

Win an Award

Would you like to be recognized...

for your company's innovative and successful waste reduction, recycling, and recycled product procurement programs?



The Environmental Services Department is pleased to announce the "Waste Reduction and Recycling Awards Program," a great opportunity for businesses located in the City of San Diego to receive recognition for their efforts. For program details please visit the web site at <http://www.sandiego.gov/environmental-services/recycling/advantage.shtml> or call (858) 694-7000.

Sea World San Diego has a very innovative program, which includes all types of paper, beverage containers, food waste, landscape clippings, and construction materials. They recycled more than 3,763,000 pounds of materials in 2001.

Westfield Shoppingtown Mission Valley has developed a recycling program for all its tenants, resulting in a diversion of more than 63% of its waste from the landfill in 2001.

Kaiser Permanente's strong commitment to the environment is the driving force behind their successful waste reduction and recycling efforts. They diverted 924,000 pounds of material from the landfill in 2001.

Gold Mine Natural Food Company, a mail order foods distributor, reuses boxes and packaging materials from nearby businesses to reduce shipping costs and achieve a 75% diversion rate for 2001.

CALCULATE ENVIRONMENTAL SAVINGS

Resources Saved for each Ton of Material Recycled

	Gasoline (Gallons Saved)	Electricity (Kilowatt Hrs Saved)
Aluminum	1,320	49,370
Tin	70	2,605
Glass	9.4	352
Newspaper	75	2,813
Plastic	291	10,870
Mixed Paper	113	3,516

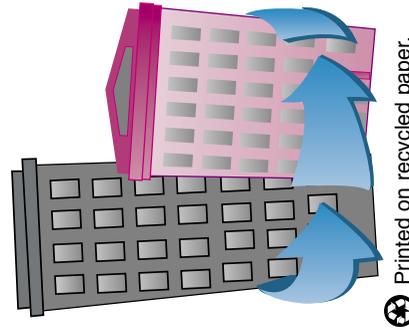
Recycling one ton of paper saves 17 trees and each ton of material recycled saves 1.6 cubic yards of landfill space!

Important Contact Information

City of San Diego Environmental Services Department
 Recycling Hotline.....(858) 694-7000
<http://www.sandiego.gov/environmental-services/>



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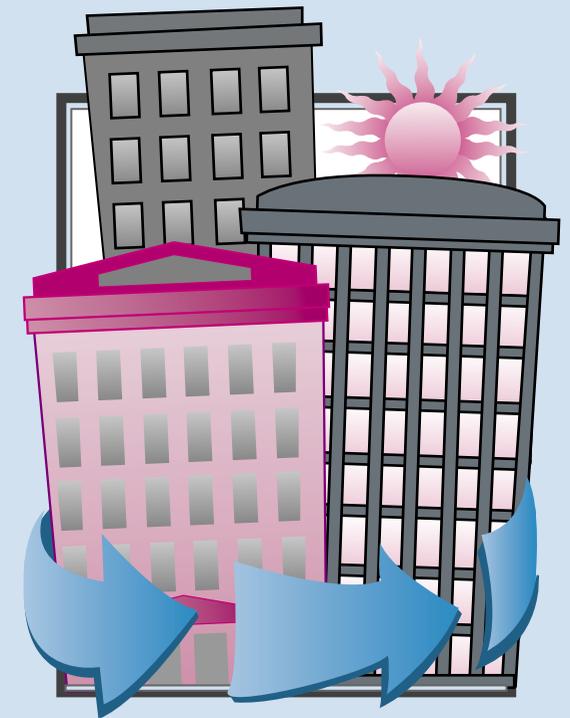


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THE CITY OF SAN DIEGO
 ENVIRONMENTAL SERVICES DEPARTMENT

COMMERCIAL RECYCLING GUIDE



- Save money
- Preserve the environment
- Promote a positive company image



A Successful Recycling Program Can:

SAVE MONEY by reducing waste disposal costs. Businesses pay twice for everything in their waste disposal bin - once when purchasing the material and again when it is placed in the trash. A waste audit provides a chance to see how efficiently your business uses its materials and resources.

HELP PRESERVE THE ENVIRONMENT by conserving valuable landfill space and other natural resources. Businesses produce over 65% of the waste generated within the City of San Diego. A state law requires all cities to reduce trash going into landfills by 50% or face a substantial fine. San Diego needs your help to reduce trash disposal.

HELP PROMOTE A POSITIVE COMPANY IMAGE. Today's customers are increasingly responding to green awareness by patronizing businesses committed to the environment. Recycling programs can also help to improve employee morale.

Seven Steps to Start a Business Waste Reduction and Recycling Program...

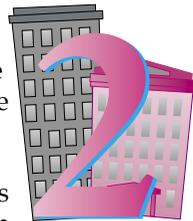
Organize and Educate Employees



- Select a recycling coordinator and/or recycling support team.
- Develop a company environmental policy and educate all employees on the environmental and economic benefits of waste reduction and recycling.
- Involve all employees from management to custodial staff in planning your program.

Estimate Recycling Potential

- Determine the makeup of your business's waste by conducting a survey of the materials in your waste bins. Large quantities of paper, cans, glass, cardboard, wood, yard waste, scrap metal or some types of plastics indicate that your business is a good candidate for a recycling program.
- Contact local recyclers or the City of San Diego's Business Recycling Specialists at (858) 694-7000 for assistance with identifying recyclable materials and peer to peer matching.
- Estimate the quantities of recyclable materials available based on the amount of out-going trash.



Determine the Type and Size of Program Needed

The design of your recycling program will be unique to your business. Making the program easy to use will directly affect employee participation.

- Decide which recyclables to collect.
- Determine the type of in-house collections system to be used. Employee input (especially custodial staff) is vital at this stage.
- Try to integrate the recycling program with current waste handling practices as much as possible.
- Decide where collection points will be located (underneath desks, in lunch rooms, near copy machines, and/or at central collection points).
- Locate available storage areas.
- Designate the person(s) who will collect the recyclable materials.

Find a Vendor to Provide Recycling Services



Your current waste hauler or a private recycling company will likely be able to provide collection services and assistance. To share or reduce collection costs and to increase the value of their materials, small businesses located within a single building or shopping mall may wish to combine efforts. The following questions will

help in choosing the right vendor for your business .

- What recyclables will the vendor pick up?
- Will the vendor pay for your materials? How much?
- Will the vendor charge a fee to pick up recyclables? How much?
- Does the vendor provide collection containers?
- How should the recyclables be sorted?
- What is the collection schedule?
- Ask for references.

Don't forget to adjust your waste hauling service once the recycling program is in place by having the trash picked up less frequently or getting a smaller trash container. This will likely be the first savings realized by the recycling program.

Education and Implementation

Education and commitment by the employees are key elements in an effective recycling program. Management should make their commitment to the program clear to the employees and should provide full support and resources to the recycling coordinator. The following actions can help to ensure



participation in the program:

- Inform employees why, how, what and where to recycle.
- Post information sheets and flyers in prominent locations.
- Stage a demonstration of the program.
- Listen to employee feedback and be flexible.
- Share recycling successes to encourage participation and support.
- Include information on your program in newsletters and annual reports.
- Establish and announce a specific use of the recycling revenue or savings, such as upgrading employee facilities or establishing an employee awards program.



Reducing and Reusing

Companies can realize savings in both purchasing and disposal costs through waste reduction practices. Look for ways to reuse materials and reduce incoming disposable materials. Some ideas include:

- Make double-sided copies (copy paper is costly and takes up valuable storage space).
- Circulate reports instead of giving one to each person.
- Use computer e-mail in place of written memos.
- Reuse file folders, binders, boxes and manila envelopes.
- Provide washable tableware in employee lunchrooms to encourage reusing.
- Reuse single-sided paper for drafts and scrap note paper.
- Order office supplies or merchandise in bulk to reduce excess packaging.
- Return, reuse, and repair wooden pallets and crates.
- Reuse packaging rather than buying new materials.

Closing the Loop

Closing the Loop means buying products made from recycled materials. Increasing demand for recycled products will help to increase the value of the materials that you are trying to recycle. Items made from recycled materials are widely available and include:

- Computer disks and toner cartridges
- Paper products
- Plastic desk products
- Pens and pencils
- Building materials

