

Appendix H: WasteWise Partners Innovate with Resource Management



WasteWise is a free, voluntary partnership program that helps organizations eliminate costly municipal solid waste (MSW), benefiting their bottom line and the environment. Through WasteWise, EPA teams with businesses, governments, and institutions to improve source reduction, recycling, and demand for products with recycled content.

At its core, WasteWise revolves around resource efficiency. Partners do more with less: they strive to reduce waste in their operations, to recycle the waste they do produce, and to dispose only as a last resort. WasteWise and RM naturally complement each other. For many WasteWise partners, RM simply means aligning waste contractors' efforts with existing WasteWise activities.

The WasteWise Advantage

WasteWise partners implementing RM can take advantage of an array of resources to facilitate the effort. WasteWise maintains an RM Web page, <www.epa.gov/wastewise/wrr/rm.htm>, that provides an overview of RM and links to other information. Partners can participate in workshops and meetings focused on resource efficiency, contracting, and performance evaluation. WasteWise publicizes best RM practices and highlights partners' RM success stories in its publications, on its Web site, and at its annual, national awards ceremony.

Every WasteWise partner works with a dedicated account representative, a single point of contact and industry specialist who can bring partners together to share RM information and connect partners with relevant outside experts and state and local officials. Account representatives also help set waste reduction goals, track progress, and measure success. This type of technical assistance can play a significant role in helping an organization structure tracking and reporting efforts for RM implementation. Partners implementing RM as part of their WasteWise goals track, measure, and report progress on an annual basis, making them eligible to receive national public recognition from EPA for their efforts.

WasteWise is currently piloting the methodology contained in this manual, *Resource Management: Innovative Solid Waste Contracting Methods*, with two partners, Raytheon Company and Fairview Health Services, and will use this manual as a "how to" guide for other members. WasteWise partners indicated in the Acknowledgements section have also been critical to testing RM principles and guidelines that are addressed in this manual.

To capture the manual's suggestions in condensed form, the program recently dedicated an issue of the *WasteWise Update*, its technical assistance publication, to RM. The *Update* summarizes RM philosophy and practices and gives examples of successful implementation (to download a copy, go to <www.epa.gov/wastewise/pubs/wwupda17.pdf>).

Making It Work

Some of the biggest names in RM participate in WasteWise, and many WasteWise partners view RM as a natural continuation of their environmental and operational leadership. General Motors Corporation (GM), which coined the term "resource management," is a WasteWise charter member. GM first tested RM in 1991 and expects to complete its domestic RM roll-out by 2003. At its Orion Assembly Plant in Michigan, GM realized a 30 percent decrease in 3-year waste management costs and a 25 percent reduction in per-vehicle waste generation.

Public Service Enterprise Group (PSEG), another WasteWise charter member, began RM in 1993. PSEG's program comprises both MSW and hazardous waste; results include decreased waste management costs, generation rates, and disposal volumes. Between 1994 and 1996, PSEG saved \$1.8 million through its RM efforts. For RM case studies on PSEG, GM, and other partners, see the *WasteWise Update* enclosed in this manual.

Get on Board!

WasteWise and RM go hand-in-hand. If you are considering RM, consider WasteWise. The program provides the tools, expertise, and assistance that can make successful RM a reality. Contact WasteWise today to sign up for reduced waste and improved performance:

Call 800 EPA-WISE (372-9473)

Visit www.epa.gov/wastewise

E-mail ww@cais.net



Preserving Resources,
Preventing Waste

Partner Registration Form

**Yes! My organization is ready to become a WasteWise Partner.
Please send me a membership packet.**

(Please complete sections A, B, and C)

I would like more information about the program.

(Please complete sections A and B)

Section A: How did you hear about the WasteWise program?

- Another Company, Government, or Institution (Name) _____
- Direct Mail from WasteWise _____
- Other EPA Program (Name) _____
- Periodical/Publication (Name) _____
- PSA/Advertisement (Location) _____
- Trade Association (Name) _____
- WasteWise Website _____
- Workshop/Conference (Sponsor) _____
- Other (Specify) _____

Section B: Complete and return for more information or visit our website at <www.epa.gov/wastewise>.

Organization Name: _____

SIC Code or Industry Sector, or Type of Government: _____

Check if a: Subsidiary or Division. Name of Parent Company (if applicable): _____

Principal Contact: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax: _____

E-mail: _____

Section C: Continue with this section ONLY if you are joining as a partner.

Facilities to be included in initial waste reduction efforts:

(e.g., corporate or government headquarters only, regional facilities, all offices and plants, etc.)

Approximate Total Number of Employees in these Facilities: _____

Signature of Senior Official: _____

Print Name: _____

Title: _____

Date: _____

**Please fold and mail or fax to WasteWise at 703 308-8686 or register electronically at
<www.epa.gov/wastewise/join.htm>.**