



# ENVIRONMENTAL SERVICES

# News Release

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## **Mayor Sanders Leads Awards Program Honoring Local Environmental Achievements**

### *Mayor Presents New Climate Protection Champion Award at Evening Ceremony*

**SAN DIEGO, CA**—Mayor Jerry Sanders honored local businesses and community organizations at the City of San Diego's 2007 Waste Reduction & Diversion Awards Program on Thursday evening, June 7. The awards program is part of the annual EarthWorks reception held at the City's Ridgehaven "Green" Building.

The annual event is sponsored by the City's Environmental Services Department (ESD) and held in conjunction with EarthWorks' Very Important Planet (VIP) awards program. EarthWorks is a San Diego environmental organization that pursues waste reduction and environmental goals.

Both ESD and EarthWorks recognized 30 individuals, businesses and community organizations for their innovative waste reduction and environmental protection programs. The award winners were selected for programs that contribute to the City's effort to divert waste from landfills and to conserving natural resources.

"While it's our job to keep the landfill open for as long as we can, we know we can't do it alone," said Elmer L. Heap, Jr., director of the City's Environmental Services Department. "Companies who take the initiative—such as the Recyclers of the Year we honored this evening— really help make a difference in the quality of our city's environment."

The *2007 Waste Reduction & Diversion Award* applicants are eligible for various award levels including *Recycler of the Year*, *Director's Recycling Award* and the new *Climate Protection Champion Award*. Those applicants with the most comprehensive, innovative and/or improved recycling programs receive the highest honor, *Recycler of the Year*. ESD reserves *Environmental Partner Awards* for those businesses and organizations that worked closely with the Department throughout the preceding year on waste reduction efforts.

At this year's Awards event, the Environmental Services Department presented the 2007 *Environmental Champion Award* to **Mike Rowan**, executive director for Goodwill Industries of San Diego County. The award pays tribute to Rowan's ongoing personal and corporate commitment to environmental protection in San Diego.

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The City's first **Climate Protection Champion Award** went to **Climate Smart Initiative Partners**, a group that presented an educational lecture series on climate change hosted by the San Diego Natural History Museum. The climate lecture series attracted more than 3,000 people.

***Recycler of the Year*** award winners:

- **Del Sur** is a master planned community being developed in line with U.S. Green Building Council guidelines, and incorporates reclaimed materials and sustainable building products. The development includes a four-acre on-site recycling area that has helped Del Sur maintain a 92 percent average diversion rate by recycling 14 tons of asphalt, 3,998 tons of concrete, 861 tons of lumber, 223 tons of drywall, and 27 tons of commingled recyclables from January to December 2006.
- **Green Field Paper Company** is a recycled paper manufacturer that produces greeting cards, custom wedding invitations, stationery, journals, and other paper products made from post-consumer pulp, garlic skin, cotton fiber, coffee chaff, and hemp thread.
- **Horizons-Marina District Condominium Community** planned recycling opportunities from the start of Horizon's first occupancy in 2001. The community's volunteer recycling committee coordinates the recycling efforts and in 2006 increased the size of their recycling bins from 7 gallons to 44 gallons and the number of pickups per week, which increased their recycling from over 20 tons in 2005 to 30 tons in 2006.
- **Kyocera Wireless Corporation (KWC)** purchases recycled content products and incorporates recycled content into their packaging. In 2006, KWC recycled over 506 tons of waste and used more than 4.5 million gallons of reclaimed water. The corporation's efforts helped them divert 82 percent of their total waste and contributed more than \$78,000 in recycling revenue and almost \$500,000 in cost avoidance to the bottom line.
- **Mission Valley YMCA at Hazard Center** recycles cardboard, paper, bottles, and cans. Beverage container recycling serves as a fundraiser that generates \$75-\$100 monthly. Almost a quarter of members bring in their bottles and cans from home or work and spread the word about the program.
- **Nolte Associates, Inc.** appointed Sustainable Office Champions in each office, added sustainability assessments to all projects over \$100,000, increased "paperless" meetings and submittals, donated old maps for reuse as drawing paper, and increased recycling stations.
- **Royal Caribbean International & Celebrity Cruises Ships** recycle glass, plastic, paper, used oil, cooking oil, fluorescent lamps, batteries, electronics, and metals. Save the Waves recycling bins are located throughout each ship for easy recycling. Waste reduction is also practiced by replacing plastic plates and cups with china in the dining rooms and vendors are encouraged to minimize packaging. Every ship has an environmental officer to educate crew members and oversee the environmental programs.
- **San Diego International Airport** in 2006 conducted a Baseline Study of existing waste reduction activities to help outline goals and identify measures to improve diversion. The Airport also joined the San Diego Regional Sustainability Partnership, which focuses on global warming, air and water pollution, and waste reduction. Overall, the Airport's waste reduction efforts diverted 361 tons and saved over \$32,000 in 2006.

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- **San Diego State University** recycles paper, cardboard, beverage containers, metal, green waste, food waste, and construction & demolition (C&D) waste. SDSU also purchases recycled products and auctions surplus property. The campus community is educated about sustainability through the campus newspaper, faculty email, and campus events. In 2006, SDSU's waste reduction programs saved more than \$380,000 and diverted more than 50 percent of campus waste from the landfill, including 4,812 tons of C&D debris and 28 tons of food waste.
- **SeaWorld San Diego's** waste reduction program recycles a wide variety of materials; donates used clothing, cell phones, prescriptions glasses and equipment to charity; composts pre- and post-consumer food; and purchases recycled content products. Recycling efforts are led by the environmental manager, and the "Green Team" committee sponsors different environmental programs and activities. In 2006, SeaWorld added 110 new beverage recycling containers, recycled C&D debris from several remodel projects, and increased greenery recycling. Overall, SeaWorld achieved 63 percent diversion, generating \$72,678 in revenue and avoiding \$434,099 in landfill fees.

The *Director's Recycling Award* is the second highest recycling award given to companies for their waste reduction and diversion efforts. The following 14 companies were recognized in this category:

*Allied Waste Services; Ikea San Diego; La Jolla/Riford Library Center and Jacobs Annex; Mission Playmor Homeowners Association; Pacific Beach/Taylor Branch Library; Qualcomm Stadium - City of San Diego; SAIC; San Diego Convention Center; San Diego Padres – PETCO Park; San Diego Unified School District; The Chip Merchant; University of California San Diego; V.A. San Diego Healthcare System; and Vons A Safeway Company.*

The *Environmental Partner Award* honors businesses and organizations that have worked closely with the Environmental Services Department to contribute to the City's successful effort to exceed the state's 50 percent waste reduction goal.

- **Commander Navy Region Southwest (CNRSW) Integrated Solid Waste Management Program** was recognized for its ongoing commitment to reducing the amount of military debris entering the Miramar Landfill. They continually break new ground in their efforts to divert waste from the landfill and set an example for the region, especially with their construction and demolition recycling efforts, achieving 63 percent diversion in 2006 and an even more amazing 85 percent in 2005.
- **Zoological Society of San Diego** has continually collaborated with ESD in providing environmental education with Dr. Zoolittle in ESD's Enviro-School program and helping to divert organics from the landfill by hosting community composting workshops and a compost demonstration garden. In addition, the Zoo hosted ESD's Annual Master Composter Appreciation Event at their facility this year. The Society's partnership has been invaluable in assisting the City communicate the importance of recycling and composting, and they have made their own contribution by diverting 80 percent of the animal waste and green waste generated at the Zoo and Wild Animal Park.

For more information about the City's Waste Reduction & Diversion Awards or establishing business recycling programs, please contact ESD's Customer Service at (858) 694-7000. For more information about the Environmental Services Department, visit its website at [www.sandiego.gov/environmental-services/index.shtml](http://www.sandiego.gov/environmental-services/index.shtml).  
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