

# 2009 Waste Wise Awards

## INSTRUCTION MANUAL



Preserving Resources,  
Preventing Waste

The U.S. Environmental Protection Agency's WasteWise Program is proud to offer recognition again this year for the efforts and achievements of outstanding organizations. WasteWise will issue Partner of the Year, Endorser of the Year, Gold Achievement, Hall of Fame, and Honorable Mention awards. The application process is simple.

### Application Process:

#### 1 ENSURE ELIGIBILITY

First, select a category and ensure the eligibility of your organization by consulting the requirements noted within this application packet. If you are unsure of eligibility or require assistance, please contact the WasteWise Helpline at (800) EPA-WISE (372-9473).

#### 2 REPORT 2008 WASTEWISE EFFORTS

Applicants for Partner of the Year and Gold Achievement awards must submit 2008 WasteWise annual data. This data serves as the most important piece of the Awards application. WasteWise encourages all members to complete their forms and ensure that they contain as much detail as possible, especially in the comments section. Please use the evaluation criteria section of this application packet to help guide the completion of your report.

#### 3 COMPLETE THE AWARDS APPLICATION FORM

#### 4 COMPOSE WRITTEN STATEMENT

Applicants for all awards are required to submit a written statement for each award category for which you are applying. The written statement should address the evaluation criteria outlined in this document. The written statement for each award category should not exceed 5 pages in length.

#### 5 SUPPLY SUPPORTING MATERIALS (RECOMMENDED)

To support your application, WasteWise welcomes the submission of additional materials (e.g., photographs, newsletters, flyers, or press releases). WasteWise requests that supporting materials relate directly to the award category. Attachments and supporting materials will not be returned.

The application  
deadline is

**September 18<sup>th</sup>, 2009.**

Award decisions will be made in Fall 2009, and EPA will recognize winners in March 2010. WasteWise is not responsible for lost or damaged entries.

### Partner of the Year

This award recognizes partners for their overall waste prevention achievements, recycling collection initiatives, efforts to purchase or manufacture recycled-content products, and activities to promote WasteWise.

Awards will be given for the following sectors: small business, midsize business, large business, very large business, federal government, local government, state government, tribal government, school/school district, college/university, and nonprofit organization. Depending on response, awards might not be given in all categories.

THE AWARDS APPLICATION DEADLINE IS **SEPTEMBER 18<sup>TH</sup>, 2009**

WasteWise will evaluate entries based on the criteria described below:

## EVALUATION CRITERIA

### *Waste Prevention Initiatives (30 percent)*

- **Comprehensive and innovative approaches.** Comprehensive approaches may include multiple activities aimed at reducing a single waste stream (e.g., activities toward a specific area or material). Innovation includes using atypical or unique solutions for preventing waste. Emphasize activities implemented beyond fundamental waste prevention actions. Fundamental actions might include duplex copying or switching to reusable mugs.
- **Amount prevented.** Quantify the amount of waste prevented in 2008 for each specific material.
- **Reduction in expenditures/increase in revenue.** Quantify any reduction in expenditures associated with avoided disposal charges, avoided purchasing costs, and any revenue from sales of used materials in 2008.

### *Recycling Collection Initiatives (25 percent)*

- **Improvements due to WasteWise.** Describe any activities in 2008 that improved recycling or collection processes. These activities could include placing bins in locations that are more convenient, collecting and recycling new types of materials such as yard waste or food scraps, or implementing employee education campaigns.
- **Amount recycled.** Quantify the amount of each specific material recycled in 2008 as a direct result of your participation in WasteWise.
- **Reduction in expenditures/increase in revenue.** Quantify any reduction in expenditures associated with avoided disposal costs or revenue from sales of recyclables in 2008.

### *Buying/Manufacturing Products with Recycled-Content Initiatives (25 percent)*

- **Increased levels of recycled content in products purchased or manufactured.** Quantify increases in the percentage of the recycled content of products purchased or manufactured in 2008.
- **Optional information.** Sample topics that you could discuss: increasing the purchasing of recycled-content products, encouraging vendors to supply more recycled-content products, or writing recycled-content specifications into service contracts. If applicable, you can describe your efforts to increase levels of postconsumer materials in your products, implement a closed-loop manufacturing process, or manufacture a new product with recycled content.

### *Internal and External Promotion of WasteWise (20 percent)*

- **WasteWise Program support.** Describe any steps taken in 2008 to support WasteWise by participating in WasteWise functions such as attending WasteWise conferences and meetings, hosting events, participating as a speaker, or delivering WasteWise presentations.
- **Internal promotion.** Describe any activities your organization initiated in 2008 to internally promote WasteWise participation (e.g., publishing employee WasteWise newsletters, hosting information fairs on waste reduction, creating posters or fliers encouraging waste reduction, or incorporating waste reduction into employee training).
- **External promotion.** Describe activities undertaken in 2008 to promote WasteWise to suppliers, customers, colleagues, and the general public. Promotion could include use of the WasteWise logo on Partners' Web sites, letterhead, or other external communication pieces.

## Endorser of the Year

This award recognizes endorsers' outstanding efforts to promote the WasteWise Program to other organizations and their success in recruiting new WasteWise members. WasteWise will evaluate entries for awards based on the following criteria:

## EVALUATION CRITERIA

### *Promotional Activities (50 percent)*

- **Scope of activities.** Describe the range of activities conducted in 2008 by your organization to promote WasteWise, including information on the creativity and the effectiveness of promotional methods.

## Eligibility

- Active participation in WasteWise for at least 1 year from application due date
- Submission of 2008 annual WasteWise data
- Submission of 2009 WasteWise Awards Application Form
- Submission of a written statement of 5 pages or less addressing the evaluation criteria

## Eligibility

- Active participation in WasteWise for at least 1 year from application due date
- Submission of 2009 WasteWise Awards Application Form
- Submission of a written statement of 5 pages or less addressing the evaluation criteria

- **Frequency of efforts.** Describe efforts conducted in 2008 to promote the WasteWise Program

#### *Promotional Results (50 percent)*

- **New members joining.** Quantify the number of WasteWise members joining as a result of your promotional efforts in 2008.
- **New organizations designated as WasteWise prospects.** Quantify the number of WasteWise prospects that resulted from your promotional efforts in 2008.

## Hall of Fame

Since the inception of WasteWise in 1994, a select group of member organizations have continually excelled with their waste reduction efforts, supported the initiatives of the WasteWise Program, and served as role models for other Program members. To recognize the outstanding achievements and commitment of these members, WasteWise created the Hall of Fame.

Organizations do not need to complete an application for the Hall of Fame. EPA will review annual data and awards applications and make selections based on the following eligibility requirements and evaluation criteria:

- |                                      |   |  |
|--------------------------------------|---|--|
| • WasteWise awards received          | • Level of involvement with WasteWise           | • Sustained environmental performance        |
| • Years participating in the program | • Relative impact of waste reduction activities | • Organizational culture for waste reduction |
| • Reporting history                  | • Creativity/innovation in reducing waste       | • Outreach to other organizations            |

### Eligibility

- Active participation in WasteWise for at least 5 years from application due date
- Minimum of 5 years continuous reporting to the WasteWise Program
- Sustained environmental accomplishments over at least a 5-year-period of timethe evaluation criteria

## Gold Achievement Awards

In 2005, WasteWise introduced the Gold Achievement awards to recognize organizations for outstanding successes in specific focus areas. The following are potential categories for 2009 Gold Achievement Awards. Depending on response, awards might not be given in all categories.

- **New Partner:** This award recognizes a new WasteWise partner who, in its first year, implements successful comprehensive waste reduction programs that typify the goals and objectives of the WasteWise Program.
- **Green Purchasing:** This award recognizes a member that promotes the procurement and utilization of recycled-content products and other environmentally friendly products.
- **Employee Education:** This award recognizes a member who implements an educational or promotional campaign that is well planned, comprehensive, and creates employee awareness about the organization's waste prevention and recycling activities. Key elements could include regular employee training and education that promote employee participation in the organization's WasteWise initiatives. Examples could include e-mail blasts, news bulletins, internal competitions, posters, and new employee orientation materials.
- **Paper Reduction:** This award recognizes a member who reduces paper use and increases paper recycling through sustainable and comprehensive program initiatives. Activities should go beyond duplex copying, procurement of recycled content paper, or implementation of general office paper collection programs.

### Eligibility

- Active participation in WasteWise for at least 1 year from application due date
- Submission of 2008 annual WasteWise data
- Submission of Awards Application Form
- Submission of a written statement of 5 pages or less addressing the evaluation criteria

- **Organic Material Reduction:** This award recognizes a member who initiates or encourages the recycling, reuse, marketing, and utilization of organic materials such as yard waste and food scraps. Food that is recovered and donated to feed the needy is also considered in this category.
- **Climate Change:** This award recognizes a member who achieves significant greenhouse gas reductions through waste prevention and recycling activities. The program should include a focus on the relationship between waste reduction and climate change.
- **Product Stewardship:** This award recognizes a member who reduces a product's life-cycle environmental impact. This can include designing a product to use less resources, toxics, or energy; to be more reusable, upgradeable, or recyclable; or to make sure that its environmental impacts are reduced or eliminated (as much as possible) during manufacture, use, and end-of-life management. In addition, efforts should ensure that the product is properly recovered and recycled at the end of its useful life.
- **Industrial Material Recycling:** This award recognizes a member who beneficially uses industrial materials—some of which include coal combustion products, construction and demolition materials, foundry sand, slag, and gypsum—in practical applications. The amount of material recycled/beneficially used should be detailed in the application.
- **Public Venue Recycling:** This award recognizes a member who implements recycling collection programs in public spaces including events (e.g., stadiums, park and recreation facilities, festivals, malls, etc.) that take place outside the home or workplace. These programs should include an emphasis on public participation, education, outreach, and measurement of results.
- **Recycling in the Workplace:** This award recognizes a member who demonstrates the implementation of a comprehensive recycling program in the workplace. Collection programs should be multi-material (e.g., plastic and glass bottles, cans, paper) with an emphasis on direct participation by employees. Program elements also should include on-going employee education, outreach efforts, training, and a measurement component.
- **Packaging Reduction:** This award recognizes a member who implements meaningful changes in the design, sourcing, manufacture, purchase, or use of materials for primary, secondary, or transport packaging. Key elements could include responsible sourcing of packaging materials, optimization of resources and energy, positive influence on suppliers or consumers, and effective reuse or recovery of the packaging after its useful life.
- **Community Involvement:** This award recognizes a member for hosting, participating in, or supporting community activities linked to waste reduction.

Applicants for the Gold Achievement awards can choose to apply in any of the categories named above or designate an additional category with a different focus. Applicants may apply in more than one Gold Achievement award category, but must submit a written statement for each category selected. EPA will review and consider adding all additional categories that are submitted.

#### EVALUATION CRITERIA

Applicants for Gold Achievement awards will be evaluated on criteria such as:

- |   |                                   |                                     |
|---|-----------------------------------|-------------------------------------|
| • Education and outreach                        | • Innovation/creativity           | • Impact on sustainable development |
| • Expenditure reductions/investments reductions | • Amount of waste reduced         | • Environmental leadership          |
| • Commitment to waste reduction                 | • Internal and external promotion |                                     |