



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Winter, 2006
WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.

Wal-Mart Goes Green

Wal-Mart, the nation's largest retailer, recently announced that it has adopted a set of ambitious environmental goals that will not only help the company reduce its energy consumption, greenhouse gas emissions and solid waste generation, but will also help the company's bottom line. The company views its commitment to environmental sustainability as a strategic business decision and will invest heavily in support of this policy.

While Wal-Mart's energy related goals have received most of the attention, the company's waste reduction and recycling plans are also significant. For example, the company intends to request that its suppliers minimize their use of packaging and use packaging materials that can be readily recycled. As the largest buyer of manufactured goods in the world, Wal-Mart has the clout necessary to encourage its 60,000 suppliers to adopt such environmentally friendly business practices.

Another strategy to be employed by the retail giant would be to ensure prime placement (i.e., the end of store aisles) of products that have better packaging. Among its recycling initiatives, Wal-Mart embarked on an innovative plastics recycling program in 2005 wherein recyclable plastics are sandwiched between corrugated cardboard in a bale that is then shipped out for recycling.

Undoubtedly, Wal-Mart has an opportunity to change the face of retailing in the United States and around the world. For more information, visit Wal-Mart at <http://walmartstores.com/GlobalWMStoresWb/navigate.do?catg=217>.

Did You Know...

- Single-use chopsticks from China are collected, cleaned and sanitized at high temperatures and pressure by Kwytza Kraft of Sacramento, California. The recycled chopsticks are then used to make wine racks, magazine racks, lamps, tables and many other products. Visit www.kwytzakraft.com to learn more about this innovative company and to view its products.
- A recent USEPA report notes that the amount of household garbage generated in the United States generally increases by 25% between Thanksgiving and New Year's Day!
- Mountain climber Ken Noguchi saw so much trash on his way up Mt. Everest that he now organizes a yearly cleaning expedition of the mountain. Thus far, about 3.5 tons of garbage, some of which dated back before Sir Edmund Hillary's expeditions, has been collected and removed from Mt. Everest.
- Consumer Reports magazine recently launched a new website called "Greener Choices." The website provides information about the health and environmental impact of consumer products for both the home and office. Visit www.greenerchoices.org for a closer look.
- Rutgers University announced that it is purchasing 30 percent recycled content copy paper that costs from 50 cents to \$1 less per carton than nonrecycled paper, and performs just as well.
- Congress passed a "Junk Fax Prevention Act" in July, 2005 that should result in less waste being generated. While unsolicited commercial faxes are currently prohibited by law, this law provides those who have an established business relationship with a company to opt out of receiving future fax advertisements from the sender.

Reality TV Focuses on Wasteful Families

The British Broadcasting Corporation (BBC) has taken reality television into uncharted territory with its No Waste Like Home show hosted by Penney Poyzer. The show goes into the homes of Britain's most wasteful families and explores ways by which the families can reduce their waste generation and energy consumption. Ms. Poyzer, dubbed the "eco-queen" and the "queen of green," challenges the participants to become more eco-friendly by getting back to basics, a course of action that she promises will also save them money and improve their sense of well-being. In one episode, Ms. Poyzer helps a family reduce its waste generation by 94% in just two weeks!

In addition to providing viewers with many helpful "green" tips, the show also highlights a variety of eco-friendly products. For further information about this innovative program, visit the BBC's website at www.bbc.co.uk/nottingham/360/where_to_go/ecohome/index.shtml.

Rubber Asphalt Law Signed in California

To the surprise of many, California Governor Arnold Schwarzenegger signed into law AB 338 which mandates the California Department of Transportation (CalTrans) to use increasing amounts of asphalt rubber in its projects beginning January 1, 2007. More specifically, the legislation calls for CalTrans to use not less than 6.62 pounds of crumb rubber per metric ton of asphalt paving materials in the first year of the law's implementation. CalTrans is required to use not less than 8.27 pounds of crumb rubber per metric ton on and after January, 2010 and not less than 11.58 pounds of crumb rubber per metric ton starting in January 2013. Prior to going to the 2010 requirement, a report on the cost effectiveness of the asphalt rubber mixes must be prepared. In addition, the law indicates that only crumb rubber manufactured in the United States and made from U.S. scrap tires may be used.

New Statewide Solid Waste Management Plan Adopted

The New Jersey Department of Environmental Protection recently adopted a new plan that will serve as the state's policy framework for solid waste management and recycling in the upcoming years. Among other things, the plan addresses the declining recycling rates experienced in New Jersey over the past decade and provides numerous strategies that can be employed to reverse this troubling trend. Increases in paper recycling and food waste recycling, especially by the business sector, are specified in the plan as two of the keys to improving New Jersey's recycling rates. The plan also calls for a renewed focus on enforcement of recycling requirements, as well as additional educational and promotional efforts on behalf of recycling. To learn more about the plan, visit <http://www.nj.gov/dep/dshw/recycle/swmp>.

Make Your Meetings Environmentally-Friendly!

Whether you are planning an internal meeting, a major meeting, a conference or other similar event, there are strategies that can be employed to make your meeting environmentally friendly. Using new media and electronic technology to reduce waste paper generation and providing recycling opportunities are examples of such strategies. "Green" meetings are not only good for the environment, but they can help reduce solid waste disposal and energy costs associated with events. The United States Environmental Protection Agency maintains a website on this topic at www.epa.gov/oppt/greenmeetings/. The Green Meeting Industry Council and BlueGreen Meetings are other good sources of information and can be visited online at www.greenmeetings.info/index.htm and www.bluegreenmeetings.org/index.htm, respectively.

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