



Endorser Case Studies

Taking WasteWise to the People: The City of Clifton, New Jersey



No one lives in Clifton, New Jersey, very long without learning about waste reduction. In 1999, U.S. EPA recognized Clifton as 1 of 18 model communities because of its successful recycling and source reduction activities. As an active WasteWise endorser, Clifton's Recycling Office also encourages local businesses to set waste reduction goals through partnership in the WasteWise program. In recognition of these efforts Clifton was named a 2000 WasteWise Endorser Program Champion. To spread the message that waste reduction makes both business and environmental sense, city officials have met with business organizations, distributed WasteWise information, and included the WasteWise logo on materials for students, residents, and businesses.

Alfred DuBois, Clifton's Municipal Recycling Coordinator, spends much of his time outside of City Hall educating and promoting waste reduction to Clifton's business community. DuBois spoke at a Clifton Rotary Club meeting and encouraged local businesses to consider joining WasteWise. Following the meeting, he provided WasteWise information packets and registration forms to companies interested in learning more about the program. Additionally, DuBois met with the Clifton Chamber of Commerce to provide WasteWise information, and a future issue of the Chamber's newsletter will include an article explaining the WasteWise program and encouraging companies to participate.

In addition to working with businesses, the Clifton Recycling Office conducts educational programs for the general public and includes the WasteWise logo on many

of its materials. For example, Clifton's Clean Communities Program educates grade school children and the general community about the importance of reuse, recycling, litter prevention, non-point source pollution, and environmentally conscious shopping. The Recycling Office created book covers for students in Clifton's 24 public and parochial schools, which included the WasteWise logo and pictures of students who have participated in Clean Communities. In addition, the WasteWise logo and motto are adjacent to the Clifton recycling logo on certificates presented to organizations

Clifton spreads the WasteWise message by:

- *Meeting with community and business groups*
- *Distributing WasteWise materials*
- *Using the WasteWise logo*

with superior waste reduction initiatives at the Clean Communities Awards Ceremony each December. Finally, the logo appears on the front cover of the Clifton Recycling Guide— which describes the sorting and

collection procedures for recyclable materials in Clifton, as well as waste prevention tips— that the Recycling Office mails to Clifton residences and approximately 1,300 businesses.

Clifton City Hall proudly displays its certificate of WasteWise membership because, according to Mr. DuBois, "The WasteWise program supports the City of Clifton's waste reduction mission through its promotion of waste prevention, which is what the Clifton realizes to be the most important aspect of solid waste management." By simultaneously encouraging businesses to reduce waste and educating residents about the importance of waste prevention, the City of Clifton strives to consistently reduce its impact on the environment.