



**FOR IMMEDIATE RELEASE:**  
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## ***ENVIRONMENTAL SERVICES DEPARTMENT*** **FACT SHEET**

### **MAYOR SANDERS RECOGNIZES RECIPIENTS OF 19<sup>th</sup> ANNUAL WASTE REDUCTION AND RECYCLING AWARDS**

*29 local businesses and organizations lauded at event*

**SAN DIEGO, CA**— Mayor Jerry Sanders congratulates winners of the **19<sup>th</sup> Annual Waste Reduction and Recycling Awards** for the efforts and accomplishments of their businesses and organizations in protecting our environment and conserving natural resources.

“The business community continues to step up their efforts in waste reduction which helps extend the life of the Miramar Landfill. I am happy to congratulate these efforts and look forward to continued success by these organizations.” - Mayor Jerry Sanders

The Waste Reduction and Recycling Awards program, sponsored by the City’s Environmental Services Department (ESD), honored 29 local companies and organizations for their successful and innovative waste reduction programs that significantly contribute to diverting waste from area landfills.

The waste diversion programs of these businesses and organizations contributed to the City of San Diego being able to decrease the amount of trash brought into the Miramar Landfill by 300,000 tons compared to two year ago. This decrease, coupled with a recent height increase agreement with the Marine Corp Air Station – Miramar, and two recycling ordinances has resulted in the lifespan of the landfill being extended from 2012 to at least 2022.

The 2011 Waste Reduction and Recycling Awards categories:

- **Recycling Partner** is awarded to one business or organization that has worked closely with ESD and whose vision, commitment and advocacy for the environment positively impacts San Diego’s communities.
- **Recycler of the Year** awards are the highest honor for the most comprehensive, innovative and/or improved recycling programs.
- **Director’s Recycling Awards** are given to companies for their excellent waste reduction and diversion efforts.

The 2011 Recycling Partner Award was given to:

- **HILTON BAYFRONT HOTEL ASSOCIATION:** Although a newcomer to the downtown area, The Hilton Bayfront Hotel was quick to jump to the forefront of institutional food waste diversion. This is the first hotel in the City to join our food waste composting program. Food scraps are recycled from its three kitchens, the bar, and coffee shop. This is an excellent effort to coordinate and train the employees to ensure the material is clean of contaminants so it can be made into high quality compost.

The Recycler of the Year Awards were presented to:

- **BAYSIDE OWNERS ASSOCIATION:** This is their second award and also second time receiving the Recycler of the year Award. Bayside's continued efforts to encourage recycling are what made them stand out again this year. They set an excellent example for other communities in making sure their residents are actively participating in their recycling programs and diverting waste from the landfill.
- **ROYAL CARIBBEAN/CELEBRITY CRUISES:** Once again, Celebrity Cruises has moved their waste diversion programs forward to minimize the waste they generate. In 2010 they recycled or reused almost 21 million pounds of material, a 44 percent increase over the previous year. We applaud their efforts and their leadership in the cruise line industry.
- **COBHAM SENSOR SYSTEMS:** Another return applicant with an impressive program. Our judges were particularly impressed with their internal outreach and efforts to increase their waste reduction. Their Green Team made significant strides to accomplish the improvements in their recycling program.
- **ESTANCIA LA JOLLA HOTEL AND SPA:** A first-time applicant, this luxury hotel has found numerous ways to not only recycle waste, but to eliminate the use of some items as well. One unique way is to provide guest statements and other documents electronically and avoid paper altogether. They have also phased out plastic bottles in their meeting rooms reducing the use of plastic bottles by a whopping 65%.
- **INNOVIVE, INC.:** This is another first-time applicant . . . that is making great strides in reducing "plastics" waste. Innovive recycles plastic materials and recycles used animal bedding generated by its customers by having it composted. They also have their own recycling facility to separate their recyclable waste. All of these materials being diverted from disposal helped extend the life of the Miramar Landfill.
- **KYOCERA:** In 2010, Kyocera radically improved their packaging by using recycled plastic containers to ship their products. For example, they can now ship 3,600 phones on one pallet instead of 240! And these containers are also reusable, resulting in a savings of almost \$9

million last year alone. Their education and outreach in their facilities and in the community continue to promote waste reduction with great results.

- **PFIZER LA JOLLA:** By simply eliminating disposable cups, plastic-ware and plates in their 32 employee kitchens across their facilities, they have instituted a culture of behavioral change that employees take home with them. Along with their many other recycling programs, their actions go a long way in reducing waste and educating not only their employees, but their families and the community.
- **SAN DIEGO ZOO GLOBAL:** The San Diego Zoo continues to improve their Green programs. Composting was an area where significant improvement was demonstrated, especially at the Zoo's other location, Safari Park. Over 90% of their food waste is composted at this facility. The San Diego Zoo is a leader in the field on environmental awareness and their educational outreach is top-notch.
- **SAN DIEGO CONVENTION CENTER CORPORATION:** With big plans for expansion, the San Diego Convention Center is not letting waste diversion fall from their priority list. In fact, they have increased to 46% from 39% last year and just 19% the year before that! In 2010, The Convention Center received a seat on the International Association of Congress Centres and was the only facility in the U.S. to with the Gold Certification for their five-star service and environmental practices.
- **SAN DIEGO INTERNATIONAL AIRPORT:** The San Diego County Regional Airport Authority once again raises the bar in waste reduction team efforts. They continue to add new elements to their waste reduction and recycling program. This includes a new waste disposal and recycling facility. They continue to educate employees and visitors through their outreach programs and visual displays, including their new "Big Belly" solar operated containers.
- **SAN DIEGO PADRES – PETCO PARK:** PETCO Park and The Padres organization continue their commitment to waste reduction. They have improved recycling efforts by recycling carpets and finding new homes for old office furniture through Goodwill Industries that would have otherwise been landfilled. Their community outreach and education of fans is also a key component to their waste diversion program.
- **NAVY - REGION SOUTHWEST:** The Navy's Sustainable Solid Waste Program continues to improve its highly successful program and minimize the amount of waste generated in the San Diego area. Notably, in 2009, the Navy was able to divert over 34,000 tons from the landfill and avoided over \$2.4 million for those commands and organizations that participated in their programs.

Director's Recycling Award:

- **Allied Waste Services**
- **Amylin Pharmaceuticals, Inc.**
- **Crowne Plaza Hotel Hanalei**
- **Cubic**
- **Embassy Suites SD – La Jolla**
- **General Dynamics - NASSCO**
- **Hewlett Packard – San Diego**
- **IKEA – San Diego**
- **Kaiser Permanente**
- **Reuben H. Fleet Science Center**
- **San Diego Law Firm**
- **SAIC**
- **SeaWorld – San Diego**
- **University of California - San Diego (UCSD)**
- **Von's**
- **VA San Diego Healthcare System**

For more information about the City's Waste Reduction & Recycling Awards or establishing business recycling programs, please contact ESD's Customer Service at (858) 694-7000, or visit the website at [www.recyclingworks.com](http://www.recyclingworks.com).

*The City of San Diego's Environmental Services Department is charged with refuse collection and disposal, recycling and environmentally sound landfill management to meet the City's long-term disposal needs. The department also oversees the City's management of energy use, and explores innovative options for energy independence and sustainability.*

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