

# San Diego Environmental Partners

The Environmental Partner Award honors businesses and organizations that have worked closely with the Environmental Services Department (ESD) during the award year to contribute to the City's 50 percent waste reduction goal.



## CNRSW Integrated Solid Waste Management Program

4790 Cummings Road, Building 3570, San Diego, CA 92136

The Navy's Integrated Solid Waste Management Program is recognized for its ongoing commitment to reducing the amount of military debris entering the Miramar Landfill. The Navy works closely with their contractors and landfill staff to make sure recyclable and reusable materials are not buried in the landfill. They continually break new ground in their efforts to divert waste and set an example for the region, especially with their construction and demolition recycling efforts, achieving 63% diversion in 2006 and an even more amazing 85% in 2005.

## Zoological Society of San Diego

2920 Zoo Drive, San Diego, CA 92101



The Zoological Society of San Diego (ZSSD) 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 ZSSD 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% of the animal waste and green waste generated at the Zoo and Wild Animal Park.

## Climate Protection Champion

### Climate Smart Initiative Partners



Hosted by the San Diego Natural History Museum and funded through the San Diego Foundation, Understanding Climate Change, and the San Diego Regional Energy Office, this series of climate change lectures from October 2006 through May 2007 featured preeminent scientists and public leaders. More than 3,000 people have attended. The collective impact of individual actions is the most daunting challenge for reducing greenhouse gas emissions, and these community forums successfully advanced a "climate-smarter" citizenry.

## Second Place Climate Protection Awards

**Qualcomm, Inc. ■ High Tech High School**

## Director's Recycling Awards

Allied Waste Services

Ikea San Diego

La Jolla Riford Library Center and Jacobs Annex

Mission Playmor Homeowner's 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

Vons A Safeway Company

For additional information please contact the Environmental Services Department at (858) 694-7000 or visit [RecycleOrElse.com](http://RecycleOrElse.com)

This information is available in alternative formats upon request. Printed on Recycled Paper



City of San Diego

# Waste Reduction & Diversion Awards



## Environmental Champion

**Mike Rowan**

**Executive Director,  
Goodwill Industries of  
San Diego County**



In San Diego, the commercial sector accounts for more than 65 percent of all waste disposed at the Miramar Landfill. The voluntary efforts of concerned companies, schools and government organizations, like those showcased in this program, help the City achieve its waste reduction and recycling goals. The winners honored in this year's program are San Diego businesses and organizations that have become leaders in the community by setting an example for others through their development of innovative programs resulting in significant waste reduction, recycling and economic benefits.

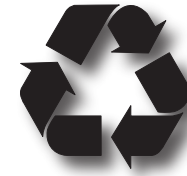
With more than 25 years as CEO of Goodwill Industries of San Diego County, Mr. Rowan's dedication to the environment is evident in the programs and partnerships he has developed through his work. Under Mr. Rowan's leadership, Goodwill Industries of San Diego County has established recycling services for household goods at the Miramar Recycling Center, and received awards from the California Integrated Waste Management Board in 2002, 2003, and 2006, and the City of San Diego in 2002 and 2003 for its achievements in diverting material from the landfill. Under his direction, Goodwill Industries of San Diego County has also spearheaded regional e-waste recycling efforts by collaborating with other agencies and organizations. In 2006, Mr. Rowan led Goodwill Industries of San Diego County into a partnership with Dell, Inc. to introduce Reconnect San Diego, a free drop-off program for the recycling of unwanted computers at its 23 stores and donation centers. Goodwill Industries of San Diego County also became the

first organization in San Diego County to become a partner in the California Take-it-Back Partnership, which works with local governments, municipalities, and non-profits, to provide consumers with a convenient and safe way to return "universal wastes" for recycling.

# 2007



# San Diego Recyclers of the Year



## Del Sur

16010 Camino Del Sur, San Diego, CA 92127

Del Sur is a master planned community being developed in line with U.S. Green Building Council guidelines by four builders with a commitment to recycling and waste reduction. The project 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% average diversion rate by recycling 14 tons of asphalt, 3998 tons of concrete, 861 tons of lumber, 223 tons of drywall, and 27 tons of commingled recyclables from January to December 2006.



## Nolte Associates, Inc.

15070 Avenue of Science, Suite 100, San Diego, CA 92128

Nolte Associates' mission is to deliver innovative and sustainable solutions for civil infrastructure projects. Nolte's commitment to sustainability is reflected in all aspects of their business including office recycling programs, environmentally preferable purchasing, energy-efficiency measures, hybrid vehicle fleet, and monthly sustainable design employee newsletter. In 2006, the company 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.



## Green Field Paper Company

7196 Clairemont Mesa Blvd., San Diego, CA 92111

Green Field Paper Company is a recycled paper manufacturer that produces greeting cards, custom wedding invitations, stationery, journals, and other paper products that are made from post-consumer pulp, garlic skin, cotton fiber, coffee chaff, and hemp thread. Junk mail is shredded and used to make 100% Junk Mail Paper. The company re-pulps their paper scraps, reuses paper packaging, boxes, and packing peanuts, and purchases all recycled ink cartridges and toner. Even the water from the dehumidifiers is reused in the pulp making process.



## Royal Caribbean International & Celebrity Cruises

1050 Caribbean Way, Miami, FL 33132

Each Royal Caribbean & Celebrity Cruise ship recycles 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. The company also has a comprehensive donation program that allows a wide variety of materials to be donated to community organizations that can use them.



Get out there.®



## Horizons-Marina District Condominium Community

555 Front Street / 510 First Avenue, San Diego, CA 92101

Recycling was planned from the start of Horizon's first occupancy in 2001, thanks to the combined efforts of the developer, property manager, homeowners association, and collection company. The volunteer recycling committee coordinates the community's recycling efforts. In 2006, additional bins were added in the garbage and recycle rooms for electronic waste and hazardous waste, as well as bins for packing peanuts and plastic shopping bags. The community also 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.



## San Diego International Airport

P.O. Box 82776 San Diego, CA 92138

During 2006, the Airport focused its efforts on developing new programs, as well as improving its current programs. In August 2006, a Baseline Study of existing waste reduction activities was completed 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.



## Kyocera Wireless Corp.

10300 Campus Point Drive, San Diego, CA 92121

Kyocera Wireless Corp. (KWC), has a corporate commitment to harmonious coexistence with the environment and believes that minimizing environmental impacts from business operations by recycling and reducing waste can be both good for the environment and for business. 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% of their total waste and contributed more than \$78,000 in recycling revenue and almost \$500,000 in cost avoidance to the bottom line.



## San Diego State University

5300 Campanile Drive, San Diego, CA 92182

SDSU 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% of campus waste from the landfill, including 4,812 tons of C&D debris and 28 tons of food waste.



SAN DIEGO STATE UNIVERSITY

## Mission Valley YMCA at Hazard Center

7610 Hazard Center Drive, Suite 101, San Diego, CA 92108

The Mission Valley YMCA tries to keep waste down to a minimum. They reuse scrap paper, reduce schedule printout frequency and encourage members to view them online, and purchase recycled content paper. The YMCA 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. One inspired member collected and recycled bottles from her firm's holiday party and donated the proceeds to the YMCA.



## SeaWorld San Diego

500 SeaWorld Drive, San Diego, CA 92109

SeaWorld's waste reduction program includes recycling a wide variety of materials; donating used clothing, cell phones, prescription glasses and equipment to charity; composting pre- and post-consumer food; and purchasing 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% diversion, generating \$72,678 in revenue and avoiding \$434,099 in landfill fees.

