

**Online Resource 4**  
**Final Report to OCRRA Greenhouse Gas Subcommittee on Outreach**  
**Prepared by Mary Witkowski, Outreach Intern 9/08-12/08**

**Major Projects**

- i. Review of the waste reduction programs and information available online that is targeted to the business sector
- ii. Interviews with businesses regarding current waste reduction strategies and information needs
- iii. Review of green business certification programs
- iv. Outreach opportunities with the LEED Existing Building certification program and the Building Owners and Managers Association

**Summary of Recommendations**

- Waste reduction tips and strategies in a website format would be most helpful to businesses. Businesses don't want to receive more paper.
- The message should be clear that businesses need to first reduce total materials used and waste produced and second look for recycling opportunities.
- To make information easily accessible and searchable for businesses, tips and strategies for waste reduction should be organized by business sector as well as material type.
- Featuring case studies on the website not only gives businesses recognition, but is a source of information for other businesses looking for new strategies and tips. OCRRA's current business database of top recyclers also includes businesses that are reducing waste.
- Many businesses in the area are interested in a materials exchange program for items such as furniture, computers, etc. The Western NY Materials Exchange is one option, but a database featuring charitable organizations and materials needed would also be useful.
- A greenhouse gas emissions calculator that includes solid waste would be very useful to businesses as many are interested in calculating greenhouse gas emissions, but are not currently because they don't have time to find/develop a calculator or are unsure which calculator to use.
- Develop and implement a green business certification program.
- Opportunities exist for OCRRA to partner with the LEED Existing Building program's Upstate NY Chapter. OCRRA could participate in the waste audit program and assist LEED-EB businesses implement waste reduction strategies.
- Host a zero waste/waste reduction/sustainable waste management conference in Onondaga County, perhaps in partnership with SUNY ESF and Syracuse University to identify interested stakeholders, new ideas and strategies, partnership opportunities and outreach opportunities.

## i. Major Projects - Review of waste reduction programs

### Common Features of Waste Reduction Programs:

1. Website dedicated to waste reduction with general information about waste reduction, resource pages for various business sectors and best practices/case studies
  - Some good examples:
    - a. **StopWaste** (Alameda County) <http://www.stopwaste.org/home/index.asp>  
StopWaste.Org is a partnership program coordinated by the Alameda County Waste Management Authority and the Alameda County Source Reduction and Recycling Board. Alameda County conducted a 2001/2002 Waste Production Measurement Study to gain an understanding of the ways nonresidential establishments produce solid wastes and to seek the most effective ways to prevent these wastes from occurring. Data was gathered from 90 site visits and 350 phone interviews.
    - b. **California Integrated Waste Management Board** <http://www.ciwmb.ca.gov/>  
Comprehensive website targeting business waste reduction including strategies and case studies. Also features an award program.
    - c. **Zero Waste Oakland** <http://www.zerowasteoakland.com/Page749.aspx>  
Oakland achieved 50% waste reduction goal through voluntary participation in residential recycling collection programs and free market recycling services available to businesses
    - d. **EPA WasteWise Program** <http://www.epa.gov/epawaste/partnerships/wastewise/>  
Businesses, local governments, and non-profit organizations of all sizes and from all industry sectors can join WasteWise. WasteWise partners range from small local governments and nonprofit organizations to large, multinational corporations. Website features publications, tip sheets, success stories, initiatives/challenges for different industries.
  - Possible partnership with **Cool 2012** campaign: <http://www.cool2012.com/>  
Cool 2012 is a national initiative to inspire and educate state and local jurisdictions on the importance of getting compostable organics out of the landfill. It is an outreach and education campaign that will provide tools, models, presentation materials and public policy suggestions to achieve the goal in communities around North America.
2. **Printable tip/fact sheets** for different waste reduction strategies according to business type (Great fact sheets available from StopWaste, WasteWise and CIWMB.)
3. **Recognition program** for participating businesses
  - Common features of award programs:
    - Award, such as plaque, certificate
    - Use of a decal/logo to inform consumers that the business is reducing its waste stream
    - Featured on website
    - Featured in newsletter/press release
    - Partnership with Chamber of Commerce—recognition through Chamber
  - Partnership with other award programs, such as EPA's WasteWise
4. **Materials Exchange** program
  - Western/Central NY Materials Exchange (Onondaga County is not a member) [www.recycle.net/matex](http://www.recycle.net/matex)  
The Western/Central New York Materials Exchange is an opportunity for businesses to exchange unwanted/unusable products that would otherwise be discarded, and/or locate free/inexpensive materials that can be used in daily business operations.
  - Networking tool to connect businesses with charitable organizations for businesses that want to donate items, such as furniture, food, etc.

## 5. **Technical assistance** provided

- ii. **Major projects - Interviews with Businesses** (See Appendix A for Interview Questions)
- |                             |                        |
|-----------------------------|------------------------|
| Dupli Envelope and Graphics | SRC Tec                |
| University Sheraton         | ComDoc                 |
| Roberts Office Furniture    | Syracuse Research Corp |
| Golds Gym                   | Anaren Microwave       |

### **A. Current Program and Needs**

#### **1. Recycling versus Waste Prevention: Reduce-Reuse-Donate-Recycle**

- When asked about what they currently do to prevent waste, businesses often gave examples of how they recycle. Examples helped them to see the difference.

#### **2. Current Steps/Challenges to Reduce Waste**

- Many are already printing double-sided, using electronic materials rather than hard copies as much as possible
- Most use concentrated cleaning materials
- Sheraton still gives individual bottles of shampoo/conditioner/lotion but would like to switch to dispensers
- Packaging material is a major challenge—particularly Styrofoam
- Some identified junk mail as a problem although most have eliminated most junk mail
- SRC Tec is an example of an innovative company that reuses all packaging material they receive and uses minimal packaging for its products

#### **3. Composting**

- The Sheraton (75% of waste stream is food waste) is already researching purchasing a food grinder for food waste, which would then be sent to local farms
- Office-based businesses could also benefit from composting, especially those that have already implemented recycling, reduction programs because the majority of the waste they do have is organic.

#### **4. Materials Exchange Program**

- Most were receptive to having access to an online materials exchange database or another networking tool, particularly to connect with charitable organizations (Western/Central NY Materials Exchange-[www.recycle.net/matex](http://www.recycle.net/matex))

#### **5. Greenhouse Gas Emissions Calculator**

- Most are not currently using a greenhouse gas emissions calculator.
- Some cited reasons being not knowing which one to use, how to use it or lack of time to do the research
- Sheraton has used [www.b-e-f.org/offsets/calculator](http://www.b-e-f.org/offsets/calculator) and [www.ecoforests.org](http://www.ecoforests.org) however neither incorporate waste
- All expressed interest in receiving information

### **B. Information Needs**

- Prefer web-based material or brief hand-outs/brochures
- Organization of information by material is usually most convenient
- Most asked that information be targeted to management level
  - Information could also be distributed to business's green teams/environmental committees (which many of them have)
- Most common information obstacle is lack of time to search through the information on the web

- A website with links organized by type of information (ex: composting, paper, etc.) or word or phrase suggestions for how to search for information

### **C. Recognition**

- Most said they would benefit from any type of recognition (certificate, logo, award, media coverage)
- Interest in a green business certification program

### **iii. Major projects - Green Business Certification Programs**

- Green Business Alliance—national organization-certifies businesses as green based on guidelines including recycling and waste reduction  
<http://www.greenbusinessalliance.com/>
- Santa Monica Green Business Certification Program—uses a certification checklist for retail/office, hotel and restaurant/grocers; incentives  
Checklist for solid waste initiatives  
Offers free media advertising, press coverage, space on Chamber of Commerce website, logos and window decals  
<http://www.smgbc.org/gettingstarted.htm>
- San Mateo County Green Business Program—based on a checklist of water and energy conservation, waste reduction, pollution prevention  
[http://www.recycleworks.org/green\\_business/index.html#greensteps](http://www.recycleworks.org/green_business/index.html#greensteps)
- Monterey Bay Green Business Program—Includes checklist for solid waste management as well as other sustainable measures  
Checklists for office, retail, restaurants, auto, janitors, plumbers, printers  
<http://www.montereybaygreenbusiness.org/HowToBecomeGr.html>

### **iv. Major Projects - Outreach opportunities with the LEED Existing Building certification program and the Building Owners and Managers Association**

#### **1. LEED-EB (Existing Buildings) program <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=221>**

##### **Local Contact:**

Tracie Hall, Executive Director, NY Upstate Chapter 315.729.9067 [tracie@greenupstateny.org](mailto:tracie@greenupstateny.org)  
Local Website: <http://www.greenupstateny.com/>

**About:** LEED-EB O&M is the revised tool developed by the US Green Building Council for ongoing operations and maintenance of buildings. Rating system identifies and rewards current best practices and provides an outline for buildings to use less energy, water, and resources; improve indoor environment and uncover operating inefficiencies.

--Certification required every 5 years.

#### **4 Rating Categories for Solid Waste Management**

1. Waste Stream Audit: Must conduct a waste audit of building's entire ongoing consumables waste stream—identify types of waste and amount and identify opportunities for increased recycling and waste diversion
2. Ongoing Consumables
  - a. 1 point for reusing, recycling or composting 50% of ongoing consumables (by weight or volume)
  - b. 2 points for 70%
  - c. Battery-recycling required—must divert at least 80% of discarded batteries from the trash
3. Durable Goods (office equipment, appliances, etc.)
  - a. Reuse or recycle 75% of the durable goods waste stream-suggested strategies include participation in donation programs and electronic recycling initiatives

4. Facility Alterations and Additions
  - a. Divert at least 70% of waste generated from facility alterations and additions

**Outreach Opportunities**

1. USGBC NY Upstate Chapter will be hosting full day workshops about the LEED-EB O&M. Details are still being coordinated. **Contact Tracie again in January.**
2. Monthly Sustainable Speakers Series at the Rosamond Gifford Zoo to educate building owners, developers, contractors, architects, and others involved in green building industry
3. Possible participation for OCRRA in waste audit program and helping LEED-EB businesses implement waste reduction strategies

**2. BOMA (Building Owners and Managers Association)**

<http://www.boma.org/>

**Central New York Chapter**

- Meet every 3<sup>rd</sup> Thursday of the month
- OCRRA has been a guest speaker in the past and could attend future meetings
- Currently, not participating in sustainable webinar series

**Contact:** Jenni Sullivan, Executive, c/o REIT Management & Research Inc.  
 One Lincoln Center, 110 W. Fayette Street, Syracuse, NY 13202-1263  
 Phone: 315-422-3145 Fax: 315-425-0742 Email: [jsullivan@reitmr.com](mailto:jsullivan@reitmr.com)

**Appendix A**

**OCRRA Waste Reduction Initiative  
 Business Interview Questions**

**Current Recycling/Waste Reduction Program**

**What materials do you feel constitute the majority of your waste?**

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Plastics     | <input type="checkbox"/> Steel or other metals |
| <input type="checkbox"/> Office Paper | <input type="checkbox"/> Food Waste            |
| <input type="checkbox"/> Cardboard    | Other _____                                    |

**What does your company currently recycle?**

- |  |                                    |   |
|--|------------------------------------|---|
| <input type="checkbox"/> Plastic             | <input type="checkbox"/> Batteries | <input type="checkbox"/> Steel or other metal |
| <input type="checkbox"/> Cardboard           | <input type="checkbox"/> Newspaper | <input type="checkbox"/> Ink Cartridges       |
| <input type="checkbox"/> Beverage Containers | <input type="checkbox"/> Aluminum  | Other _____                                   |
| <input type="checkbox"/> Office Paper        |                                    |   |

**Has your company taken any steps to reduce waste produced?**

Examples: Printing double-sided; reducing packaging; using fewer disposable items; encouraging employees to use water coolers instead of water bottles; re-using materials; buying items with less packaging such as concentrated cleaning supplies

**Does your company practice composting for organic/food waste?**

- Yes  
 No

**Does your company donate materials you don't use to charity/other organizations?**

- Yes  
 No

**If not, would your company be interested in connecting with organizations who could use some of your waste materials?**

- Yes  
 No

**Would a materials exchange program be helpful to your business?** (A materials exchange program is usually a web-based database where businesses advertise or shop for items, such as construction materials, office equipment, electronics, glass, machinery, pallets, etc.) (Western/Central NY Materias Exchange: [www.recycle.net/matex](http://www.recycle.net/matex))

**Who coordinates your company's recycling/waste reduction?**

**Does your company have an environmental mission statement/green team/employee in charge of green initiatives?**

**Which of these reasons is likely to be most important in making decisions about waste reduction?**

- Environmental concern                       Cost                       Efficiency

**Does your company calculate greenhouse gas emissions? If so do you include waste?**

**Would a carbon footprint tool that included waste be helpful to your company?**

**What obstacles do you think your business faces to reduce waste?**

- Haulers                       Cost                      Other \_\_\_\_\_  
 Time                       Lack of information

**Have you heard about/seen any waste reduction programs that you were impressed with?**

**Information Needs**

**What kinds of information would help you to implement/improve a waste reduction program?**

- Technical assistance                       Website  
 Tip sheets                       Manual/Guide

**Who on your staff should this information be targeted to?**

**What is your preferred method of receiving information?**

- Web                       Printed materials such as newsletter, brochure  
 Email                      Other \_\_\_\_\_

**What kind of recognition for waste reduction efforts would benefit your business?**

- newspaper coverage                       partnership program                      Other \_\_\_\_\_  
 certificate                       use of a decal/logo

**Other comments/concerns?**

