

MINNESOTA
WASTE WISE

MINNESOTA CHAMBER OF COMMERCE

Member Guidebook 2008

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The Minnesota Waste Wise Guidebook combines resources developed by a variety of public and private organizations along with new resources developed specifically for use by Minnesota Waste Wise members. Those materials have been gathered in one easy-to-use resource.

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Chapter 1: Introduction

Thank you for becoming a member of Minnesota Waste Wise. Minnesotans have earned a reputation for strong environmental advocacy. Minnesota Waste Wise continues that environmental tradition by helping business leaders throughout the state to reduce waste and recycle within their organizations. As a Minnesota Waste Wise member, you have accepted this challenge. Together we are reducing, reusing, repairing, and recycling waste in hundreds of communities throughout Minnesota to help solve Minnesota's waste generation issue.

The Challenge

The goal of Minnesota Waste Wise is to enable the greatest number of businesses, large and small, to reduce waste voluntarily. As a member, you are helping Minnesotans realize that goal.

The Minnesota Waste Wise Guidebook will help achieve your goals. As an easy-to-use manual, the Guidebook is designed to be a comprehensive resource for information and how-to assistance. The Minnesota Pollution Control Agency will conduct seminars at various times and locations throughout the state to enhance your program and introduce you to those companies in your area that have also accepted the Minnesota Waste Wise challenge.

According to the SCORE Report 2006, Minnesota recycling programs collected over 2.5 million tons of recyclable materials.

With your participation, Minnesota will continue to reduce waste generated *and* increase recycling rates.

Support from local governments, state trade associations and environmental groups enhance the strength of the program and help it to serve its members effectively. As the program grows and its members become more involved, these relationships will become important in working toward a common goal: increase efficiency by decreasing waste.

Communicating Your Involvement in Minnesota Waste Wise

Businesses, community leaders and residents will want to know about the involvement of Minnesota Waste Wise members in their area. By displaying the Minnesota Waste Wise symbol, and using it in advertising, community members will know you are a current member of this exciting program.

YOUR PARTICIPATION IS CRITICAL TO THE SUCCESS OF MINNESOTA WASTE WISE. Thank you for your part in waste reduction and recycling. Your efforts prove that less waste truly is smart business.

Help is available in communicating your participation in the Minnesota Waste Wise program. A section of this book is dedicated to getting the message out to employees (for larger organizations), community leaders, elected officials and area residents. Please read it carefully and plan ahead to inform customers, vendors, employees, competitors, environmental groups and other area businesses about your organization's participation.

Again, thank you for becoming a member of Minnesota Waste Wise. We will look forward to working with you on your waste reduction and recycling needs.

Chapter 2: Membership

Major Contributors

When Minnesota business-members reduce waste, resources are conserved and our environment, our communities, and our businesses are protected and strengthened.

We thank all our members for their support of the Minnesota Waste Wise program. In addition, we would like to thank these organizations for their substantial support of Minnesota Waste Wise. It is because of their generous contributions that we are able to continue to fulfill our mission of providing waste reduction assistance to businesses and organizations across Minnesota. – Mark Blaiser, executive director & Bill Blazar, advisor

Trustee (\$2,500)

Great River Energy
Minnesota Chamber of Commerce
Minnesota Pollution Control Agency
Target Corporation
Waste Management of Minnesota

Patrons (\$1,000+)

American Chemistry Council
Andersen Corporation
Bernick's Beverages & Vending
Best Buy
Dakota Electric Association
IBM Corporation
Kowalski's
LDI Fibres
Lunds/Byerlys
Medtronic World Headquarters
Minnesota Beverage Association
Minnesota Power
Minnesota State Colleges & Universities
(MnSCU)
SUPERVALU INC
TREX
Viking Coca-Cola Bottling Company
Xcel Energy

Benefactors (\$500)

Almsted's Sunnyside Stores
Bergquist Company
Boston Scientific

Bueckers City Sanitation
Choice Plastics
City of Duluth
Cooper's Stores
Covanta Energy
Falk Paper
Gold'N Plump
Gopher Resource Corporation
Green Lights Recycling
Hayfield Window and Door Company
Hutchinson Technology
Jerry's Foods
Landscape Structures, Inc
Liberty Carton
Liberty Paper
Lloyd's Construction Service
Materials Processing Corporation
Midwest Coca Cola Bottling
Northwest Airlines
Ocean Tech
Resource Recovery Technologies
Rupp Industries
SWDI
Seelye Craftsmen Co.
Shred-it
Southside Wood Recyclers
Thomson West
Unisys Corporation
Ver-Tech, Inc.
Viracon

Membership

Minnesota Waste Wise strives to make membership affordable for all businesses. We offer several levels of membership:

Membership Level	Benefits
Associate Membership \$250 annual dues	<ul style="list-style-type: none"> ▪ On-site waste assessment (\$700+) ▪ Year-round waste reduction technical assistance (\$250+ value) ▪ Member guidebook (\$49 value) ▪ Waste Notes newsletter (\$80 value) ▪ Wise Mail monthly e-newsletter (\$49) ▪ MWW events discounts (\$30+) ▪ Waste reduction publications library (\$100 value) ▪ MWW member discounts (\$50+ value) ▪ MWW materials exchange (\$100-\$1000 value) ▪ Networking, awards & promotion of success stories (\$100+) ▪ Total Value = Over \$1,500
Sponsor Membership \$350 annual dues	<ul style="list-style-type: none"> ▪ Associate Membership plus... ▪ One advertisement in Waste Notes newsletter (\$200+ value: ad includes link to business Web site) ▪ Total Value = Over \$1,700
Benefactor Membership \$500 annual dues	<ul style="list-style-type: none"> ▪ Sponsor Membership plus... ▪ Listing on MWW Web site that includes a link to your Web site (\$300+ value) ▪ Listing in MWW guidebook ▪ Total Value = Over \$2,000
Patron Membership \$1,000 annual dues	<ul style="list-style-type: none"> ▪ Benefactor Membership plus... ▪ Listing on our letterhead (\$300+ value) ▪ Total Value = Over \$2,300
Trustee Membership \$2,500 annual dues	<ul style="list-style-type: none"> ▪ Patron Membership plus... ▪ Logo on trustee banner on our Web site (\$800+ value) ▪ Total Value = Over \$3,000
* Additional location \$150/yr – Additional location(s) can be added to an existing base membership.	

Sponsorship & Advertising Opportunities

Minnesota Waste Wise offers various opportunities for sponsorship, including events or advertisements in our publications. Sponsorship promotes your business to members and potential customers, while supporting the MWW organization. The sponsorship guidelines below are a great reference when you are planning your budget. We hope you include Minnesota Waste Wise in your annual advertising and sponsorship budget. If you would like to sponsor any of our publications please complete this form and return via E-mail, fax or mail.

Opportunity	Description	Amount
Wise Mail (monthly)	Electronic newsletter will include your company logo, and a link to your web site. Read by over 1,000 business people throughout Minnesota.	\$300
Waste Notes (quarterly)	An in-depth newsletter for businesses to stay informed about the latest waste management, reduction and recycling developments. Sponsorship will include your company logo, a link to your Web site, and an advertisement within the newsletter.	\$500
Annual Meeting (October)	Your logo on invitation, signage at event, listing on event agenda, preferred seating and tickets to event.	\$400 - \$800
Member Guidebook (annual)	Guidebook will include your company logo on front cover and will be distributed to all current plus new members throughout the year.	\$1,000
MWW Membership Decal (January)	Electronic decal features your logo, and is sent to over 500 businesses throughout Minnesota.	\$1,000
MWW Fact Sheets (periodic)	Company logo on front, along with your company contact information. Fact Sheet topics relate to business sponsor and are a great opportunity to promote your business through targeted advertising.	\$500

Please contact Minnesota Waste Wise for more information or to take advantage of a sponsorship opportunity.

Minnesota Waste Wise
 400 Robert Street North
 St. Paul, MN 55101
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 F: (651) 292-4656
 E: mnwastewise@mnchamber.com

Recognition for your Efforts

Part of your commitment to be “Minnesota Waste Wise” is to continually examine, explore and implement new ways to reduce waste, increase reuse and recycling at your facility. In this regard, setting up a waste reduction program is only your first step. Maintaining enthusiasm for your current and future efforts and continually improving environmental behavior is just as important. You deserve to be recognized for your efforts!

Minnesota Waste Wise Awards

Why should you apply?

An important element of Minnesota Waste Wise is its recognition program. Members who have demonstrated an exceptional commitment to the environment are encouraged to apply for special recognition from Minnesota Waste Wise as well as from other environmental programs.

❖ **Minnesota Waste Wise Leaders Award**

The Minnesota Waste Wise Leader Award is the highest award given to Minnesota Waste Wise members. It was created in 1994 to commend those businesses that have put a special effort into waste prevention, reuse and recycling. Leaders are touted in press releases, recognized at local chamber events and held up as examples for their industry. Previous recipients include Office Plan, Star Tribune, IBM, John Roberts Company, Wenger Corporation, Unisys, and Andersen Corporation.

Applicants are required to demonstrate at least 18 months of success in two waste reduction categories. Categories include: source reduction, transport and/or product packaging, reuse of materials and/or materials exchange, recycling collection, buying recycled products, using recycled materials in manufacturing, energy and/or water conservation, and waste education.

Although only Minnesota Waste Wise members are eligible for the Leader Award, non-members with past environmental achievements are encouraged to apply once they commit to further improvements as members of Minnesota Waste Wise.

❖ **Minnesota Waste Wise Smart Business Award**

Since 1996 Minnesota Waste Wise has presented the Smart Business Award to members who have successfully integrated waste prevention into their business practices, thereby demonstrating that economic growth and concern for the environment go hand in hand.

The Smart Business Award is specifically given to those members who have been recognized by the Minnesota Governor’s Awards for Excellence in Waste and Pollution Prevention (see below). In the past, nearly half of the Governor’s Award winners are also members of Minnesota Waste Wise. Past Smart Business Award winners include John Roberts Company of Minneapolis; Liberty Paper, Inc. of Becker; Marvin Windows and Doors of Warroad; and Tastefully Simple of Alexandria.

Minnesota Waste Wise 2006 Leader Award Recipient Wenger Corporation in Owatonna

Wenger Corporation, since implementing its recycling program more than 10 years ago, has decreased its garbage costs by over half. Wenger recycles everything it possibly can, even collecting the aluminum shavings created by the aluminum saws. “If it wasn’t for the good people at Wenger,” said Raymond Truelson, environmental and safety manager, “none of this would happen.” Wenger implemented a savings program that reduced the company’s energy usage by 46 percent by installing energy efficient motors, lighting, motion sensors and controls on equipment. During the past 10 years, Wenger estimates it has saved \$1 million through its waste reduction and recycling efforts.

“Minnesota Waste Wise acts as another eye in the whole process,” Truelson said. “They help to identify areas for improvement and act as a resource for a variety of waste reduction and recycling issues. Waste Wise really helps businesses improve their waste reduction and recycling - not to mention save money.”

Minnesota Awards

❖ The Governor's Award for Excellence in Waste and Pollution Prevention – Minnesota Pollution Control Agency

This prestigious award is given once a year to honor a select group of Minnesota industrial, commercial, public and educational institutions that have done an outstanding job of preventing, reducing and reusing their wastes through creative and innovative strategies. Award winners need not be members of Minnesota Waste Wise.

Contact Peder Sandhei, Governor's Awards Coordinator at 651-297-8307 or E-mail govawards@pca.state.mn.us to apply.

<http://www.pca.state.mn.us/oea/p2/govaward.cfm>
Past MWW winners include Marvin Windows, Western Lake Superior Sanitary District and Tastefully Simple.

Minnesota Waste Wise 2006 Governor's Award Recipient Tastefully Simple in Alexandria

Tastefully Simple, a direct-sales company specializing in easy-to-prepare gourmet foods, has made the environment an integral part of its business operations.

Tastefully Simple installed new heating, ventilation and air conditioning systems, with close attention paid to energy conservation. The Green Team, an environmentally-focused team of employees from various areas of the company, meets regularly to discuss planning and executing of new environmental projects and initiatives. Labeled recycling receptacles have been placed throughout the company to create a consistent, visual reminder of "reduce, reuse, and recycle" being an integral part of the culture. Switching financial statements, conference registrations and order forms to electronic have reduced paper consumption drastically and saved the company \$100,000 annually.

The surrounding 152 acres, including Lake Bountiful, was purchased by Tastefully Simple for preservation and conservation. Employees and their families are encouraged to use this land to appreciate nature and help in its preservation.

Tastefully Simple truly demonstrates that "less waste is smart business."

Winning a Governor's Award represents the highest level of environmental achievement within the state of Minnesota. Thirty-four percent (34%) of the previous award winners are Minnesota Waste Wise Members.

❖ MnGREAT! Awards – Minnesota Pollution Control Agency

Recognizes environmental achievements by government employees. The program focuses on the prevention of waste and pollution, the reduction of waste at its source, and resource conservation. All Minnesota government employees, or groups of employees, are eligible, including staff from counties, cities, metropolitan agencies, the University of Minnesota, and state colleges and universities. Applications are judged by members of IPPAT (Interagency Pollution Prevention Advisory Team), with recognition given to those whose work reduces waste, conserves resources and saves energy in their public workplaces. For more information visit <http://www.pca.state.mn.us/oea/lc/mngreat.cfm>

❖ Green Star Award – Minnesota Pollution Control Agency

Businesses are encouraged by the MPCA to enroll in the Environmental Audit Program. After conducting a self-audit and correcting any problems that are discovered, the MPCA confirms the facility's compliance and awards the Green Star. For more information contact Joann Henry of the MPCA at (651) 297-8664 or joann.henry@state.mn.us http://www.pca.state.mn.us/programs/audit_p.html

❖ Environmental Initiative Award - Minnesota Environmental Initiative

Recognizes Minnesota's most innovative, environmentally progressive businesses, organizations, and individuals. Award Categories: Energy Efficiency, Renewable Energy, Environmental Management Excellence, Innovative Environmental Policy, Land Use and Community Development. Call 612-334-3388 or <http://www.mn-ei.org/>. Past MWW winners include Hutchinson Technology Inc. and Western Lake Superior Sanitary District.

National Awards

❖ Evergreen Award for Pollution Prevention - Environmental Protection Agency

Honors environmental leaders in the business community who have demonstrated that preventing pollution is a sound business practice. Any company in Alaska, Idaho, Oregon or Washington can apply. For information visit <http://yosemite1.epa.gov/r10/OI.NSF/webpage/evergreen+award> or contact Robert Drake, U.S. EPA Region 10 (206) 553-4803 or E-mail drake.robert@epamail.epa.gov.

❖ Green Chemistry Challenge Awards – Environmental Protection Agency

Recognizes innovative changes to chemical design, manufacture or use that prevent pollution. Technology should also have broad applicability in industry. Award Categories: The use of alternative synthetic pathways - i.e. catalysis/ biocatalysis; The use of alternative reaction conditions - i.e. less toxic solvents or reduced waste/emissions; The design of chemicals

Spreading the Word Facilitates Change & Recognizes Your Efforts

Letting others know about your efforts provides opportunities to share your accomplishments with other businesses, while at the same time facilitates change by showing what is possible. Ways to spread the word include:

- Create an “Environmental Commitment” tab on your company’s web site. Announce achievements & initiatives for all to see.
- Write press releases detailing waste reduction and recycling achievements.
- Involve employees by announcing goals and celebrating successes. Create and utilize various methods of communication including email, intranet, newsletters, and bulletin boards.
- Inform Minnesota Waste Wise. Your Success Story will be included in our publications.

that are less toxic. Visit <http://www.epa.gov/greenchemistry/>.

❖ WasteWise - Environmental Protection Agency

Voluntary program for reducing business' solid waste. Participants design sustainable programs committed to achieving waste reduction goals and tracking their process. For more information, visit <http://www.epa.gov/wastewise/> or contact WasteWise Program (5306W), U.S. Environmental Protection Agency, Ariel Rios Building, 1200 Pennsylvania Avenue NW, Washington, DC 20460, 1-800-EPA-WISE.

❖ International Design Resource Awards – Johnson Design Studio and Clean Washington Center

Goal of competition is to encourage industrial designers, design students, architects, and others to create new products from recycled or sustainable harvested materials. For more information, visit <http://designresource.org/> or contact Johnson Design Studio, 7406A Greenwood Ave., N. Seattle, WA 98103, 206-789-0949.

❖ Keep America Beautiful

Honors citizen groups, businesses, and government agencies for outstanding environmental stewardship. Award categories include: Litter Prevention, Beautification, Solid Waste Awareness, and Waste Reduction or Minimization. Visit <http://www.kab.org/>

❖ Honorary Membership Award – Solid Waste Association of North America (SWANA)

Awards for continuous and significant contributions to the field of environmental protection. For more information, visit www.swana.org/AwardAchievement.asp or contact Kathy Lane, (301) 585-2898, ext. 248 or klane@swana.org.

Chapter 3: Getting Started

Getting Started

Taking those first steps to begin any new program can be daunting. Many businesses have been content to develop and stay with an efficient system for trash disposal. In fact, the motto, "If it's not broken, why fix it?" applies to many companies' current solid waste management systems.

It is important to remember that solid waste management has changed dramatically in the U.S. in recent years. The complexity and cost of waste disposal are continuously increasing. In addition, public awareness is having a greater influence on how companies promote their waste management practices, along with their environmental image, to the public.

Benefits of Waste Reduction

Waste reduction has many associated benefits. And it makes good business sense. The bottom line is a primary consideration for many companies and in fact, waste reduction does save money. Minnesota Waste Wise has helped Minnesota companies save millions of dollars in

waste associated fees by waste prevention and recycling. Waste disposal fees can be costly and do not apply when recycling, rather than land filling, waste.

Success Story

Waste Wise member **Medtronic** has initiated a cutting edge project to reduce product packaging and literature. This strategic initiative has already saved Medtronic millions of dollars.

"Our mission requires us to be a good corporate citizen," said Doug Fullen, Medtronic's Director of Environmental Management.

Medtronic's CRDM's new eManuals have saved more than 350,000 pounds of paper so far, equivalent to a stack of paper 12,000 feet high. The reduction in paper, printing and management costs has saved \$1.5 million.

In all, Medtronic's strategic and innovative new product packaging/literature reduction projects have reduced the packaging waste and paper literature by more than 500,000 pounds. This has resulted in more than \$2 million in cost savings. Medtronic is truly practicing the motto of 'less waste is smart business!'

Waste Reduction

According to the U.S. EPA, "waste reduction includes all actions taken to reduce the amount and/or toxicity of waste requiring disposal."

Waste prevention, or source reduction, includes the design, purchase, or use of materials and products to reduce the amount and/or toxicity of discarded waste.

Recycling is the collection of materials which would have otherwise been discarded to use in manufacturing new products.

Composting is the natural process in which food products, yard waste, and other organics are decomposed under controlled conditions into a rich soil called compost.

Purchasing is the procurement of products made from recycled materials and/or designed to result in less waste after their useful life.

Source: U.S. Environmental Protection Agency

Assessing Current Waste Practices

It is important to take an overall assessment of your company's current waste practices before implementing a new program. This knowledge can also help greatly when Minnesota Waste Wise performs a voluntary waste assessment at your facility. There are several aspects to consider, including:

- ❖ What waste *prevention* initiatives have been taken by your company/organization?
- ❖ What waste streams are currently being recycled? Reused?
- ❖ What service providers are currently servicing waste and recycling? Where is your solid waste being taken?
- ❖ Are there copies of solid waste hauling bills?
- ❖ Does your company/organization and/or solid waste haulers keep track of tonnage?
- ❖ Does your company/organization have a corporate policy regarding solid waste and recycling?
- ❖ Is the current management supportive of waste reduction efforts and initiatives?

Setting Waste Reduction Goals

establishing goals is an important part of any waste reduction program. Setting both short-term and long-term goals, even if they have to be modified along the way, shows to both employees, vendors and customers that a company or organization is committed to waste reduction. In addition, having goals provides constant benchmarks for achievement and accountability. If goals are not met, the "why's" and "how's" can be determined for future success.

Success Story

DecoPac, Inc., the world's leading marketer of cake decorations, located in Anoka Minnesota, joined Minnesota Waste Wise in early 2007.

The membership paid dividends immediately as Minnesota Waste Wise assisted DecoPac in contacting local companies that recycle pallets and stretch wrap. Through September of 2007, DecoPac has recycled over 21,000 lbs of stretch wrap and over 1,700 pallets.

In addition to these efforts, DecoPac replaced their high intensity discharge warehouse lighting system with fluorescent lighting. The fluorescent lighting system uses 40% less electricity than the high intensity discharge system. DecoPac also continues to recycle corrugated cardboard and paper at impressive levels; through September of 2007, DecoPac has recycled over 290 tons of corrugated cardboard and paper.

R E D U C E	Waste prevention is the easiest and most effective method to decrease and remedy waste issues and disposal costs. Work with employees to review and change day-to-day business operations in order to prevent waste before it is generated. This will reduce the need to collect, manage, and dispose of it in the long term.
R E U S E	Find new uses for what would normally be thrown away. This saves money in disposal costs and purchasing costs associated with new materials. Used items can often be sold or donated, resulting in monetary gains from revenues and reduces waste disposal costs.
R E C Y C L E	Many items can be recycled rather than land filled. This can save you money on disposal costs and reduce the impacts your business has on the environment.

Setting Waste Reduction Goals

Below are examples of waste reduction goals in different categories.

Office

- Create a company policy that requires two-sided photocopies whenever possible
- Remove your company's name from direct mail lists to reduce unwanted mailings
- Single space and print on both sides of the paper for final reports
- Route or post memos and notices instead of making copies
- Use second side of used paper to print draft copies
- Use fax transmission stickers instead of full-page cover sheets
- Reuse interoffice envelopes
- Purchase only refillable pens and pencils for staff
- Use refillable toner/ink cartridges and re-inked paper ribbons
- Use energy-efficient, long-life fluorescent bulbs to reduce bulb changes
- Sell, exchange, or donate used furniture, office supplies, equipment, etc.

Lunchroom/Food Service

- Provide a microwave, refrigerator, and dishwashing area for employees
- Provide employees with washable mugs, or ask them to bring their own
- Provide washable glassware, plates, bowls, and flatware
- If washable dishware is not feasible, provide single-service cans, bottles, cups and dishes that employees/customers can recycle, rather than disposable ones
- Use bulk beverage dispensers with washable glassware instead of individual cans or bottles
- When planning events, hire a catering service that uses washable linens and service ware
- Contract with a broker to collect food waste for an approved composting or animal feeding operation

In the Stock Room – Smart Purchasing

- Buy refillable, reusable or rechargeable products instead of disposables

- Purchase goods with less packaging
- Write letters to suppliers asking that goods be delivered with less or reusable packaging
- Buy in bulk rather than individual packaging
- Select long-service goods that are easily repairable
- Return product samples to salespeople, or refuse to accept it if it must be thrown away
- Rotate stock, using oldest purchases first

Maintenance/Cleaning

- Buy Cleaning supplies as concentrates and/or in bulk containers
- Use cloth roll towels or air hand dryers instead of paper towels (check regulations)
- Use washable janitorial rags or shop towels
- Replace incandescent lights with energy efficient fluorescent lamps

Production/Manufacturing

- Invest in high-quality equipment and develop a preventative maintenance program
- Identify process and/or design changes that use less material and create less waste
- Coordinate with suppliers and customers to reuse shipping containers
- Participate in a Materials Exchange Program (information available in Guidebook) to promote use of waste or scrap materials

Retail

- Offer cost incentives or otherwise encourage customers to bring their own bags
- Package customer purchase in smallest bag or box possible
- Reuse boxes in which products have been received
- Regularly monitor and rotate inventory to eliminate losses due to outdated or unused stock; arrange with nonprofit social service agencies to accept usable goods
- Design window and product displays and store decorations carefully so components can be reused or recycled

10 Easy Steps to Reduce Waste in Your Organization

Minnesota Waste Wise can help you take the “Ten Easy Steps” below by providing you with additional information, resources, and assistance.

Step 1: Gain Management Support

Management support is critical to the success of your program. To gain support, communicate effectively and demonstrate how a waste prevention and recycling program can save the company money, improve employee morale and save natural resources.

Step 2: Start a Green Team & Designate a Coordinator

The Green Team should represent the different departments within the organization. Select one person to coordinate the program. Choose someone enthusiastic and organized who communicates well with co-workers and management.

Step 3: Perform a Waste Assessment

Both a self-assessment and a Minnesota Waste Wise assessment can be useful in evaluating your business solid waste practices. Through this assessment, employees will become aware of the waste they create and how it is managed. The assessment will also help target opportunities for reduction and recycling. Contact Minnesota Waste Wise to schedule a voluntary waste assessment at (651) 292-4662 or mnwastewise@mnchamber.com.

Step 4: How to Trim Your Trash

Waste reduction provides an effective way to lower your costs throughout all areas of your business, including offices, break room, building maintenance, shipping, manufacturing and equipment/vehicle maintenance.

Step 5: Design Your Recycling Program

Your next consideration when setting up your waste management program is the best method for getting recyclables to a market and how to efficiently collect and store these materials at your location.

Step 6: Purchase Environmentally Preferred Products

Ensure that your purchases support your waste reduction and recycling efforts. Waste reduction and recycling are integral parts of a successful waste management program. Support these activities and

take your program one step further — exercise your purchasing power and choose environmentally preferred products. Environmentally preferred products and services have a reduced impact on the environment and human health.

Step 7: Kick Off Your Program

Employee participation is critical to the success of your program. Gain the support and active participation of upper management right away. When employees see their boss reducing, reusing and recycling, they are more likely to participate. Educate all employees about the program and make it easy for everyone to participate.

Step 8: Track Program Successes

It is time to track successes and let management know how the program is saving the company money. Monitor and evaluate the program to ensure its viability and success. Track any revenue and avoided costs resulting from the program

Step 9: Keep Employees Informed and Involved

Provide regular program updates to employees and management. Employees need to know that their involvement helps to achieve the program's goals. Positive communication and employee recognition are critical components to the long-term success of the program.

Step 10: Gain Recognition

Be proud of your program and publicize your efforts. When you make the commitment to reducing, reusing, recycling and purchasing environmentally preferred products, you're helping to improve the environment and your community. Your customers and members of your community will appreciate your efforts. Let your program set an example for others to follow.

Annually, members of Minnesota Waste Wise prevent an estimated 700 million pounds of solid waste from being land filled. At the same time, they reduce their internal disposal, purchasing and labor costs by \$2.7 million.

Chapter 4: General Solid Waste Management Information

Utilizing Available Resources

Successful waste reduction and recycling programs depend on careful planning and organization. However, it may feel like looking for a needle in a haystack when trying to find an answer for a waste reduction issue. It is important to remember that there are many resources available to help you implement a lasting program. As a member of Minnesota Waste Wise, your needs are our top priority. We work with many organizations and agencies throughout Minnesota to provide you with the most comprehensive solid waste reduction recommendations and to ensure your company's success with waste reduction and

recycling initiatives. Waste reduction resources are often specialized based on specific areas of waste and disposal. Although there are wastes generated which are industry-specific, businesses face some common waste disposal issues. For example, electronics, office paper, and shipping/packing materials are waste streams which affect nearly every business in some way.

Management of these more common waste streams can take different approaches, providing a means to tailor waste management practices to each individual company's program

Waste Management Contacts

The following resources are available to assist with a variety of solid waste management issues.

Agency	Phone	Web site
Anoka County Integrated Waste Management	(763) 323-5730	www.co.anoka.mn.us/v2_dept/iwm/index.aspx
Carver County Environmental Services	(952) 361-1800	www.co.carver.mn.us/departments/LWS/env-svc/index.asp
Dakota County Environmental Management	(952) 891-7557	www.co.dakota.mn.us/EnvironmentRoads/default.htm
Green Guardian	N/A	www.greenguardian.com
Hennepin County Environmental Services	(612) 348-3777	www.hennepin.us
Minnesota Materials Exchange	N/A	http://mnexchange.org
Minnesota Pollution Control Agency	(651) 296-6300	www.pca.state.mn.us
Minnesota Recycling Markets Directory (MPCA)	N/A	www.pca.state.mn.us/oea/market/markets/index.cfm
Minnesota Technical Assistance Program (MnTAP)	(612) 624-1300	www.mntap.umn.edu
Minnesota Waste Wise	(651) 292-4662 (800) 821-2230	www.mnwastewise.org
Ramsey County Environmental Health	(651) 773-4466	www.co.ramsey.mn.us/ph
Washington County Public Health & Environment	(651) 430-6655	www.co.washington.mn.us/info_for_business/

and still make environmentally responsible decisions. Using the “reduce, reuse, *then* recycle” approach can save valuable landfill space, maximize the lifespan of items by recycling them into new product, and **save money** in disposal fees and purchasing costs.

Managing Common Wastes

Electronics

Electronics contain hazardous materials and must be managed properly. Remember that it is illegal to put computers, monitors, and TVs in the trash.

Reduce:

- Request that the manufacturer/dealer/supplier take the products back at the end of their useful life.
- Lease equipment or purchase refurbished
- Purchase equipment that can be easily repaired or upgraded

Reuse/Recycle:

- Donate to a charity or school. Reconditioning, refurbishment, or resale
- Recycle. Contact an electronics recycler who will properly handle the equipment.

Office Paper

Recycling paper is better than throwing it in the trash. However, the most cost-effective and environmentally friendly option is to reduce the amount of office paper waste that is generated.

- Use both sides of the paper for copying and printing. Most copiers and many printers have a duplex feature.
- Email documents instead of faxing or printing. Replace hard-copy files with electronic databases.
- Adjust the page setup, including fonts, margins, and spacing, to fit more text on each page
- Reuse paper printed on one side. It can be used for drafts, internal memos, faxes, or notes.
- For the documents that you do print, use recycled-content (post-consumer content is best), chlorine-free paper and soy or other agri-based inks.
- View the Office Waste Paper Reduction Kit online at <http://www.reduce.org/paper/index.html>.

Shipping/Packing Materials

Reduce/Reuse

- Consider reusable packaging like reusable plastic or cardboard totes.
- Utilize reusable slip sheets instead of pallets to load and transport items.
- Request that the supplier take back pallets to refurbish, reuse/rebuild them internally, or consider pallet leasing.
- Contact your waste hauler about cardboard, pallets, and stretch wrap recycling. Pallets can be turned into animal bedding or mulch; stretch wrap can be made into decking and t-shirts.
- Inform and educate employees about recycling programs, including specific procedures to recycle each waste stream.

Source: Solid Waste Management Coordinating Board

Hazardous Waste Management

Hazardous waste includes many items commonly used by businesses. Common examples include fluorescent lights, computers and monitors, oils, and certain types of batteries. Hazardous waste must be managed properly, and generators are responsible forever for the waste they generate.

Step 1: Analyze Your Waste

Minnesota requires that all businesses must evaluate their wastes to determine if any are hazardous. Wastes are classified as hazardous if:

- It is listed in the Minnesota Hazardous Waste Rules. For more information contact the MPCA at 651/296-6300 or your county hazardous waste office
- It is an oxidizer, or is reactive, corrosive, lethal or flammable. Consult the container and Material Safety Data Sheets for information about the waste
- It fails a laboratory test, the Toxic Characteristics Leaching Procedure, that determines the toxicity level of the substance
- It contains concentrations of 50 ppm (parts per million) or more of PCBs (Polychlorinated Biphenyls)

Once waste is analyzed, your business will be classified into one of three groups:

- Large Quantity Generator (LQG) – 2200 or more pounds per month (about 4 drums of liquid or more)
- Small Quantity Generator (SQG) – Between 220 and 2200 pounds per month (1/2 to 4 drums)
- Very Small Quantity Generator (VSQG) – Less than 220 pounds per month (1/2 drum or less liquid)

Some counties have established a fourth category, Minimal Generator, for businesses that generate fewer than 100 pounds or 10 gallons annually. Contact your county hazardous waste office for assistance in determining which category your business falls into.

Step 2: Apply for a License and EPA Identification Number

The U.S. Environmental Protection Agency requires businesses that generate hazardous waste to be licensed. You should contact the

EPA for an identification number, unique to your site, and apply for a license as a hazardous waste generator. Your county hazardous waste office can be of assistance in this.

Step 3: Properly Store and Label Waste

Hazardous waste must be properly stored. This means placing it in a sturdy, leak proof container and keeping the container closed unless adding or removing waste. The container must also be labeled with a description of the contents, the date the first waste was put in, and the words "Hazardous Waste." Additionally, if waste is stored outside, the containers must be protected from the elements, must be on an impermeable, curbed surface to contain leaks, and must have limited access.

Step 4: Properly Transport and Dispose of Waste

Hazardous waste generators are forever responsible for the waste they generate. In order to minimize your liability, make sure your transporter properly hauls and disposes of the waste. Make sure your hauler:

- Is licensed by the Minnesota Department of Transportation as a hazardous waste transporter
- Has an EPA identification number
- Is insured for liability
- Has fulfilled requirements for training
- Transports hazardous waste to a facility permitted to handle them
- Carries credentials in vehicle

Step 5: Manifest Hazardous Waste Shipments

A manifest must accompany an off-site shipment of hazardous waste. It is a multi-copy shipping document that serves as a record of what happens to your hazardous waste from the time it leaves your facility to the time that it arrives at a proper destination. Waste generators must provide manifests, although some haulers may provide them as part of the service. Carefully check manifests, and contact the hazardous waste facility if you do not receive the final copy of the manifest. Your county hazardous waste office can help with manifests.

Items Banned from Garbage

The following list, from the Solid Waste Management Coordinating Board, lists common items that cannot be disposed of in regular trash pickup. Contact Minnesota Waste Wise or your County Hazardous Waste Office for disposal options.

- Antifreeze
- Asbestos
- Button Batteries (silver oxide or mercuric oxide)
- Computers and monitors
- Fluorescent lamps
- Hazardous Wastes (thousands of materials subject to regulation)
- High-intensity Discharge (HID) or mercury vapor lamps
- Infectious waste
- Lead acid batteries (motor vehicle, rechargeable tools, back-up power, etc.)
- Lead Paint
- Lead and lead-bearing items
- Liquids
- Lithium batteries (except fully discharged 9 volt or smaller)
- Major appliances (refrigerators, air conditioners, dehumidifiers, microwaves, etc.)
- Mercury and mercury containing items, including thermostats and thermometers
- Nickel-Cadmium batteries and devices containing them
- Oil and oil filters
- PCB containing devices (ballasts, electric motors, transformers, capacitors, etc.)
- Petroleum products
- Phone books
- Radioactive waste
- Recyclable materials already separated from garbage
- Televisions and other devices containing cathode ray tubes (CRTs)
- Thermostats, switches, and other devices containing mercury
- Tires
- Yard and tree waste

Step 6: Plan for Emergencies

Maintain spill and emergency response equipment, including protective gear and absorbent, in accessible areas. Make arrangements with local public health and fire officials in case of emergencies. Contact your county hazardous waste office or the MPCA for detailed planning requirements.

Step 7: Training

To ensure compliance with hazardous waste rules, it is necessary to train all personnel who play a role in the storage, handling, or management of the hazardous waste. Personnel must be familiar with the dangers associated with a particular waste, all aspects of compliance, and relevant safety procedures. Training requirements vary based on your classification as a generator. Contact your county hazardous waste office for more information.

Step 8: Maintain Records

Your business must keep the follow records:

- License applications and renewals
- Analytical reports
- Weekly inspection logs
- Manifests and recycling receipts
- Training documents
- Land Disposal Restriction (LDR) forms
- Material Safety Data Sheets (MSDS) for at least 30 years (OSHA requirement)

Contact your county hazardous waste office for additional information.

Training Opportunities

The Minnesota Pollution Control Agency (MPCA) offers training opportunities for those who must follow environmental regulations or get certain licenses or professional registrations. MPCA staff believes training is an integral part of helping people understand and comply with the rules and regulations which they must follow. About 4,000 people attend one or more of the approximately 50 training events held throughout the year.

Training opportunities include air, hazardous waste, multimedia, solid waste, and wastewater. In addition, other training areas become available throughout the year.

For information about classes offered go to <http://www.pca.state.mn.us/news/training/index.html> or call (651) 297-5754.

Chapter 5: Advertising Your Membership

Using the Minnesota Waste Wise Logotype

This section contains two important types of information regarding the policies and standards of the Minnesota Waste Wise program. First, it identifies and defines policies when referencing Minnesota Waste Wise and using its logotype. Second, it contains printing guidelines to assist in properly using the logotype in a variety of ways.

Referring to the Program

The program must be referenced as “Minnesota Waste Wise”. Written references to the program must specifically state “Minnesota Waste Wise.”

DO NOT refer to the program as “Waste Wise.” The United States Environmental Protection Agency has a program called WasteWise, which is similar in content, but has separate application and reporting procedures. For more information on EPA WasteWise and its relationship to Minnesota Waste Wise, read the EPA WasteWise summary in Chapter 2: Recognition for your Efforts section of this Guidebook.

Using the Logotype

The words “Minnesota” and “Waste Wise” must be included in the logotype.



When using the logotype, all elements represented in the logo above must be included in the form they are presented here.

Printing Guidelines

Minnesota Waste Wise uses a two-color scheme: standardized system developed by Pantone that enables printers and designers to

precisely match colors. The two-color logotype should appear with the words, “Waste Wise” in PMS 451 and the remaining logo in black (PMS stands for “Pantone Matching System”).

Always attempt to print the logotype in its original colors against a white or off-white background – preferably a recycled-content paper. Some exceptions may arise, but this should be a priority.

Printing in one color may be done using black.

Any questions about the use of the Minnesota Waste Wise logotype, its applications and color scheme may be addressed by calling Minnesota Waste Wise at (651) 292-4662 or (800) 821-2230 ext. 662.