present information person-to-person. It is more influential than written materials alone.

- Seek volunteers in each work unit who are willing to serve as "waste reduction coordinators." These coordinators provide a friendly and knowledgeable source of information throughout the organization.
- Train employees. Let them know they are expected to use resources carefully and participate in waste reduction programs. Explain how to prevent waste and recycle materials.
- Promote waste reduction in employee gatherings. Show what is being done well and what areas need improvement.

Incentives and Recognition

There are lots of great ways to motivate employees. Here are just a few:

- Graph progress to show people progress achieved by floor or other unit.
- Create a contest and award prizes or trophies (reused, of course).
- Financially reward employees for ideas that generate significant cost-savings and waste reduction.
- Recognize employees' waste reduction efforts in front of others using intranet postings, internal newsletters (e-news) or other means.

Set a Good Example

To help institutionalize new practices be sure to practice what you preach.

- If using promotional prizes, be sure they exemplify waste reduction (e.g., a coffee mug with your program's slogan, a refillable pen made from recycled plastic). Don't use prizes or materials that will become trash.
- Distribute information in the least wasteful way. Route messages electronically or post them on a central bulletin board. Print using both sides of the page and format documents to avoid excessive white space.
- Ask employees to bring their own plate or mug to gatherings where food and beverages will be served.

A portion of this information is reproduced with permission of the California Integrated Waste Management Board (CIWMB) www.ciwmb.ca.gov.



fact sheet

Earth 911 Helping Businesses Help the Environment

www.earth911business.com

This fact sheet provides an overview of the Earth911 Business website, and how this tool can assist your business' recycling and waste reduction initiatives.

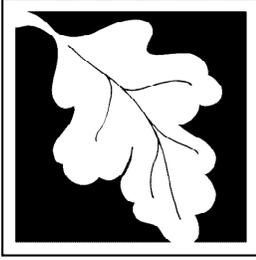
What is Earth 911 Business and How Can it Help My Business?

Earth 911 is a public/private partnership integrating environmental resources into a single network. It serves as a tool to help businesses and service providers find the recycling and environmental resources they need. Below is a description of some of the key features that your business should take advantage of on the Earth 911 Business website.

- **Find a recycling service provider:** If you are a business looking for a local service provider to take your recyclables, Earth 911 Business can help you find them. Type in your zip code, and then select the item you are looking to recycle. A list of area service providers will then be displayed allowing you to select from the most convenient options.
- **Get listed:** Are you a recycling service provider? Get listed. This is your opportunity to promote your services to Massachusetts businesses. Earth 911 Business is a FREE marketing tool for you.
- **Learn recycling principles:** This page will help introduce you to the basic principles of the 3 "Rs" – Reduce, Reuse, Recycle. Incorporating these principles into your business plan is a win-win situation for your business, your bottom line, and the environment.

The screenshot shows the Earth911.com for Business website. At the top, there are navigation links for "Earth911.com for Consumers" and "Earth911.com for Business", along with "SIGNUP" and "LOGIN" buttons. The main header features the Earth 911 logo with the tagline "Making Every Day Earth Day" and a search bar titled "SEARCH FOR LOCAL RECYCLING SOLUTIONS". The search bar has two input fields: "what?" and "where?". Below the "what?" field, it lists "paper, water bottles ...and more". Below the "where?" field, it lists "address, city, state, or zip / postal code". A "GO" button with a recycling symbol is to the right of the search bar. To the right of the search bar, it says "Sponsored by STAPLES eco easy" with a Staples logo. Below the search bar is a navigation menu with links: "Home", "About", "The Basics", "Green Guides", "Materials", "Checklist", and "Contact". The main content area is titled "Earth911.com for Business" with the tagline "Good for business, good for the environment™". On the left, there is a "GreenGuides" section with a list of guides: "Conduct a Waste Assessment", "Create an Office Recycling Program", and "Material Reuse in Your Workplace", with a "more guides" link. In the center, there is a photograph of various electronic waste items, including computer monitors, keyboards, and cables. On the right, there is a "MAKE MY CHECKLIST" section with three items: "Boost employee morale", "Stay current with green business trends", and "Save some money, too!". At the bottom right, there is a "get started" button.

- Business Waste Reduction Assistance: This page provides helpful steps on how to assess the waste quantities in your business, plan, implement, and measure efforts toward reducing the amount of output. To complement your waste reduction efforts, Earth 911 Business also includes a section on how to set up an office paper recycling program.
- Federal and State Requirements: Learn about waste requirements from both the U.S. Environmental Protection Agency and the Commonwealth of Massachusetts. This section provides links to resources to help answer questions about both solid and hazardous waste regulations.
- Programs, Events and Additional Info: Find additional information on local, state, federal and national business waste reduction resources, programs and events. Here you can learn about the Massachusetts WasteWise Program, the Northeast Recycling Council (NERC), the Northeast Resource Recovery Association (NRRRA), and many more regional and national programs that provide recycling and waste reduction assistance to businesses.



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f a c t s h e e t

Commercial and Office Recycling

This fact sheet provides an overview of issues to consider when establishing a recycling program for the workplace. Understanding the costs and benefits of recycling will help you develop a plan that is effective and attractive to staff and management.

Why should businesses consider recycling?

In Massachusetts there are “waste bans”, which are restrictions on the disposal, transfer for disposal and contracting for disposal of certain hazardous and recyclable items at solid waste facilities in Massachusetts. Business managers should remove and recycle any banned materials they generate or run the risk that waste loads will be rejected at a disposal site, charged an additional handling fee or face potential enforcement penalties. Recycling at businesses can be easier and more economical than recycling at home, because the materials are generated in larger quantities and are easier to keep separate from the rest of the trash. Recycling prevents unnecessary disposal of usable raw materials, saves energy and reduces air and water pollution. Recycling can also reduce disposal costs and can save businesses money by diverting materials from the trash dumpster to the recycling bin.

Each year in the Commonwealth, more than three million tons of solid waste is collected from businesses, institutions and industry. This represents approximately one half of the total solid waste stream.

Because recycling reduces disposal costs, recycling programs in municipal offices, schools and businesses are often less expensive than disposing of materials as waste. Recycling is an opportunity to gain valuable recognition in the eyes of both employees and customers.

What types of workplace or commercial recycling programs can be created?

- *Institutions:* In addition to basic recycling programs for paper, bottles and cans, food waste composting programs have been implemented in many institutional cafeterias. Some of these programs have replaced polystyrene trays and plastic utensils with ones that are biodegradable. Yard waste composting programs also are important to institutions that have large grounds and to public park managers as well.
- *Manufacturers:* By reducing waste and minimizing the use of raw materials, manufacturers can keep their costs down and sell their products at competitive prices. Manufacturers can recycle cardboard, wood pallets and office paper, as well as materials specific to their own manufacturing processes.
- *Office Buildings:* Many offices, including municipal offices, schools and commercial buildings, recycle mixed office paper and cardboard. Beverage containers with and without a five-cent deposit value also are often collected. Custodial staff can be assigned to manage these recycling programs.
- *Restaurants:* Restaurants can use beverage container deposits as leverage to attract recycling services for non-deposit food and beverage containers. Collecting used cooking grease and oil for rendering is commonplace in restaurants. Some restaurants have established relationships with local pig farmers or composters to remove fresh food scraps. Restaurants have strong incentives to avoid disposal because they often use smaller dumpsters to conserve space, and pay for more frequent pick-ups of waste.

- *Retail Businesses:* Most retailers flatten cardboard boxes to save space in their dumpsters and reduce collection costs. Recycling cardboard adds just a few more steps. In addition, appliance stores have found that taking away old appliances is a valuable service to consumers, and allows them to broker enough of the material to sell it to scrap metal dealers.

How do I make a recycling program cost effective?

Start any recycling program by looking at what materials you throw away. Identify the materials that you generate in the largest quantities and determine if any of these are recyclable in your area. Once you have targeted the materials most appropriate for your own recycling program, the next step is to call vendors and compare the costs and benefits of their services. Recyclable materials have a value - otherwise the mills would not want them. But the value may not always cover the costs of the recycler's time, transportation and equipment. For the commercial manager, that means creating a balance between price and service.

Some recycling vendors specialize in high-volume, low-service accounts, for which they pay cash for high-value recyclables. Others specialize in providing a higher level of service and may charge a fee. Typically, manufacturing plants and print shops choose high-volume dealers, while high-rise offices choose higher levels of service (or contract those services separately to custodial managers). Look for a recycler who has an established route in your area, so he can justify mileage over several accounts.

What is the market value of my recyclables?

The price you pay to have someone pick up your recyclable material depends on the market for that material. The following sources provide information on recycling markets:

- The U.S. Environmental Protection Agency's web page on pricing information at: www.epa.gov/jtr/comm/pricing.htm.
- The Official Board Markets ("*The Yellow Sheet*") - a weekly periodical filled with news and prices of recyclable commodities. For subscription information call (888) 527-7008 or visit the web site at: www.packaging-online.com.

How will recycling affect my handling costs?

Depending on the service you negotiate, recycling can add to or subtract from your custodial hours. Do not compare floor-by-floor collections with loading dock collections solely on the basis of price. If you do not have the time to carry materials to the loading dock, a high-service recycler that will collect floor-by-floor may be worth paying for.

How much space will recycling require?

The volume of a material that a recycling vendor gets from a single trip makes a difference in his or her earnings. It also affects your storage space needs. Before calling vendors, decide where you will store recyclables between pick-ups. Negotiating a minimum pick-up is often more important than negotiating over pennies per pound. Also remember to credit recycling with the space the material takes up in your dumpster. If you can reduce the frequency of rubbish pickups or the number of dumpsters you need, the avoided disposal costs can be significant.

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Environmental Protection
One Winter Street
Boston, MA 02108-4746

Commonwealth of
Massachusetts
Mitt Romney, Governor

Executive Office of
Environmental Affairs
Robert W. Golledge, Jr., Secretary

Department of
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Arleen O'Donnell, Commissioner

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(617) 574-6872.



How will the recycling program look?

Plan around the aesthetic, as well as functional, needs of your office. You will need indoor bins in convenient areas, which will probably be visible to staff and customers. The indoor bins will most likely be emptied into larger collection containers that are stored out of sight of your customers. If you request that your vendor supply all of these containers, the price for recycling service may be affected. Do not assume that a vendor will leave containers that fit your office decor.

Where can I find more information about recycling in Massachusetts?

If you do need more assistance, try the following sources:

- Massachusetts Waste Ban Guidance:
<http://www.mass.gov/dep/recycle/wstban01.doc>
- Solid Waste and Recycling Service Provider Directory.
Available on the Earth911business.com web page: www.earth911business.com
- Free Technical Assistance through the Massachusetts WasteWise program:
<http://www.mass.gov/dep/recycle/reduce/wastewise.htm>
- Donation and Reuse: <http://www.mass.gov/dep/recycle/reduce/donation.htm>
U.S. Environmental Protection Agency Reuse web page:
<http://www.epa.gov/newengland/assistance/reuse/index.html>
- Recycling Services Directory and Markets Guide.
Available on the DEP web page: www.mass.gov/dep/recycle/reduce/mktdev.htm
- Check your yellow pages for listings under Junk, Recycling Centers, Recycling Services, Redemption Centers, Rubbish, Scrap Metal, Waste Hauling, or Waste Paper

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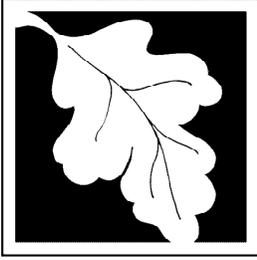
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Massachusetts
Department
of
ENVIRONMENTAL
PROTECTION

f a c t s h e e t

Your Business and the Waste Bans: What You Need to Know

What are waste bans?

“Waste bans” are restrictions on the disposal, transfer for disposal and contracting for disposal of certain hazardous and recyclable items at solid waste facilities in Massachusetts.

The waste bans are designed to:

- Conserve capacity at existing disposal facilities.
- Minimize the need for new facility construction.
- Provide recycling markets with large volumes of material on a consistent basis.
- Keep certain toxic substances or materials from adversely affecting our environment when landfilled or incinerated.
- Promote business and residential recycling efforts.

What do I need to do? Remove & Recycle!

Business managers should remove and recycle any banned materials they generate or run the risk that waste loads will be rejected at a disposal site, charged an additional handling fee or face potential enforcement penalties. Recycling at businesses can be easier and more economical than recycling at home, because the materials are generated in larger quantities and are easier to keep separate from the rest of the trash. Recycling prevents unnecessary disposal of usable raw materials, saves energy and reduces air and water pollution. Recycling also reduces disposal costs and can save businesses money by diverting materials from the trash dumpster to the recycling bin.

Your waste hauler may be able to help you establish a recycling program. Also, Earth911business.com has an extensive list of companies that collect or process recyclable materials, as well as, information on how to start a recycling program at your business.

What is banned?

Recyclable Paper: All paper, cardboard, and paperboard products (EXCEPT tissue paper, toweling, paper plates and cups, wax-coated cardboard and other low-grade paper products).

Glass Containers: Glass bottles and jars. The ban does not cover light bulbs, Pyrex cookware, plate glass, drinking glasses, windows, windshields and ceramics.

Metal Containers: Aluminum, steel or bi-metal beverage and food containers.

Single Resin Narrow-Necked Plastics: A soda bottle is narrow-necked but a yogurt container is not.

Leaves & Yard Waste: Leaves, grass clippings, weeds, garden materials, shrub trimmings, and brush one-inch or less in diameter (excluding diseased plants).

White Goods: Appliances employing electricity, oil, natural gas or liquefied petroleum gas. These include refrigerators, freezers, dishwashers, clothes washers, clothes dryers, gas or electric ovens and ranges, and hot water heaters.

Whole Tires: Motor vehicle tires of all types (Incinerators and transfer stations can accept whole tires. Shredded tires are not restricted).

Cathode Ray Tubes: Any intact, broken or processed glass tube used to provide the visual display in televisions, computer monitors and certain scientific instruments.

o Materials banned from disposal as of July 1, 2006:

Asphalt Pavement, Brick, and Concrete: asphalt pavement, brick and concrete from construction and demolition of buildings, roads, bridges, and similar sources.

Metal: Ferrous and non-ferrous metals derived from used appliances, building materials, industrial equipment, vehicles, and manufacturing processes.

Wood: Treated and untreated wood, wood waste (trees, stumps, and brush, including but not limited to sawdust, chips, shavings and bark).

Did You Know?

The waste bans apply to all solid waste destined for a Massachusetts landfill, incinerator or transfer station.

Waste generators are responsible for ensuring that they do not contract for the disposal of banned items.

Waste facility operators are responsible for ensuring that unallowable quantities of banned materials are not disposed or transferred for disposal from their facilities. Facilities must check incoming waste in two ways. First, all loads must be visually monitored for the presence of banned materials. Second, random inspections of waste load contents must be conducted.

MassDEP conducts inspections at solid waste facilities to identify haulers and generators (businesses, institutions, municipalities, etc.) that dispose of banned materials.

Businesses and municipalities that do not divert banned items from their waste run the risk of having solid waste facilities reject their waste and charge additional handling fees, and potential enforcement penalties from MassDEP.

For more information...

on the waste bans or commercial recycling, contact MassDEP's commercial waste reduction hotline at (617) 348-4002, or visit:
<http://www.mass.gov/dep/recycle/reduce/assistan.htm>.

Batteries: Lead-acid batteries used in motor vehicles or stationary applications.

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Zero Waste

Introduction

MassDEP Municipal Waste Reduction Toolkit



Welcome to the Zero Waste Module of the Outreach Toolkit. The materials that comprise this module are all in electronic format. You can find:

- ⇒ Reduce, Reuse, Recycle: Rethink Zero Waste: an introductory primer about what is zero waste
- ⇒ Zero Waste Principals: A compilation of information from EcoCycle about the concepts behind zero waste
- ⇒ The *Zero Waste Toolkit*: A 28-page guide from EcoCycle with step-by-step how-to information on hosting various zero waste events and activities
- ⇒ Local Government Connection – Beyond Recycling: Zero Waste... or darn close: An introduction to zero waste concepts for municipal officials including a model resolution to adopt zero waste
- ⇒ *A Zero Waste Tool Kit for Local Government*: From British Columbia's Zero Waste Working Group, this toolkit outlines how a municipality can go about implementing zero waste.
- ⇒ Article for your local paper: *Is Zero Waste Possible?:* submit this article to be published in your local paper to promote zero waste in your community
- ⇒ Article for your local paper: *Achieving Zero Waste at Home:* submit this article to be published in your local paper to promote zero waste in your community

If you select to print any of these materials, we hope you do so sparingly (and recycle or pass along to someone else when you're through with them), as zero waste starts with you!



Zero Waste

***Zero Waste: Reduce, Reuse, Recycle:
Rethink Waste***

MassDEP Municipal Waste Reduction Toolkit



Recycling has become a national habit, a ritual practiced by over 100 million people every day. Yet recycling alone will not end our dependency on landfills and incinerators, nor reverse the rapid depletion of our natural resources. As world population and consumption continue to rise, it is clear that our one-way system of extracting virgin resources to make packaging and products that will later be buried or burned is not sustainable.

What Can You Do to Promote Zero Waste?

Becoming a “Zero Waste” community may seem like a daunting task, but the idea isn’t to become 100% waste free, but rather for our waste stream to come “darn close” to being nothing more than the irreducible minimum by promoting practices at home, work and school that fully embrace the concepts of recycling, composting and waste reduction. Start small and move your way up the zero waste food chain.

Adopt a Zero Waste Resolution in your Community

The *Zero Waste Toolkit for Municipal Officials* will provide you the necessary tools to work with your community leaders to promote zero waste. It may seem like a long shot, but you’ll never know unless you ask.

Sponsor a Zero Waste Event

Zero Waste Events help ordinary people see how simple it is to implement the practices of zero waste (composting, recycling everything and most importantly thinking about waste before it is created or purchased).

Zero Waste Events can be held in any area by any group with ease and can be replicated by other organizations that would like to hold similar events. This module will present several models of zero waste events you can hold in your community.

What is Zero Waste?

Zero Waste is a new way of looking at our waste stream.

Instead of seeing used materials as garbage in need of disposal, discards are seen as valuable resources. A pile of “trash” represents jobs, financial opportunity, and raw material for new products.

Zero Waste is a ‘whole system’ approach to resource management that maximizes recycling, minimizes waste, reduces consumption and ensures that products are made to be reused, repaired or recycled back into nature or the marketplace.



Other countries around the world and some U.S. communities have begun to evaluate and redesign their current systems to encourage recycling and to create a more materials-efficient economy. American companies who do business overseas are already redesigning their products and manufacturing processes to meet the Zero Waste standards adopted by other countries. If they can do it there, we can do it here.

Why is Zero Waste Important?

The system of consumption and wasting that drives our demand for raw materials creates an unsustainable demand on natural resources as well as costly environmental threats on the disposal end.

Waste Impacts Climate Change

Scientists around the world have concluded that modern levels of materials and energy consumption are having a destabilizing influence on the world's atmosphere and are major contributing factors to the climate change we are now experiencing.

Energy consumption contributes directly to climate change by adding carbon dioxide from burning petroleum products, trap radiant heat and keep it from escaping from the Earth's atmosphere. The resulting warming of the air is changing our global climate.

Materials consumption contributes indirectly to climate change because it requires energy to mine, extract, harvest, process, and transport raw materials, and more energy to manufacture, transport and, after use, dispose of products.

Of all the materials used in products, only 1 percent is used in products 'durable' enough to still be in use six months later, according to industrial ecologist Robert Ayres. This wasteful consumption of materials wreaks havoc on our land and water resources. What's seldom appreciated is that it also wreaks havoc on our atmosphere and contributes to climate change. Waste prevention and recycling are critical to stopping climate change.

A growing international movement toward the concept of Zero Waste calls for resource efficiency and eliminating rather than managing waste – strategies that have major benefits for slowing climate change. There are zero emission cars and zero accident worksites; Zero Waste is a goal for how we should responsibly manage materials and the energy required to make them.





Zero Waste & Reuse Events

Principles of Zero Waste

(reprinted with permission from EcoCycle, Boulder, CO)

MassDEP Municipal Waste Reduction Toolkit



Redesigning Products and Packaging for Durability, Reuse and Recyclability

Instead of perpetuating our throw-away society, products would be designed using fewer material types that could be easily reused or repaired when they have outlived their usefulness.

Creating Jobs from Discards

Wasting materials in a landfill also wastes jobs that could be created if those resources were preserved. According to the report, *Wasting and Recycling in the United States 2000*, "On a per-ton basis, sorting and processing recyclables alone sustains ten times more jobs than landfilling or incineration."¹ According to the report, some recycling-based paper mills and recycled plastic product manufacturers employ 60 times more workers on a per-ton basis than do landfills. The report adds, "Each recycling step a community takes locally means more jobs, more business expenditures on supplies and services, and more money circulating in the local economy through spending and tax payments."²

Producer Responsibility

Zero Waste puts the responsibility for materials entering the waste stream on the front-end with the manufacturer, not on the consumer at the back-end of the product's life. The end result is that manufacturers redesign products to reduce material consumption and facilitate reuse, recycling and recovery.

"True Cost" Accounting

The price of a product does not currently reflect the full costs of the environmental degradation and public health impacts associated with the virgin resource extraction, processing, manufacture, transportation, and disposal of that product. When the market prices begin to include such costs, the more environmentally-friendly product will also be less expensive.

Investing in Infrastructure, Not Landfills

In many communities, strategies like unit-based pricing for garbage collection (commonly known as Pay-As-You-Throw) have created tremendous incentives for residents and businesses to reduce waste and have resulted in higher diversion rates. Rather than using the tax base to build new landfills or incinerators, communities have also invested in recycling, composting, and reuse facilities. In some cases, communities have created integrated discard "malls" where various recycling and reuse businesses coexist in a location where consumers can come to drop-off any unwanted item.

Ending Tax Payer Subsidies for Use of Virgin Materials

Pollution, energy consumption and environmental destruction start at the point of virgin resource extraction and processing. Our tax dollars subsidize many industries that make products from virgin materials, such as timber and mining. Zero Waste proposes ending these federal subsidies to enable recycled and reused products to compete on an even playing field. Without the subsidies, the market can determine which are truly the less expensive products.





Zero Waste

Plan Your Zero Waste Educational Event

(reprinted with permission from EcoCycle)

MassDEP Municipal Waste Reduction Toolkit



Introduction

In April, 2000, Eco-Cycle (Boulder County, Colorado) hosted a public Zero Waste Event at the Boulder Public Library. Having had a great deal of experience producing large scale public events, Eco-Cycle has graciously given us the benefit of their experience, nicely summarized in this Zero Waste Educational Event Planning Kit.

What is the Kit?

The Zero Waste Educational Event Planning Kit (also referred to as "the Kit") is a group of activities that can be used to promote, setup, manage and take down a large public Zero Waste event in your community.

Do I Have to Use the Graphics and Videos Supplied By Eco-Cycle & GRRN?

While you do not have to use the graphics or videos we have available, there are few other resources available, and compared to the considerable costs described above, they are minimal. The 'dog and waste can' are trademarked by Eco-Cycle, and the Zero Waste symbol is trademarked by GRRN. If you use the term 'Zero Waste' for any part of your event or either trademark, you should contact the Grassroots Recycling Network and tell them about it. To order videos, contact [Chris](#) at GrassRoots Recycling Network (visit <http://www.grrn.org/contact/index.php?cid=2> for an email form). To get the graphics, contact [Marti](#) at Eco-Cycle marti@ecocycle.org.

To view available graphics visit:

http://www.grrn.org/zerowaste/kit/event/posters_large.html

http://www.grrn.org/zerowaste/kit/event/bus_ads.html

http://www.grrn.org/zerowaste/kit/event/news_paper_ads_large.html

http://www.grrn.org/zerowaste/kit/event/invitation_examples.html

Where Do I Go From Here?

If you haven't already, read "What is Zero Waste" and "Zero Waste Principles". This will bring you up to speed on zero waste concepts. Then move on to "Event Ideas" which outlines your event possibilities and from there, you may find that your event could also easily be geared to bring Zero Waste to the attention of public officials who help enact legislation. You can read more about this in "Promoting Zero Waste to Public Officials."

For a wider appreciation of Zero Waste, please visit http://www.grrn.org/zerowaste/resource_zw.html an extremely comprehensive knowledge base of Zero Waste on basic, local, national and international levels.

Once your event date has been set and planning is well under way, please consider posting the event on the GRRN Community Calendar. Good luck with your event!





Zero Waste

Event and Activity Ideas

MassDEP Municipal Waste Reduction Toolkit



The various elements of this event, many of which can stand alone as Zero Waste "activities" in their own right, are listed below along with the approximate cost (based on Eco-Cycle's experience).

Activity	Approximate Cost
1. Public Forum/Panel Discussion (evening event)	Panelists will likely volunteer their time; costs accrue with facility rental, sound system, advertising
2. Video (purchase from EcoCycle)	\$25 for video alone
3. Contest	Minimal (IF you get donated prizes and contest entry forms are made and copied in-house)
4. Guest Speaker	\$1200 (cost of travel/lodging for guest speaker, plus stipend)
5. Speech	\$0
6. Event Reception	\$1500 (\$1200 for food/drink for 300 persons plus \$300 for rental of plates, glasses, etc.)
7. Event at Recycling Drop-Off Center	\$200 (highly variable cost)
8. School Forum	\$750, depending on bus and substitute teacher costs
9. Invitation	\$1500 (printing plus mailing costs for 2400 invitations)
10. Newspaper Ads	\$5000 (could be much less if fewer/smaller ads are run)
11. Bus Ads (purchase from EcoCycle)	\$2100 (could be less if fewer types of ads are run on fewer buses)
12. Poster (purchase from EcoCycle)	\$125 (with artwork from Eco-Cycle)
13. Press Release	\$0
14. Letters to the Editor	\$0
15. Op-Ed Article	\$0
16. Public Service Announcements	\$0



Public Forum/Event Panel Discussion

Objective

An open forum and panel discussion engages the public in a way that one-way print media or even visual presentations cannot. This activity provides a context for learning first-hand what community members are thinking, and it provides an opportunity to clarify or resolve issues. Showing the [Zero Waste Video](#) first provides a stimulus for conversation.

Important Note: The Public Forum/Panel Discussion was organized by EcoCycle as part of an evening that included a pre-event warm-up reception, a showing of the Zero Waste Video, a Guest Speaker, a Public Forum/Panel Discussion, a Zero Waste Idea Contest and a post-event dessert reception . The pre- and post-event receptions' places in the larger event are in bold in the following schedule of EcoCycle's event. Remember, offering food and drink-before AND after your event if possible- is key to a well-attended event!

Schedule for Eco-Cycle Event

This event was held on a Friday night-the evening before Earth Day 2000-at the Boulder Public Library auditorium.

6:30 pm	Doors open (warm-up reception with food and drink); opportunity for guests to enter Zero Waste contest-this was available in lobby throughout event
6:55 pm	Guests are reminded that Zero Waste video will start in five minutes
7:00 pm	Welcome and introduction of event and video; overview of evening
7:05 pm	Showing of Zero Waste Video
7:35 pm	Introduction of Guest Speaker Gary Liss
7:40 pm	Presentation by Gary Liss
8:10 pm	Introduction of Panel members and the Public Forum/Panel Discussion (Panelists were introduced and then each one was given 5 minutes to speak; this was followed by about 20 minutes of Q and A from the audience); reminder to guests to stick around for dessert following the Q and A
8:40 pm	Dessert Reception; opportunity for guests to enter Zero Waste contest

How To Do It

Step 1 (*4 months before event*): Determine and secure location for public forum/panel discussion, taking into consideration the other event activities as well (e.g., video showing, reception, guest speaker). Decide how long your panel discussion will be (see EcoCycle schedule above as a guide), when in the order of things it will be held, and how much time you will give each panelist to speak before the Q and A session that follows.

Step 2 (*3 months before event*): Select a panel facilitator and discuss with him/her how the panel will be conducted. Preferably, your facilitator will be someone from your organization who knows the topic and who can steer the discussion in a productive direction. The facilitator will also need to be adept at "managing" personalities-both panel and audience. Make sure the facilitator knows how to follow up and ask questions of panelists to further clarify or flesh out the important points you wanted them to address. (see Step 4).

Step 3 (*3 months before event*): Select panel members. For ideas on selecting panel members, see "Tips" below. EcoCycle chose the following THREE persons:



Zero Waste expert Gary Liss. Gary was already present at the event as the guest speaker. Gary consults widely with public and private sector institutions to develop recycling and Zero Waste policies and practices. He was able to speak to and answer a variety of questions about the economics, politics and logistics of Zero Waste.

Eco-Cycle Executive Director Eric Lombardi. Eric is an engaging and passionate speaker who represented the voice of a local non-profit engaged with Zero Waste issues. He spoke to issues of local organizing and community participation in politics (as well as the role of Eco-Cycle) and helped articulate a Zero Waste vision for Boulder County).

Boulder City Council member Lisa Morzel. Lisa supports Zero Waste policies in government and is an exemplary practitioner of Zero Waste with her family at home. She spoke about her personal experience trying to achieve Zero Waste and also spoke about the local political climate around Zero Waste.

When you are considering whom to invite for your panel, think about the expertise or experience that you want represented. In your communication with potential panelists, tell them up front the focus of the contribution you hope they will make to the panel. For example, EcoCycle stressed to Lisa Morzel that her experience maintaining a "Zero Waste" household would be valuable to the audience, as would her experience advocating for progressive waste-related legislation as a City Council member.

Step 4 (2-3 months before event): Send to each of your panelists a written description of the points you wish them to stress when they speak, as well as an indication of the amount of time they will have to make their speech. Also, make sure they are clear about the length of time they are expected to be on the panel to answer questions from the audience. Confirm that your panelists can come to the entire event and that they will be there WELL BEFORE the panel discussion is scheduled to start; a "missing in action" panelist is no fun for event organizers or guests!

Step 5 (8 weeks before event): Call each of your panelists and confirm that they received your written outline. Go over that outline and answer questions the panelist may have.

Step 6 (8 weeks before event): Prepare media campaign to publicize event (i.e.: Newspaper Ads, Bus Ads, and Zero Waste Press Release).

Step 7 (6-8 weeks before event): Reserve sound system equipment from a rental agency (if relevant). Make sure that the rental agency either plans to set up the equipment on the day of the event or plans to teach you how to do it.

Step 8 (4-8 weeks before event): Organize staff and volunteers for the event (set-up and clean-up people, food service people, ushers, video/sound people if necessary, floaters who can answer questions and assist guests). Prepare a contingency plan in the event that one or more of the panelists have to cancel at the last moment.

Step 9 (One week prior to the event): Contact the panelists, confirm their attendance, and go over the format for the event with them (when the panel starts, what points they are expected to stress, how much time they'll have to speak, what will be expected of them in the public Q and A session, etc.). Ask if they have any questions or concerns at this point and address those.

Step 10 (One day before event): Contact panelists once more and confirm their attendance. Remind them to show up for the whole event or to come well before the panel discussion starts. If possible, have them there at the pre-event reception and later at the dessert reception (if you choose to host these activities) so that attendees can meet the panel and ask them questions.

Step 11 (Day of event): Set up sound system early and test it well in advance of the panel. Have troubleshooting expertise on hand if something goes wrong during the panel discussion.

Step 12 (Day of event): IMPORTANT: Ensure that the Public Forum/Panel Discussion facilitator provides an overview of the evening from the outset. Make sure he/she introduces the panelists by including the points to which each panelist will speak. The facilitator should also explain to the audience that after each



panelist speaks (you might give each panelist five minutes to talk), there will be a Q and A session, and after that a DESSERT RECEPTION. The facilitator should encourage attendees to stay for dessert; you want to ensure that folks stay for the Q and A, and stressing the dessert reception is a powerful way to do that.

Step 13 (*Within one week post-event*): Send a personal thank-you note or letter to each panelist, and invite their feedback on the event. You also may wish to send a thank-you to the facility provider and any volunteers who assist with the event.

Tips

- Select panel members who represent different aspects of society concerned with Zero Waste issues: business, government, and environmental groups. Consider also folks who practice Zero Waste domestically. If no one in your community is a Zero Waste expert, think of folks who practice or advocate for elements of Zero Waste in government, business, or through a non-profit agency.
- Choose panel members who know how to respect differences well. Don't create a "Jerry Springer" show out of your public forum.
- Set a time limit for the panel discussion and the question period that follows, and ensure that questions from the audience are answered in the order in which they are asked. Be sure your panelists know the format.
- Be prepared for audience members who are disrespectfully confrontational of panelists or who want to monopolize the Q and A time. Ensure that your facilitator knows how best to handle such persons.
- Be prepared to go a little over time if BOTH the panel and audience are leaning towards this, and the facility rental arrangement will allow.
- Advertise well for the event and request RSVP's to written or mailed invitations. It's good to have a sense of how many people are coming, though there is always some unpredictability when the general public is invited.

Zero Waste Video Showing



Objective

The 28-minute Zero Waste video ("Zero Waste: Idealistic Dream or Realistic Goal?") introduces an audience to Zero Waste concepts via interviews with engaging speakers (conducted by video producer Paul Connett) and real world Zero Waste examples. Ideally, the video is probably best shown as part of an event (see above) that includes a guest speaker or panel discussion, and perhaps a Q and A session. This video is not a Hollywood production, but rather a grassroots effort of Zero Waste activists.

Important Note: The Zero Waste Video was aired as part of a larger event - the *Public Forum/Panel Discussion* organized by EcoCycle. Please see the schedule under that activity for more information on hosting a larger event.

How To Do It

Step 1 (*6 weeks before event*): Contact video production company to ensure equipment is available to rent for day of showing.

Step 2 (*4 weeks before event*): Order video from [GrassRoots Recycling Network](#)

Step 3 (*Week of event*): Check in with video production company to confirm that equipment rental and set-up arrangements are confirmed.

Step 4 (*Day of event*): Set up equipment EARLY and test performance. You may even want to do this step before the day of the event.

Tips

- Make sure it's clear WHO will be setting up and testing the equipment.
- Ensure that someone who is at the event is knowledgeable enough about the equipment to troubleshoot if there is a problem.
- If the showing is for a small number of people in a small area, consider a large-screen TV display as opposed to a projected image-but make sure the sound is okay.
- Introduce the video so that viewers know what to expect afterwards (e.g., question time, speaker, panel discussion, dessert reception).
- If you have a larger audience, make sure you have a sound system that will suit the room and the crowd; a blaring TV will just distort the sound, which is a little rough.



Zero Waste Contest

A contest where entrants are invited to submit Zero Waste ideas provides a simple means of interactive learning: entrants ask themselves what Zero Waste might mean practically and then decide on ways to put flesh on their ideas. A Zero Waste contest also provides opportunities for media coverage (e.g., a short story on the winning idea) and serves to help draw folks to an information table or public event.

How To Do It

Step 1 (*2 months before contest entry deadline*): Seek prize donations. Emphasize "eco-friendly" prizes such as a bike, overnight at a spa, or bed and breakfast trip. When asking businesses for donations, emphasize that you will put their logo on contest entry forms and on other media associated with the contest, such as invitations, newspaper ads, etc. Make sure to follow through with these commitments.

Step 2 (*2 months before contest entry deadline*): Develop an outreach plan and a timetable for promoting the contest and offering opportunities for the public to enter. Consider a newspaper advertisement, information booths or tables at stores and at fairs and festivals, and a table at a public recycling center. Make sure you are clear about the terms of the contest and how the entries will be judged: What is the deadline date? Are there any restrictions on entry (e.g., a minimum age, or a stipulation about the exclusion from participation of friends and relatives of contest organizers)? How many winners will there be? What criteria will be used to judge entries? If you are planning to host a Zero Waste forum for grade school students, consider soliciting contest entries from them as well, and be sure to offer an age appropriate prize.

Step 3 (*8 weeks before contest entry deadline*): Develop your contest entry form (see Tips below) and also a flyer if you want to advertise the contest at places where you do not intend to collect entry forms. See EcoCycle's contest entry form (attached) as a model. If you use a printer, submit your contest entry form design to them 7-10 days before you first want to make the forms available to the public.

Step 4 (*6 weeks before contest entry deadline*): Start your outreach activities and solicitation of contest entries from the public. Where possible, have your prizes on display at contest entry opportunities-this lets entrants know there really IS a prize! To be fair, hold firm to your entry deadline. Keep collected contest entries together in a safe place. Recruit impartial contest "judges" to evaluate entries. These judges should be people who cannot enter the contest but who have a working knowledge of Zero Waste principles and practices and no stake in who is chosen as a winner!

Step 5 (*At contest entry deadline*): Gather your "judges" and review the criteria you have set for determining contest winners (see Tips below). In the Eco-Cycle contest, more weight was given to ideas that would be especially relevant in Boulder County, Colorado (this emphasis was stated on the entry form). For example, the idea of an Advanced Disposal Fee (ADF) on computers purchased in Boulder County would be a valuable idea because of the high consumption rate of computer equipment in the region.

Determine your winner(s), and double-check any donor-imposed deadlines for use of non-material contest prizes (e.g., overnight trips, spa visits) and be sure to let the winner(s) know of these restrictions.

Step 6 (*After determining contest winner(s)*): Notify winner(s) by phone and mail to congratulate them and confirm the delivery or use details of their prize. Also, contact the media and write a [press release](#) that mentions the winner(s) and describes their winning idea(s). Get a quote from the winner(s) (you might ask them how they thought of their idea) if possible. Use the attached press release associated with EcoCycle's Zero Waste contest as a model.

Step 7 (*After determining contest winner(s)*): Send a thank-you to each prize donor and let them know both who the winner(s) is/are and what the winning idea(s) was/were.

Tips

- Be creative in choosing prizes.
- Design your [contest entry form](#) thoughtfully (remember the problems with the electoral ballot design in Florida!). On the form, consider including:



- Clear instructions and plenty of space for entrants to record their contact information (name, telephone, address).
- A succinct definition of Zero Waste
- A sample Zero Waste idea to give entrants a sense of what you are looking for
- Pictures of the prizes or the logos of the prize donors
- Clearly printed restrictions on the contest (e.g., who cannot enter, entry deadline)
- EcoCycle used the following criteria for judging contest entries:
 - Consistency with Zero Waste concepts
 - Originality
 - Potential impact on environment if idea was implemented
 - Relevancy to specific area or region in which idea would be implemented
 - Consider having a line on the contest entry form for entrants to fill in their age, and then choose an "under 12" winner and an "over 12" winner.



Guest Speaker

Objective

A guest speaker who is knowledgeable about the field of Zero Waste can lend legitimacy to the subject that is hard to convey in print ads and other media. A guest speaker who can speak of his/her experience with Zero Waste within a business or in another community shows the public and local legislators that Zero Waste is possible-maybe even the necessary next step for any responsible community.

IMPORTANT NOTE: The Guest Speaker was part of the *Public Forum/Panel Discussion* – a larger event organized by EcoCycle. Please read that activity discussion for further information on the Guest Speaker in relation to the larger event.

How To Do It

Step 1 (*As far in advance as possible!*): Brainstorm list of candidates for guest speaker-consider knowledge, presentation ability, enthusiasm for subject, capacity to interpret the subject to a diverse audience. Narrow your prospects down to a short list. Check out the "Additional Resources" section on the Kit home page for prospects.

Step 2 (*As far in advance as possible!*): Call your prospects and ask if they are available to speak on the intended date of your event. Consider how flexible you are with regard to the date-if a great speaker is available only on a particular date, it may be advisable to set the date around that speaker's schedule. Once your speaker is confirmed, ask if they have any special needs with regard to lodging or food. Make sure to accommodate these in your arrangements.

Step 3 (*2-3 months in advance*): Make the lodging, food, travel (both to your community and while in your community) and other arrangements needed for your speaker. Confirm your guest's willingness to be interviewed during the course of the event. Is a packed schedule okay? If the travel involves a plane or bus ticket, make sure the guest knows where to pick that up, whether it will be mailed, etc. If a stipend will be offered, negotiate that. One of the advantages of starting early on the planning is that you may be able to find reduced airfares.

Step 4 (*4 weeks in advance*): Contact all radio and TV stations and newspapers that you want to have interview your guest. Send a tentative schedule of these interviews to your guest for his/her approval.

Step 5 (*2 weeks in advance*): Check in again with your guest. Explain the arrangements again and ask if the guest has any questions or concerns. Confirm travel/reception plans with your guest.

Step 6 (*2 days in advance*): Contact guest again to confirm travel schedule and pick-up arrangements.

Step 7 (*Day of guest's arrival*): Be on (ahead of!) time to pick up your guest. When he/she departs provide him/her with an appropriate thank-you and (if relevant) the stipend.

Step 8 (*Within one week post-event*): Be sure to send a follow-up thank-you card and invite your guest to offer feedback on the event.

Tips

- Allow lots of time to "sell" reporters on the idea of interviewing your guest speaker
- As a guest speaker you may want to consider business leaders in your community who have done a great deal to reduce waste.
- Consider speakers with whom you have a personal relationship first-they may be more likely to support your event
- Allow your guest some "free" time when in town. No one wants to be totally booked the whole time



- Double-check basic matters like plane tickets, lodging, transportation.
- Have a contingency plan in place in the event that at the last minute your guest cannot come

Zero Waste Speech

WHAT YOU WILL NEED

- A captive audience
- Speech outline (provided below)

Objective

A speech or presentation is an excellent way to deliver your Zero Waste message in a meaningful, targeted way to individuals that may be prompted into action by your words.

How To Do It

Step 1 (*2-3 months before giving speech*): Write speech. Use the outline provided here as a model to work from. Make sure your speech is no longer than 30 minutes, allows time for audience questions, isn't too technical, tells a story or two, and, most importantly, presents Zero Waste (or pretty darn near!) as a realistic and compelling concept.

Step 2 (*Optional-1-2 months before giving speech*): Obtain Zero Waste Video. This video can add variety to your presentation. Call the GrassRoots Recycling Network at 706-613-7121 or go to [here](#) for more information or to [order the video](#).

Step 3 (*1-2 months before giving speech*): Practice and edit your speech. Solicit feedback from co-workers or friends.

Step 4 (*1-3 months before giving speech*): Arrange speaking venues. Service organizations like the Lions Club or the Rotary Club tend to book their speakers several months in advance; however, always have your speech ready to go as sometimes there are cancellations and a replacement speaker is needed right away.

Step 5 (*Date/time of Speech*): Deliver the Speech. Arrive early to the venue to (1) set up any equipment you may be using; and (2) chit-chat privately with individuals in your audience and with your hosts-this will lessen your anxiety and familiarize you with their interests.

Step 6 (*Within one week after speech*): Send a thank-you. Call or write your speech hosts thanking them for inviting you to speak, and ask them for ideas on other speaking opportunities with their organization, or for suggestions of other groups that might want you to speak.

Tips

- Give your first speech to a receptive and affirming audience, such as a group with similar goals to your own. This will help you gain experience and confidence with the speech. Of course, if you prefer the "trial by fire" approach, then deliver your first speech to an audience from whom you expect substantial resistance!
- Know your audience and the organization they represent. At the outset of your speech you may want to make a connection by mentioning an award your audience's organization has won, or by telling how you or a family member or friend has been connected with the organization.
- Edit your speech for different audiences. For example, a business group may want a greater emphasis on the bottom-line benefits of Zero Waste; a group with an environmental conservation focus may want a greater emphasis on the environmental benefits of Zero Waste; and a group with an educational or political focus may be most interested in the logic of the case that can be made for Zero Waste and in the content of the public dialogue on the issue.

Zero Waste Speech Outline



Introduction

- Recycling was a social revolution in this country
- Get ready for the next social revolution called Zero Waste

Why Zero Waste is Important

- Recycling growth has leveled off so we need a new vision
- Wasting is up
- Examples: more packaging, more disposables, more toxins, less durability, throw-away electronics
- Recycling alone won't sustain us
- We need a material efficient economy that values recovery of our waste stream

A New Way is Coming

- Old way of thinking is "there's always going to be waste and we have to take care of it."
- New way of thinking: waste isn't inevitable...it's a result of bad design. We need to design it out of the process by:
 - Design for recycling, durability, less toxins, reuse, composting
 - Jobs from discards
 - Hold companies responsible for environmental harm
 - Increase infrastructure for reduce, reuse, recycle
 - Remove subsidies

Myth: Let the Market take care of it

- Yes, markets control business but some things are priceless.
- Some things the market will never address like touching a 2000 year-old redwood or snorkeling in a pristine coral reef.
- Markets didn't abolish slavery...it was those who stood up and said it just wasn't right.

We're on a pathway towards destruction

- The current engine of growth is destruction.
- We're fouling our nest like no other species on earth does.
- Example: 1 billion lbs. of lead from 300 M computers over the next 5 years will go to landfills (lead is a powerful toxin that affects IQ levels). Europe and Asia outlawed CRT disposal. Problems here will grow worse as TV's go from analog to digital and many are sent to landfills.

Landfills

- They're dinosaurs...we're doing the same thing cavemen did by dumping stuff in the ground (except they used everything they could before disposing of it!).
- All landfills will leak (EPA).
- Regulations require them not to leak for 30 years though they remain toxic much longer.
- Europe requires protection for 300 years.
- Landfills/incinerators take material out of commerce. Recycling preserves the value of material.

The Value of Discards

- We're destroying the value of discards by landfilling/incinerating.
- Reduce, reuse, recycle preserves natural resources.
- An item isn't waste just b/c it's discarded...trash companies want you to believe this though.
- The impacts of wasting: more extraction, processing, transportation

Material Efficient Economy is the Goal

- Design for reduce, reuse, recycle
- Build infrastructure for repair and distribution
- Recycle
- Components of Zero Waste
- Discard Malls: Similar to airports, which are publicly funded.
- Businesses: Some already there like HP with 92% diversion, Fetzer with 93%...they're among the 35 companies in the US that report over 90% diversion rates.



- Jobs: ZW concepts create jobs. The trash industry employs 1 person for every 10,000 tons collected. There are 6 jobs in recycling the same amount and 80 jobs in reconstruction.

Producer Responsibility: Meeting the needs of consumers and the planet

- Businesses should not be allowed to make stuff then walk away
- The environmental impacts paid up front in the price of a product
- Garbage is an unfunded mandate (buy product, throw away, maintain landfill, cleanup and monitor landfill)
- Minimize use of packaging and toxins in products
- Set up take back programs. Europe - cars and computers must be taken back by companies. Let industry best decide how they want to accept responsibility through recycling, reusing, composting or repairing.
- 30 countries have take back laws (US is even behind Brazil on producer responsibility.)
- Sends signal to the design team that they must design for take back
- Examples: Kodak's disposable cameras. Coke's bottle to bottle program in Europe. British Columbia has paint take back program funded by the paint companies through a fee on each can sold. Mercedes has a disassembly plant in which a car can be disassembled in 4 hrs.
- Set up Discard Management Parks.

Subsidies

- Supports mining, timber, petroleum, waste disposal to the tune of \$2.6 billion per year.
- Undermine recycling by establishing an unlevel playing field in the market place.
- Need to be abolished

Primary vs. Secondary Materials Economy

- We operate under a "primary extraction economy" (mining, timber, oil) which built the west
- The future: "secondary materials economy" is growing.
- It's about capturing and reusing natural resources once they have been extracted
- Examples: DuPont is building a cornstarch facility to make a plastic-type material made from plants, not oil/petroleum (Henry Ford made first car from corn, not petro-based plastic).

Environmental Externalities

- Impacts costing society but we don't measure
- Examples: leachate costs, clear-cut a hillside and erosion destroys the salmon and wipes out jobs.
- Barrier is politics: many politicians are entrenched in extraction economy
- There are consequences to our behavior in the environment

Around the World

- As nations stop landfilling and incineration they need something else. We need to be able to sell them a Zero Waste package. Need to capture 100% "or darn near" of "waste" stream
- New Zealand, China, Europe, Australia, may be close to ZW by 2015

Challenges

- Old way was mixing discards into one pile.
- New way is mandatory source separation (this is the key to keeping the value of the resources high enough to make it a sustainable system.
- Organic wet stream and an inorganic dry stream
- No technical barriers, just political

Next Steps

- New Zealand - 40% of counties signed onto a ZW pledge
- Zero Waste Institute: Training institute for certified ZW planners.
- Waste is a design issue. Need to design it out of our lives. Stop spoiling our nest.
- Need laws, won't happen on its own.
- In US 150 M people recycle...industry needs to get on board now



Zero Waste Reception

Objective

People love free food at events! A pre-event reception provides an opportunity to welcome guests to your main event (see below), and a post-event reception gives them a reason to stay for the duration and provides a chance for them to chat with event speakers, panelists, and other attendees.

IMPORTANT NOTE: The Zero Waste Reception was organized by EcoCycle as part of a larger event - The Public Forum/Panel Discussion. Please review that activity for a full description of the event.

How To Do It

Step 1 (*4-6 weeks before event*): Decide what you want to have to eat at your event (see Tips below). Call a few caterers to get price quotes.

Step 2 (*2-3 weeks before event*): Recruit volunteers to assist you with setting up and serving food/drink and with take-down afterwards. Note: approximately 10 staff/volunteers were utilized to help with set-up, food/beverage service, and clean up at EcoCycle's event. 250 persons attended the event.

Step 3 (*2 weeks before event*): Settle on a caterer (you'll have to estimate the number of attendees at your event). Also, arrange rental of durable food service items: plates, cups, silverware, napkins. Keep it a Zero Waste Event. Consider putting a "closed" sign on the nearby trash cans and ensuring that everything (or nearly everything) can be reused, recycled, or composted. Consider a meatless event so that composting scraps is less problematic. Buy beverages. If you have wine or other alcohol, be sure this is allowed in your facility, and monitor carefully the distribution.

Step 4 (*Day before event*): Contact caterer and confirm food delivery arrangements on the day of the event.

Step 5 (*Day of event*): Set up and leave lots of time to do so. Make sure volunteer hosts know what and how to serve guests, and what to do with used dishes, plates, cutlery, and napkins. Place clearly marked recycling bins next to trash cans and, again, consider placing "closed" signs on trash cans for added effect. Remember that at the end of a long evening, having lots of help on hand to clean up is very important! Make sure to announce again your dessert (post-event) reception at the outset of the activity just preceding it (this was the public forum/panel discussion at EcoCycle's event); this will encourage attendees to stay around.

Tips

- Consider cost, but order food that your guests will appreciate.
- Focusing on "finger foods" makes clean up easier.
- Have a variety of items so the individuals with allergies or dietary restrictions can partake.
- It's very helpful to have the caterer deliver the food, rather than the hosts having to pick it up.
- Think of ways to keep your reception "zero waste": reusable dinnerware, minimal wrapping on food items, reusable or recyclable bottles for beverages; make a point of this to guests, and invite them to help you by placing recyclable or reusable materials in clearly designated receptacles, etc.
- Check beforehand to ensure that coffee makers or hot water urns will work in the electrical receptacles into which they will be plugged.
- Recruit a responsive volunteer hosting crew that can respond to unforeseen problems and concerns.



Event at Recycling Drop-off Center

Objective

An event at a local place of public activity such as a drop-off center for recyclable materials can provide an educational experience for community members and can introduce a receptive population to Zero Waste. It also provides a venue for folks to enter a [Zero Waste contest](#).

How To Do It

Basically, this kind of event is like a little party-with an educational theme. You will want to have a table or other apparatus for displaying information and food; a visual or two (e.g., poster, banner) to draw folks to the area; and at least a couple of things for visitors to do (e.g., talk with a table host, enter a Zero Waste contest, take a snack or free recycled product give-away).

Step 1 (*2-3 months before event*): Choose a location that already consistently draws a crowd, such as a recycling center. Decide on a rain/snow date if the event is outdoors and the weather is highly unpredictable. If you are not the managers of the site, contact the managers and ask about the terms and conditions for hosting an event there.

Step 2 (*2 months before event*): If props and visuals for your event need to be developed, begin the process now for creating posters, flyers, activities and displays (see an example [Zero Waste Poster](#) for one idea).

Step 3 (*6 weeks before event*): Begin recruiting volunteers, if needed. Be sure to clarify with any volunteers what is expected of them. At this kind of event, volunteers will mostly likely serve by hosting the information table and facilitating Zero Waste contest entries. If your event is at a recycling center, volunteers can help visitors to the center unload their vehicles and can invite them to check out the Zero Waste display nearby.

Step 4 (*1-2 months before event*): Put event information into your newsletter (if applicable).

Step 5 (*1-2 months before event*): Contact possible corporate sponsors for your event (if you anticipate significant costs and wish to partner with a local business) and reserve a canopy at a rental store if needed.

Step 6 (*1 month before event*): Contact possible donors for free give-aways during the event (e.g., food, recycled products). If you obtain give-aways, send a thank-you note to the donor and mention them (if applicable) in your newsletter.

Step 7 (*2 weeks before event*): Pull together all props, informational pieces, and Zero Waste idea contest materials (if you are doing this latter activity).

Step 8 (*2 weeks before event*): Create a press release and talk with local reporters about the event. Someone may want to get a photo or do a short story. For tips, see our [Zero Waste Press Release](#).

Step 9 (*1 week before event*): Check in with volunteers to confirm their participation. Make sure they know when and where they are expected to arrive, what will be required of them (e.g., hosting an information table, facilitating a Zero Waste contest), and what the facilities are like (e.g., outdoors, access/no access to water or toilet, etc.). Also let your volunteers know that you will provide a short orientation for them on the day of the event.

Step 10 (*Day of event*): Arrive early to set up props, banners, and food. Orient volunteers.

Step 11 (*Within one week of event*): Call each volunteer or send a thank-you note for their service. Invite feedback on the event.



Tips

- Because people come to a recycling center anyway, there is no need to do extensive publicity on your event; however, news departments at local media outlets should be approached.
- Choose "finger" foods to offer visitors that create no packaging waste
- Some companies will volunteer their employees to help with non-profit projects over the weekend.
- Have eye-catching displays sitting on easels (for an example of such a display, see our [Zero Waste Poster](#))
- Have contest entry forms about Zero Waste available on clipboards for people to fill out. Make sure there is an eye-catching box in which to deposit the entry forms.
- Have volunteers wear t-shirts which identify them as volunteers with your organization.
- Provide free give-aways of Zero Waste items such as coasters made from compact disks, pencils made from recycled currency, and recycled-content household and office supplies.
- Consider adding a humorous touch by having a Zero Waste Super Hero present in costume while people are recycling.
- Put Zero Waste "eco-facts" on recycling bins, including examples of how Zero Waste principles are happening in your own community. Make these tidbits short and to the point.
- Consider displaying Zero Waste idea contest prizes to draw attention.



Zero Waste Forum for High School Students

Objective

A Zero Waste forum for high school students allows your organization to capitalize on all the work done to set up a larger public event by the hosting of a second session that appeals to a different audience. It also allows you to plant a seed among those who will be entering the job market as Zero Waste is implemented over the next decade. Finally, the school forum can be a venue for troubleshooting prior to a general public event.

How To Do It

Note: if you hold a student forum on the same day as a larger public event, the speaker, A/V equipment, visual aids and facility that have been reserved for the public event could be used for a forum earlier in the day. If the public event facility is not available at the time of day you need it, one of the high school auditoriums would work well.

Step 1: (*4 months before the event*) Research the names of science/social studies teachers at local high schools that might be able to fit a study of Zero Waste into their curriculum. Also find out the names of teachers who sponsor student councils, leadership groups and environmental clubs. Create an invitation flyer and mail this directly to each of the teachers you identify.

Step 2: (*3 ½ months before the event*) Conduct follow-up calls with the teachers to discuss the event and entice them to sign up.

Step 3: (*3 months before the event*) Make arrangements with a local bus company or the school district's transportation department to provide busing for classes to the event.

Step 4: (*one month before the event*) Send a letter to each participating teacher confirming the date and time of the forum, the number of students attending, and the bus pick-up and return times.

Step 5: (*2 weeks before the event*) Confirm the bus schedules for student pick-up. Contact each teacher to make sure all logistics are understood and that you are on both the teacher's and the students' calendars.

Step 6: (*2 weeks before the event*) Finalize the schedule for the forum, including the persons who will do introductions and any time adjustments needed to keep things moving for this age level (see "Sample Schedule for School Forum").

Step 7: (*2 weeks before the event*) Create a version of the Zero Waste idea contest flyer that includes an evaluation at the bottom for students to fill out (see "School Zero Waste Idea Contest Form").

Step 8: (*at the event*) Have four staff or volunteers to greet buses and get students quickly seated in the auditorium. These persons will also pass out contest entry forms and pencils at the end of the session and collect the forms at the doors as students leave the forum.

- **Tips**

- Fund the buses and the substitute teachers needed for the class to attend. Without these the teachers are not likely to be interested.
- High school teachers have little room in their curriculum for extras, so a lot of one-on-one "sales" calls may be needed to get full sign-up.
- Multiple reminders to teachers are needed to be sure classes that sign up actually show up.
- Overbook the seats. At this grade level, some of the students in each class will not come with the group because they can't miss other classes.
- Keep the program moving quickly and include substantial time for discussion to keep the students' interest.
- If the prizes for the Zero Waste idea contest are impressive, have them or a representation of them on stage to encourage participation in this activity.



- If the event is planned for the spring semester, give teachers as much lead-time as you can when announcing the event. Four months is a minimum.

Here's some info on Eco-Cycle's Earth Day 2000 Zero Waste High School forum that may be helpful to you:

- Seven out of 11 attending teachers needed substitutes.
- Five staff persons worked the event for 3 hours each. The project coordinator spent approximately 25 hours to accomplish the steps outlined above. The most time-consuming step was the phone calls to secure teacher/class attendance at the event.
- The room held 200 people. Two hundred and ten students were signed up. Only 125 showed up due to the reason stated in the tips above and a memorial service that was taking place at one of the high schools.
- Seven half-day substitute teachers cost \$425. The total for six buses hired through the two school districts involved was \$335.

Sample Schedule

12:00 - 12:05

- Welcome
- Event funded by Eco-Cycle, nation's largest nonprofit recycling organization
- Zero Waste is an exciting new direction for the new millenium, the environment's future and your future
- 1st community forum in the U.S. on Zero Waste (bring friends and family tonight)
- Format: 30-min. video, talk by leading national expert Gary Liss followed by Q&A
- Introduce Eric Lombardi Eco-Cycle's Exec. Director for 10 years, Board of Directors of NRC for 4 years, Co-Founder and spokesperson for Grassroots Recycling Network (lead organization advocating zero waste)

12:05 - 12:10

- Introduction of Intro Video (give context for video)

12:40 - 1:10

- Introduction of Gary Liss; National expert on Zero Waste policy; Consults with government, businesses, Organized first NRC conference & first curbside recycling collections in the U.S.
- Gary Liss:
 - Reflect on video
 - Business & Del Norte County examples
 - What Boulder has done well

12:10 - 12:40 Video

1:10 - 1:25 Q & A

1:25 - 1:30 Contest/Evaluations



Zero Waste Invitation (to Zero Waste Event)

The invitation is an 8 1/2" x 11" paper, two sided, folded in half. One color (PMS #513) plus black. EcoCycle prints them on on "Zero Waste" paper: 15% hemp, 85% sugar cane pulp - recyclable paper made from renewable resources.

WHAT YOU'LL NEED

- Artwork from EcoCycle
- A layout artist
- A printer to print your invite
- A mailing list

NOTE: This mailing could also be modified to create a flyer or a poster. The newspaper ads could also be modified for this purpose. In your invitation, keep the details of your event to the essentials, but make sure you mention that food and drink will be served!

Objective

To get folks to come to your event by mailing directly to supporters/interested parties. The mailer may also serve a dual purpose of letting your supporters know that you are working on this new and progressive concept, even if they do not come to the event.

How To Do It

Step 1 (*5 weeks before event*): Contact EcoCycle to negotiate a use agreement for their artwork. Please note that EcoCycle artwork is copyrighted. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org. She will ask you for:

- Brief information on your organization
- The nature of your event
- The timeline for your event
- The contact information and email address for the layout artist you hire

Step 2 (*5 Weeks in Advance*) Contact a layout artist who can take the EcoCycle invitation layout and modify it by putting in your organization's event information. Let the artist know this is a two-sided job that is two color -- black plus "PMS #513." (PMS is lingo for "color" in the printing/layout world, this is a burgundy color). We will be sending the graphic to you on a CD. Please be sure that your artist can work with a Quark file developed on a Mac.

Step 3 (*5 weeks before event*): Call the printer to get a price estimate and to get on their schedule. (You may want to get bids from two or three printers.) Be sure to have figured out in advance how many invitations you want to send out. You'll want to discuss the following with the printer:

- a. You need an 8 1/2 x 11", two-sided job, folded in half (it will not need to be "scored," as this will be printed on relatively low-weight paper). You're printing with one PMS (one color), plus black. You may want to have little tab closures applied to keep it closed.
- b. You'd like to either print on paper that contains 100% post-consumer content or consider using an alternative-fiber paper. See TIPS below for information on buying enviro-friendly paper, and details as to what paper EcoCycle used for their invitations.
- c. You'll need the job back in time to mail it out about 14 days prior to the event (see Step 7).

Step 4 (*4-5 Weeks in Advance*) Write the copy appropriate for your invitation. (You may want to use wording similar to EcoCycle's).

Step 5 (*4-5 weeks before event*): Work with your layout artist to modify the ad with your information.

Step 6 (*3-4 weeks before event -- approximately 7-10 days prior to your INVITATION MAILING date, depending on what your printer told you*): Deliver print job in whatever format the printer requested. If your artist is emailing the piece, call to confirm its arrival at the printer's. Double check that the appropriate paper arrived and that they have you scheduled to receive the final copies by your deadline. Ask them about checking a proof before it goes to print to verify that the final product looks like it should.



(Sometimes fonts get messed up in transfer, so this is important.) When a printer calls for a proof, it's important to get there right away to see it. Holding up a proof check holds up your whole job.

Step 7 (12-14 days before event): Mail your invitations.

Plan to have invitations ARRIVE in mailboxes about 10 days before your event - enough time for recipients to plan ahead and to RSVP, but not so much time that they forget about it. Remember that bulk mail can take a little longer than direct mail.

Tips (on choosing papers)

- EcoCycle used a tree-free paper, to serve as an example of Zero Waste in practice. The invitations were printed on "Domtar weeds," a paper available through Nationwide Papers. The color chosen was "Moss."
- Some other good, recycled papers are Quest, a 100% post-consumer paper available through Simpson. With a little more time, you can ask for Sandpiper (cheaper than Quest, but allow a few more days as it needs to be shipped from Albuquerque, NM), a 100% post-consumer recycled paper available from Nationwide Papers.
- A 70lb. text-weight paper is fine. You will not need the heavier card stock.
- Printers, despite their constant use of papers, are typically not very knowledgeable when it comes to recycled paper, much less tree-free papers. It's important to be familiar with some papers yourself. If they are helping you find a paper, and you are choosing to use recycled content, be sure to emphasize that you are looking for 100% POST-CONSUMER content. They will be quick to tell you a paper is 100% recycled, when, in fact, it's only 20% post-consumer and 80% pre-consumer. You'll need to be the expert since these terms are unfamiliar to printers.



Zero Waste Newspaper Ads

WHAT YOU'LL NEED:

- Artwork from EcoCycle
- The advertising department(s) of the local paper(s) in which you wish to run your ad(s)
- A layout artist to lay out the ad with your information and to size it to the dimensions necessary for your particular newspaper. They'll need to be able to handle a Quark file created on a Mac.

NOTE: These ads could be modified to be a flyer or a poster. The Zero Waste Invitations could also be modified for this purpose.

Objective

The newspaper advertising campaign serves to promote your Earth Day event and to begin to introduce the concept of Zero Waste into the community's mindset. Newspaper ads were one of three mediums EcoCycle used to promote their event (invitations and bus ads were the other two). It is helpful to advertise in a variety of venues. Aside from television, newspaper ads are typically the most effective medium.

How To Do It

Step 1 (*At least 3 weeks before you'd like to run your first ad*): Contact your local paper(s) to reserve space for your ad. The newspaper(s) will tell you what sizes are possible, and can give you prices for each. They will also ask you what day(s) you would like to run your ad. Ideally, your ad should repeat several times.

NOTE: Different papers will have different size requirements, so your layout artist will have to make slight modifications to the ad to meet each paper's size requirements.

Ask the newspaper(s) the following questions:

What are the price differences for varying sizes, days of the week, different placements in the paper and for repeated runs of the same ad?

NOTE: Newspapers typically give a discount when the ad is placed more than once.

Also, some newspapers give discounts to non-profits. You'll want to make sure your ad is in a fairly visible place and that it runs on days that get a lot of viewing. For example, EcoCycle ran their ad in six different papers. Ads were run in the "What's going on around town" sections, the local sections, and in the environmental pages.

See "TIPS" below for more information.

What is the deadline to get finished artwork turned in?

In what format do they want your artwork (a hard copy they can scan, on disk, emailed etc.)?

Step 2 (*Three weeks before you'd like to run your first ad*): Contact a layout artist who can work with the EcoCycle ads (Quark files created on a Mac) and modify them to suit your event. Please get your layout artist's email address, physical address and contact info to provide to EcoCycle (See next step).

Step 3 (*Three weeks before you'd like to run your first ad*): Contact EcoCycle to negotiate a use agreement for their artwork. Please note that EcoCycle artwork is copyrighted. They will send you a CD with the Quark for Mac artwork on it. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org.

She will ask you for:

- Some brief information about your organization
- The nature of your event
- Your timeline for your event
- Your layout artist's contact info, including physical address for sending artwork



Step 4 (2-3 weeks before you'd like to run your first ad): Work with your layout artist to modify the ad with your information. Check a proof before it goes to the newspaper to be sure that your information is correct. Ask the layout artist for a copy, so you know what was sent.

Step 5 (1 week before you'd like to run your first ad): Deliver ad and confirm date and placement. This is VERY important! Make sure you and the paper are both clear as to which section the ad will be printed in, and on which date.

Step 6 (Day before you run your first ad): Proof ad. This is also VERY important. Make sure all information is correct, and that fonts, artwork, etc. transferred correctly from your layout artist to the newspaper.

Tips

- When choosing which days to run your ad, the first priority is to run it the day before your event.
- Consider running your ad on the day OF the event. (That's why there is also a version of the EcoCycle ad that says, "TONIGHT.") It is more expensive to run an ad that is slightly modified, but EcoCycle chose to do this so it would really stand out. If you do decide to modify your ad this way, do not give the paper the second version until AFTER you have given them the normal ad. (They may accidentally run the wrong ad on the wrong day.)
- If you can afford it, also run the ad a few days ahead of your event to give people a chance to plan ahead. Unless you are running your ad many times, don't run it too many days before the event, as people will forget they saw it.
- Ads can be expensive. Consider having the ad sponsored by a business, and include their logo in your ad(s).
- Other ways to publicize your event include letter(s) to the editor and a short entry in the "what's happening" or calendar column of the newspaper. Also, try to entice a reporter to write an article about the event to appear in the paper on the day of the event.
- When you are inserting your own text into the EcoCycle ad, keep it minimal. The less folks have to read, the better.
- EcoCycle ran their ad in six papers. In the main local paper, the ad ran five times: ten days before the event, seven days before, the Sunday before, two days before, and then the day of the event. (Sunday papers are the most thoroughly read, but the disadvantage is that there are so MANY ads in Sunday's paper)



Zero Waste Public Transportation Ads

WHAT YOU'LL NEED:

- A transit company (bus, subway, train)
- A printing company
- A layout artist who works with Quark on a Mac who can modify artwork provided by Eco-Cycle to include your organization's event info.
- A layout artist who can modify artwork provided by Eco-Cycle to include your organization's event info

Objective

This kind of advertising campaign in general has two objectives:

- (1) To advertise your Zero Waste event; and
- (2) To begin to introduce the concept of Zero Waste and bring the term into the community's vocabulary.

Bus ads were used by EcoCycle as one of three mediums for promoting their event (invitations and newspaper ads were the other two). The advantage of a bus ad is that it is a moving billboard with the potential to reach hundreds or perhaps thousands of people as it moves around the city every day. While it is less likely that individuals seeing the bus ads are going to remember the place and date of your event, it is important that they see the concept of Zero Waste advertised in a variety of venues, just to get it into the public mind.

Also, the more times that people see a concept or an ad, and the more different places they see it, the more likely it will begin to register in their brains. So, while they may not remember the time and date from a bus ad, they are more likely to notice and pay attention to the newspaper ad or invitation when they see it, because it reminds them of their first encounter.

How To Do It

NOTE: Timeline for each step is roughly the same since all steps should coincide with each other. Though the steps look arduous in terms of text length, several of these steps are simply phone calls.

Step 1 (6-12 weeks prior to the event. Allow as much time as possible to give plenty of room for transfer of art, printing, etc.): Contact EcoCycle to negotiate a use agreement for the artwork. Call Marti Matsch at 303-444-6634 or email her at marti@ecocycle.org.

Please include:

- Some brief information about your organization
- The nature of your event
- Your timeline for your event
- Which ads you would like to use
- *Please note that all EcoCycle artwork is copyrighted.*

Step 2 (6-12 weeks prior to the event. Allow as much time as possible to avoid mistakes): Contact the local transit company, and ask them how they handle their advertising on the inside and outside (if applicable) of their vehicles. In your community, you may be considering ads in a subway or train, rather than a bus. It is likely that the company contracts with a particular printing company to print ads.

Ask them:

- If they have a particular printer who prints their ads (don't be surprised if this company is out of state. Much of this specialized printing is done by just a few printers in the nation. Turn around time is still fairly quick, despite the distance). If they do not have a particular company that they use, they will have names of various companies that do this kind of work. Ask them which company they work with the most.
- What the price is to post an ad, and if a non-profit discount is available (if applicable).



- What the dimensions are for various sign postings (for example, inside ads in a bus are printed as a standard size, while outside ads are significantly larger and vary in size depending on whether the ads are printed on the side of the bus or on the rear.)
- What their deadline is for receiving the finished ads
- How long they usually keep an ad posted. (It is important to learn whether these ads can be posted at any date throughout the month, or if, for example, they are posted only at the beginning of the month. In Eco-Cycle's experience, we had to run our ads for the month of April, because the buses changed out their ads at the beginning of every month. That meant the ads were really only effective in getting people to our event for three weeks, since our event was April 21st.)

Step 3 (*Do at approximately the same time you do all other steps.*):

Call the printer to:

- Get an estimate. If the transit company gives you several printers with whom you could work, call more than one to get the most competitive bid. However, you may want to consider using the printer the transit company uses the most, since they will be the most familiar with the transit company's size and time guidelines, as well as the process. Ask them to send you their estimate in writing, as well as guidelines, turn around time, etc. Their estimate should include the date they are to receive your artwork, as well as the date it is to arrive with the transit company, just to avoid confusion.
- Get on their schedule for printing ads.
- Make sure that you are now on both the transit company's schedule and the printer's schedule.
- Ask the printer if you will be able to see a proof of the ad before it is printed so that you can be sure the correct information has been printed, etc.
- Ask them when they will need the artwork and in what format. Can it be emailed to them? (Turn around time is likely to be a week or so.)
- Are they capable of taking a file and modifying artwork? You will need to have someone add your organization's information into the artwork provided. If not, contact a layout artist.

Step 4 (*Do at approximately the same time you do all other steps*): Write the text for your ad. You can follow the example of the EcoCycle ad, and simply add your information.

Step 5 (*Do at approximately the same time you do all other steps.*): Find a local artist who can work with a Mac Quark file supplied by EcoCycle and put in the event/promotion information particular to your organization's activities. They are likely to need some of the information you've gathered above, such as the required format, whether they can put the artwork on disk for the printer, the timeline, etc.

Step 6 (*Do at approximately the same time you do all other steps.*): Contact Eco-Cycle a second time to negotiate a use agreement for the artwork. Call Marti Matsch at 303-444-6634 or email to marti@ecocycle.org. We will be sending you the Quark for Mac file on a CD. Please be ready to provide the address, email and phone number for the layout artist who will be receiving the artwork.

Step 7 (*Do at approximately the same time you do all other steps.*) Work with your layout artist to modify the artwork to suit your needs. If you select different fonts from those used with EcoCycle's artwork, be sure to use bold fonts, especially for the back-of-the-bus ad. EcoCycle was advised on fonts and colors to use for this application, and it is recommended that you follow the same design to be sure that it is legible.

From this point, steps and timeline will be determined by the transit company, layout artist, and printer. Be sure to ask the layout artist for a proof of their work before it's sent to the printer! (Make sure to double check event information.) Also check a proof with the printer before it all goes to print.



Zero Waste Day Posters

Objective

Zero Waste posters are mainly for public education, not promotion of a specific event. They are effective for drawing attention to your display table, reception area, or forum room. They serve to capture the essentials of the Zero Waste message in powerful graphics and descriptive text. The Eco-Cycle artwork for Zero Waste posters is also suitable for the creation of a smaller brochure or flyer. You can size the artwork to fit your needs. One poster features examples of Zero Waste in practice in businesses and nations around the world; the other stresses central Zero Waste concepts.

How To Do It

Step 1 (*4 weeks before public showing*): Contact EcoCycle to negotiate a use agreement for their artwork; graphics for two different Zero Waste posters are available. Please note that EcoCycle artwork is copyrighted. Artwork will be provided to you on a CD with a Quark file created on a Mac. Artwork can be mailed to you or to your printer. Call Marti at 303-444-6634 or email her at marti@ecocycle.org. She will ask you for:

- brief information on your organization
- the nature of your event
- your timeline for your event
- the printer's or your physical address, phone number, and email for sending artwork

Step 2 (*4 weeks before public showing*): Contact an image and copying business and deliver artwork. Consider what size you want your poster(s) to be and on what material (foam-core, posterboard, etc.) you want them mounted. Confirm this with the image/copying business.

Let them know the artwork will be on a CD - a Quark file created on a Mac. Both posters will need to have your logo inserted where EcoCycle's is. (The diorama poster also has contact info on the bottom.) The printer should be able to do that for you. After they insert your logo, ask to see a proof of the poster before it is printed.

Step 3 (*2 weeks before public showing*): Obtain the necessary equipment for displaying the poster(s), such as a tabletop or freestanding easel. Check out how your poster(s) will look up close and from a distance.

Tips

- A cheaper alternative to a foam core display is to have the poster printed and then glued to a large piece of cardboard.
- Laminate the poster if you plan to show it outdoors where it may get wet.
- If you would like to add information about an upcoming event to the poster, you will need an extra week or two in the timeline, and will need to work with a layout artist to do this.
- As a non-profit organization, you can ask the business where the poster is made or the easel is purchased to give you a discount, as many business owners are supportive of environmental causes.
- The corners of foam-core displays are easily dented and crushed, so consider reinforcing them with tape or metal braces.



Zero Waste Press Release

Objective

The objective of the Zero Waste press release is to promote your Zero Waste community event and the concept of Zero Waste.

How To Do It

Step 1 (*4 weeks before event*): Become well versed, if you are not already, in Zero Waste. Determine what media/press efforts you believe would best support both your event and the advancement of Zero Waste in your community. A press conference? A media kit? Interviews by journalists with (if applicable) your guest speaker?

Step 2 (*2 weeks before event*): Write your Zero Waste press release. See the attached [Eco-Cycle press release](#) as an example. Include information about your community event, your contact information, a short and to-the-point description of what Zero Waste is, why your organization is holding your specific event, and quotes from your guest speaker and other invited guests (if applicable).

Be sure that the press release is catchy, clear, and concise - it should not be more than two pages, double-spaced. Give the who, what, when, where and why of your event and its participants in a fashion that can be easily grasped by those who will see the press release. Remember that the editors may shorten your press release simply by cutting it from the bottom up-so try to get the most pertinent information into the first paragraph.

Step 3 (*approximately 5 days before event*): Fax your press release to your media contacts. Follow up with a phone call the next day. Confirm that your contacts received the information, ask if they have any questions, and try to set up interviews with your guest speaker, if this applies.

If you are fairly confident that you will have a good turnout at your Zero Waste event, try to get a reporter and photographer to cover it. The goal of your press release (and other publicity such as PSAs and other paid media) is to generate stories and articles a day or so before the event--though not much earlier--to help create that final buzz and get your community excited about the event.

Tips

- Compile a list of media professionals to whom you will pitch Zero Waste. Track when you have contacted each of them, when the press release was faxed, and your general impressions of each conversation. This information can be helpful when "closing the deal."
- ZW is new and compelling, so reach out to journalists and media that you may not typically approach with your stories.
- BECAUSE ZW is new and compelling, however, it is still quite foreign to most people, so be prepared to work to sell your story. Be sure you are well versed in ZW and what it encompasses, and also that you have your pitch well practiced.
- Keep your contacts in the loop and keep yourself on their radar screen without being burdensome. While reporters and journalists tend to work on short timeframes, calling them to set up an interview three days before your guest speaker arrives, without any previous contact, is likely to get you nowhere. If you have been in touch with your press people all along, they will be prepared for your call and, if interested, will work you into their schedule.
- Create an "announcement" press release that contains all the facts about your event (date, time, location, etc.) that can be faxed or emailed to all of the media in your area that publish "calendar" listings. Make sure you know the deadlines for when these media need the information. For example, Boulder, Colorado's community radio station needs PSA information at least 2 weeks before an event.



Zero Waste Letter to the Editor

Objective

Letters to the editor on Zero Waste themes are an effective way to respond to editorial coverage of Zero Waste, to raise public awareness, and to express personal opinions on the subject. Letters to the editor can also spur a paper to respond to the Zero Waste issue even if they had thought the public wasn't interested. Some surveys have shown that more people read letters to the editor than any other section of the newspaper. A timeline is not provided in the Steps indicated below, because letters to the editor are not usually used to advertise specific events.

How To Do It

Step 1: Decide on the main points you want to address in your letter.

Step 2: Contact the newspaper(s) to confirm the format in which they wish to receive letters to the editor and the preferred length in words, and determine the person with whom to follow-up after sending your letter.

Step 3: Write, edit, and submit your letter. Many papers today prefer that letters to the editor be sent via e-mail.

Step 4: Follow up with the contact person to ensure receipt of your letter.

Step 5: Monitor the papers to see if the letter gets printed!

Tips

- Your first paragraph should be the most important; get your best points and "zingers" up front.
- Keep your letters brief, clear, and to the point.
- Make sure grammar and spelling are correct.
- Try to limit your letters to one page (most papers have word limits-find out what they are)
- Make sure facts and figures are accurate.
- Include your name, address, and day and evening phone numbers with your letter.
- Consider coordinating several letters from several different people and having them submitted one every few days to increase impact.
- Don't be discouraged by an unprinted letter; keep trying. Many papers can only print a small fraction of the letters they receive.



Zero Waste Op-Ed Piece

Objective

An Op-Ed piece can raise public awareness of Zero Waste, influence elected officials, prompt dialogue, and suggest solutions to the problems that result from conventional wasting practices. Eco-Cycle's Zero Waste Op-Ed was published in the Sunday paper (which typically has the greatest circulation) five days before Eco-Cycle's big Zero Waste event.

How To Do It

Step 1 (*4 weeks before event or intended date of publication*): Contact newspaper(s) and determine their willingness to consider or accept your op-ed. You may have to submit an outline or draft at this stage. Find out the appropriate format (e-mail is becoming more and more acceptable these days), and exactly when the newspaper needs your op-ed for publication. Typically this will be four days before your preferred publication date.

Step 2 (*1-4 weeks before intended date of publication*): Write the op-ed, and edit it! Determine who will be indicated as the author. Op-Eds from community leaders, government officials, and better-known journalists in the area tend to have a better chance of getting published. If you are hosting a Zero Waste event and have a guest speaker, consider using this individual as your author, as this will expose that person to your community and present them as an expert. "Ghostwriting" is also okay-just be sure that the person for whom you are writing has a chance to look over the piece thoroughly before it's submitted.

Step 3 (*4 days before intended date of publication*): Submit the op-ed to the newspaper. Follow up with a phone call to the editor to make sure the piece was received.

Step 4 (*Day of intended publication*): Check the newspaper to be sure the op-ed was published. Check the piece for errors.

Tips

- Most papers prefer that Op-Eds be around 750 words in length
- Check with the paper(s) well in advance of when you wish to have the Op-Ed published, to determine their policies and procedures
- Use stories or anecdotes to illustrate abstract concepts
- In the text, propose some solutions to the problems identified; don't just criticize



Zero Waste Public Service Announcement

Objective

Public Service Announcements (PSAs) provide a small amount of information in an upbeat, conversational style. PSAs may reach folks who are not regularly reading the local print media. They can be used either to advertise your event or to provide more "timeless" information on Zero Waste. Many radio stations will run PSAs free-of-charge. One drawback to PSAs is that one often does not know exactly when the PSAs will be aired, if at all.

How To Do It

Follow these steps when you want to use PSAs to publicize an event:

Step 1 (*Four weeks before event*): Contact area radio stations on which you wish to air your PSA. Confirm the format for submitting the PSA, including their preferred length in words or seconds. Determine the cost, if any (most public stations and some private stations will air community announcements for free, as long as the events are open to the general public). Determine when you can expect the PSA to air after the station receives it, and ask how far in advance of airing the PSA the station needs to receive it.

Step 2 (*Three weeks before event-or earlier, if the station requires more lead-time*): Write your PSA. Read it out loud and listen to how it sounds when spoken. Edit it. Make sure it includes relevant information about the event, and include a phone number that listeners can call should they have questions.

Step 3 (*Two and a half weeks before event*): Submit PSA to station and ask when it will start to be aired.

Step 4 (*Two weeks before event until event*): Listen for PSA at intended air time or call station periodically to ask when the PSA aired. If the PSA does not seem to have been aired (or is obviously aired at odd hours when no one will hear it), contact the radio station to inquire.

Tips

- Keep your PSAs legible and use sentences that flow well and allow easy interpretation by the reader.
- Read your PSAs out loud to check readability.
- Consider submitting two or three different versions of PSAs that contain essentially the same information-most radio stations like a few options with different lengths!
- Use a catchy opening sentence that poses an important question related to the subject or which states a relevant and intriguing fact.
- Don't include too much date, time, and place information that listeners won't retain.
- Provide a contact phone number and repeat it at the end of the announcement.



CONTACT:

IS ZERO WASTE POSSIBLE?

The phenomenon is spreading around the world. Australia, Ireland, England, India, Korea, Germany, Namibia, Brazil - to name just a few - have embraced it, as have cities and towns across California and Vermont. Even some businesses, Wal-Mart included, have programs in place. It's Zero Waste and it's popularity is extending to the Bay State.

Zero waste is a new way of managing our waste. Instead of seeing used materials as trash in need of disposal, discards are seen as valuable resources. A pile of trash represents jobs, financial opportunity, and raw materials for new products. It's the idea that we can design, produce, consume and recycle products without throwing anything away. It's the notion that industry should mimic nature in that nothing is truly "wasted."

Zero waste isn't a new idea, but it is viewed by some as a radical one.

Companies like Patagonia have been practicing the zero-waste concept for years. In 2005, the company launched the "Common Threads Garment Recycling Program," through which customers can return worn-out garments from several product lines – Capilene® Performance Baselayers, Patagonia fleece, Polartec® fleece from other manufacturers, Patagonia organic cotton T-shirts, and others – to Patagonia for recycling.

Wal-Mart established a long-term goal of zero waste as part of its program to grow greener. They hope to reduce solid waste from its U.S. stores by 25 percent in the next two years. According to CEO Lee Scott, the reasoning is simple: "If we had to throw it away, we had to buy it first. So we pay twice, once to get it, once to take it away." To Wal-Mart, less waste means lower costs.

Getting to zero waste will take time. Most businesses, including landfill operators and packaging manufacturers, prefer the status quo.

Massachusetts has some of the highest disposal costs in the country. This leaves the doors of opportunity wide open for communities to embrace the concept of zero waste and to potentially save millions of dollars in averted disposal costs. The Commonwealth spends an estimated \$52 million a year – paid for by your taxes – to dispose of paper that could have otherwise been recycled and not wasted. That alone is reason to consider the zero-waste option.

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CONTACT:

ACHIEVING ZERO WASTE AT HOME

One of the major sources of household waste is packaging. Groceries, toys, electronics, clothes – most things we buy are packaged in one form or another, and this packaging generally is just thrown into the trash. One of the best ways you can make a big difference in the volume of waste you and your family produce is to shop smart. Try to buy items with minimal packaging and you will reduce waste and help protect the environment.

Buy More with Less

The majority of items you purchase in a grocery store come pre-packaged. Choosing items that have minimal amount of packaging immediately reduced the amount of waste you will bring home. For instance, some beverages come in plastic bottles that are housed in a cardboard six-pack holder and then shrink-wrapped with unrecyclable plastic film. Choosing the same beverage in powder form that you mix with water and then recycle the powder container is smarter and cheaper.

Bulk Up

Buy products in a large size instead of smaller servings. This will reduce the number of times you have to replace the item and minimizes the amount of packaging that must be disposed.

BYOB

According to the U.S. Environmental Protection Agency, over 380 billion plastic bags, sacks and wraps are consumed in the U.S. each year. Unfortunately, most of these bags simply end up as waste. People may use them to line their trash cans, but then they're disposed of in landfills. Worse still, many plastic bags are let loose into the environment as litter. Plastic bags take up to 1,000 years to break down, and they can have disastrous effects on the environment, particularly on wildlife. Thousands of turtles, birds and other marine animals are killed each year after mistaking the millions of bags in the world's oceans for squid and jellyfish and eating them. Instead, bring your own bags and reuse them every time you shop. You can also use smaller reusable produce bags for loose vegetables and fruit.

Support Corporate Stars

When choosing products, look for the environmentally friendly options. Many corporations understand why consumers want product that support good recycling practices. For example, toilet paper made from recycled paper and packaged in recycled paper is far more environmentally friendly than toilet paper made from brand new paper and wrapped in plastic. Reward the company that offers the former and buy that product.

Buy Items To Last

Purchasing poor quality or cheaply-made items usually results in premature malfunction or breakdown. With the cost of repairing these items often being greater than the cost of replacing them, people are more inclined to choose the latter option. This results in a great deal of waste, particularly electronic or E-waste. By buying good quality products that are less likely to break down you will not only create less waste, but also save money by not having to pay for repairs or replacements.

Voice Your Opinion

Actions by consumers can result in changes by manufacturers. If you believe that products you've purchased are over-packaged or result in environmental damage during manufacturing, packaging, sale or use, email or call the manufacturer to express your concerns. The more people that respond in this way the more likely it is that changes will be made.

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