

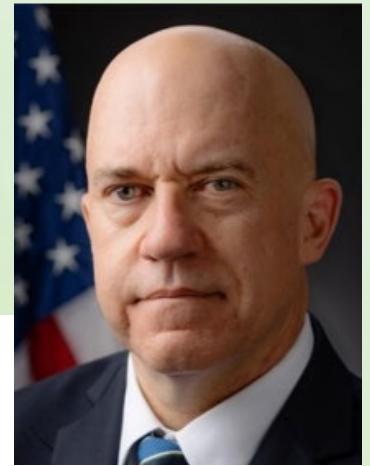


25th Anniversary  
1994-2019



**EPA**

Sustainable  
Materials  
Management



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Friends,

Thank you for joining us in celebration of the 25th Anniversary of EPA's WasteWise program. WasteWise is one of EPA's longest-standing partnership programs and has involved thousands of organizations, ranging from corporations and businesses to educational institutions and governments. Partnerships drive successes and are the cornerstone of EPA's work in sustainable materials management.

For twenty-five years, EPA's WasteWise has helped participants apply sustainable materials management practices to reduce municipal and select industrial wastes, saving resources and money. The most recent group of WasteWise national award winners reported preventing and diverting more than 365,500 tons of waste in 2017 that would otherwise have been disposed of in landfills or incinerated. During the 25 years of the WasteWise program, participants have kept a staggering 247 million tons — that's 494,000,000,000 pounds — of materials from going to landfills or incineration.

This document highlights some of the accomplishments from the 25 years of WasteWise. I want to personally congratulate all our WasteWise partners over the years on their accomplishments and invite everyone to join us in celebrating EPA's WasteWise. Together, we are conserving resources for a better tomorrow!

Sincerely,

Peter C. Wright  
Assistant Administrator  
Office of Land and Emergency Management



## Celebrating 25 Years of WasteWise

This year marks the 25th Anniversary of EPA's WasteWise program. WasteWise encourages organizations and businesses to achieve sustainability in their practices and reduce municipal solid waste and select industrial materials.

WasteWise was created as an innovative approach to environmental protection. In late 1987, an infamous Long Island trash barge found itself in an unenviable situation when five states and three foreign countries refused to accept the garbage it hauled. This well-publicized event helped catalyze a national commitment to waste management, with a renewed emphasis on reducing, reusing, and recycling. EPA launched WasteWise in 1994, a voluntary partnership program designed to assist businesses in developing practical solid waste reduction techniques. Initially consisting of 281 Charter Partners, the program represented a cross-section of American companies. From its inception, the program emphasized waste prevention — using less material to do the same job — because this provides the most significant benefits to the environment and the bottom line.

Fast-forwarding to 2019, the WasteWise program's fundamental objective is still to promote waste reduction strategies — both innovative and tried-and-true — among diverse organizations and in varying contexts across the country. Today, the program is part of EPA's Sustainable Materials Management (SMM) efforts that pursue approaches to using and reusing materials more productively over their entire life cycles. A cornerstone of EPA's work in SMM is partnerships, where working in tandem results in innovative solutions to environmental and economic challenges facing America.

WasteWise is one of EPA's longest-standing partnership programs, which is a tribute to the program's membership and its success. To encourage waste reduction, the WasteWise program activities include various forms of technical assistance, public recognition and awards. Partners demonstrate how they prevent and divert wastes, report results, and receive recognition for significant results. By incorporating SMM into waste management processes and reducing amounts of municipal solid waste, each participant helps grow the national-level economic and environmental benefits of reducing waste. We are thrilled to showcase several combined achievements of WasteWise program participants.

*For twenty-five years, EPA's WasteWise has helped participants apply sustainable materials management practices to reduce municipal and select industrial wastes, saving resources and money.*



247 million tons is the equivalent of:

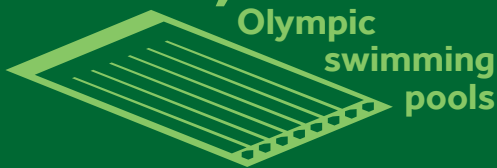
**494 billion** pounds

or



**1,648,616,745** cubic yards

This would fill **500,000**



Olympic swimming pools

or the Rose Bowl stadium

**2,226** times



It's also the weight of **2,472,925**



(124x more blue whales than there are on earth)

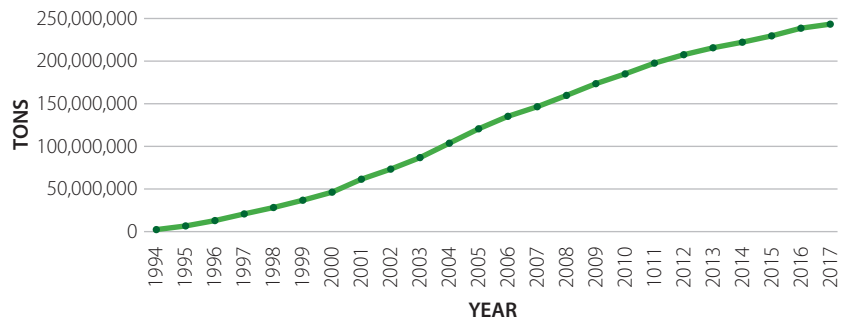
## WasteWise Now

WasteWise currently has more than 500 partners representing more than 50 sectors, who commit to reduce and recycle municipal solid waste and select industrial and commercial wastes. Partners include large corporations, small and medium-sized businesses, schools, colleges, universities, hospitals, state and local governments, tribes, and other institutions.

In 2017, WasteWise partners reported preventing and diverting 5.4 million tons of waste that would otherwise have been landfilled. These recovery activities (recycling, composting, and donation) saved more than \$268 million in landfill tipping fees during the reporting period.

Since 1994, WasteWise participants have prevented more than 247 million tons of waste from going to the landfill.

### Cumulative amount diverted from landfill



WasteWise participants have made significant environmental, social and economic impacts by keeping these wastes from the landfill.

**This has avoided 459 million metric tons of carbon dioxide equivalent, which is equivalent to:**

The carbon sequestration of **540,543,518** acres of forests in a year



Taking **97,512,903** passenger cars off the road for a year



Avoiding using **51,680,631,653** gallons of gasoline

## Awards and Award Winners

Recognition is a key element of the Sustainable Materials Management Program and WasteWise. EPA is pleased to recognize the following organizations for their outstanding leadership in waste prevention and diversion in 2018. These WasteWise national award winners reported preventing and diverting more than 365,500 tons of waste in 2017 that would otherwise have been disposed in landfills or incinerated.

*Very Large Business, Partner of the Year:* **L Brands**

*Very Large Business, Honorable Mention:*  
**Kohl's Department Stores**

*Large Business, Partner of the Year:* **Commonwealth Edison**

*Mid-Size Business, Partner of the Year:*  
**Perishable Distributors of Iowa**

*Small Business, Partner of the Year:*  
**Urban Chestnut Brewing Company**

*Local Government, Partner of the Year:* **City of Urbana**

*College/University, Partner of the Year:*  
**University of Massachusetts, Dartmouth**

*College/University, Honorable Mention:*  
**Georgia State University**

*School/School District, Partner of the Year:*  
**Pasco County Schools**

*Non-profit Organization, Partner of the Year:*  
**The Valley Hospital**



## Case Studies

*The following stories are a few examples from WasteWise partners who have been with WasteWise for at least a decade and continue to integrate waste reduction efforts into their corporate sustainability culture.*

## The Future of WasteWise

EPA will continue to work with its WasteWise partners to achieve economically viable and environmentally productive results. Through the WasteWise program, we strengthen the U.S. solid waste management system while saving valuable resources for the future. To celebrate the collaboration and symbolize the future partnership efforts, we present to you a refreshed WasteWise logo!



Celebrating 25 years of WasteWise



# Verizon

## New York, New York

### Verizon's successes include:

- 70 percent reduction in printed material for customer orders since 2014
- Repurposing, reusing or recycling 100 percent of electronics returned by customers in 2018
- 53 community events in 2018 to collect and recycle e-waste
- Collecting and recycling 4.1 million pounds of e-waste at recycling rallies since 2009
- Recycling a grand total of about 89 million pounds of materials in 2018
- In 2018, 65 percent of the paper the company purchased contained at least 10 percent postconsumer recycled content, which exceeded the company's goal



Verizon joined the WasteWise program in 1994 as a natural next step in the evolution of the company's end of life management policies and practices. Over the years with WasteWise, the company's waste reduction efforts developed to include a set of diverse source reduction, reuse, recycling and green purchasing initiatives.

Materials Verizon prioritizes either for refurbishment and reuse or for responsible recycling include cell phones, Fios set-top boxes, other electronics, batteries and other supplies. Verizon targets company-owned electronics as well as conducts public recycling events to collect and recycle e-waste. Verizon audits recycling facilities against international standards for health and safety and requires company's suppliers to send their used batteries to approved recycling facilities in the U.S. and Canada.

Paper is also a priority material for company's initiatives. Verizon has adopted a policy for the sustainable sourcing and use of paper, which includes a goal to buy paper with recycled content. Rounding off the range of waste reduction initiatives, are the company's source reduction efforts focused on reducing the use of plastic model phones for marketing purposes.

*Participating in the WasteWise program helped raise Verizon's internal awareness, increase the public's awareness of company's sustainability initiatives and build Verizon's positive public image. Verizon suggests that the new WasteWise participants apply creativity when studying their possibilities to reduce, reuse and recycle.*



# Virco Manufacturing Corporation

## Torrance, California

Virco Manufacturing Corporation started implementing recycling and waste prevention efforts in 1991. These efforts grew rapidly, and by 1994, Virco received the National Recycling Coalition's Fred Schmitt Award for National Corporate Recycler of the Year. Virco joined WasteWise in 1994 for an opportunity to track and monitor its waste reduction efforts. WasteWise's yearly summaries and GHG reduction charts have assisted Virco in defining efforts, achieving goals, and demonstrating commitment to the environment.

To reduce waste, Virco examined its waste stream, purchased new higher efficiency equipment that improved its production processes and reduced the amount of corrugated cardboard used in their packaging. Virco's waste reduction efforts reduced trips to the landfill and the associated disposal costs. The corporation's Take Back and Cash for Cardboard programs expanded outreach to the community and created end markets for both furniture manufactured over the life of the company and for cardboard collected at schools. Membership in WasteWise assisted Virco's Arkansas facility manager in being appointed by the Governor of the State of Arkansas to assist agencies and businesses in locating markets for recyclables, furthering Virco's leadership role.

*In Virco's opinion, WasteWise's tools and resources help new and existing programs set and achieve goals, identify priorities, refine processes, track accomplishments, and increase revenues. WasteWise provides information needed to create a valuable network of connections. After twenty-five years of membership, Virco continues to use the tools and resources that the WasteWise program offers.*



Virco has made great strides during its tenure in the WasteWise program.

### Virco's efforts include:

- Reducing ferrous metal scrap from seven million to two million pounds per year
- Reducing corrugated waste from two million to 700,000 pounds per year
- Expanding its recycling impact by increasing the items recycled from 7 items in 1991 to over 47 items today
- Purchasing ferrous steel with 20 percent to 70 percent post-consumer content
- Completing over 100 take back initiatives and recycling, reusing, or repurposing accepted furniture
- Collecting and recycling waste cardboard from schools, creating earnings for schools, and providing an end market in six school districts that have none

# Commonwealth Edison

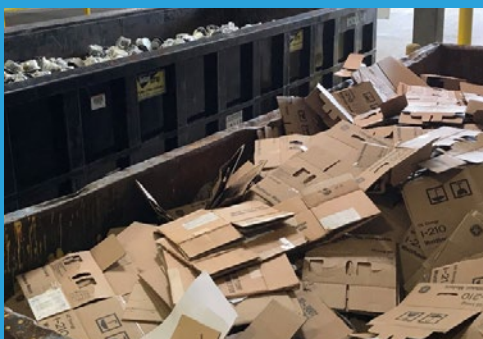
## Chicago, Illinois

### In 2017, ComEd's office recycling program alone saved approximately:

- 7.77 million kilowatt-hours of electricity
- 213,191 gallons of oil
- 12.20 million gallons of water
- 6,100 cubic yards of landfill airspace
- 20,917 mature trees
- 5,544 metric tons of total greenhouse gas emissions, or the equivalent of taking 1,015 passenger cars off the road

Commonwealth Edison (ComEd) first joined the WasteWise program in 1994. Participating in WasteWise for 25 years has allowed ComEd to develop, implement and refine its comprehensive program for the minimization and recycling of: office waste, such as paper, cardboard, aluminum cans, and glass; regulated office waste, including oil, fluorescent lamps and mercury-containing equipment; and, information technology waste like printer cartridges and electronics.

ComEd strives to serve as a leader in addressing environmental challenges that impact the company, industry, its customers and our future. The WasteWise program has provided ComEd educational materials, benchmarking resources and a platform for setting goals and tracking progress. The annual reporting has helped the company assess and reassess its waste streams and look for new waste reduction opportunities.



*ComEd encourages new participants to take advantage of the full scope of the WasteWise program's resources. WasteWise shares information about waste reduction programs and offers opportunities for national recognition.*



# The Walt Disney Company

## Anaheim, California and Orlando, Florida

The Walt Disney Company joined the WasteWise program in 1994 to demonstrate its leadership and commitment to waste reduction. Since 1998, Disney has been recognized multiple times by WasteWise, and it was inducted into the EPA WasteWise Hall of Fame in 2010.

In 2008, the company set an aspirational goal of zero waste to landfill. Reducing, reusing and recycling are a big part of materials management within the Disney Parks, and reducing food waste is a priority. Surplus food is donated to local food banks that serve the food insecure populations. Non-edible food is diverted by processing into an animal feed amendment at Disneyland Resort. At Walt Disney World it is converted into renewable energy and fertilizer at the Harvest Power on-site facility. Disneyland Resort received an EPA Food Recovery Challenge Award in 2014, and Walt Disney World joined EPA's Food Recovery Challenge in 2018.

Waste reduction programs implemented throughout Disney Parks are smart for the business and improve the guest experience. The reduction of paper and plastic throughout the hotels and resorts enhances the guest check-in process and in-room experience.

Disney Parks has made significant strides in waste reduction and landfill diversion.

### The successes of Disney Parks include:

- In 2018, diverting more than 200,000 tons of materials domestically
- Sending less waste to landfill in 2018 than in 2008, despite growing operations, due to the recycling efforts of many dedicated Cast Members and Guests
- Since 2014, decreasing food waste to landfill by more than 50 percent across the domestic Disney Parks

*The WasteWise program supported Disney in developing early waste reduction strategies and provided the means for members to share their experiences. Disney advises new participants to leverage the program's resources. A suggested first step is to conduct audits to better understand material streams and identify impact areas. Setting goals, and tracking and measuring progress along the way, will help drive progress, expand areas of focus and demonstrate a successful program.*



# Pitney Bowes Inc.

Stamford, Connecticut



## Pitney Bowes successes include:

- Since 2004, avoiding 267,480 metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>E), which has the same effect as removing more than 49,354 cars from the road
- In 2018, increasing single-stream recycling in its Presort business and avoiding more than 11,690 MTCO<sub>2</sub>E

Pitney Bowes joined the EPA WasteWise program in 1996 and has been recognized for excellence in recycling. In 2007, Pitney Bowes was inducted into the WasteWise Hall of Fame, and has since successfully maintained its status by showing results in various recycling initiatives. Pitney Bowes joined the WasteWise program to reduce solid waste along with solid waste disposal costs, limiting impacts on the environment and bottom line.

The WasteWise Program helped Pitney Bowes to reuse materials and to reduce the amount of materials it purchases. Pitney Bowes' recycling process includes the separation of many different types of materials that are no longer in use for transportation to recycling vendors and reprocessing into same or other types of products. For example, wooden pallets are repaired or remanufactured into new pallets and are used by Pitney Bowes or other companies.

In support of source reduction, Presort Services' Mail Exchange continues to expand the Pallet Wrapz™ reusable shipping solution to sites across the US. These sites ship large numbers of freight pallets of client mail between cooperating facilities every day. Used in place of traditional, disposable plastic stretch film, long-lasting Pallet Wrapz eliminate plastic waste while providing a stronger, safer and more protective wrap. Pitney Bowes expects to save more than \$819,000 in labor and materials, as well as eliminate more than 573,000 pounds per year of shrink-wrap waste, over the last three years.

Employee participation has been pivotal to Pitney Bowes' success! Pitney Bowes has been able to report saving many millions of pounds of material from the landfill and redirecting them into other useful products. With increased awareness and sustained employee participation, Pitney Bowes continues to reduce solid waste disposal and improve the environment as well as the company's bottom line.

*Pitney Bowes' advice for new participants in the WasteWise program is to engage employees through communications and strive to implement clear labeling on bins. Pitney Bowes encourages employees to reach recycling objectives by placing recycling bins in strategic areas of their facilities for daily use. The fields of sustainability and waste management are always evolving, and Pitney Bowes continues to evolve its sustainability efforts and waste reduction processes, as well.*

# Department of Health and Environmental Control South Carolina

The South Carolina Department of Health and Environmental Control (DHEC) joined WasteWise in 2000 as a partner and endorser. DHEC's priorities included improving its internal recycling program and developing the agency's first buy-recycled policy, as well as promoting waste reduction and recycling to businesses. WasteWise, with its resources and recognition program, provided the foundation for creating the agency's waste reduction, recycling and buying recycled programs and policies.

DHEC promotes its waste reduction policy to all staff through presentations, signage and email reminders. In addition, DHEC presents information about its buy recycled policy at workshops for procurement staff several times a year. In the past five years alone, DHEC has recycled more than 1,083 tons of material, resulting in reduced disposal and disposal costs. South Carolina's state agencies, using DHEC's 7.5 percent price preference, have focused on purchasing recycled-content copier paper, cleaning supplies and toner cartridges.



## DHEC's programs and accomplishments include:

- Recycling coordinators and programs in about 140 buildings throughout South Carolina (S.C.)
- The Business Recycling Assistance Program that uses WasteWise to promote and offer an opportunity of national recognition for external businesses
- Partnership with the S.C. Dept. of Corrections, that has helped other state agencies develop their recycling programs
- The S.C. Smart Business Recycling Program through which DHEC launches, supports and partners with local government business recycling programs

*DHEC believes WasteWise offers all the resources new participants need to get started for a successful program. WasteWise is a one-stop shop that is simple to use and provides in-depth information, examples to follow and the necessary tools for organizations to begin or improve waste minimization programs. In DHEC's experience, it helps to have backup, and WasteWise provides it.*





# Presidio Trust

## San Francisco, California



Presidio Trust park managers and the community envisioned an urban national park that would become a model of sustainability for the nation. A closed-loop waste system that includes an on-site compost program, was a major component of the vision.

### Presidio's waste reduction programs result in:

- An annual diversion rate that often surpasses 65 percent
- \$30,000 in annual profits from salvaging and selling items at auctions
- \$75,000 in annual savings from diverting organics from landfills and avoiding disposal costs
- 300 tons of food waste per year collected from Presidio's residents and businesses, a 15-fold increase over the last 10 years
- A diversion rate topping 85 percent at Presidio Picnic hallmark events



The Army closed its military installation at the Presidio of San Francisco in 1994, and the Presidio became part of the national park system. An on-site recycling center, along with the Presidio's Salvage and Reuse Program were established in 1999, to manage leftover Army property and waste from new park operations. Presidio joined WasteWise in 2000 to celebrate its achievements in waste reduction, and to share information with other federal agencies.

Various items are salvaged at Presidio, sold for profit at auctions, or repurposed, avoiding the cost of buying new. Repurposing efforts include using cabinetry and shelving from military buildings in Presidio restaurants, and refurbishment extends to countless historic fixtures and furnishings. Wood waste may be milled to make outdoor furnishings. Composting results in high-quality soil amendments for Presidio's landscape and nursery soils, avoiding landfilling costs, saving water and reducing the need for chemical fertilizers. Presidio educates attendees at its large public events about proper sorting as well as requires compostable service ware and bans the use of plastic water bottles.

Presidio's long-term goal is to become a Zero Waste facility. By 2023 the Presidio aims to reduce waste going to landfill by 50 percent, by streamlining internal infrastructure and by working with its waste hauler to reduce refuse container sizes and improve recycling education.

*Presidio advises new WasteWise participants to embrace waste reduction and focus on learning and improving their programs. Start with a problem, solve it and build on the success. Don't be discouraged by a lack of data; start with what you have and make improvements over time.*



# L Brands, Inc.

## Columbus, Ohio

In the early 2000s, L Brands, Inc. was starting its sustainability journey and pursuing resources and partnerships to establish a waste reduction effort. The company identified the WasteWise partnership program, and in 2004, it started its partnership with EPA.

The WasteWise partnership helped L Brands, Inc. increase its waste diversion and recycling rates and grow efforts to purchase recycled-content materials. Specifically, since 2005, the company increased the amount of diverted waste by 60 percent and grew its waste diversion rate from 73 percent to 85 percent.

L Brands, Inc. has been implementing initiatives to reduce waste, including the coveted Associate Sample Sale program, where out of stock merchandise is diverted from waste and sold to the company's associates. The sale proceeds are then donated to fund cancer research.

Along its sustainability journey, L Brands, Inc. also joined other sustainability programs, such as the SmartWay program, and became a member of Climate Leaders.

### Participating in the WasteWise program enabled L Brands, Inc. to:

- Compare the company's performance to that of other participants
- Identify areas of improvement
- Raise awareness of recycling and waste diversion initiatives
- Reduce costs by diverting waste from landfills and deriving revenue from some diverted materials

*Recognizing that WasteWise is a great resource, L Brands, Inc. encourages new WasteWise participants to fully utilize the program's tools and technical assistance.*





# Kohl's Department Stores

## Menomonee Falls, Wisconsin

**KOHL'S**



With such a large retail footprint, Kohl's is in a unique position to make a positive impact in sustainability areas, including waste management.

### Efforts to reduce waste and conserve resources include:

- Developing partnerships to recycle plastic film, bags and wrap
- Procuring its signature gray bags with 30-50 percent recycled, unbleached plastic
- Providing in-store recycling bins for customers to drop plastic bags
- Reminding Kohl's cardholders they can opt for paperless billing
- Partnering with the How2Recycle label program to help customers more easily determine how to recycle select materials

*Kohl's recycles more than 130,000 tons of material each year, including more than 7 million pounds of plastic and 230 million pounds of cardboard.*

Kohl's has been a voluntary partner and active participant of the EPA's WasteWise program since 2006. Through its initiatives, such as plastic and cardboard recycling, paperless billing, and beauty product and fabric scrap repurposing, the company achieved an 83 percent diversion rate in 2018.

Kohl's recently-announced sustainability goals include a goal to divert 85 percent of the company's U.S. operational waste from landfills by 2025. The company has a solid waste management policy, which governs recycling practices at stores and corporate facilities. The separation of cardboard, paper and plastic is a key company-wide practice, and the company's goal is to maximize the recycling of consumables and durable goods. Recycling saves the company money, which helps its stores offset operational costs, making waste reduction good for business as well as the planet.

*Kohl's advice for new WasteWise participants is to utilize the knowledge of peers and recycling partners when building a new program. In Kohl's experience, making associates aware of the environmental and financial impacts of the company's sustainability efforts can help raise interest and increase compliance with the company's sustainability policies.*





# CenturyLink Field

## Seattle, Washington

CenturyLink Field, home to the NFL's Seattle Seahawks and the MLS' Seattle Sounders, as well as hundreds of other events and concerts each year, is dedicated to improving its local Pacific Northwest community. The facility started its waste reduction programs in 2006 and joined WasteWise in 2007 for an opportunity to better track and assess its waste reduction efforts. The facility built a robust sustainability program and increased the stadium's waste diversion rate from three percent in 2006 to 97 percent in 2016.

The stadium's food and beverage company, First & Goal Hospitality, partners with Cedar Grove Compost, a local composting facility, to divert about 16.4 tons of food waste at each Seahawks home game. The compost is sent from the composting facility to Sound Sustainable Farms to help grow food and produce organic vegetables, which the stadium purchases to prepare and serve on gamedays. The stadium's food is sourced from and made in the local community, using local culinary businesses, as well as local farms and ranches that implement sustainable farming practices.

Since 2017, the stadium's food and beverage operation has been offering only paper-based, marine-degradable straws, and the stadium's WasteWise liaison highlights that the stadium was the first to be certified through the Smart Catch program for sustainable sourcing of fish and seafood. Today, 95 percent of the seafood served at the stadium is certified as sustainably harvested.

CenturyLink Field's business model and sustainability efforts support the local economy and reduce waste.

### In 2018, CenturyLink Field:

- Retained its 97 percent landfill diversion rate
- Recycled 7,035 gallons of cooking oil to biodiesel fuel, a 55 percent increase over 2016
- Donated 3.2 tons of servable food to local food banks, a 27 percent increase over 2016
- Donated 36.6 tons of furniture and equipment locally and tripled the tonnage donated in 2016

*CenturyLink Field's advice for new WasteWise participants is to start small, focusing on an achievable action and excelling at it, and to then grow their programs by partnering with local experts and introducing updates and innovations. The stadium recently added a digester to the kitchen and in just one week of use, quickly 'digested' 1,000 lbs of food.*



### RECYCLING TREND





United States Environmental Protection Agency  
Sustainable Materials Management  
WasteWise  
Washington, DC 20460  
[www.epa.gov/smm/wastewise](http://www.epa.gov/smm/wastewise)

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