

# Recycling and Waste Management



## **Jason Lee, Regional Sales Manager, City Carton Recycling**

*As the Regional Sales Manager for City Carton Recycling, Jason Lee works with area businesses to set-up material recycling programs and provides them with waste audits, recycling equipment and consultation on how to divert waste from the landfill into cash. Lee has a B.B.A. in Business and Marketing from Mount Mercy College and an A.B. from Kirkwood Community College.*

# Recycling for Businesses – The Little Things That Make A Large Impact

**Case Studies of Yellowbook and Kirkwood**

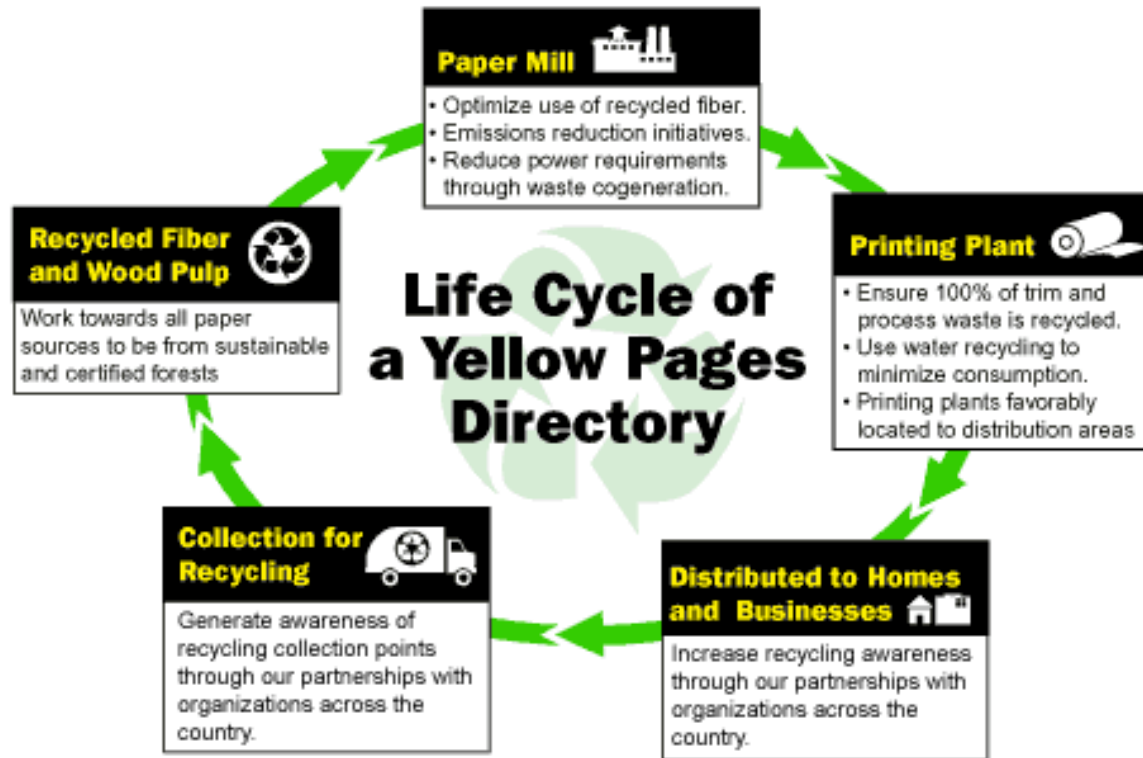


# **Why Develop A Program?**

## **Corporate Responsibility Report**

Your trust and our responsibility go hand in hand. That's why we are dedicated to earning that trust through responsible stewardship of our most valuable resources, including our employees, our community and our environment.

# Why Develop A Program?



# Everyone needs a corporate plan!



# What can be recycled???

- Source Reduction
- Materials Management/Recycling
  - Aluminum and aluminum cans
  - Batteries
  - Chemical drums
  - Chipboard cartons
  - Corrugated
  - Electronic and computer equipment
  - Fiber
  - Food byproduct for animal feed
  - Glass/glass bottles
  - Office papers
  - Oil from food and machines
  - Pallets
  - Plastic banding
  - Plastic liner and printed film
  - Resin
  - Scrap metal, steel, and composite

# What typically is in the Waste Stream?



- Facility Plastics (shrink wrap, strapping, plastics lids)



- Fiber Cores / Chipboard



- Cardboard



- Commingled Plastics 1-7
- Mixed Paper

## Yellowbook's Waste



- Break Room
  - Newspaper
  - PS Styrofoam Cups
  - Napkin
  - Plastic Creamer Container
  - Paper Plate

## Yellowbook's Waste

- Break Room
  - PP#5 Cookie tray
  - PP Plastic Wrap
  - Napkin



## Yellowbook's Waste



### Distribution Area

- LDPE#4 Grey Foam
- Clear LDPE Shrink Wrap
- Chipboard
- Wax Cups
- PET#1 Water Bottle

# Yellowbook Results 2010

## Total Recyclable Waste 5-18-10

Compactor Load = 6,000 lbs OR 3 Tons Every 6 wks

36% of Waste Identified as Recyclable under current CCR Program

## % of Recycling in

<u>Commodity</u>	<u>Waste</u>	<u>Total lbs</u>	<u>Total Tons</u>
Mixed Paper	7%	420	0.21
Cardboard/Chipboard	7%	420	0.21
Shrink Wrap	7%	420	0.21
Commingled 1-7			
Plastics	10%	600	0.30
Metals			
(Tin/Aluminum)	5%	300	0.15
Food Waste	31%	1,860	0.93
Other Landfill Waste	33%	1,980	0.99
	Total	6,000 lbs	3 Tons

# New Programs

Commingled Recycling



Baling Plastics



# Great Signage



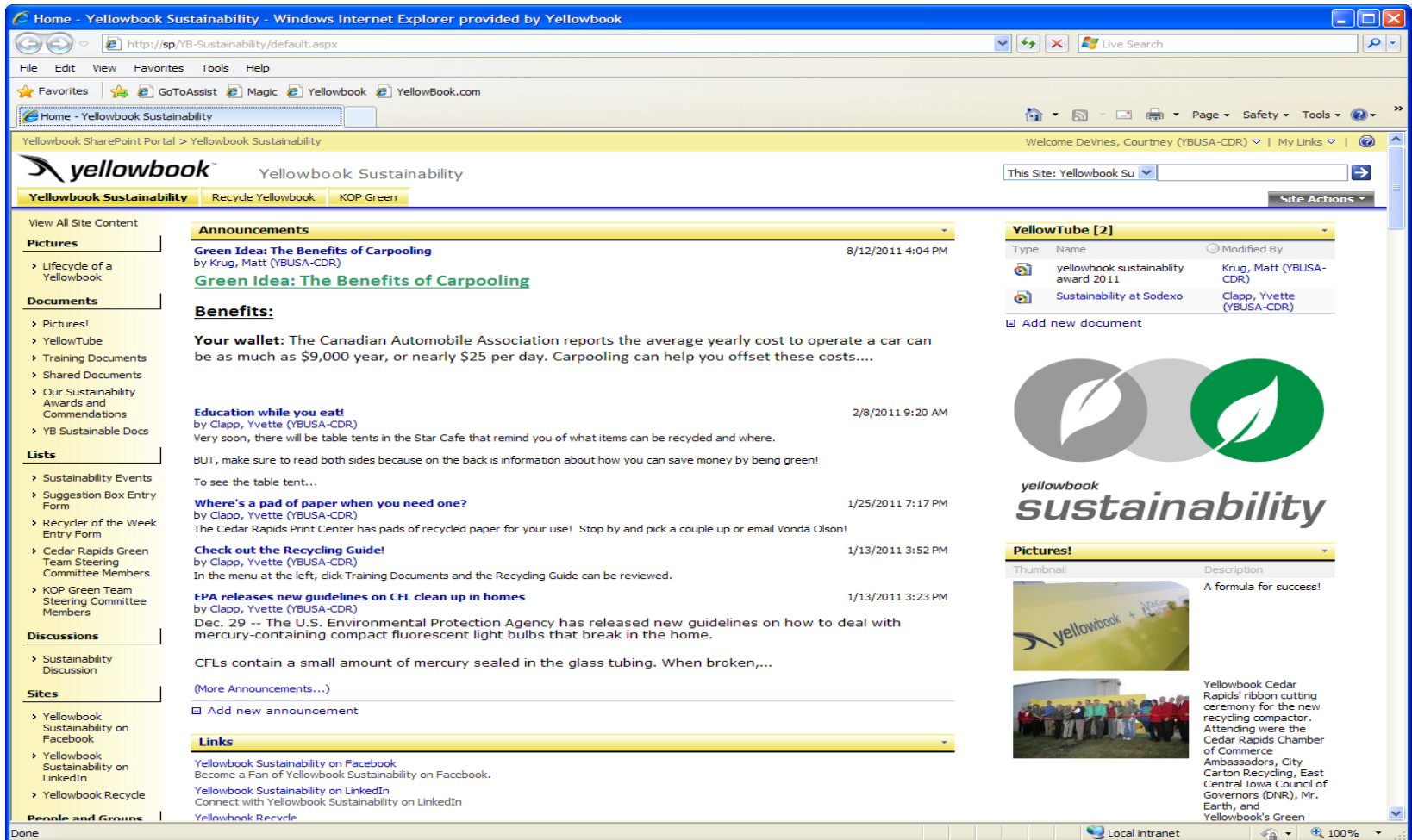
A collection of various household and office items including cereal boxes (Cap'n Crunch, Ritz), snack bags (Smart Ones), a water bottle, a juice bottle, a coffee cup, a metal pan, newspapers, and magazines. Below the items are recycling symbols for PETE, HDPE, LDPE, PP, PG, and OTHER. The PG symbol has a red 'X' over it, indicating it is not accepted. The text below the symbols reads: 'Recycle your items here. (Co-mingled)'. At the bottom, it says: 'For a complete list of acceptable items, see the yellowbook sustainability website on ybnet.' and includes the 'sustainability' logo.



A collection of soft plastic items including a roll of clear plastic, a white plastic bag with a smiley face and the text 'TAKE ME HOME HAVE A NICE DAY!', a clear plastic container, a grey padded envelope, and a white envelope. The text below the items reads: 'Soft Plastics Only'. At the bottom, it says: 'For a complete list of acceptable items, see the yellowbook sustainability website on ybnet.' and includes the 'sustainability' logo.

## Collection Tools





Home - Yellowbook Sustainability - Windows Internet Explorer provided by Yellowbook

http://sp/YB-Sustainability/default.aspx

File Edit View Favorites Tools Help

Home - Yellowbook Sustainability

Yellowbook SharePoint Portal > Yellowbook Sustainability

Welcome DeVries, Courtney (YBUSA-CDR) | My Links

This Site: Yellowbook Su

Site Actions

**yellowbook** Yellowbook Sustainability

Yellowbook Sustainability Recycle Yellowbook KOP Green

View All Site Content

**Pictures**

- Lifecycle of a Yellowbook

**Documents**

- Pictures!
- YellowTube
- Training Documents
- Shared Documents
- Our Sustainability Awards and Commendations
- YB Sustainable Docs

**Lists**

- Sustainability Events
- Suggestion Box Entry Form
- Recycler of the Week Entry Form
- Cedar Rapids Green Team Steering Committee Members
- KOP Green Team Steering Committee Members

**Discussions**

- Sustainability Discussion

**Sites**

- Yellowbook Sustainability on Facebook
- Yellowbook Sustainability on LinkedIn
- Yellowbook Recycle

**People and Groups**

**Announcements**

**Green Idea: The Benefits of Carpooling**  
by Krug, Matt (YBUSA-CDR) 8/12/2011 4:04 PM

**Green Idea: The Benefits of Carpooling**

**Benefits:**

**Your wallet:** The Canadian Automobile Association reports the average yearly cost to operate a car can be as much as \$9,000 year, or nearly \$25 per day. Carpooling can help you offset these costs...

**Education while you eat!**  
by Clapp, Yvette (YBUSA-CDR) 2/8/2011 9:20 AM

Very soon, there will be table tents in the Star Cafe that remind you of what items can be recycled and where. BUT, make sure to read both sides because on the back is information about how you can save money by being green! To see the table tent...

**Where's a pad of paper when you need one?**  
by Clapp, Yvette (YBUSA-CDR) 1/25/2011 7:17 PM

The Cedar Rapids Print Center has pads of recycled paper for your use! Stop by and pick a couple up or email Vonda Olson!

**Check out the Recycling Guide!**  
by Clapp, Yvette (YBUSA-CDR) 1/13/2011 3:52 PM

In the menu at the left, click Training Documents and the Recycling Guide can be reviewed.

**EPA releases new guidelines on CFL clean up in homes**  
by Clapp, Yvette (YBUSA-CDR) 1/13/2011 3:23 PM

Dec. 29 -- The U.S. Environmental Protection Agency has released new guidelines on how to deal with mercury-containing compact fluorescent light bulbs that break in the home.

CFLs contain a small amount of mercury sealed in the glass tubing. When broken,...

(More Announcements...)

Add new announcement


**Links**

- Yellowbook Sustainability on Facebook  
Become a Fan of Yellowbook Sustainability on Facebook.
- Yellowbook Sustainability on LinkedIn  
Connect with Yellowbook Sustainability on LinkedIn
- Yellowbook Recycle

**YellowTube [2]**

Type	Name	Modified By
	yellowbook sustainability award 2011	Krug, Matt (YBUSA-CDR)
	Sustainability at Sodexo	Clapp, Yvette (YBUSA-CDR)

Add new document



yellowbook sustainability

**Pictures!**

Thumbnail	Description
	A formula for success!
	Yellowbook Cedar Rapids' ribbon cutting ceremony for the new recycling compactor. Attending were the Cedar Rapids Chamber of Commerce Ambassadors, City Carton Recycling, East Central Iowa Council of Governors (DNR), Mr. Earth, and Yellowbook's Green

Local intranet 100%

# Green Events

Why have just one Earth Day?

Green Team eXtravaganza

**GTX**  
2011

**Grilled Lunch \$6.00**  
Choose from  
 Chicken  
 Burger  
 Brat  
Includes side, drink & raffle ticket

Each lunch price includes a \$0.50 donation for the local non-profits joining us today:  
Indian Creek Nature Center & Trees are Forever

Want more raffle tickets?  
For sale at Green Team Table!  
\$1 each, or 6 for \$5.

Visit with our vendors...

## Small Trash



- Eliminate waste by not allowing it to be collected.

# Yellowbook Results 2011

## Total Recyclable Waste 7-18-11

Compactor Load = 6,000 lbs OR 3 Tons Every 9wks

19% of Waste Identified as Recyclable under current CCR Program

<u>Commodity</u>	<u>% of Recycling in Waste</u>	<u>Total lbs</u>	<u>Total Tons</u>
Mixed Paper	2%	120	0.06
Cardboard/Chipboard	2%	120	0.06
Shrink Wrap	2%	120	0.06
Commingled 1-7			
Plastics	8%	480	0.24
Metals (Tin/Aluminum)	5%	300	0.15
Food Waste	31%	1,860	0.93
Other Landfill Waste	50%	3,000	1.50
	Total	6,000 lbs	3 Tons

## Success Found At Yellowbook

- Plastic baling: Increased 50%
- Improvement in efficiency:
  - 2011- 15 trips for 3.73 tons/trip
  - 2010- 86 trips for .81 tons/trip
- Mixed paper, cardboard, shrink wrap decreased from landfill by 5% each
- 2010 to 2011 recycling in landfill decreased 17%

## Kirkwood's Growing Need to Recycle

250 carts spread  
among classrooms



Two compactors  
added on campus



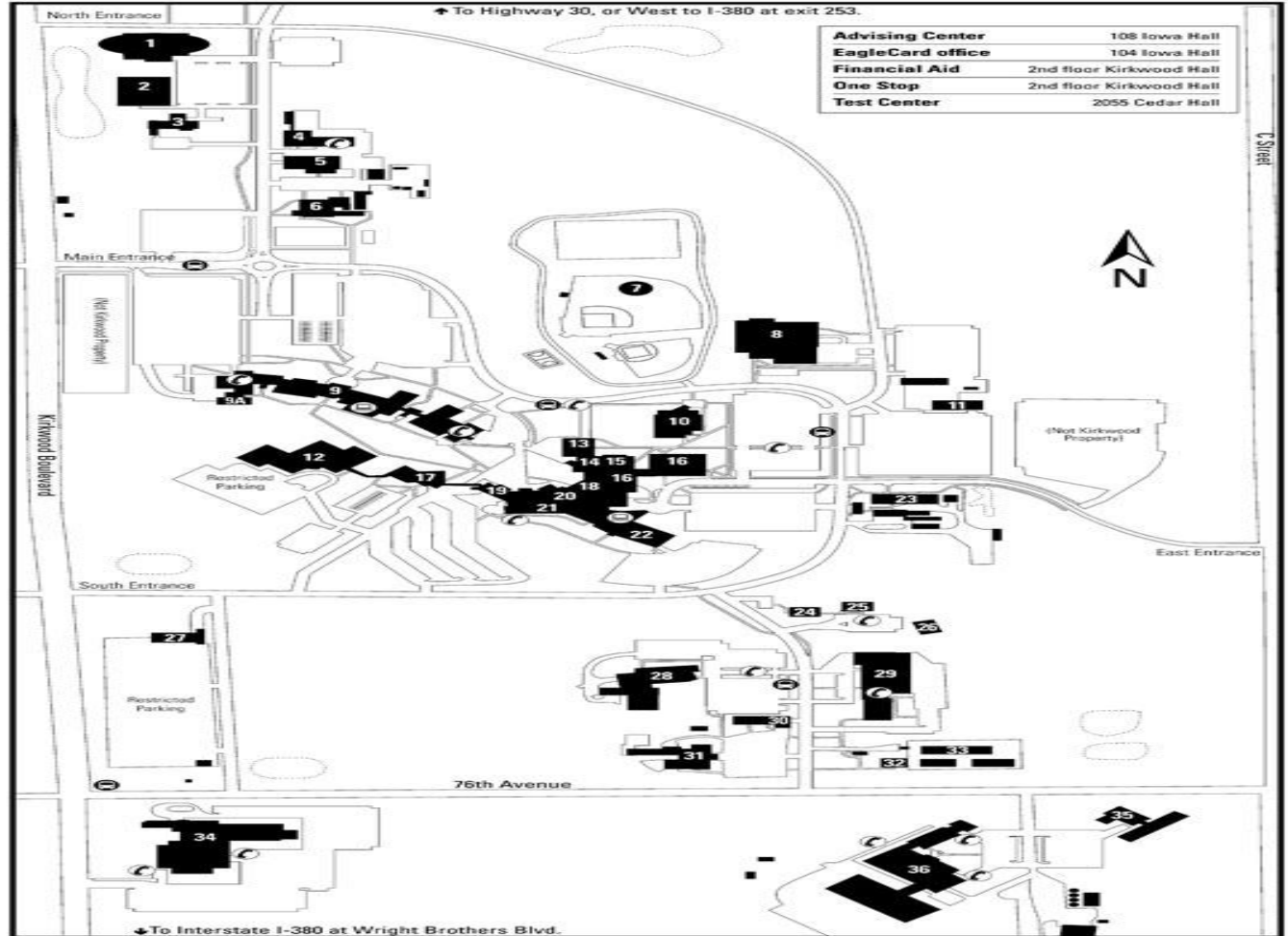
# Recycling Around Campus



## KIRKWOOD MAIN CAMPUS LOCATOR MAP

Admissions, Iowa Hall	18
AEGON USA	12
Animal Health Technology	31
Arts & Theatre Annex	23
Automotive Collision Repair	5
Automotive Technology	4
Ballantyne Auditorium, Iowa Hall	20
Baseball/Softball Fields	7
Benton Hall	13
Bookstore, Benton Hall	14
Building 32 ICN 32A & 32B	25
Campus Health	19
Campus Security	11
Cedar Hall	16
Central Receiving	30
Community Training and Response Center	6
Continuing Education	34
Diamond V Mills	31
Facilities and Security	11
Healthcare Simulation Center	9A
Heritage Agency on Aging East	26
Heritage Agency on Aging West	24
Horticulture/Floral Careers	28
Iowa Equestrian Center	36
Iowa Hall	18
Johnson Hall	10
Jones Hall	8
Kirkwood Hall	17
Kirkwood Kids (Waypoint)	3
Library	15
Linn Hall	9
Mansfield Center	21
Mansfield Swine Education Center	33
Michael J Gould Recreation Center	1
Nielsen Hall	22
Raptor Center	32
RuffaloCODY	2
The Hotel at Kirkwood Center	34
The Kirkwood Center	34
Tippie Beef Education Center	35
Transportation and Safety Training	27
Washington Hall	29

- BUS STOP
- COMPUTER LAB
- EMERGENCY PHONES
- STAFF PARKING



# Communicating With A Team Focus



## Did You Know?

- Every Ton of Recycled Paper:
  - Saves approximately 17 trees
  - Saves 4100 kwh of energy - enough to power the average home for 6 months
  - Saves 7000 gallons of water
  - Keeps almost 60 pounds of air pollution effluents out of the air
  - Is produced in a cleaner, less toxic process than non-recycled paper
  - Eliminates 3 cubic yards of landfill material and reduces the need for more landfills

# **Benefits to Being More Aggressive With Recycling**

- Reducing waste and increasing recycling
- Setting standards for other businesses to look to you as a leader/innovator
- Increased community/employee awareness
- Creating a “Greener” image

## **3 Actions You Can Make Today to Help Save Tomorrow**

- Reduce and Reuse at Work and Home!
  - Use less paper by printing on the back of used sheets, saving information to your computer or PDA to read, recycling what you don't use.
- Become a Community Champion!
  - Become a strong leader at work and champion an area to make sure everyone is recycling.
- Lead by example!
  - Find and make time to showcase your recycling efforts to those at home and at work.

## Thank You!

- Questions or comments?
- We appreciate your time and energy!
- A Special Thanks to Van Meter for hosting this event!

