



Recycling News



* Summer 2008 *

Bureau of Waste and Materials Management

Economic Impacts to 2009 Recycling Efficiency Incentive Grants

Mary Rose Teves, DNR

After careful consideration of its options to address a budget shortfall due to economic downturns at the national level, the Department of Natural Resources (DNR) has determined it will not be able to make Recycling Efficiency Incentive (REI) grant awards for calendar year 2009. Instead the \$1.9 million will be used to pay down the department's \$13.2 million obligation to the state's deficit reduction efforts. As is the case with other state agencies, this action taken by the DNR will help state government get through the current economic downturn.

"Ordinarily, local governments would have formally consolidated or entered into cooperative agreements with neighboring communities between October 1, 2007, and April 30, 2008, to qualify for an REI grant in 2009," said Sandy Chancellor, Recycling Grant Manager. "Even though no REI grants will be awarded for 2009, those cooperative agreements are not wasted efforts. Because of these special circumstances, cooperative agreements and efficiency projects entered into from October 1, 2007, to April 30, 2008, will be eligible for a REI grant in 2010. It is our hope that the REI grant program will be funded in full for the 2010 grant year."

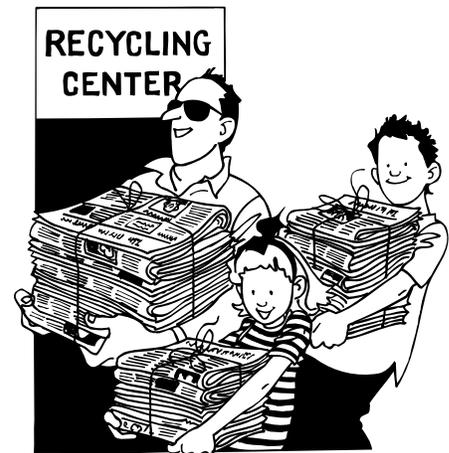
Under normal circumstances, applications postmarked no later than October 30, 2008, would be considered for REI grant funding in calendar year 2009. Grant checks would have been disbursed in

June 2009. The department will return the few 2009 REI grant applications already received.

The DNR expects that local governments planning to apply for 2009 REI grant funding will be disappointed by this news. That is why we want to get the word out now about this decision ... so they don't spend more time preparing an REI grant application for 2009.

Since 2003, the REI grant program has provided \$1.9 million each year to eligible local governments. To be eligible for an REI grant, local governments with effective recycling programs must either formally consolidate or enter into a cooperative agreement with at least one neighboring community to: collect and transport recyclables; sort recyclables at a materials recovery facility; develop comprehensive program planning; or plan and implement recycling education programs. All eligible applicants share the \$1.9 million available on a per-capita basis.

"I want to thank local governments for their understanding and cooperation. It's imperative the state address this revenue-generation shortfall. I can assure local governments that the Basic Recycling grant program -- on which so many communities depend -- will not be affected or reduced this year," said DNR Deputy Secretary Pat Henderson. "The DNR has the full \$31 million available to make Basic Recycling grant



awards in 2009 to the 1,000+ local governments who annually apply. I encourage local governments to postmark their Basic Recycling applications no later than October 1 to be eligible for full funding."

For additional information, contact Sandy Chancellor, Recycling Grant Manager, at 608-264-9207 or SandraChancellor@wisconsin.gov .

In This Issue

- The Waste-Climate Connection ...p. 2
- DNR Update Summer 2008p. 4
- Preparing for Digital Transition ...p. 5
- Event Recycling in Madison.....p.6
- Over 1 Million Pounds of Electronics Collected for Recycling..... p. 7
- Statewide Coalition Encourages Residents to "Recycle More"p. 10



The Waste-Climate Connection: How Recycling, Composting and Reuse Could Help Fight Climate Change

Sarah Murray, DNR

You've heard about the huge energy savings from recycling aluminum cans. What you may not know is that recycling aluminum and other materials can reduce greenhouse gas emissions and help efforts to slow global climate change.

For more than a decade, the U.S. Environmental Protection Agency (EPA) has been studying and modeling the effects that waste management alternatives – landfilling, composting, recycling, incineration and source reduction – have on greenhouse gas emissions. The agency's efforts have produced several reports explaining the waste-climate connection and an online tool that waste managers can use to estimate impacts.

EPA's Waste Reduction Model (WARM) is based on life-cycle analysis. That is, for a given material or product, the model takes into account all of the greenhouse gas emissions (or avoided emissions) throughout the life of the product, from the acquisition of raw materials through processing and product manufacturing, product distribution, and product disposal.

The WARM model includes 26 individual materials (such as aluminum, glass and food scraps) and eight material categories (such as mixed plastics and mixed paper). While each material's life cycle is different, in almost all cases the model shows that the "reduce, reuse, recycle" mantra lowers greenhouse gas emissions when compared with landfilling.

Recycling, composting and reusing materials (or reducing the use of materials in the first place) reduce greenhouse gases in three basic ways:

- * For materials such as aluminum, recycling and source reduction lower the need for raw materials and the energy use associated with extraction and processing. 
- * For materials such as paper and wood, recycling, reusing and source reduction allow forests to continue to grow and store carbon, thus serving as carbon "sinks." 
- * For organic materials such as food scraps, composting reduces landfill methane emissions, which are a potent contributor to global climate change. 

The table below shows estimates of the greenhouse gas reductions Wisconsin achieved in 2006 by recycling – instead of landfilling – glass containers, paper, steel containers, plastic containers and aluminum containers.

The second column shows the estimated total tons of these materials Wisconsin homes and businesses recycled in 2006. The third column shows the "emissions factor" for each material from the EPA model, representing the metric tons of carbon dioxide emissions saved for each



ton of a material that was recycled (for example, 0.32 metric tons of carbon dioxide for each ton of glass recycled).

These two columns are multiplied to get the total carbon dioxide reduction (in metric tons), shown in column four. (While carbon dioxide is not the only greenhouse gas emitted during the products' life span, EPA has converted the emissions of other greenhouse gases into carbon dioxide equivalents.)

The final column in the table shows the equivalent number of passenger cars that would need to be taken off the road to achieve the same reductions in carbon dioxide emissions. According to these estimates, Wisconsin's recycling efforts in 2006 achieved roughly the same reduction in carbon dioxide emissions as removing 698,804 cars from our roads.

For the most part, these greenhouse gas reductions are small when compared with actions such as switching from coal-fired power to renewable energy. However, unlike larger changes – especially those that will require significant investments in technology and infrastructure – recycling, reuse, composting and waste reduction are all things we can do more of immediately.

Continued on next page

Estimated Greenhouse Gas Savings from Recycling in Wisconsin, 2006

Category	Total tons	Emissions factor	Metric Ton CO2 Equivalents	# of cars
Glass containers	103,527	0.32	34,162	6,257
Paper	921,125	3.89	3,580,108	655,697
Steel containers	25,973	1.83	47,619	8,721
Plastic containers	29,424	1.53	45,313	8,299
Aluminum containers	7,959	13.61	108,269	19,830
TOTAL	1,088,008	--	3,815,471	698,804

The Waste-Climate Connection Continued

Since there are still many recyclable, compostable and reusable materials going to landfills, recycling and other waste management alternatives do have significant potential for reducing future greenhouse gas emissions. The Governor's Global Warming Task Force is considering policy recommendations for reducing greenhouse gas emissions through increased recycling or composting of key materials. To read the policy proposals and get updates on the Task Force's progress, visit <http://dnr.wi.gov/environmentprotect/gtfgw/>.

If you would like to learn more about EPA's research and the WARM model and plug in your own numbers, visit <http://www.epa.gov/climatechange/wycd/waste/index.html>. 

Message from DNR Recycling Program Coordinator, Cynthia Moore



As some of you already know, I've accepted a position as a program coordinator in the DNR Office of Great Lakes, effective September 28. The Office of Great Lakes, located in the DNR Central Office, is charged with implementing a comprehensive program to protect the lakes, identify problems and solutions, and serve as a contact point for the Great Lakes Community. The decision to accept the position was a difficult one but balanced by the realization that change is good and the time was right. The past 7 years working with the Recycling program have been extremely rewarding not only for what we have accomplished as a state-stakeholder team, but because of the dedicated, knowledgeable and fun

people I've worked with. I will miss you all- and hope that our paths will converge again either through work or play. Please keep in touch- my email address is unchanged (cynthia.moore@wisconsin.gov <mailto:cynthia.moore@wisconsin.gov>).

In anticipation of your question about who will take over recycling program coordinator duties after my departure - the answer is that a transition plan is being worked out. If you have a specific question or need I suggest you call your regional recycling specialist, or contact Gene Mitchell, Section Chief, Recycling and Solid Waste (gene.mitchell@wisconsin.gov).

Thanks again for being such a wonderful group to work with. 

Limited DNR Assistance for Market Directory Inquiries

Cynthia Moore, DNR

Regrettably, due to budgetary restraints, the Bureau of Waste and Materials Management is no longer able to respond to requests for information on recycling markets and market trends. The Web-based Recycling Market Directory will be available for use at least through December 2008. We're investigating longer term alternatives to providing this important service, and will inform Directory users if other options occur. Although we are unable to respond to individual information requests, we have added new entries to the Markets Directory.

1. If you are looking for a market for a specific commodity, the Wisconsin Recycling Markets Directory may be of assistance [<http://dnr.wi.gov/org/aw/wm/markets/>]. However, note that the last update to the recycling markets directory was completed in June 2008.

Due to budget shortfalls, the Waste and Materials Management Program is unable to make periodic updates to information in the directory.

2. If you are unable to find what you're looking for in the Markets Directory, try the recycling program for your area [http://dnr.wi.gov/org/aw/wm/recycle/RU_Contacts.pdf]
3. If you would like to be included in the Wisconsin Recycling Markets Directory, complete the survey form [<http://dnr.wi.gov/org/aw/wm/markets/websurv.htm>]. Instructions on how to submit this to DNR are included on the survey form. Please note that the future of the Markets Directory after December 2008 is uncertain.

4. If you are interested in starting or expanding a recycling business, we suggest you start by looking at the Department of Commerce home page "Entrepreneurs and Start Ups" [<http://commerce.wi.gov/BD/>



BD-EntrepreneursStartups.html].

5. The University of Wisconsin Extension Solid and Hazardous Waste Education Center (SHWEC) is a resource that can provide assistance in locating markets for recovered materials. Contact Recycling Specialist Joe Van Rossum (vanrossum@epd.engr.wisc.edu or 608-262-0936) for assistance. 

DNR Update Summer 2008

Cynthia Moore, DNR

Changes in Waste and Materials Management.

There are some changes and new faces in the Waste and Materials Management (WMM) Bureau. Suzanne Bangert, whom most of you knew as Bureau Director, became the new Deputy Air Waste Division Administrator effective July 7. Open recruitment for the WMM Bureau Director has begun. Effective June 7, Dennis Mack, whom most of you knew most recently as the chief of the Recycling and Solid Waste section in WMM, is now the regional WMM supervisor for the SouthCentral office. Gene Mitchell, formerly WMM Supervisor in the SouthCentral Office, has now become the new Recycling and Solid Waste Section Chief.

Annual Updates and Changes.

The Responsible Unit (RU) Recycling annual reports for 2007 were due on April 30, 2008. We expect to publish the 2007 residential recycling tonnages report in September. This report will include the total tonnages of recyclable paper and food/beverage containers collected from residential recycling programs and the state average per capita, in pounds per person, with comparisons to data from previous years.

Changes on the Way for Recycling Annual Reports.

We are in the process of revising and updating the recycling data system as part of a larger data systems improvement project for the Waste and Materials Management program. This will entail changes to the RU and Materials Recovery Facility (MRF) annual reports, both in how data are collected and stored as well as in what data RUs and MRFs are required to submit. We're planning to conduct outreach and training to prepare RUs and MRFs in the new format



sometime in the fall so that people will be prepared for the new systems when they are sent out early in 2009.

DNR Recycling Web pages.

We recently revised the recycling pages on the DNR Web site to be more "audience" directed and user friendly. There are now two main audience sections, one for residents and the other for businesses and local governments. We've also added information on a number of current topics such as agricultural plastics, plastic shopping bags, pharmaceuticals, discarded electronics and the transition to digital TV. We encourage you to check the new pages (<http://dnr.wi.gov/org/aw/wm/recycle/>) and let us know what you think.

DNR Continues Focus on Business Recycling.

While Wisconsin's landfill and incineration bans and recycling requirements apply equally to households and businesses, until the last few years the primary focus of state efforts has been on residential recycling. Two factors converged in recent years prompting a transition in focus from residential recycling to business recycling. First, we recognized that the residential program, now more than 15 years old, had evolved into a mature and stable program well integrated into the municipal infrastructure. Second, analysis of data from the first statewide waste characterization study clearly showed that too many recyclable materials, many from non-residential locations, were ending up in our landfills, despite a respectable 36 percent statewide recycling rate.

We're using a three-pronged approach to address recovery or composting of non-residential wastes:

1. Work with RUs to implement the requirements of their approval for an effective recycling program related to recycling at non-residential locations.
2. Work with the commercial and business sectors to identify recycling and waste reduction opportunities.
3. Assist in the development of infrastructure and markets for the collection and recycling or composting of materials.

Contracts Awarded to Nonprofit Organizations to Assist in Business Recycling.

A provision in the 2005-07 biennial budget authorized the DNR to contract with nonprofit organizations for business waste reduction and recycling assistance. Starting with the 2007-09 biennium, the DNR also received a \$2 million appropriation for this purpose from the Recycling and Renewable Energy Segregated Fund. Contracts must be with registered 501(c) (3) nonprofit organizations and are awarded through a competitive bid process. Business/commercial recycling represents a sector that has traditionally received less attention than residential recycling in Wisconsin. Through this program, the DNR is seeking to improve recycling, reuse and waste diversion by Wisconsin commercial businesses and industry, through direct assistance to business/industry as well as through applied research and market and infrastructure development.

As of this writing, the DNR has awarded four contracts with nonprofit organizations and expects to issue Requests for Proposals

Continued on next page

DNR Update Summer Continued

(RFPs) for more projects during the summer months. Projects already awarded include:

- * Recommendations for strategies to increase business recycling through the RU recycling program structure
- * Recycling/reuse of construction and demolition debris at state facilities
- * An online network to connect haulers, suppliers and markets for recycling and reuse of construction and demolition debris
- * Diversion of commercial food waste for waste-to-energy and fertilizer through the Milwaukee Metropolitan Sewerage District. ♻️

Rhinelanders Show Recycling at Convenience Centers Works

Bart Sexton, Oneida County

Ralph and Amy Solome and Jon Gillespie have a few things in common. They own convenience stores in Rhinelanders (Ralph and Amy own one and Jon owns two) and they are proving that recycling does work for convenience stores.

The stores have separate Clearstream containers differentiated both by signs and by the round holes that show that they are recycling

Preparing for the Digital Transition

Sarah Murray, DNR

As you probably know, in February 2009 all television stations will stop broadcasting traditional, analog signals and switch to all-digital broadcasting. The DNR has developed a Web page specifically addressing the digital TV transition and the options consumers have for older TVs, VCRs and DVD players.

This federally mandated transition is designed to free up the analog channels for other uses, such as for law enforcement communications. This transition will offer many viewers more channel options, including high-definition channels – but they will need a TV that can receive the digital signals. Government-discounted converter boxes will allow older TVs, VCRs and DVD players to receive

the new signals, but many consumers may use the opportunity to upgrade their home entertainment equipment – and to clean out the old TVs, VCRs and DVD players in their homes.

This purge could present a risk to the environment if consumers choose to toss their old electronics in the trash. The DNR, local governments, nonprofits, TV stations and others are putting the word out about electronics recycling options. The DNR Web page is part of this effort and includes information about what electronics will be affected, how consumers can get coupons for the converter boxes and links to recycling resources.

Visit <http://dnr.wi.gov/org/aw/wm/ewaste/dtv.htm> to learn more. ♻️



bins. The containers are far enough away from the garbage containers to reduce the chance of cross-contamination. The containers are also held in place by concrete weights made with recycled glass.

Customers have responded by taking the effort to put the garbage in the garbage containers and take their recyclables over to the Clearstream containers. The contamination level

has been less than 5 percent and the garbage volume has been reduced by 30 percent.

Store personnel were skeptical of the recycling containers at first but most are very enthusiastic about them now. Just about every one of the staff has had customers come in and thank them for offering recycling. That is a pleasant change from the constant complaints about the price of gas! ♻️

New Recycling/Waste Reduction Education and Outreach Coordinator

Diane Brinson, DNR

On June 9, 2008, the DNR's Bureau of Education and Information welcomed Elisabeth (Lis) E. Olson on board as the new Recycling/Waste Reduction Education and Outreach Coordinator.

Lis holds a B.A. in Women's Studies and a Certificate of Environmental Studies from the University of Wisconsin-Madison. In December, 2006, she received an M.S. in Urban and Regional Planning from the UW-Madison. Her Master's studies were focused on environmental land use planning.

Lis has worked for the DNR on project and LTE positions for almost eight years in both the Bureau of Air Management and the Bureau of Education and Information. In her project position, she collaborated with the EPA, Illinois DOT and Northwest Indiana Regional Planning Commission to develop and produce the XRT, eXtraordinary Road Trip, computer game that teaches eco-driving skills and promotes air quality awareness. She also recently developed informative publications for general audiences about particle

pollution as well as information on air permitting for printers.

Lis has been involved with waste reduction and recycling beginning as a young girl following her mother who was the Executive Director of Keep Greater Milwaukee Beautiful. Lis is very excited about her new position and the opportunity to work in the recycling and waste reduction sector of environmental education and outreach.

Please feel free to contact Lis with any questions, comments or simply to network at (608) 264-9258 or Elisabeth.Olson@wisconsin.gov. ♻️

DNR Recycling Teacher's Guide Garner's Top Honor

Diane Brinson, DNR

Yet another DNR publication has been singled out to receive the prestigious "Wisconsin Distinguished Government Document Award" from the Wisconsin Library Association's (WLA) Government Information Round Table <http://www.wla.lib.wi.us/girt/>. Produced by the Bureau of Education and Information (EI), "Keepin' it in the Loop: a recycling activity guide for educators and students, grades 4-8" is designed to help students learn about "the solid waste problems facing us and how they can be part of the solution".

Shelley Warwick, now an environmental analysis and review specialist in the Southeast Region, authored the guide while a recycling education specialist in Education and Information.

WLA seeks nominations each year from librarians and others in early spring, each year. The WLA's planning board then evaluates each nominee, determining whether the publication:

- * contributes significantly to the expansion of knowledge;
- * provides inspiration and pleasure to an identifiable readership;
- * contributes to public understanding of government agencies; and
- * is distinguished by the clarity of its presentation, its typography, design and overall appeal.

Dan Fields, program and planning analyst in the Bureau of Education and Information submitted the guide, referencing among its special features that "it's bright and lively with facts, figures and activities presented in

a friendly, easy-to-use way."

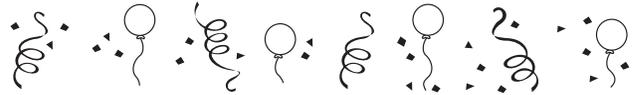
This 2008 award marks the eighth time that a DNR publication has won this honor since 1996. Twelve documents received honorable mentions during this same period. A list of titles for all of the Wisconsin Distinguished Documents, past and present, can be found on the "Wisconsin Distinguished Document Award" web site at (<http://www.wla.lib.wi.us/girt/distdocs.htm>)

Presentation of this year's honors took place at the annual Government Information Day on June 6 at the UW-Madison Memorial Library. The WLA also will submit a copy of "Keepin' it in the Loop" to the American Library Association's Government Documents Round Table for possible national recognition.



Event Recycling in Madison

George P. Dreckmann, Recycling Coordinator, City of Madison



The city of Madison has had a very successful recycling program. But, like any program, there were always things that could be improved. One area where Madison was not doing a very good job was event recycling. When the DNR put new emphasis on the need for event recycling, Madison decided to seize on that opening and improve our efforts.

Madison did not put much emphasis on event recycling because most of the beverages sold/distributed at events were offered in cups. These cups could not be recycled. Things began to change several years ago when event organizers switched from fountain soft drinks to offering single-serve PETE bottles. Of course, staffing and collection of material was also an issue that worked against any efforts at special events.

Event recycling in Madison had been limited to some popular east side events where recycling was organized by a dedicated group of volunteers who called themselves Madison RAH

(Recycling Away from Home). The RAH volunteers used homemade containers for a year or two and then the City provided some collection carts designed for event collection.

In 2006 the Street Use Team, which granted permits for events that required the closing of streets, began to require events that were going to sell or distribute materials in recyclable containers to file a recycling plan and get that plan approved by the recycling coordinator. This requirement meant that two high profile events, Art Fair on the Square and Taste of Madison, would now be required to set up recycling programs.

To facilitate event recycling, the Madison's Streets Division purchased 75 Clearstream recycling collectors. These collectors were first used at RAH events and then in 2006 they were used for the first time at Art Fair and Taste of Madison. The Streets Division chose the Clearstream collector because it was easy to store and haul and it

looked very different from the trash containers being used at events.

In 2007, the number of events with recycling programs expanded as more people saw the Clearstream containers and asked for them for their events, most of which did not require permits. The Streets Division supplies the collectors at no charge. Bags are supplied free of charge if the recyclables are being handled by the Streets Division.

Earlier this year, Madison enacted an ordinance that requires events with a street use permit to have an approved recycling plan prior to receiving their permit. The ordinance also states that the recycling coordinator will work with event organizers to develop a sound plan. Should the organizers fail to come up with a plan that can be approved their request for a permit will be denied. (If you would like a copy of the Madison ordinance or want to discuss using the bins, contact me at gdruckmann@cityofmadison.com or (608)-267-2626.)

Over 1 Million Pounds of Electronics Collected for Recycling

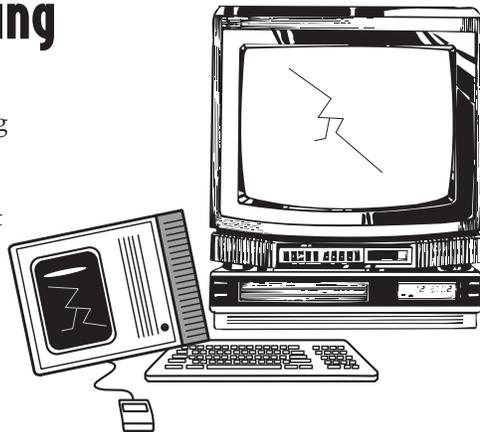
Cecelia Gilbert, City of Milwaukee

The city of Milwaukee is meeting the e-scrap challenge, recently surpassing 1 million pounds of computers and computer equipment collected and recycled since 2006 through the Department of Public Works' two Self-Help centers. The fastest growing segment of the solid waste stream and a threat to environmental and human health, unwanted electronics pose a significant management challenge. In addition to an ongoing collection of computer equipment at Self-Help centers, the city of Milwaukee hosted a successful electronic scrap collection day that included televisions on April 26, 2008, thanks to a grant from the Environmental Protection Agency (EPA).

The collection was a part of the EPA's 2008 Great Lakes Earth Day Challenge, which called for the diversion of electronic scrap from landfills and the proper disposal of unused medicines to help protect the Great Lakes.

"The Great Lakes are an irreplaceable national treasure" and "vital to commerce and recreation in the upper Midwest," said Bharat Mathur, EPA Region 5 deputy administrator in Chicago. "They are the largest source of fresh water on Earth and they provide drinking water to over 33 million of us." The EPA estimates that currently only about 11 percent of our unwanted electronics are recycled. The April collection event, held in partnership with Keep Greater Milwaukee Beautiful, resulted in the recovery of over 4.5 tons of lead, over 1,300 grams of cadmium and 454 grams of mercury from collected e-scrap.

"Recycling televisions and computers reduces the risk of toxins contained in these products being released into our air and water" said Milwaukee Mayor Tom Barrett. "Too often unwanted



household electronics are thrown out and end up in the landfill."

Midwest Computer Recyclers was on hand at the event to collect nearly 32 tons of electronics from Milwaukee residents for responsible recycling or refurbishing. Over 18 tons of computer systems, 6 tons of TVs and 7 tons of other equipment were collected.

"Recycling discarded electronics not only diverts hazardous materials from landfills, but it also allows valuable commodities to be recovered and recycled into new products," said Rick Meyers, DPW Recycling Manager. Through the city of Milwaukee's electronics recycling efforts, thousands of pounds of plastic, glass, aluminum, steel, copper and other precious metals are recovered and recycled. Cascade Asset Management, a Madison-based electronics recycling company, processes electronics from the city's Self-Help sites as well as from city departments. Nearly 99 percent of the collected e-scrap is refurbished, reused or recycled.

City of Milwaukee residents can bring their unwanted computers and computer equipment to the DPW's two Self-Help recycling centers. Televisions are not accepted at this time. These centers are located at 6660 N Industrial Rd. and 3879 W Lincoln Ave. For hours and a complete list of accepted materials, visit <http://www.mpw.net/Pages/selfhelp.htm>.

How to Subscribe to the Recycling News

Dan Fields, DNR

It's easy! Just follow the steps below:

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Where first_last is your first and last name with the underline symbol between.

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Recycling News Editor:

Dan Fields, 608/266-5334
Department of Natural Resources, CE/6,
P.O. Box 7921,
Madison, WI 53707-7921

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Articles and descriptions of programs/activities by non-DNR staff included in this newsletter are for informational purposes only and should not be construed as DNR endorsements of other organizations' opinions or programs.

For further information on any information in the newsletter, contact Cynthia Moore at Cynthia.Moore@Wisconsin.gov or by phone 608/267-7550

Graphic Design by Linda Poblod

Ten Wisconsin Campuses Take the Recyclemania Challenge

Eileen Norby, UW-System

Ten Wisconsin colleges and universities tested their recycling and waste reduction programs in this year's national Recyclemania competition, with stellar results

RecycleMania is a competition among college and university recycling programs. Over a 10-week period, campuses compete in different contests to see which institution can collect the largest amount of recyclables per capita, the largest amount of total recyclables, the least amount of trash per capita, or have the highest recycling rate. The main goal of this event is to increase student awareness of campus recycling and waste minimization. Participating schools report

measurements in pounds on a weekly basis. This year 400 campuses in 46 states and the District of Columbia competed, including the ten Wisconsin campuses listed below: College of Menominee Nation* Northland College*

University of Wisconsin- Fox Valley
University of Wisconsin-Eau Claire*
University of Wisconsin-Madison
University of Wisconsin-Marquette
University of Wisconsin-Oshkosh*
University of Wisconsin-River Falls*
University of Wisconsin-Stevens Point*
University of Wisconsin-Stout*

The participating Wisconsin campuses ranged in size from the College of Menominee Nation, which has a student, faculty and staff population of 419, to UW-Madison with a campus population of 48,500. The number of Wisconsin participants doubled from 2007 and it's hoped the number will double again next year.

The **Per Capita Classic** top three finishers in Wisconsin, determined by total pounds of recyclables collected per person, were:
* UW-Oshkosh (22.68 pounds)
* UW-Madison (17.06 pounds)
* UW-River Falls (12.18 pounds)

The **Waste Minimization** top three finishers, determined by the lowest overall amount of waste (recyclables and trash) generated per person, were:

- * UW-Stout (42.96 pounds)
- * UW-Madison (63.15 pounds)
- * Northland College (76.36 pounds)

*These campuses are among the 14 Wisconsin campuses whose presidents or chancellors have signed the American College and University Presidents Climate Commitment. Participation in the Waste Minimization portion of RecycleMania is one of the steps contained in the Commitment related to the pursuit of climate neutrality. www.presidentsclimatecommitment.org

The winner of Wisconsin's **Gorilla Prize**, for the highest gross tonnage of recyclables was UW-Madison, which placed 7th in the nation.

UW-Oshkosh and UW-Stout

collected the next highest amounts during the 10-week competition.

- * UW-Madison (827,181 pounds)
- * UW-Oshkosh (241,731 pounds)
- * UW-Stout (94,831 pounds)

The **Grand Champion** award, which combines the results of the Per Capita Classic and the Waste Minimization competitions, was UW-Madison with a recycling rate of 27.01%. Following close behind was UW-Stout with a 26.35% recycling rate.

RecycleMania is administered by the National Recycling Coalition (NRC), as a project of NRC's College and University Recycling Council (CURC). Support is provided by the U.S. Environmental Protection Agency's WasteWise program. The Coca-Cola Company is a major sponsor of RecycleMania. To learn more about RecycleMania, visit www.recyclemaniacs.org



Opportunity Development Centers, Inc. Wins Business Friend of the Environment Award

Scott Manley, Wisconsin Manufacturers and Commerce

Headquartered in Wisconsin Rapids, Opportunity Development Centers, Inc. (ODC) has worked for more than 40 years to enrich the lives of people with disabilities or other barriers to employment by developing meaningful work opportunities. ODC has accomplished this important mission by providing employment for hundreds of persons with disabilities each year. ODC employees produce a wide array of goods and services to local, regional and national customers, and benefit from additional opportunities through partnerships with businesses in local communities who hire qualified employees through ODC.

ODC in cooperation with several Wisconsin healthcare laundries have teamed together to save landfills from

medical textile and linen waste by developing a "second life" market for these products. Incontinent pads, blankets, towels and hospital gowns are all re-cycled and re-used by a secondary market of dog show enthusiasts, breeders, exhibitors, rescue groups and humane societies.

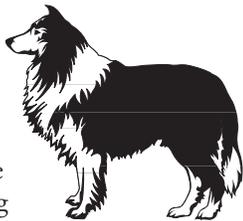
ODC undertook the project because significant quantities of solid textile and linen waste from healthcare laundries, hospitals and hotels were being deposited in landfills. Once they determined that there were multiple sources for these types of textiles and linens, it was ODC's challenge to



Continued on next page

Opportunity Development Centers, Inc. Wins Continued

come up with a new secondary consumer market and alternate use for these items. The ODC marketing and sales team concluded that the products did have a "second life" in alternative markets that primarily included pet owners, dog show exhibitors, breeders, rescue groups and humane societies.



A unique business partnership joined the need to find an alternative use for discarded textiles and linens with a need to find employment opportunities for people with disabilities. The initiative is unique because it involves developing a secondary market for the used textiles that is capable of sustaining jobs and employment for people with disabilities. The start up for this initiative was supported with a Waste Reduction and Recycling Demonstration Grant through the DNR.

ODC set a goal in 2007 of diverting 20 tons of solid textile and linen waste from landfills throughout the year. They shattered their goal. The dedicated efforts of ODC employees resulted in the diversion of 36.6 tons of textile and linen waste, and saved over 73,197 pounds of medical textiles and linens from burdening the landfills by creating an innovative secondary market for these products. ODC converted literally tons of used blankets, towels, incontinent pads and other textiles into useful products for pet enthusiasts, while providing meaningful and rewarding job opportunities for persons with disabilities.

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Department of Administration, Department of Natural Resources, WasteCap Partner to Implement Recycling on State of Wisconsin Projects

Rex Loker, Project Manager, Department of Administration Division of State Facilities, Jenna Kunde, Executive Director, WasteCap Wisconsin

In fall 2006, the Department of Administration Division of State Facilities (DSF) developed & forwarded a Sustainable Facilities Guidelines for state of Wisconsin building projects. A prominent section of these guidelines is construction and demolition debris management, targeting a statewide 50 percent recycling goal for state projects, with results reported annually to the State Building Commission.

Building on several years of collaboration with WasteCap Wisconsin, the contract through the Department of Natural Resources has enabled DSF to partner with WasteCap to develop methods, standards and trained staff within DSF, with the ultimate goal of producing successful, measured construction and demolition debris recycling on all state projects.

Through this partnership, we:

- * Developed a new Division 1 specification for Construction Waste Management, now on the DSF Web site. It is currently being used on five pilot projects throughout the state, with other projects voluntarily using the specifications. Upon completion of the pilots and any modifications based on lessons learned, the specifications will become standard for all DSF projects.
- * Created an online system (WasteCapTRAK) to document recycling results from our projects. Contractors and DSF staff may access reports of recycling results. The system was developed in 2007 and is currently being tested on the pilot projects, with the intent to use it on all DSF projects. WasteCapTRAK provides project-specific waste data and can generate reports

of statewide recycling for the Building Commission.

- * Developed standard practices including use of Division 1 specifications, the WasteCapTRAK documentation system, and other techniques including a waste management plan. These practices are being tested on the five pilot projects. Waste reduction and reuse are an important part of this work.
- * Trained DSF field staff in construction waste management so that they know how to use these practices, can recognize a good (and bad) reuse and recycling program, and can help contractors implement successful construction waste management programs on State project sites.

In 2008 we are also starting work with WasteCap to investigate the use of tear-off shingles in some of our projects. We are still developing field experience and testing the reuse and recycling methods and standards on state projects; however, results have been encouraging. For example, in 2007 the UW-Whitewater College of Business and Economics project demolition phase achieved a 98 percent recycling rate by weight. This led to Miron Construction, the lead contractor on the project, winning WasteCap Wisconsin's statewide Big Diverter Award. In the construction phase, the project continues with recycling of cans and bottles, cardboard, concrete and brick, drywall, scrap metal, and wood.

We're confident that this partnership will result in recycling on all state of Wisconsin projects, diverting increasingly large quantities of materials from landfills, and helping move the state of Wisconsin closer to sustainability.

New Legislation for Non-ferrous Salvagers – 2007 Wisconsin Act 64

Percy Mather, DNR

If you've been selling scrap metals collected through your recycling program, you know that the current markets are at high levels, so high that theft has become a national problem. Wisconsin is one of seven states to adopt a law that places new requirements on metal salvagers and scrap dealers for the purchases of metal other than iron, or nonferrous metals. The intent is to help law enforcement agencies stop the sale of stolen metals to salvage businesses. Communities that have nonferrous scrap buyers should be aware of this new law. It may involve frequent communication with local law enforcement agencies.

2007 Wisconsin Act 64 establishes different categories of scrap metal and focuses on nonferrous scrap and "proprietary articles." Proprietary articles are metal articles either marked in an identifiable way or used in specific types of construction, such as electric utility transmission facilities and railroad track. Specific items such as beer kegs, manhole covers and metal grave markers are also included. Aluminum cans, antiques, jewelry, coins and silverware are excluded from the definition of nonferrous scrap, so the new requirements do not apply to them.

A scrap dealer will need to record the identification from any individual non-commercial seller; the weight of the scrap; and documentation of ownership for all purchases of nonferrous scrap, metal articles and proprietary articles. The scrap dealer must make a diligent inquiry into whether the non-commercial seller is the legal owner and submit the report within one business day to the local law enforcement agency. The recordkeeping requirements for commercial sellers do not include the documentation of ownership. The scrap dealer must keep records of these purchases for at least two years.

Under the new law, a county, city, village or town may enact an ordinance to regulate the purchase of scrap metal

by scrap metal dealers and require scrap metal dealers to submit records regarding scrap metal purchases to a law enforcement officer in an electronic format. The ordinance cannot be more stringent than the state law requirements except in Milwaukee, due to its status as a 1st class city. Penalties for scrap dealers who violate the law are include fines, imprisonment or both. The law allows the owners of nonferrous scrap, metal or proprietary articles who experience losses due to theft to bring civil actions against the violator of the scrap metal law to recover damages and expenses.

A copy of Wisconsin Act 64 is available at: <http://www.legis.state.wi.us/2007/data/acts/>

Scrap metal revenue tip

If your community sells its collected recyclables, you need to report only the revenue from the sale of materials listed on Table 1 of the Annual Report (paper, cardboard, plastics, aluminum or tin cans) and deduct it from the annual expenses. Any income from the sale of ferrous and other scrap metals that would be listed under Optional Reporting is not considered deductible revenue.

Statewide Recycling Coalition Encourages Residents to "Recycle More"

Lis Olson, DNR



Amid the recent attention to increasing gas prices, an emphasis on efficiency and reducing our carbon footprints, one statewide

group has been working for years to encourage local residents to recycle more. The Be SMART coalition is launching a statewide initiative that, based upon statewide research on recycling, educates current recyclers about additional products that can be recycled, and tells residents how to "recycle more."

The coalition is also unveiling a new website to support this effort, offering information to communities on what can be recycled beyond the typical plastic bottles and cardboard. Based upon the research conducted statewide in Wisconsin, the coalition has found that most people consider themselves "regular" recyclers, but many do not know the extent of what can be recycled. The Be SMART coalition hopes to focus

on "regular" recyclers, people who already actively engage in recycling, encouraging them to increase the amount and type of its recyclables.

Recyclable items generally overlooked by "regular" recyclers include: phone books, paper egg containers, newspapers and magazines, shampoo bottles and junk mail. Research results show that 73 percent of people surveyed never recycled shampoo bottles, milk jugs or glass food and beverage containers.

The research and website also put the impact of recycling in perspective and demonstrate the positive effects of recycling, as was desired by research subjects. For instance, recycling three feet of newspapers saves one tree.

"Recycle More Wisconsin is a great resource for the public, educators, and communities. Be SMART has done a fantastic job with filling the knowledge gaps of the recycling and waste reduction education and outreach efforts," said Elisabeth Olson, Recycling and Waste Reduction Education and Outreach Coordinator for Wisconsin Department of Natural Resources.

Continued on next page

DNR Regional Recycling Contacts 2008



Here is an updated list of DNR staff contacts for waste reduction and recycling along with the counties for which they are responsible. Please feel free to call with questions or to introduce yourself.

Regional Recycling Contact	Counties Served
Northern Region	
Bob Germer - (715) 635-4060 Bob.Germer@wisconsin.gov	Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer, Washburn
Sherry Otto - (715) 365-8982 Sherry.Otto@wisconsin.gov	Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor, Vilas
Northeast Region	
Marcy McGrath - (920) 662-5493 Marcy.McGrath@wisconsin.gov	Brown, Calumet, Door, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, Waupaca
Dave Misterek - (920) 424-2104 Dave.Misterek@wisconsin.gov	Fond du Lac, Green Lake, Marquette, Outagamie, Waushara, Winnebago
Southeast Region	
Nancy Gloe - (414) 263-8369 Nancy.Gloe@wisconsin.gov	Milwaukee, Ozaukee, Sheboygan, Washington, Waukesha
Ken Hein - (262) 574-2142 Kenneth.Hein@wisconsin.gov	Kenosha, Racine, Walworth
South Central Region	
Percy Mather - (608) 275-3298 Percy.Mather@wisconsin.gov	Columbia, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock, Sauk
West Central Region	
Paul Wiegner - (715) 839-5171 Paul.Weigner@wisconsin.gov	Adams, Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Jackson, Juneau, La Crosse, Marathon, Monroe, Pepin, Pierce, Portage, St. Croix, Trempealeau, Vernon, Wood
Mike Wenholz, (715) 839-3750 michael.wenholz@wisconsin.gov	

"Recycle More" Continued

For more information about how you can "recycle more," please see the new website at www.recyclemorewisconsin.org <file://www.recyclemorewisconsin.org>

About the Be SMART Coalition
The Be SMART Coalition, which stands for Save More and Reduce Trash, is an award-winning partnership of 34 municipalities who are responsible for ensuring recycling compliance in their communities. The coalition works with state agencies, non-profit and environmental organizations, business and schools dedicated to reducing waste, increasing recycling and conserving Wisconsin's resources by preventing recyclables from going to waste in landfills.

