



Preserving Resources,
Preventing Waste

The New Jersey WasteWise Bulletin

Newsletter of the New Jersey WasteWise Business Network – Autumn, 2011
*WasteWise...improving your bottom line and the environment
through waste reduction, recycling and recycled product procurement.*

Recycling Champions Announced by NJDEP

While neither the Yankees or Phillies will be champions of baseball this year, those living in the Garden State still have reason to cheer as the 2011 NJDEP Recycling Award winners were recently announced. These recycling champions not only demonstrated excellence in recycling this past year, but also serve as models for others to follow. The award winners will be honored at the annual Recycling Symposium on October 20 in Neptune, NJ and are as follows:

Leadership – Recyclebank

Recyclebank makes recycling financially advantageous and fun for the individual, and provides members with quantifiable value for recycling through incentives. Recyclebank now partners with 15 municipal clients in NJ and is represented in 25% of New Jersey's counties. In 2009 and 2010, Recyclebank's NJ communities increased their curbside diversion rates by 60%, improving from an average 19% diversion rate pre-RecycleBank to 31% and 32% respectively.

Educator/Educational Program – Association of New Jersey Household Hazardous Waste Coordinators

In 2009, ANJHHWC received a \$15,000 grant to assist the Rechargeable Battery Recycling Corporation (RBRC) in its efforts to encourage NJ residents to recycle rechargeable batteries through a mixed-media public outreach campaign entitled "Rechargeables are Recyclable". The public outreach campaign included but was not limited to: newspaper advertisements, brochures, transit ads, posters, postcards, web banners and radio PSAs. The campaign

resulted in a 22% increase in the recycling rate for this material.

Educator/Educational Program – Sharp Electronics Corp.

The Sharp Solar Academy Program is a free environmental education program funded by Sharp Corp. and taught by volunteer employee instructors who provide elementary school classes throughout New Jersey with interactive lessons on climate change, renewable energy and recycling. Students participating in the program receive free workbooks that help them translate the lessons learned into actions in their everyday lives.

Business – Verizon

Verizon recycles many materials, including more than 50.6 million pounds of paper and cardboard in 2010. The company has also implemented many waste prevention efforts, including replacing cardboard boxes with reusable totes, various internal and external paperless campaigns, and using items made with a higher percentage of recycled content. In order to promote its recycling initiatives internally, Verizon has formed a nationwide Green Team of over 4,000 employees who help to spread awareness about the company's recycling program to fellow employees. The company also implemented a composting program at their Basking Ridge facility cafeteria.

Industry – Green Sky Industries

Green Sky Industries specializes in commercial and municipal recycling, and is the largest private municipal recycler in the state with over 60 municipal contracts covering over 2 million of the state's population. Green Sky also provides on-site shredding services to many of New Jersey's towns and businesses. The company

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developed an ongoing education program targeting New Jersey's youngest recyclers. Over the past three years, the company's two certified teachers have presented interactive "reduce, reuse, recycle" lessons to more than 20 municipalities and to over 5,000 of New Jersey's elementary school students.

Institution – Far Hills Country Day School

Far Hills Country Day School has created a top notch school recycling program that includes an aggressive cafeteria program that features a station for washing yogurt cups to prepare them for recycling. The school currently recycles about 170,000 pounds of white paper and cardboard and about 40,000 pounds of glass, aluminum and plastic annually.

Rising Star – SBM Site Services

SBM Site Services has been an environmental leader within the facilities maintenance industry for nearly 20 years. The company currently provides recycling and custodial support at 17 New Jersey locations across 17 million square feet of commercial space. Food waste composting programs have even been established at four of the locations managed by SBM. The company enforces its programs by conducting spot audits of the recycling stations and outbound materials, and reviewing them for contamination. SBM's recycling efforts result in cost savings for its customers and have kept nearly 8.4 million pounds of material out of landfills.

Commissioner's Awards – TerraCycle, Bridget O'Connor -Cape May Recycling Coordinator and Rutgers University

TerraCycle's main focus is to eliminate the idea of waste by creating national recycling systems for previously non-recyclable or hard-to-recycle waste. TerraCycle then converts the collected waste into a wide variety of products and materials. With more than 20 million people collecting waste in 14 countries, TerraCycle has diverted billions of units of waste and used them to create over 1,500 different products available at major retailers ranging from Walmart to Whole Foods Market.

For the past quarter century, **Bridget O'Connor** has worked tirelessly to promote and expand recycling throughout Cape May County. Bridget developed and implemented the County's first comprehensive, school-based recycling education program, created recycling promotional tools to target both year-round residents and vacationers, and provided technical assistance to businesses, municipalities, and institutions to help them establish and expand recycling programs.

Rutgers University has participated in RecycleMania since 2006. For the last five years, Rutgers has won the Gorilla Prize in the Competition Division, this year recycling over 3 million pounds of waste. This competition focuses on which school can collect the highest gross tonnage of recyclables, regardless of student population. Additionally, this year Rutgers was able to gain second place in the Per Capita Classic section of the competition.

Did You Know...

- America Recycles Day is held on November 15 of each year and is the only nationally recognized day dedicated to the promotion of recycling in the United States. For more information, visit www.americarecyclesday.org.
- The Bra Recyclers, based in Arizona, collects unwanted bras and donates them to women's shelters. The company receives 4,000 bras per month and supplies more than 40 shelters around the country. To learn more, visit www.brarecycling.com.
- The U.S. Naval Weapons Station Earle, located in central New Jersey, signed the first ever green agreement between the USEPA and the military. The station will embark on a number of environmental programs, including an enhanced recycling and reuse program.
- The U.S. scrap recycling industry pumps more than \$90 billion a year into the U.S. economy (source ISRI).

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