

THE BUSINESS RECYCLING NEWS

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At-Store Recycling Program: Plastic Carryout Bags

Paper, plastic, or cloth bags? It is a decision all Californians need to make with a purchase. But now Californians who choose to consume plastic carryout bags have additional opportunities to ensure the bags are recycled. California has mandated, through the At-Store Recycling Program, that plastic carryout bag recycling drop-off bins be made available at all regulated [supermarkets and large retail stores with a pharmacy](#).

A “store” is defined as “a retail establishment that provides plastic carryout bags to its customers as a result of the sale of a product and that meets either of the following requirements:

- A retail establishment that has over 10,000 square feet of retail space that generates sales tax and has a licensed pharmacy.
- A supermarket that has a full-line, self-service, retail store with gross annual sales of \$2 million or more and which sells a line of dry groceries, canned goods, non-food items, or perishable goods.

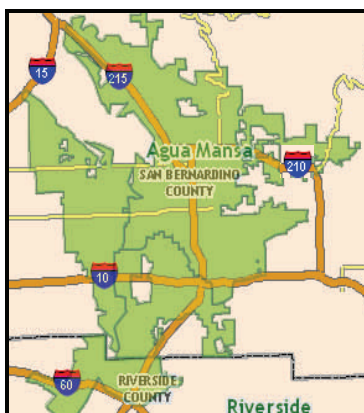
Recycled Market Development Zones— Show Me the Money!

What is a Recycled Market Development Zone (RMDZ) Program? This program encourages California businesses to find innovative methods for diverting waste from landfills by using recycled materials to make new products. The program provides financial services to companies located in areas of the state designated by CalRecycle as recycling-zones. The RMDZ program works in partnership with local agencies seeking to strengthen domestic markets for recycled content materials.

Assistance available to you! The RMDZ can help start or expand a business that uses recycled materials through creative partnerships, low-interest business loans, assistance with navigating regulatory requirements, and business development assistance for startups.

Program Highlights

- Financial assistance, low interest loans of up to \$2 million for California companies that make products from recycled/diverted materials.
- Business development, assistance with siting, permitting, finding feed stocks, and establishing new markets.



RMDZ Criteria

In order to qualify for RMDZ program loan, your project/company must:

1. Be located within a zone, (for the County of San Bernardino, see green section of map to the left) and make use of non-hazardous recycled materials.
2. Use recycled materials of feedstock generated in California

If you do not currently qualify for a loan, you may qualify for business assistance. Contact your local Zone Administrator or RMDZ program staff and they will discuss your needs and how you may become qualified for a loan or receive business assistance.

Expand your business potential!

Contact information for the Agua Mansa Recycled Market Development Zone;
<http://sanbernardinoco.toolsforbusiness.info/california/2b/funding/RMDZ/>

Product Stewardship & Extended Producer Responsibility (EPR)

What is EPR?

Extended Producer Responsibility (EPR), also known as Product Stewardship, is a strategy to place a shared responsibility for end-of-life product management on the producers, and all entities involved in the product chain, instead of the general public; while encouraging product design changes that minimize negative impact on human

health and the environment at every stage of the product's lifecycle. This allows the costs of treatment and disposal to be incorporated into the total cost of a product. It places primary responsibility on the producer, or brand owner, who makes design and marketing decisions. It also creates a setting for markets to emerge that truly reflect the environmental impacts of a

product, and to which producers and consumers respond.

On March 8, 2011, a [California Assembly hearing](#) was held to discuss EPR policy. The discussion covered the economic and environmental impacts of EPR in other regions and how California could benefit from this policy. It highlighted that new jobs are created, not merely shifted from one company to another.

For more information visit,
www.calpsc.org



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Mission Statement

To minimize waste disposal by encouraging waste prevention, reuse and recycling while ensuring environmentally sound solid waste handling services.

The County of San Bernardino Solid Waste Management Division (SWMD) is responsible for the operation and management of the County of San Bernardino solid waste disposal system which consists of five regional landfills, eight transfer stations and three community collection centers.

In addition, the Division administers the County's solid waste handling franchise program and the refuse collection permit program which authorizes and regulates trash collection by private haulers in the unincorporated area.

**We're on the web!
www.sbcounty.gov/dpw/solidwaste**

Motivating Employees to Change Old Habits

Waste reduction hinges on the participation and support of employees, managers, and customers. It involves rethinking the way we do things and changing old habits. This is not always easy, but rewards abound as resources and money are saved. Here are some ideas used in other businesses to educate and motivate employees to reduce waste.

Creative Images - The right visual impressions can actually be stronger than words.

- Use a catchy logo and slogan for your program.
- Create pictures and graphics to jazz up written materials, recycling containers, and coffee mugs.

Motivating Messages - Facts should be put in terms people can relate to and the message should be easy to understand.

- Explain why it is important to stop wasting resources. Where possible, present benefits in terms of cost savings, resources

saved, customer satisfaction, corporate and personal responsibility towards future generations.

- Present information so it stands out; avoid being redundant or boring.

Person-to-Person Communication - Present information person-to-person. It is more influential than written materials alone.

- Seek volunteers in each work area who are willing to be trained as "waste reduction pros."
- Train new employees. Let them know they are expected to use resources carefully and fully participate in waste reduction programs. Explain how to prevent waste and recycle materials.

- Use all-employee gatherings to promote waste reduction. Show what is being done well and what areas need improvement.

Incentives - There are lots of great ways to motivate employees.

- Graph progress and show people how they are doing by division,

floor or other unit.

- Create a contest and award prizes or trophies (reused, of course).

Involve Employees - Employees best know how operations work and are critical to the success of any program.

- Solicit ideas from employees involve them so they have ownership in the program.
- Let employees be part of the decision-making process; invite employees to participate in a waste reduction team that is responsible for implementing waste reduction practices.

Set a Good Example - To ensure new practices become mainstream, practice what you preach.

- If using promotional items or prizes, make sure they exemplify waste reduction (e.g., a reusable mug or a refillable pen made from recycled plastic).
- Don't give away premiums or materials that will end up in the trash.

This article was obtained from www.calrecycle.ca.gov